Flexible Heat and Power, connecting heat and power networks by harnessing the complexity in distributed thermal flexibility

D5.2. Dissemination and Communication Plan

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Executive summary

This document introduces FHP project's dissemination and communication strategy and its implementation plan to be used by the Consortium in order to ensure the high visibility, accessibility and promotion of the project and its results.

This document will involve a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses. FHP's success is strongly dependent on well-coordinated dissemination and exploitation activities, in order to ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate channels. Stakeholders who can contribute to the development, evaluation, uptake and exploitation of FHP's outcomes should be identified and encouraged to interact with the project on a regular and systematic basis.

The main elements of dissemination and communication activities will be: The objectives of the communication and dissemination (WHY?), the content or the key messages (WHAT?), the target audience (TO WHOM?), the tools or the channels to send the message to the different target audiences (HOW?), the contributors (WHO?) and the schedule (WHEN?).

All the information used for dissemination and communication purposes will be tailored to the specific dissemination channel. The project website will be the primary information source for the target audiences. Open access to scientific publications and research data is also important for the Consortium, and in particular for the applied research organisations and academia. FHP Consortium believes that social media is a good means of outreach to the public permitting a bidirectional communication. Mass media (i.e. radio, television, newspapers, specialist and technical publications and Internet) shall be conceived as additional avenues for the promotion of the project objectives and results. Last but not least, Consortium partners will actively participate in external events and the organisation of FHP's workshops.

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1.1	28/04/2017	Christian Johansson (NODA)	Review of final version
1.2	23/03/2018	Mikel Fernández (Tecnalia)	Corrected info on national workshops

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Glossary

Acronym	Full name
BRP	Balance Responsible Party
DCP	Dissemination and Communication Plan
DSO	Distribution System Operator
EDSO	
ESCO	Energy Service COmpany
RES	Renewable Energy Sources
TSO	Transmission System Operator

1   Introduction

The Dissemination and Communication plan aims at creating awareness about the concepts, technologies and products developed throughout FHP life, as well as at firmly establishing awareness about the practical possibilities with FHP among potential first market adopters.

This plan will describe the project's dissemination and communication strategy. This dissemination and communication strategy and the subsequent activities are organised around the following issues and will answer the following questions:

- ✓ The Objectives of the communication and dissemination: WHY we are doing this dissemination?
- ✓ The content, the key messages: WHAT is the information we want to communicate?
- ✓ The target audience: TO WHOM? WHO has to receive this information? Different messages will be defined for different target audiences.
- ✓ The tools or the channels we will use to send the message to the different target audiences: HOW we will reach these target audiences?
- ✓ The contributors: WHO will produce de necessary material for communication? WHO will be in charge of the dissemination?
- ✓ The schedule: WHEN will be produced the dissemination or communication activities?

The Dissemination and Communication plan will also include some performance index as a list of relevant events, conferences, publications ... that has been considered relevant to disseminate the projects results and to receive feedback from relevant stakeholders.

The following general guidelines will be followed:

- ✓ Communication shall be coordinated beforehand so that all project partners convey the same message
- ✓ Communication shall be continuous
- ✓ Communication shall be creative and encourage dialogue
- ✓ Communication efforts shall be active and outreaching in nature

1.1 Organization Structure

VITO, as FHP coordinator, and Tecnalia, will form the core of the communication team. Dynamic participation of all the Partners in the different activities will be fundamental for the efficient dissemination.

FHP dissemination activities are really important. All partners should be careful to assess the public nature of each information to be transmitted, avoiding spreading confidential material.

1.2 Objective of the document

DCP contains the project's strategy, activities and means to be utilized. The first version of the DCP has been produced at month 6 and will be updated until the end of the project, releasing new versions on months 12, 24 and 36. The final version will include the collection of all dissemination activities, impact conclusions and the plan for further dissemination beyond the project life, as a parallel support strategy to the Exploitation Plan.

1.3 Structure of the document

Section 2 explains FHP dissemination and communication strategy, addressing objectives, message to spread, target groups and communication channels and tools.

Section 3 deepens into the dissemination tools and channels that will be used throughout the project development.

In Section 4 some material intended to be used for communication purposes is specified.

2 Strategy for Dissemination and Communication

2.1 Objectives of the communication and dissemination (WHY?)

The major focus of the FHP dissemination framework is to ensure that the project's outcomes (concepts, scientific results, tools, methodologies, results of validation work, problem awareness) are widely disseminated to the appropriate target communities, at appropriate times and via appropriate methods, and that those who can contribute to the development, evaluation, uptake and exploitation of the FHP outcomes can be identified and encouraged to participate. To this end, the Business models and FHP demo sites are expected to play a significant role, by supporting, among others, knowledge transfer and experience sharing.

It should also be mentioned that the objectives of FHP Dissemination are not limited to passive, a posteriori awareness and acceptance. Instead, dissemination is inherently embedded on many FHP activities, from requirements definition to final evaluation, through the utilization of the business models and demo sites of the project as a means to involve end-users and stakeholders of the project developments in all phases of the project implementation. To this end, awareness and social engagement activities towards building owners in the project's pilot sites, as well as, towards DSOs and aggregators all around the EU (with emphasis given on the countries participating in the consortium), will comprise a fundamental element of the FHP dissemination strategy. The stakeholders' and pilot occupants' opinion and feedback on the FHP overall framework and tools will be continuously monitored during the different phases of the project, supporting the FHP user-centred design, through input collected from end-users during workshops and specifically targeted user Fora.

Dissemination is expected to actively support and promote the exploitation and future success of the FHP project. Driven by its innovation nature, the FHP project is clearly aligned with industry and market trends, and has the potential to impact the market in a five to ten year time after project completion.

Exploitation is tightly connected to a number of dissemination actions that implicitly and explicitly contribute to the timely exploitation of the FHP results, inside and beyond the consortium.

Uptake and use of the FHP results will be measured during and after the project execution and is considered as a major success indicator. The adaptability, flexibility and maintainability of the FHP project results, in combination with the fact that they are mostly based on existing and emerging standards and can be easily integrated in existing building and district management systems and infrastructures, guarantees that the final results can effectively be converted from pilot applications into commercial products with reasonable costs and configuration effort.

2.2 The project message (WHAT?)

The overall project has a basic message in three parts. This communication plan and the actions described in it have the purpose of disseminating this message. The three parts are:

✓ Thermal flexibility is needed to create sustainable large-scale renewable power grids
✓ Harnessing thermal flexibility in practice is hard, but FHP provides a solution
✓ FHP is funded by the EU as a premium innovation project

2.3 Target Groups (TO WHOM?)

The dissemination and exploitation strategy of the project focuses on the following target groups:

✓ **Market and industry Stakeholders.** They are the parties involved in the development and commercialization of the FHP solution, and constitute the key beneficiary groups of the FHP project results. It includes:
  o Technology providers, such as heat pumps manufacturers, thermal system controls developers, Building Management Systems hardware providers and control developers, ESCOs, utilities, variable renewable energy generators, etc.
  o Public and Private Promoters in the renewable and construction sectors. They are positioned at the heart of the project's dissemination and exploitation activities and constitute the main participants and receivers of the FHP demo sites awareness, engagement and training activities. Their involvement in the project's activities is considered of high importance since they will be the final end-users of the projects developments
  o Electricity market actors, such as grid operators (DSO, TSO,…), BRP's, aggregators, etc.

The Advisory Board is formed by a good combination of each of these stakeholder's representatives: heat pumps manufacturer (Enertech), ESCO (FERAMAT Cybernetics) and DSOs (IBERDROLA, ENEXIS)

Also some FHP Partners form part the value chain representatives: NODA (technology provider in the building), Honeywell (technology provider in the building), Ecovat (technology provider in the collection of buildings) and KEAB (DSO, energy retailer, RES producer)

✓ **Building owners / energy consumers.** They are directly involved in the project's activities, being the actual consumers of energy in buildings. They will be involved in the FHP demo sites activities in a two-fold manner, focusing, both, on (i) their awareness raising and engagement in interaction activities that will

allow for the definition of accurate behavioural/ comfort profiles and (ii) the mitigation of concerns about privacy violation and personal data collection. KEAB, Ecovat and NODA will be the surveyors and channels of this engagement process

✓ **Technological Platforms and Professional Associations and Initiatives.** These actors target the advancement in integration of ICT and Non-ICT systems for Energy Efficiency in Buildings and Districts, along with the promotion of sustainable strategies Smart Cities and Smart Grids (mainly focusing on peak-load management and demand response). Within this context, FHP will establish clear synergies with (among others) the European and international associations, standardization and certification bodies related with the technologies developed in the project like Smart Grids Task Force, Smart Grids Coordinating Groups from CENELEC-ETSI, Smart Grids National platforms, EDSO, USEF, European and Energy Efficiency Associations, IEC and CENELEC, FIPA… TECNALIA, VITO and RISE technology centres are well positioned and represented in all these European Platforms and will use these contacts and memberships like dissemination and exploitation channels of the project results. Promote project and its outcome to the heat pump industry through the European Heat Pump Association and IEA Heat Pump Centre. RISE will contact at least four large manufacturers of multi-family house heat pumps to raise awareness of the project in general and specific the topic of control system

✓ **Public institutions and Policy Agencies**. The EU Commission and National Contact Points; Local Authorities & National/Regional Public Bodies (like Municipalities) are key players as policy makers; National and Regional Energy Agencies; Companies and research centres

✓ **Scientific Community**. This target group corresponds to research and academic organisations, scientific journals, Committees, Internet Fora, and other working groups in research fields related to the FHP work

✓ **General public. Citizens, consumers and their associations; Specialized organizations and groups of interest**

✓ **Funding agencies**

2.4 Dissemination and communication tools and channels (HOW?)

The Industrial partners will contribute to the Dissemination activities by participating in fairs and events and exploiting their network of contacts, addressing an industrial audience. In this framework NODA, KEAB, Ecovat, ENEXIS and Honeywell which devotes most of its activity in research contracts and engineering services among both private companies and public bodies, has the capability to reach several stakeholders, active in various sectors guaranteeing a high visibility to FHP.

The involvement of many project partners in technology platforms, as in Energy Efficient Building Association (EEBA), DHC+, Smart Grids Platforms, Smart Grids Working Groups, and other related National Associations is indeed considered as an

asset for the FHP Consortium in properly defining a sustainable exploitation and dissemination strategy.

As a matter of fact, one of the goals is to disseminate the project results and achievements among high-level key strategic organizations such as the European DSOs Platform (EDSO), the European Alliance of Companies for Energy Efficiency in Buildings, the European Heat Pump Association (EHPA) which represents the majority of the European heat pump industry, EUROHEAT & POWER which is the international association representing the District Heating and Cooling and Combined Heat and Power sector in Europe and beyond. One National dissemination workshop will be organized in each of the following countries to raise awareness among stakeholders and obtain further engagement: Sweden, Benelux, Spain and Czech Republic. Two workshops will be organized after key milestones of the project. A project Final FHP Conference (M34-36) will be organised for the final presentation of the project's outputs and discussion.

The impact of these workshops will be the awareness rising of project results and of the possibilities to enhance renewables connection through the use of power to heat solutions, mainly their thermal inertia through the flexibility exploitation, at National and at the EU level in Brussels, and on the exploitation of liaison opportunities and maximization of projects results. The involvement of the relevant partners in the organization of each of the stakeholder workshops in member states will also ensure that the messages are contextualized to the member states in question and also initiate or further support cooperation between consortium members and relevant policy makers in each of the demonstration member states.

Horizontal activities will be implemented towards increasing the outreach of the project results and improving the visibility of H2020 and instruments to support Research and Innovation in the EU. Such communication activities will complement the dissemination activities analysed in the previous section and altogether will attempt to maximize the impact of the project, while familiarizing EU citizens with Horizon 2020 and its impact over the reinforcement of the EU economy and social well-being.

To this end an integrated communication campaign will be designed in WP5 and launched by the FHP Consortium complementing and being complemented by the project's dissemination activities and utilizing a variety of instruments and relations to communicate the project's success stories, audio-visual material and comprehensive information packages that will make the project results, along with the overall framework within which it is implemented and funded more understandable to wide public audience.

The FHP communication campaign instruments will include, at minimum 1) the project's website, 2) Research and Innovation, along with Start-up and Cleanweb Hubs, 3) Social Media, News Portals, e-magazines, blogs and web TV channels, 4) Press Releases, Newsletters, Videos in popular media channels with diverse

audience, 4) Participation and presentation of the project and its results in Start-up Community workshops (KIC Innoenergy, CleanTech). Appropriate material (stories, documents, etc.), accompanied by audio-visually enhanced portraits and testimonials will target non-specialist general public, while media relations will be established through social media in order to engage journalists and bloggers to the project's social media releases (Facebook, Twitter, LinkedIn, etc.) and the project results' presentation in YouTube.

The following chapter describes in detail the planned dissemination through these channels.

2.5 Contributor (WHO?) and Schedule (WHEN?)

Following table presents the communication matrix. This matrix shows the different tasks related to the different tools and channels and the activities aiming at realising the communication plan in practice. The matrix shows the different tasks as well as relevant time lines and directly responsible person.

Table 1. FHP communication matrix

Activity	Action	Lead Partner	Particip ant	Objecti ve	Stat us	Comment
Website	Creation	TECNALIA		1	1	
	Update	TECNALIA		6		Relevant information
			VITO	6		Relevant information
			NODA	6		Relevant information
			HONEYW ELL	6		Relevant information
			KEAB	6		Relevant information
			ECOVAT	6		Relevant information
			RISE	6		Relevant information
Dissemina tion material	Project leaflet	VITO		1		
	Poster	VITO		1		
	Branding creation	VITO		1		
Internatio nal Conferenc e	Organization	TECNALIA	All	1		
National Workshop s	Organization	VITO		1		months 30-36, Benelux
		TECNALIA		1		months 24-26, Spain
		HONEYWELL		1		months 24-26, Czech Republic
		KEAB	NODA	1		months 30-36, Sweden

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Activity	Action	Lead Partner	Particip ant	Objecti ve	Stat us	Comment
Newsletter s	Creation first draft	TECNALIA		1		Month9
	Creation NWL1	TECNALIA		1		Month9
	Creation NWL2	VITO		1		
	Creation NWL3	NODA		1		
	Creation NWL4	HONEYWELL		1		
	Creation NWL5	KEAB		1		
	Creation NWL6	ECOVAT		1		
Scientific papers		TECNALIA		1		
		VITO		1		
		KULeuven		1		
		NODA		1		
		HONEYWELL		0		
		KEAB		1		
		ECOVAT		1		
		RISE		1		
Presentati ons to conferenc es		TECNALIA		2		
		VITO		2		
		KULeuven		1		
		NODA		1		
		HONEYWELL		2		
		KEAB		1		
		ECOVAT		1		
		RISE		2		
Social Media	LinkedIn	TECNALIA		20		information
		VITO		20		information
		NODA		10		information
		HONEYWELL		10		information
		KEAB		20		information
		ECOVAT		10		information
		RISE		10		information
	Twitter	TECNALIA		20		tweets
		VITO		20		tweets
		NODA		10		tweets
		HONEYWELL		10		tweets
		KEAB		20		tweets
		ECOVAT		10		tweets
		RISE		10		tweets
Mass Media	Press release	VITO	All	4	1	
	Interview Radio or TV	VITO	All	2		

3   Description of some dissemination tools and channels

3.1   Project´s website

FHP website has been available since M3 [1].
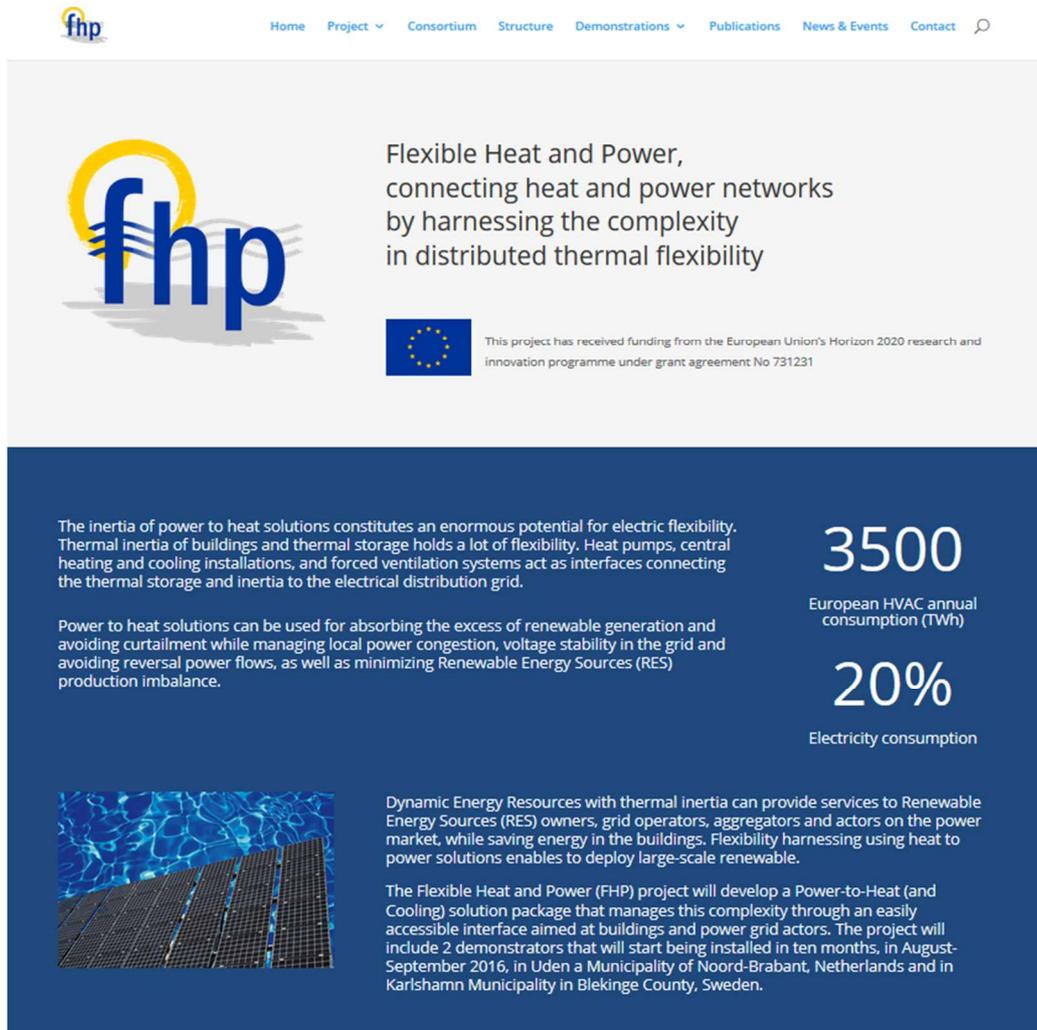
Figure 1. FHP website

It provides information about the objectives of the project, the expected results and the impact. It presents also the consortium involved in the project and the structure of the project

Any of the demonstrations has a dedicated webpage where more information about them is available.

Other dynamic sections as publications, news and events will be periodically uploaded.

The website is the primary communication tool for dissemination and communication. For this reason, it will be a repository for a wide type of information and communication material (see chapter 4 for more information).

Production and distribution of traditional promotional materials is faced with some important constraints, due to their relatively high environmental impact and cost/return ratio. The format will therefore be mostly digital, with only a small quantity of materials distributed by physical means, at events mainly.

In the sections on "Publications and News" the main communication material will be available. Certain communication material (i.e. videos, schematics, pictures) will be also available on the specific contents and descriptions in the website. All this material will contribute to enhance the descriptions in the website and project outcomes.

The website includes a section for press releases and also includes a blog. The document section will provide downloadable publishable presentations, leaflets and journal publications. A private area is also available to provide a centralised access to all generated materials.

TECNALIA will update regularly the website, from Partners' contributions.

3.2 Periodical Newsletters

An electronic newsletter will be distributed twice a year to the target audience, including updates on achievements and milestones.

This electronic newsletter will be available at the website. Additionally specific mailing campaigns will be planned for a distribution of these newsletters through the network of contacts of the different partners participating in the project. This is especially important to address the industrial audience (see section 2.4. for more information)

3.3 Events organized by the FHP Consortium

The consortium of the FHP project will organise 4 National workshops and 1 International Conference:

✓ First two workshops in Spain and Czech Republic will be held in the beginning of third year (months 24-26). Workshops at Benelux and Sweden will be held during the second half of the third year of the project (months 30-36).
✓ The International Conference will be held at the end of the project (months 34 to 36).

3.4 Events in which the FHP Consortium will participate

The FHP project will be presented at conferences, symposia, meetings, fairs. It is worth mentioning the EU Sustainable Week, Workshops organised by KIC Innoenergy or CleanTech, as example of reference events to attend. Moreover brokerage meetings in the Energy domain will be proactively attended.

3.5 Social Media

Social media are gaining increasing popularity being an important dissemination channel for the project. FHP Consortium believes this is a good mean of outreach to the public and the presence of the project on major social networking platform has been established from the early stages of the project.

The purpose of social media tools will be proactively promoting the project and its final results permitting a two-way exchange of information.

FHP has considered the following social media channels:

- ✓ Twitter: We propose to use the hashtag "#FHPH2020" in order to be able to follow the traffic around FHP. So, each FHP partner, when broadcasting any twit about the project, should use this hashtag
- ✓ LinkedIn: each partner / company would distribute relevant information about the project on a regular basis. Links to FHP webpage should be included in the messages, in order to increase the traffic to the webpage
- ✓ Youtube: In case videos are produced along the project

Social media will update on new technical results, publications, research data and events that might be of interest for the Scientific community and the Private sector. It will also help to share the demos experience, build understanding, facilitate adoption of project results and collect periodic feedback to focus on the innovation needs of the sector.

Social media will raise awareness of the project, its results, its benefits, their use and applicability, as well as seek support of Policy makers and Public bodies.

Finally, social media will raise interest of the General public on the project topic and its impact on everyday lives.

Social networks will be used also to build the project's community online.

All project partners have to contribute to the social media content.

3.6 Mass Media

Radio, television, newspapers, specialist and technical publications and Internet will be conceived as additional avenues for the promotion of the project objectives and

results. Updates on the project's progress and targeted messages about offerings to the different stakeholder groups are candidates for mass media publication.

Important announcements resulting from the various project activities will be selected for press releases and submission to professional newspapers as well as sector magazines. Press releases are a very efficient communication tool to inform about relevant milestones or events of the project. Press releases will be published targeting various media to inform about the start and ongoing achievements of the project.

Press releases, news, radio interviews and TV broadcasts will raise awareness about the project activities, outputs and benefits. They will be addressed to all target audiences, but mainly to audiences that do not require a detailed knowledge of the work carried out, such as the general public, policy makers and public bodies.

Articles in Energy and Urban Planning magazines will help to promote a deeper understanding and facilitate adoption of project results. They will be mainly addressed to the private sector.

In order to optimise the communication through this channel:

✓ All project partners can communicate with public media as they see fit, as long as they consider the policy described in the communication plan
✓ Communication deviating from the communication plan should preferably be checked with the project manager and project communication officer beforehand
✓ In communication with public media, the correct name of the project as well as the participating and supporting parties should be used as far as possible

4   Dissemination and communication material

The communication and the dissemination material of the project will be developed to support the implementation of the plan and made available on the dedicated website for easy downloading to a wider international audience.

A first stage of the project will be the definition of the visual identity of the project. Visual identity involves the visible elements of a brand such as color, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone.

All the information used for dissemination and communication purposes will be tailored to the specific **dissemination channel.**

4.1   Branding

The objective of the Branding is to position and to promote the visual identity of the consortium among external stakeholders. Visual identity will involve:

- ✓ Network Logo
- ✓ Templates for documents: reports, press releases, power point presentation, videos, roll-ups…
- ✓ Uniform promotional point material as pop up banners, brochures, etc.

Web page, press releases, audiovisual content, events posters, brochures and banners, posts in social media, and public reports will be developed according to this visual identity.

4.2   Network presentation Material

A set of material to present and to describe the Purposes of FHP will be prepared. This could include:

- ✓ Description of the research infrastructures
- ✓ Project Leaflet
- ✓ Roll-up
- ✓ Standard project presentation
- ✓ Project summary slide

4.3   Audiovisual Material

- ✓ Public pictures, public images
- ✓ Public videos
- ✓ Partner logos
- ✓ Dissemination kit

4.4   Merchandising material

- ✓ Bags
- ✓ Pens

✓ Etc.

4.5   Social Media material

Digital news, post, videos, pictures… could be distributed through these channels.

4.6   Mass Media material

Publication material will be sent to regional, national, European and other international media, and it may also be published through free circulation/access platforms.

Press releases aim to present interesting news about the project, in order to attract the attention of journalists and encourage them to draft articles on the subject. They will be regularly published before an important milestone and will be available in "News and Events" section of the project website. Press releases have to be presented in a specific format and content (i.e. date, attractive headline, clear and strong first paragraph summarising the essential information, other paragraphs to develop the issue, contact details for more information, logos, etc.). The content needs to be very concrete and often, an angle must be chosen.

Press conferences could be held and beneficiaries may also arrange for radio interviews and television broadcasts. Media representatives from press, radio and television can be also invited to attend the relevant events in which FHP participates.

Illustrative pictures, images and photos taken by the project members will be distributed to media representatives. This information will also be sent to other media interested but unable to attend, and uploaded in "News and Events" section of the website.

News will be periodically published in the project website, communicating the most relevant project outcomes. News will be also published in other media as the partners' websites or other webs and written publications.

Press releases, news and articles should be carefully written in order to communicate a clear message, and so avoid misunderstanding by the media. Before their publication, the coordinator should be notified, so that he can approve them, after consulting with all relevant partners when needed.

4.7   Open access repositories of scientific data

FHP demo-sites will be privileged scenarios for the provision of operational data for a wide range of applications. Standards and national regulations on these demand response uses cases are rapidly evolving in several European Countries; this project will accompany the introduction of these new Standards, constituting a test-bed for their actual application and demonstration, able to put in evidences all their implications and consequences.

For each of the two demo sites, the following data will be published:

- ✓ Types of data: heating degree hours, occupants comfort characterization (temperature within standard limits in occupancy hours yes/no and % time of the day) and cost to achieve the comfort (€/m2 building/day), flexibility requested-offered, flexibility used for what purpose (kW, kWh/day resulting in each Business Case), available overall demand (MWh/day), overall RES production in the demo site considered area (MWh/day), FHP project RES self-consumption (kWh/day) by DER flexibility use in each demo site)
- ✓ Data access: Summary of meta data of the tests will be accessible. The data will be accessible in a day basis through the project web page
- ✓ Data preservations: These data will be made available during the project until two years after the project conclusion (in order to enable the commercial activities for further steps in the products industrialization and commercialization, as well as business models implementation)

4.8 Publications in scientific journals (scientific papers)

Consortium partners will strive to publish their results (according to the IPR protection strategy) in dedicated journals and magazines with JCR index in the energy sector and in the field of energy efficiency in buildings (IEEE Power Transactions, IEEE Transactions on Smart Grid, IEA Heat Pump Centre Newsletter, Energy and Buildings, or similar).

4.9   Congresses dissemination material

The Consortium partners will prepare and deliver papers, oral communications, presentations and posters at congresses, relevant events and selected international conferences.

Other communication material, such as leaflets, roll-up banner, standard presentation and videos can be used at industrial exhibitions and fairs.

5   Conclusions

Communication within FHP aims to complement the project's dissemination and exploitation activities, by providing universally understandable information to general public about the project results and increasing the visibility of Horizon 2020 and the project's contribution to meeting the societal challenges of the Framework programme. To this end, the communication strategy of the project is built upon informing and demonstrating towards a wide range of audiences residing outside the core target groups of the project, the societal and economic benefits generated by FHP, by communicating tangible results and "human" success stories coming for the project validation activities and stimulating positive emotions through the demonstration of social welfare enhancement and social added value generated by the project. Through the exploitation of various mainstream communication channels and the attraction of additional societal groups in the FHP tangible results, the consortium will attempt to increase awareness and enhance societal perception on how Research and Innovation can tackle emerging challenges and positively impact the society, while increasing visibility and information flow on the vital role of H2020 and EU funded research in realizing and achieving ambitious EU-side societal, economic and sustainable growth goals.

6 References

[1] http://fhp-h2020.eu/