RE-SKIN

D10.1

Dissemination and Communication Strategy and Plan I

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Deliverable Information Sheet

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List of Acronyms

DSS	Decision Support System

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Keywords list

- Communication strategy
- Dissemination strategy
- Demo cases communication
- Stakeholder workshop results
- Stakeholder engagement strategy
- Communication activities
- Dissemination activities

Disclaimer

1. Executive summary

The purpose of Deliverable 10.1 is to present the dissemination and communication plan, which will give guidance on how to raise awareness, engage stakeholders, and promote the project and its related results, achievements, and generated knowledge.

This plan is based on a strong stakeholder analysis, which identified the groups that will be targeted and engaged in project events and activities where possible. The strategy includes different communication tools, channels, platforms, events, activities, and partnerships to reach the identified stakeholders.

REVOLVE leads dissemination and communication activities with the support of all the partners of the Consortium.

The dissemination activities will ensure that the results from the RE-SKIN project, particularly from the demonstrations of the four large-scale demo cases, reach target stakeholders and end users. They will include:

- Scientific publications;
- Specialised articles;
- Events participation: conferences, fairs, industry exhibitions;
- Events organisation: 4 demo cases events including site visits, capacity building workshops, thematic webinar series, demo stakeholder workshops, seminars, and the final event;
- Networking and partnership with EU-funded projects related to RE-SKIN’s topic.

The communication activities will allow RE-SKIN's partners to communicate project news to their respective communities. Communication activities will also target a broader audience, share the project's societal benefits to the general public and non-specialised media, and inform and engage with the building sector to highlight the benefits of RE-SKIN's technologies. They will inlude:

- Communication kit: branded templates, visual identity guidelines, logo;
- Public website;
- Newsletters;
- Printed and digital materials: leaflets, brochures, roll-ups, posters, infographics;

- Videos;
- Social media;
- Media relations: press releases, media visits.

All activities will follow the strategy outlined in this deliverable to ensure coherence and effectiveness.

The present Dissemination and Communication Strategy and Plan will be updated in M36, with D10.2 Dissemination and Communication Strategy and Plan II. D10.3 Impact Report will be delivered in M42, containing the impact reporting of all communication and dissemination activities based on KPIs set in the D10.1 and 10.2, and capacity building and demonstration activities (T10.4).

2. Dissemination and Communication Strategy and Plan

2.1. Objectives of the strategy

Communication and dissemination are key to ensuring that the project's valuable research and technologies can reach relevant stakeholders. They allow key results to be shared, opportunities for exploitation to be gained, and business and industry uptake to be promoted. In short, they will ensure the long-term impact of the project and its contribution to research and societal goals.

The communication and dissemination strategy provides a clear overview of how all the communication channels, activities, and tools will work together to address the relevant stakeholder groups.

As per the Grant Agreement, the strategy aims to:

- Develop various communication platforms, channels and materials;
- Communicate the societal benefits of the project to a wide audience in Europe and globally;
- Disseminate the project's results to all relevant stakeholders;
- Coordinate activities to disseminate results as effectively as possible in the EU;
- Exploit the project's results and outcomes;
- Identify and exploit opportunities to improve public acceptance with the human-centric approach;
- Leverage on the connections with ongoing projects/initiatives to exchange knowledge and maximise impact.

2.2. Messaging

WP10 will lead the translation of research findings and impacts from the RE-SKIN project into clear and accessible messages for the different targeted groups identified during the stakeholder mapping (see 2.3).

The messages will focus on the goals defined by the European Green Deal, the Energy Performance of Buildings Directive, the Renovation Wave for Europe Strategy and the Sustainable Development Goal 7 (SDG7) of the UN, i.e., the provision of affordable and clean energy. Specifically, the messages will highlight how RE-SKIN will contribute to doubling annual energy renovation rates in the next ten years, reducing building emissions, promoting energy efficiency, and improving energy savings.

Two versions of the golden paragraph have been developed to briefly introduce the project concept on all dissemination and communication assets:

Golden paragraph short version:

The RE-SKIN project is developing an advanced, integrated and multifunctional retrofit system targeting the renovation of the European building stock by combining energy efficiency, smart readiness, sustainability and circular economy.

Golden paragraph long version:

The RE-SKIN (Renewable and Environmentally - Sustainable Kit for building INtegration) project aims to develop a multifunctional package capable of transforming an existing, energy-intensive building into a modern, efficient and, above all, sustainable structure. Integrating ICT, renewable energy, sustainable materials, and new-generation installations, RE-SKIN offers a holistic and systemic solution for the energy retrofit and smart upgrade of residential, commercial and public buildings. The system's special configuration and flexibility make it suitable for application all over Europe.

Three perspectives of the project's benefits, as identified in the Grant Agreement, will be used to adapt the messaging accordingly to the target audience:

Environmental benefits

- Reduction of energy consumption related to the whole building's life cycle;
- Coupling of active and passive features to achieve the highest levels of energy efficiency;
- Improvement of consumption monitoring;
- Outdoor air quality working towards net-zero GHG emissions;

- Reduction of waste building material with the use of recycled, repurposed, and refurbished material.

Economic benefits

- Energy savings for householders and end-users;
- Improved control over energy bills;
- Lower operational costs (energy and maintenance) for householders;
- Circular economy principle applied regarding the building material (recycled, refurbished and repurposed).

Societal benefits

- Improvement of indoor comfort in relation to both temperature (heating and cooling) and acoustic conditions;
- Improvement of indoor and outdoor air quality;
- Improvement of gender equality in access to energy efficiency and energy savings.

The messaging will also present RE-SKIN in terms of three groups of technologies, combining the listed benefits above:

Table 1. Messages per group of technologies

Group of technologies	Key messages	Stakeholder types target
Circularity of the system	• *All the components can be used together or adapted to your needs.* • *Components are compatible with the existing structure.* • *The use of these components is user-friendly and low in maintenance.* • *The installation of the components respects the aesthetics of the building.*	• Building sector constructors and operators • Building owners • Energy efficiency and savings associations • Environmental EU and national policy makers and public authorities

	• *Many materials and components are bio-based, recycled, refurbished or repurposed.*	• Entrepreneurs and business organisations
Technical system	• *The technical components can be combined as packages or used (sold) separately.* • *Depending on the needs, there will be packages focusing on the roof, façade, heating and cooling...* • *RE-SKIN buildings (demo case buildings) use the full package with all the technical components to show the peak performance of the building.* • *The whole system is designed according to a circular economy logic, using mostly bio-based, recycled, refurbished or repurposed.*	• Building sector constructors and operators • Building owners • Energy efficiency and savings associations • Designers • Entrepreneurs and business organisations • Academia
Cloud Platform and data related	• *Information is accessible for both users and stakeholders.* • *Data will be used to optimise the system.* • *The platform is user-friendly.* • *The cloud optimises interventions and building management with the aim to minimise lifecycle energy and cost.* • *The smart control system will act as a unified control and monitoring layer for all the technical components, regardless of the manufacturer or protocol.*	• Building sector constructors and operators • Building owners • Energy efficiency and savings associations • Designers • Environmental EU and national policy makers and public authorities • Entrepreneurs and business organisations • European Technology Platforms • Academia

RE-SKIN will also communicate about policies, objectives and initiatives regarding the circular economy, decarbonisation, renovation and energy efficiency to situate the project in a larger context. This will help in emphasising the importance of RE-SKIN to the stakeholders.

2.3. Target audience and stakeholders

As per the Grant Agreement, the RE-SKIN dissemination and communication strategy will focus on sharing results with stakeholder groups working on the building areas.

During the Kick-off Meeting in Milan in January 2023, relevant stakeholder groups were identified by the Consortium through a stakeholder workshop. By mapping out key groups of stakeholders, partners were encouraged to identify specific regional examples and evaluate their importance for the success of RE-SKIN. This analysis provides valuable insight on the "rationale to engage" and "incentives to engage" of the different stakeholder groups.

The following section presents the results of the workshop.

2.3.1. Stakeholder identification

Five groups were defined: 1) Industries, 2) Investors, 3) Academia/Research, 4) Public Authorities and Policy Makers, and 5) General Public. These groups can be subdivided into, for example, building sector constructors and operators, building owners, energy efficiency and savings associations, designers, EU and national policy makers and public authorities, entrepreneurs and business organisations, European Technology Platforms, and academia.

Table 2. Stakeholder workshop results: identification of the most relevant local key stakeholders

Local stakeholders	Industries	Investors	Academia & Research	Public Authorities & Policy Makers	General Public
Lille (France)	• *ENEI* • *SOMFY* • *ALDES* • *Voltec Solar* • *Saint Gobain* • *Chambre de commerce et industrie de Lille*	• *Vilogia* • *CDG France* • *CDC Habitat* • *Amazon France* • *Action Logement*	• *ENTPE* • *Université Lille* • *CSTB* • *HEI Lille* • *CEREMA* • *Ecole Polytechnique Lille* • *Centrale Lille* • *ICAM*	• *Ville de Lille* • *Metropole Européenne Lille* • *CSTB* • *Région Hauts-de-France* • *Département du Nord* • *Action Logements Service*	• *INTERFACE* • *ESSteam* • *Enercoop*
Milan (Italy)	• *ENI Italy* • *ENGIE Italy* • *Assimpredil* • *ANCE – Associazione Nazionale Costruttori Edili* • *Rete Irene*	• *ENEL-X* • *ENI Italy* • *Comune Milano* • *UNIABITA* • *Legacoop* • *Casa Depositi e Prestiti* • *Legacoop*	• *ENEA Italy* • *Comune Milano* • *Regione Lombardia* • *CNR – Consiglio Nazionale delle Ricerche* • *JRC ISPRA* • *POLIMI* • *ETH Zurich* • *ENI ricerche*	• *Comune Milano* • *Regione Lombardia* • *ENEA italy* • *ANCI Lombardia – Associazione Nazionale Comuni Italiani* • *ACER Reggio Emilia*	• *UPPI* • *Legacoop* • *Legambiente* • *ACER reggio Emilia* • *Codacons*

	• *ENEL*	• *Federcasa*	• *EURAC*		
Burgas (Bulgaria)	• */*	• */*	• *Burgas University "Prof Asen Zlatarov"* • *BFU* • *Flow Asen Zlatarov University*	• *Burgas Municipality*	• */*
Langreo (Spain)	• *ENDESA* • *The Climate Hub* • *Govern Asturias* • *AMB.cat* • *Ferrovial*	• *Government of Asturias* • *FAEN Asturias* • *COAA Asturias*	• *UC3M* • *IMDEA Energia* • *UPC* • *UAH* • *Urjc*	• *Government of Asturias* • *IDAE* • *Madrid Municipality*	• *Madrid inhabitants* • *Consorci de l'habitate de Barcelona*

Table 3. Stakeholder workshop results: identification of global stakeholders

Global stakeholders	Industries	Investors	Academia & Research	Public Authorities & Policy Makers	General Public
European and National levels	• *Hardware manufacturers* • *Energy management company* • *EU Directorate General for Energy* • *EU Directorate General for Internal Market, Industry, Entrepreneurship and SME's*	• *AIT Austria* • *EU JUST transition fund* • *European Investment bank*	• *AIT Austria* • *Universities* • *JRC*	• *EU federation of living* • *Ministère de la transition écologique (France)* • *French energy regulatory commission CRE* • *Ministry of Transport, Mobility and Urban Agenda (Spain)*	• *Tenants* • *Building maintenance staff* • *ADEME* • *Community Managers*

This identification facilitates the communication process by allowing stakeholders to be grouped into three main categories: **Leaders, Enablers** and **Multipliers**. Figure 1 presents a breakdown of the three categories along with a list of the communication channels, activities, and materials most applicable to them.

Stakeholders \ Communication measures		Website	Email marketing / Mailing lists	Media relations	Public information campaign	Related EU projects & conferences	Trainings	Workshops	Demonstration activities	Handbooks / Online course	Knowledge transfer conference	Final conference	Virtual Demo
Leaders	Building sector constructors and operators	☒	☒		☒	☒	☒	☒	☒	☒	☒	☒	☒
	Building owners	☒	☒		☒	☒	☒	☒	☒	☒	☒	☒	☒
	Energy efficiency and savings associations	☒	☒		☒	☒	☒	☒	☒	☒	☒	☒	☒
	Installer associations	☒	☒		☒	☒	☒	☒	☒	☒	☒	☒	☒
	Designers	☒	☒		☒	☒	☒	☒	☒	☒	☒	☒	☒
Enablers	Environmental EU and national policy makers and public authorities	☒	☒		☒	☒			☒	☒	☒	☒	☒
	Entrepreneurs / Business organisations	☒	☒		☒	☒	☒	☒	☒	☒	☒	☒	☒
Multipliers	European Technology platforms	☒	☒		☒							☒	☒
	Academia	☒	☒		☒							☒	☒
	Media / Journalist	☒	☒	☒					☒			☒	☒

Figure 1. Stakeholder types, dissemination channels, activities, and materials.

2.3.2. Stakeholder mapping

The second part of the workshop aimed to map the stakeholder groups on an axis according to their level of **influence** (to what extent they can affect local policy, for example) and **impact** (to what extent their input is needed to make the project happen). Each demo region took turns to map their own groups.

2.3.2.1. Lille Demo Case – Hauts de France region

The most influential and impactful stakeholders are the Industry group. Table 1 lists ENEI, SOMFY, and ALDES as examples in this category. From the results, we can observe a strong need for public awareness about the topic. The RE-SKIN project will develop easy and comprehensive messaging about the economical, societal, and environmental benefits, as described in section 2.2. In general, the perceived influence and impact levels of the groups are relatively low and should be boosted.

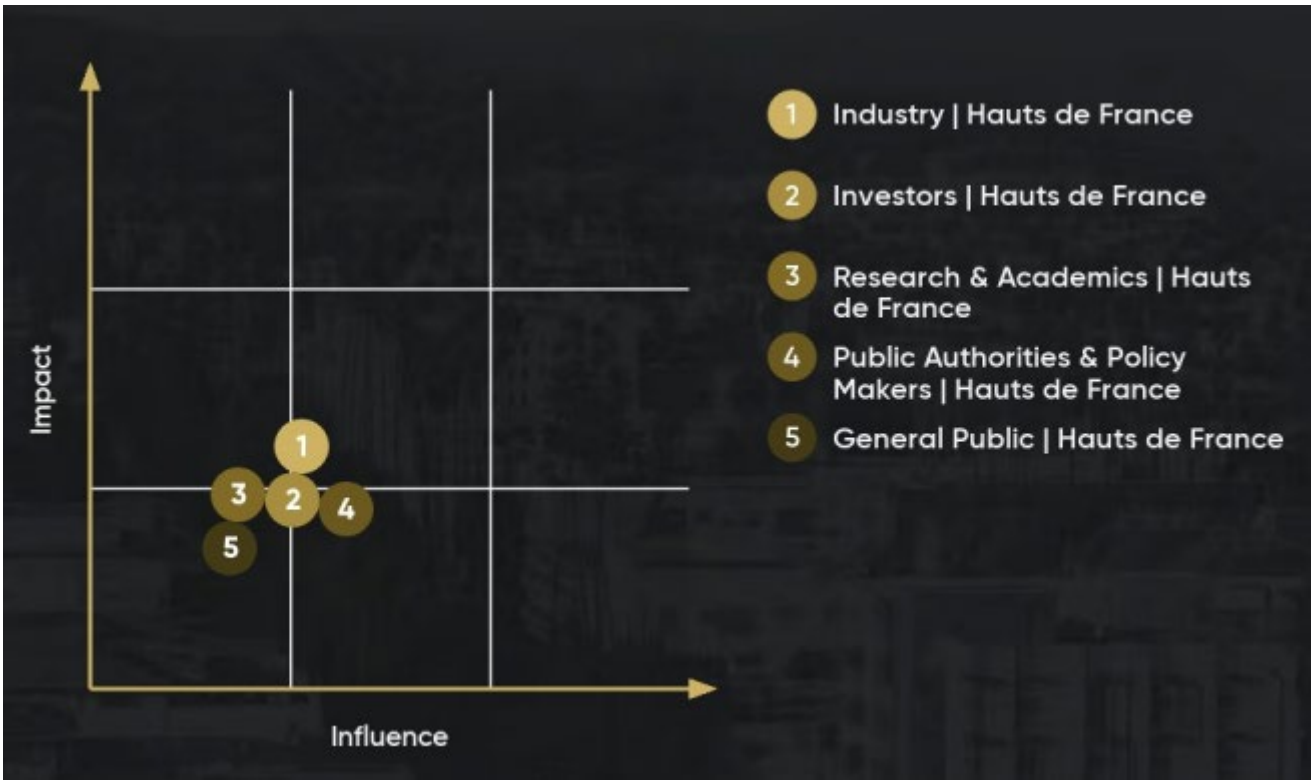

Figure 2. Level of influence and impact of the stakeholder groups - Lille Demo Case

2.3.2.2. Milan Demo Case – Lombardy region

The mapping for Lombardy shows a more dynamic region regarding the renovation of the building sector. The most impactful groups are Investors (which, according to Table 1, include ENEL-X, ANCE, and Comune di Milano) and 2) Industry, including ENI Italy, ENGIE Italy, and Assimpredil. The lack of influence and impact mirrors the response of the Lille demo case.

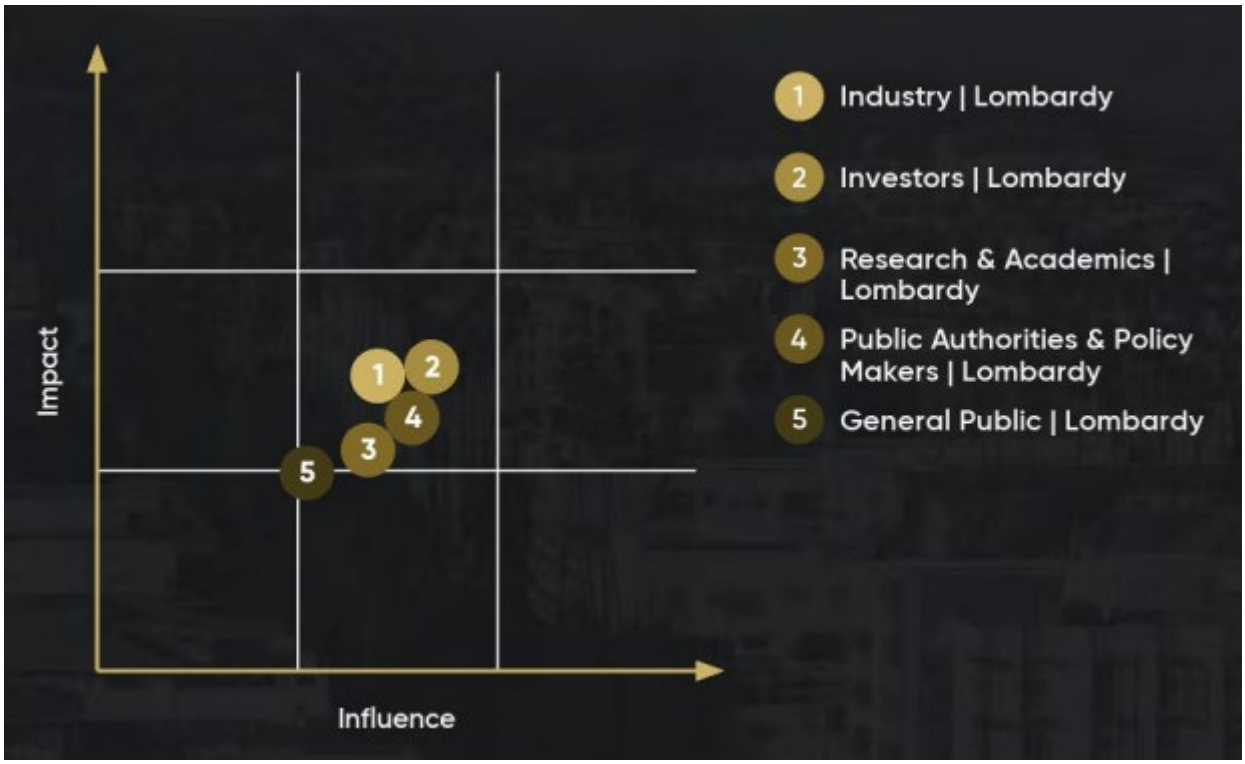

Figure 3. Level of influence and impact of the stakeholder groups - Milan Demo Case

2.3.2.3. Burgas Demo Case – Burgas region

The results for Burgas show that the Research & Academics group is the most influential and impactful. Table 1 lists Burgas University "Prof Asen Zlatarov", BFU and Flow Asen Zlatarov University as examples from this category. The investors and general public were ranked as the least influential group. The economic benefits message will be reinforced for this demo region.

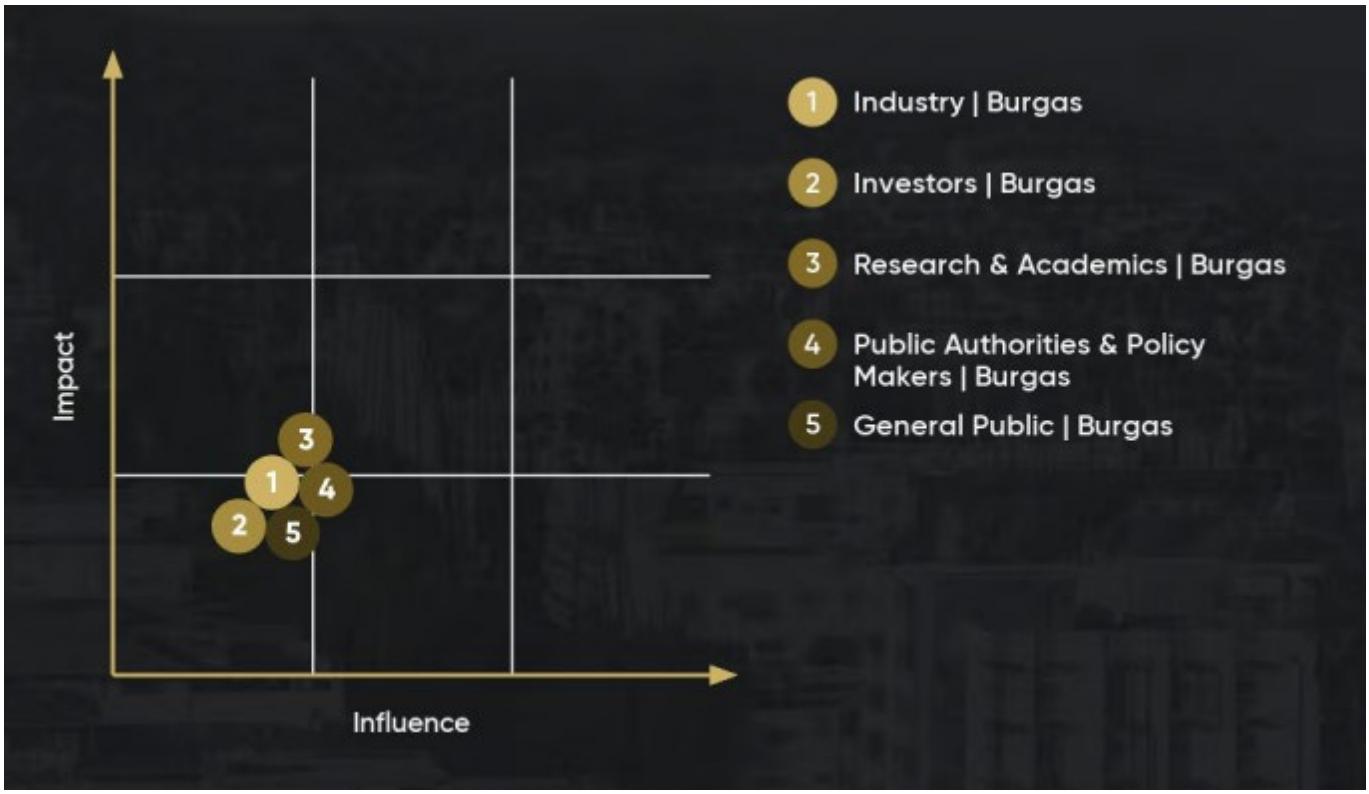

Figure 4. Level of influence and impact of the stakeholder groups - Burgas Demo Case

2.3.2.4. Langreo Demo Case – Asturias region

The results for Langreo show that the Public Authorities and Policy Makers group is the most influential and impactful. Table 1 shows that this group includes the Government of Asturias and IDEA Instituto para la Diversificacion y Ahorro de la Energia or the Municipalities. The Research & Academics group is the least influential in this case. The technical and research results could be one strong message to engage with them, as well as with the Investors and Industries, which are also ranked poorly in this region.

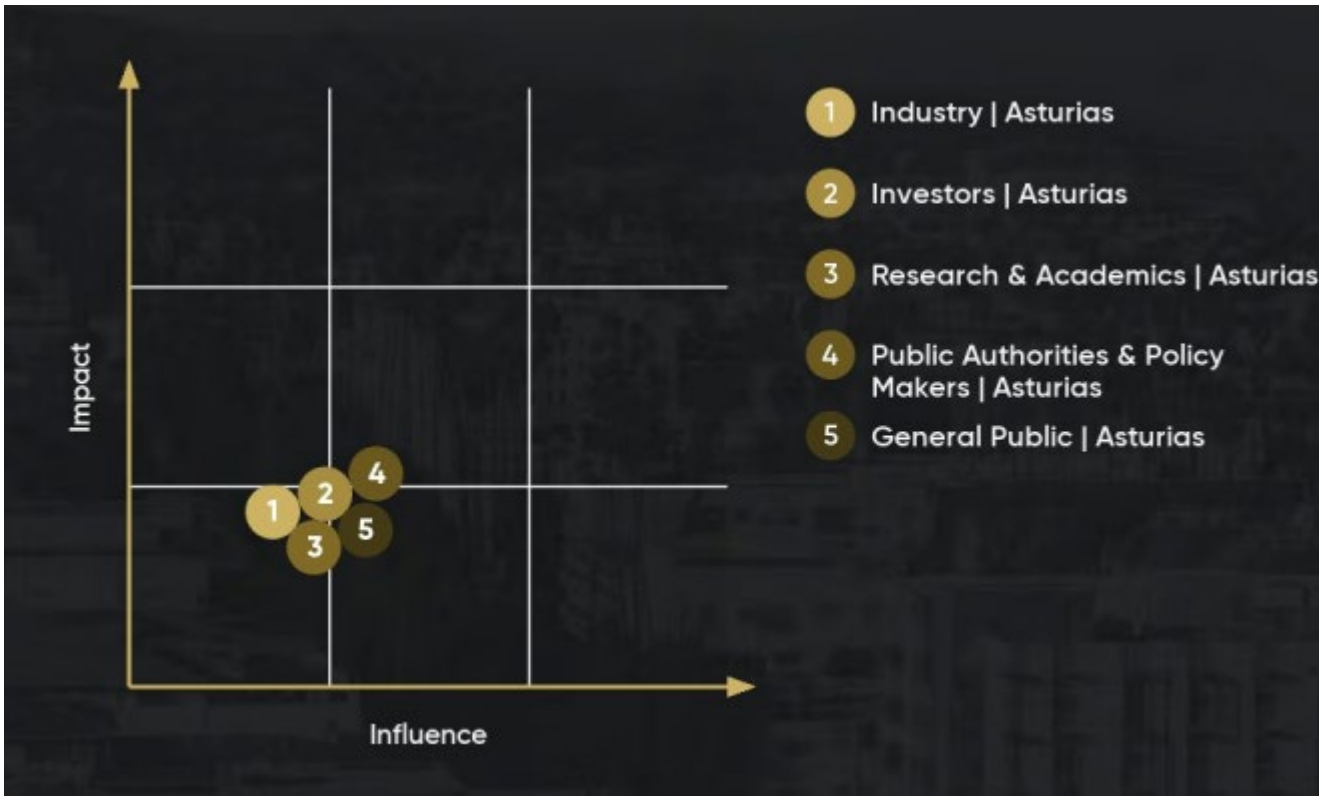

Figure 5. Level of influence and impact of the stakeholder groups - Langreo Demo Case

2.4. Dissemination of Results

The initial dissemination plan has been formulated with consideration given to the exploitation strategy. It is important to ensure that the project's results are only disseminated with all partners' prior notification and consent, and that all proprietary information is appropriately protected before it is disseminated or exploited.

The dissemination objectives of RE-SKIN are:

- To ensure that relevant information on the project's outputs will have an extended **reach across Europe**, including research, commercial, investment, social, environmental, policy making, standard setting, skills, and educational training. This will further support our exploitation strategy within the **building renovation sectors**;
- To **convey the project results** in the most effective way to the end-users in the target sectors, supporting the growth of the network, achieving impact, and highlighting breakthroughs associated with building renovation;

- To **raise awareness** of RE-SKIN and thus receive feedback, inputs, and insight from the relevant target groups and stakeholders. Ongoing collection of this feedback is crucial for the continual improvement of our outreach and stakeholder engagement tactics.

2.4.1. Scientific publications

The RE-SKIN dissemination strategy focusses on the ongoing release of research, favouring open-access public domains (including the use of Horizon Result Platform) wherever possible. This research should be digestible to multiple audiences, from within the renovation sector as well as adjacent sectors and specialisations. It provides the framework for the effective disclosure of results and communicating about the project's societal benefits, thus maximising the impact and paving the way for sustaining RE-SKIN technologies beyond the project's initial funding.

RE-SKIN intends to publish several scientific publications in journals, technical magazines, and other media. Technical and scientific publications will be represented as editorials, blog pieces, or updates on the project website to help bring this information out from the scientific niche and present it in a legible way to a larger audience. The target is to publish at least 25 articles in total, ten of which being peer-reviewed scientific articles to be published in high-impact journals such as Solar Energy or Renewable Energy.

Additional reports and outcomes not disseminated in peer-reviewed journals will be made available in a suitable format, making use of established repositories such as Open Research Europe.

2.4.2. Events participation: conferences, fairs, industry exhibitions

The project will be promoted at external conferences, fairs and industry exhibitions throughout its duration. Through partner booths or potentially independent RE-SKIN booths, we will reach the industrial and investor stakeholder groups. Research partners will present their results at relevant international scientific conferences. Industrial, technical and research partners will participate in trade fairs and industry events, with a target of at least eight trade fair participations.

Several events were identified: ICAE 2024, ICCEP2023, ICCEP 2025, IBPSA 2026, Enlit Europe, EUSEW, Coatings and Interfaces Conference, Bio-based Coatings Europe, ETCC - European Technical Coating Congress, Advanced Building Skins Conference, CIB international council for research and innovation in building and construction, and World Bio Markets.

To keep track of this activity, partners will be asked to complete an online dissemination tracking form that is regularly communicated to them. All partners are encouraged to seek out opportunities to increase the impact of the project through presentations about RE-SKIN at external events. REVOLVE is responsible for quality assurance of all communication materials and partners are asked to consult with REVOLVE specifically where public material is concerned. In addition, REVOLVE will actively seek out opportunities to disseminate information and findings of the project to key stakeholders and networks. Records (presentations, meetings/conference agendas, etc.) should be kept by partners of all presentations made concerning RE-SKIN's work. These details will be required for European Commission reporting purposes (PART A).

2.4.3. Events organisation

Project events will be used as platforms to promote and communicate about the project and its results. RE-SKIN partners will organise the following events, spread throughout the project's duration:

- **Community event** (80 participants, five EU projects represented): during the project, a networking event will bring together related projects and project stakeholders to activate the partners' networks and start to foster a community around the project.
- **Demonstration events of the four demonstration cases.** These events will combine:
    1. **Site visits** organised for local technical stakeholders, such as installers and building owners, to show the RE-SKIN concept in operative conditions. In such a way, it is possible to raise awareness of the technical target, the potentialities of the aggregated sub-components, and its applications. The demonstration events will be organised as soon as the demo cases will be ready to be presented.
    2. **Capacity building workshops** (each with 40 attendees): to reach out to the local stakeholders in the regions of the four demo buildings, a public workshop will be held in the local language to raise awareness of the project and the retrofit intervention. The workshops will be organised during the site events. Local industry stakeholders will be invited such as installers.
    3. **Virtual demonstrations:** visually immersive 360° vision of at least one demo case. More details in part 2.5.2.
- **Thematic webinar series** (at least three webinars with 100 attendees in total): in the second and third years of the project, a series of webinars will be organised to support capacity building. The

planned webinars will provide guidance on the implementation of RE-SKIN and support the capacity building and professional developments of consultants/designers (engineers and architects) and installers. The webinars will enable RE-SKIN partners to get feedback on preliminary results and inspiration from their peers.

- **Higher education seminars** (at least four seminars): academic partners will organise and deliver workshops and seminars at the graduate and postgraduate levels.
- **Final event** (120 attendees, including EU policymakers): this will be a chance to share the project's final outcomes with an EU audience, present policy recommendations, and discuss exploitation prospects. The event will promote the societal benefit of RE-SKIN and present the results to stakeholders and the EC. It will be live streamed to increase its accessibility to a Europe-wide audience. General and specialised media will be engaged.

2.4.4. Networking and partnership with other EU-funded projects

To increase the visibility of the project and to reach a "lookalike" audience, the Consortium will target existing networks, such as BPIE (Buildings Performance Institute Europe), ECTP Innovative Built Environment, REScoop EU, European Construction Industry Federation, etc. Additional networks will be continually identified during event participations. Networks, societies and committees in which Consortium partners are members will be a resource for further communication and dissemination of RE-SKIN results into sectors beyond the project's scope.

2.4.5. Legacy plan

Legacy planning after the end of the project is key to maximising its visibility to its targeted stakeholders and general audience. WP10 will present a detailed legacy plan in D10.2 Dissemination and Communication Strategy and Plan II, which is due in M36. This plan will aim to continue with the project's communication and dissemination to achieve wide replicability and transferability of its results beyond its lifetime, focusing on key stakeholders at the national and European level.

RE-SKIN's legacy plan will be structured as two different sections:

1. A description of the project's actions, results, and conclusions.
2. A review of the communication and dissemination activities to perform after the project's end, containing a set of detailed measures, responsibilities, and a multi-annual resource allocation to assure its implementation.

At this stage of the project, REVOLVE identified two main digital tools that we will host for at least five years after the project's end: the virtual demonstrations and the project website. Industry partners will also have the option to transfer or link the virtual demonstrations on their website to showcase their work and results.

2.5. Communication activities

As described in part 2.2, RE-SKIN's communication strategy will mainly focus on the environmental, economic and societal benefits of the project, using the stories from the demo cases.

The main communication message will be developed along with a logo and visual identity, providing umbrella images and branding for all RE-SKIN communication, dissemination and deliverable presentation materials. The objectives of the communication activities are:

- To develop various communications platforms, channels and materials;
- To identify and exploit opportunities to improve public acceptance with the human-centric approach;
- To reach out to a wide audience through professional communication activities in Europe and globally.

2.5.1. Communication kit

The visual identity was developed at the beginning of the project to differentiate RE-SKIN from other projects and to ensure consistency across all project materials. The logo is the visual representation of the project and is reflected in all the communication materials.

Figure 6. Logo of RE-SKIN

More details about the visual identity guidelines and logo concept are described in the Visual Identity guidelines document that is reported in the Annex of this deliverable.

Based on the visual identity, templates for Microsoft Word and Microsoft PowerPoint have been developed. All partners have access to these assets for all communications and presentations about RE-SKIN throughout the lifetime of the project.

The templates were developed accounting for any applicable rules and regulations from the European Commission.

2.5.2. Public website

A dedicated project website is the main communication and dissemination platform to allow stakeholders, end-users and the media to have access to the project development and results. The website URL address is: https://reskinproject.eu. A screenshot of the the first version is reported in the Annex of this deliverable.

The key aims of the website are to:

- Become the primary point of contact for information about RE-SKIN,
- Act as a general hub for research on issues relevant to the project, and
- Serve as the entry point for accessing to the virtual demonstrations of the four demo cases and for the RE-SKIN Decision Support System (DSS).

The website will host all public deliverables and promote relevant content (including project and consortium presentations, newsletters, press releases, news items, videos, infographics, events agenda, research results and publications, etc.) available to the key stakeholder groups. Partners will be involved in the development of website content to increase project visibility and maximise impact.

The website will be also used to share the public results of the project; it will include downloadable material, such as the leaflet, video, pictures, and infographics, each explained appropriately for a non-expert audience. The website will provide a clear and open discussion of the potential and limitations of the technologies and to allow their exposure to market for future commercial purposes.

When the DSS will be available, the website will present the tool and link to it. The DSS will propose to build a virtual building performance model according to the data sent by the potential users. This digital twin of the building will highlight the RE-SKIN technologies. The DSS will be developed by Useful Risk.

In addition, the website will give access to virtual demonstrations of the four demo cases in a user-friendly way. In parallel to the on-site demonstration events that will be organised (see part 2.4.3), RE-SKIN will incorporate a visually immersive 360º vision of the demo cases on the website. According to the results on the site, one demo case will be selected by the Consortium to be displayed through architectural 3D modelling, allowing stakeholders to gain a virtual perspective of decision-making processes, interventions, and results. Dedicated pages will be created for each virtual demonstration. The virtual demonstrations will help us reach a much larger audience long after the project ends.

The website will embed SEO (Search Engine Optimisation) and Analytics from launch to grow and track traffic from around Europe and beyond. Website statistics will be compiled for D10.3 Impact Report, due in M42.

The website's language will be English to reach an international audience. The content will be regularly updated and maintained by REVOLVE, with the cooperation of all other partners in areas of content provision.

2.5.3. Newsletters

A newsletter will be released around the timing of the project's milestones and communicate the project to media and subscribers. Eight newsletters are expected to be published, following a biannual schedule. A subscription form for e-newsletters is available on the project website and at events and workshops, and newsletters will be sent out under EU General Data Protection Regulation (GDPR) regulations. The newsletters will provide information on project progress and results, links to public deliverables, articles, and upcoming events, and will be sent out using MailChimp. The template of the newsletter is reported in the Annex of this deliverable.

The newsletters keep interested stakeholders up to date on project findings and publications, and inform them about relevant events, key policy developments, key messages from the RE-SKIN project and its partners.

The aims of the newsletters are:

- Informing project partners and stakeholders of the key findings of the project,
- Providing information about relevant events and publications, and
- Disseminating key messages from Work Package leaders.

The design and formatting of the newsletter will be in line with the pre-defined visual identity.

The first newsletter will be sent out as soon as we reach 30 subscribers and will communicate about the start of RE-SKIN and update on the material available on the project website, such as the availability of the DSS, which serves as the main communication channel for the project, and a repository to for all public results and outcomes from the project.

The following newsletters will be scheduled and will be structured as follows:

- Primary message: research result, publication release, demonstration result, etc.,
- Secondary message: research result, publication release, demonstration result, etc.,
- Events,
- Leaflet or project videos, and
- RE-SKIN golden paragraph.

2.5.4. Printed and digital materials

Information on the project will be provided in several types of communication material, available digitally and printed (on request): leaflets, brochures, roll-ups, posters, and the project infographic. This material will support the partners during their events participation (fairs, conferences, workshops, e-booth, webinars), for the capacity building workshops, and for the demonstration events. The project leaflet, roll up and poster are reported in the Annex of this deliverable.

The communication material aims to spark curiosity about the project while providing brief information on the project's approach and aims, work plan structure, and an overview of the partners. Partners will give input on this, as it requires distillation of aims, language, and a narrative of the project.

2.5.5. Videos

Videos will play a significant part in the project's communication activities, especially when communicating about the environmental, economic and societal impact and end-user stories. At least ten videos covering the project, demo cases and results will be produced.

We aim to create ten videos covering the project, demo cases and results as followed:

1. Overview of the project: what is the RE-SKIN project?
2. Presentation of the demo case in Lille: context, technologies implemented, comfort results
3. Presentation of the demo case in Burgas: context, technologies implemented, comfort results
4. Presentation of the demo case in Langreo: context, technologies implemented, comfort results
5. Presentation of the demo case in Milan: context, technologies implemented, comfort results
6. Documentary: how RE-SKIN reduces energy costs and maintenance of the buildings. What are the effects of renovation in the four demo buildings?
7. Testimony of a local inhabitant in Lille: before and after the works, what are the differences?
8. Testimony of a local inhabitant in Burgas: before and after the works, what are the differences?
9. Testimony of a local inhabitant in Langreo: before and after the works, what are the differences?
10. Testimony of a local inhabitant in Milan: before and after the works, what are the differences?

The topics may be adapted according to the building works plan of each site, availability of key results, and the cooperation of the inhabitants that would be involved.

2.5.6. Social media

Two social media channels have been created: a Twitter account (@RESKINproject) and a LinkedIn company page (RE-SKIN project). Screenshots of the social media pages and post templates are reported in the Annex of this deliverable. A dedicated RE-SKIN YouTube playlist on the REVOLVE channel will be created to publish the ten videos (see part 2.5. 5) and link to the project website.

The aim of using different social media channels is to promote project-related contents to diverse audiences and take advantage of existing partner networks by tagging partners' social media accounts, thus building on their audience to disseminate content and results. A presence on relevant channels allows partners to contribute to the dissemination of results and events by tagging the project and highlighting their work therein on their respective channels. The social media channels are key in building a community around the project and engaging with interested stakeholders.

The content plan will communicate about the different messages identified previously in part 2.2 as followed:

- What is RE-SKIN about;
- Renovation wave policy news;
- Events announcements;
- Environmental, economic and societal benefits of RE-SKIN technologies;
- Partner highlights;
- DSS highlight and functionalities;
- Updates about the research development on the different RE-SKIN technologies;
- Virtual demonstration showcases;
- Demo cases news.

This plan will be adapted accordingly to the ongoing works and results obtained.

To make sure that our communication reaches the right audience and social media networks, REVOLVE identified a series of hashtags related to the building sector and renovation wave: #Housing2030, #RenovationWave, #EnergyEfficiency, #RenewableEnergy, #Research, #Energy, #Retrofit, #energytransition, #buildings, #construction, #heating, #EUGreenDeal, #emissions, #NewEuropeanBauhaus, #HEU.

All partners of the consortium will be regularly tagged to engage with RE-SKIN news, as well as key networks that are related to the same topics to engage conversation and reach a lookalike audience.

2.5.7. Media relations: press releases, media visits

WP10 will engage the media to raise awareness about the project among the target audiences and build a community of interested professional stakeholders.

The media are important to help spread the word about renovation, decarbonisation and circularity to the target audience and the interested public. Not only will they increase knowledge about the project but also on its findings, results, and recommendations.

The focus of the media strategy would be local stories and the effect of renovation interventions in the demo buildings. The project results will be carefully crafted within the human stories linked to renovation. In addition to scientific publications, technical publications such as magazines and digital publications will reach out to the industrial and business sector, specialised media, and the public (at least ten press releases, 15 media articles and five industry/technical publication articles). The first press release presenting the project will be sent by M4; the document is reported in the Annex of this deliverable.

An initial list of media outlets based on REVOLVE's experience in building renovation and renewable energy sectors and European funded projects will be used as a starting point and will be nurtured during the project. The media list will also aim to reach non-expert audiences, businesses, and entrepreneurs. Regular press releases covering project news and findings will be sent to the media list identified by REVOLVE. RE-SKIN press releases are drafted by REVOLVE and their content and publication date are validated by POLIMI. To take advantage of partners' wide networks of journalists and excellent experience with engaging the media, partners will be encouraged to issue their own press releases, informing REVOLVE and POLIMI before sending them out, ensuring accuracy and consistency of information and coordinating timing where relevant.

In addition, REVOLVE will be in contact with the project officer to get research findings published in the EC tools such as the Horizon Results, Horizon Magazine, Innovation Radar, Cordis and Research and Innovation Success Stories platforms.

To engage with local and specialist journalists, REVOLVE will organise at least one media visit for each demonstration event. The purpose of these visits will not be just to communicate about the project but also to highlight information about EU initiatives and goals. This will allow RE-SKIN to situate itself in the larger context and better emphasise project's significance. The virtual demonstrations available on the website (see part 2.5.2) at the end of the project will allow journalists from each region to easily discover the other sites.

2.6. Summary of KPIs and targets

The Key Performance Indicators (KPIs) and targets outlined below will provide direction to the communication and dissemination efforts. KPIs should be easy to measure and simple to track. The key expected results are there to give ambitious but realistic targets to WP10 and the communication support to other Work Packages. The KPIs and targets grid gives an indication of short-term milestones and yearly results that are expected from WP10 during the full duration of the project. The strategy presented in this deliverable and these KPIs and targets will be monitored internally by REVOLVE on a regular basis and presented during the General Assemblies to the Consortium.

Table 1 Dissemination activities KPIs and targets

Dissemination activities	Target groups	KPI	Year 1	Year 2	Year 3	Year 4	Total
Scientific articles	Industries in building and renovation sector, investors, research and academia	N° of articles	4	6	7	8	25
Peer-reviewed publications	Research and academia	N° of publications	1	2	3	4	10
Events participation	Industries in building and renovation sector, investors, research and academia	N° of events	2	2	2	2	8
1 Community event	Related projects and project stakeholders	N° of participants	0	80	0	0	80
4 Demonstration events	Local industries, investors, research and academia, public authorities, citizens, media	N° of participants per event	/	/	/	/	80
4 Capacity building workshops	Local industries, investors, research and academia, public authorities, citizens, media	N° of participants per workshop	/	/	/	/	40
3 Thematic webinar series	Industries in building and renovation sector, investors, research and academia	N° of participants	0	30	30	40	100

Higher education seminars	Research and academia	N° of seminars	0	0	2	2	4
Final event	Industries in building and renovation sector, investors, research and academia, EU policy makers	N° of participants	0	0	0	120	120

Table 2 Communication activities KPIs and targets

Communication activities	**Target groups**	**KPI**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Total**
Public website	Local industries, investors, research and academia, public authorities, citizens, media	N° of users	1500	2500	3000	3000	10000
Newsletters	Industries in building and renovation sector, investors, research and academia	N° of subscribers	50	30	30	40	150
Videos	Local industries, investors, research and academia, public authorities, citizens, media	Total n° of visualisations	0	2000	4000	6000	10000
LinkedIn	Industries in building and renovation sector, investors, research and	N° of followers	100	150	150	200	600

	academia, related projects and networks						
Twitter	Related projects and networks, media	N° of followers	100	100	100	100	400
Press releases	Media	N° of press releases	2	2	3	3	10
Non-technical articles	Industries, investors, public authorities, citizens, media	N° of articles	0	5	5	5	15
Technical articles	Industries, investors, research and academia	N° of articles	0	1	2	2	5

3. Annex

3.1. Results of the stakeholder workshops

In this section, the complete list of the identified stakeholders during the workshop is reported.

3.1.1. Industry

Lille

- Région des Hauts de France
- Bouygues Construction | Shared innovation (bouygues-construction.com)
- Aldes
- Groupe Rabot Dutilleul
- Somfy.com
- ENEI

- Schneider Electric USA | Global Specialist in Energy Management and Automation (se.com)
- Saint-Gobain
- Constructeur de Maisons Individuelles Ossature Bois | E-Loft
- VOLTEC Solar - Fabricant français de modules photovoltaïques (voltec-solar.com)
- DualSun: French manufacturer of solar panels
- Nilan France | Qualitée de l'air intérieur, confort et efficience énergétique
- Enercoop, la coopérative d'électricité vraiment verte, locale et citoyenne
- Bpifrance.com
- Région Auvergne-Rhône-Alpes (auvergnerhonealpes.fr)

Burgas

No answers provided.

Milan

- Eni: energy company | Eni
- ANCE - Associazione Nazionale Costruttori Edili
- Assimpredil Ance
- Federazione ANIE
- Leader in oils & fats plants design | CMB SpA
- Saint-Gobain
- ENGIE: player mondiale de luce e gas e servizi di efficienza energetica - ENGIE
- Edison, leading Italian company in the energy market | Edison
- Manutencoop
- Rete Irene - Riqualificazione Energetica
- ASSISTAL
- Cassa Depositi e Prestiti | CDP

Asturias

- Cassa Depositi e Prestiti | CDP
- Inici - Àrea Metropolitana de Barcelona (amb.cat)
- Federación Asturiana De Empresarios (fade.es)
- Langreo's Town hall (Spanish Demo) langreo.as (ayto-langreo.es)
- Dragados construcciones Dragados
- Sacyr • Concessions, Engineering, Infrastructure and Services
- Total Energies
- vipasa
- Garcia Rama Rehabilitación de fachadas ventiladas. Subvenciones y ayudas.

- Ferrovial: Sustainable Infrastructure
- Endesa
- Ayuntamiento de Madrid
- Comunidad de Madrid
- A global leader in renewables energy - Iberdrola
- The Climate Hub Barcelona

General answers

- Hardware manufactures
- Energy management company
- EU Directorate General for Energy
- EU Directorate General for Internal Market, Industry, Entrepreneurship and SMEs
- European Investment Bank
- Mohammed 6 Polytechnic University Morocco

3.1.2. Investors

Lille

- EDF France | EDF FR
- Amazon.fr : livres, DVD, jeux vidéo, musique, high-tech, informatique, jouets, vêtements, chaussures, sport, bricolage, maison, beauté, puériculture, épicerie et plus encore !
- CDG France
- Action Logement - Faciliter le logement pour favoriser l'emploi
- Vilogia
- CDC Habitat : trouver un logement adapté à chaque situation - CDC Habitat (cdc-habitat.fr)

Burgas

No answers provided.

Milan

- Eni: energy company | Eni
- Technologies and innovation for electrical solutions | Enel X
- Fondazione Cariplo

- Cassa Depositi e Prestiti | CDP
- COIMA Fondazione Cariplo
- Politecnico di Torino (polito.it)
- Italy - Hines
- BNP Paribas in Italia: Leader europeo dei servizi bancari e finanziari
- FONDAZIONE PAGANELLI | La Fondazione voluta da Balilla Paganelli per Cinisello Balsamo
- Fondazione Eni Enrico Mattei (feem.it)
- Comune di Milano
- Our financial services in your country | Italy (ubs.com)
- Federcasa – Federazione italiana per le case popolari e l'edilizia sociale
- Finmolise S.p.A.
- Legacoop Primo Piano
- Cooperativa di abitanti dal 1903 | UniAbita

Asturias

- Gobierno del Principado de Asturias
- FAEN - Fundación Asturiana de la Energía
- Colegio Oficial de Arquitectos de Asturias (coaa.es)

General answers

- AIT (Austria)
- European investment bank
- EU Structural Funds
- EU JUST transition Fund
- Vattenfall Liander
- Eneco NL
- Municipalty of Amsterdam

3.1.3. Research & Academics

Lille

- Cerema, climate and regions, the future
- Université de Lille (univ-lille.fr)
- Study at Icam in France: find the best program for you! | Icam
- Centre Scientifique et Technique du Bâtiment - CSTB
- Ecole d'ingénieurs | JUNIA, Grande école des transitions
- Université Catholique de Lille (univ-catholille.fr)
- Polytech Lille, Ecole d'ingénieurs - Lille (polytech-lille.fr)
- Université catholique de Louvain | UCLouvain
- ENTPE L'école des ingénieurs et docteurs de l'aménagement durable des territoires (entpe.fr)
- LIST (Luxembourg) Luxembourg Institute of Science and Technology (list.lu)
- Nobatek inef4.com
- Université Gustave Eiffel (univ-gustave-eiffel.fr)
- INES - Institut National de l'Énergie Solaire (ines-solaire.org)
- CETHIL (Lyon) Centre d'énergétique et de thermique de Lyon (insa-lyon.fr)
- École polytechnique, école d'ingénieur
- Centrale Lille – Enseignement et Recherche

Burgas

- Burgas University "Prof Asen Zlatarov" Home (btu.bg)
- BFU Бургаски свободен университет - град Бургас (bfu.bg)
- Flow Asen Zlatarov University

Milan

- Enea
- ETH Zurich
- RSE (rse-web.it)
- Consiglio Nazionale delle Ricerche (cnr.it)
- Regione Lombardia, Assossorato Energia e Clima Energia (regione.lombardia.it)
- Comune di Milano
- ISPRA (isprambiente.gov.it)
- ANIT - Associazione Nazionale Isolamento Termico e Acustico
- Research centre at San Donato Milanese | Eni
- Università degli studi del Molise Unimol

- ARERA - Home page
- The JRC in Ispra (europa.eu)
- Eurac Research
- Polis Lombardia
- Università Bocconi Milano (unibocconi.it)
- Università degli Studi di Napoli Federico II (unina.it)
- CESI

Asturias

- Universidad Carlos 3 de Madrid UC3M
- IMDEA ENERGÍA
- UPC - UPC Universitat Politècnica de Catalunya
- Universidad de Alcalá (UAH) Madrid
- Universidad Rey Juan Carlos (urjc.es)

General

- AIT (Austria)
- Fraunhofer (Germany)
- Joint Research Centre
- FB Oberösterreich
- TU Delft
- TU Twente
- Hogeschool van Amsterdam

3.1.4. Public authorities & policy makers

Lille

- Métropole européenne de Lille
- Ville de Lille
- Région Hauts-de-France - hautsdefrance.fr
- Nord, le Département (lenord.fr)
- Ville de Roubaix (ville-roubaix.fr)
- Région Auvergne-Rhône-Alpes (auvergnerhonealpes.fr)

- Centre Scientifique et Technique du Bâtiment - CSTB
- Région Île-de-France (iledefrance.fr)
- Ministères Écologie Énergie Territoires (ecologie.gouv.fr)
- Le gouvernement luxembourgeois
- French energy regulatory commission CRE
- Action logements services

Burgas

- Burgas municipality

Milan

- Comune di Milano
- Regione Lombardia
- Consiglio Regionale del Molise (regione.molise.it)
- www.anci.it – Associazione Nazionale Comuni Italiani
- Enea
- Ministero dell'Ambiente e della Sicurezza Energetica (mase.gov.it)
- Energy and mining statistics - Ministry of Environment and Energy Security (mise.gov.it)
- Ministero Infrastrutture
- Cooperativa di abitanti dal 1903 | UniAbita

Asturias

- Área de Gobierno de Medio Ambiente y Movilidad - Ayuntamiento de Madrid
- Gobierno del Principado de Asturias
- Leganes city hall
- Instituto para la Diversificacion y Ahorro de la Energia - Idae

General

- Nederlandse Defensie- smart field lab
- European federation of living

3.1.5. General Public

Lille

- ADEME The French Agency for Ecological Transition (ademe.fr)
- INTERFACE
- Social housing tenants
- Tenants associations
- ESSteam
- ASTER (Belgique)

Burgas

No answers provided.

Milan

- UPPI - Sito ufficiale di UPPI Nazionale
- Legacoop Primo Piano
- Legambiente – È ora!
- ACER Reggio Emilia – Azienda Casa Emilia-Romagna di Reggio Emilia
- Nursing homes
- »Codacons – Coordinamento delle Associazioni per la Difesa dell'Ambiente e dei Diritti degli Utenti e dei Consumatori

Asturias

- Tenants
- Consorci de l'Habitatge de Barcelona (bcn.cat)
- Building maintenance staff
- Ministry of Transport, Mobility and Urban Agenda
- Madrid habitants
- Leganes habitants
- Community managers

3.2. Project press release

Press release | For immediate release | Tuesday 4 April 2023

RE-SKIN project develops high energy efficiency and smart solutions for building retrofit

Climate change has a major impact on our energy consumption and its cost. The International Energy Agency (IEA) estimates that the price of consumer energy in the EU increased by 39% in 2022, leaving many citizens unable to pay their energy bills and around a quarter of households living in energy poverty. The Energy Performance of Buildings Directive shows that 75% of EU building stock is energy inefficient and in need of renovation. With European buildings responsible for 40% of the EU's energy consumption and 36% of energy-related greenhouse gas emissions, the urgent need for sustainable solutions to lessen the economic and environmental strain of our energy usage is evident.

Innovative technologies are playing a key role in the renovation wave in response to the energy and climate crises. Funding for research to advance sustainability in EU buildings is provided by the European Commission through programmes such as Horizon 2020 and Horizon Europe, which also funded the 2017 building retrofit project, HEART. Many of the partners who collaborated on HEART joined the consortium for its follow-up project, RE-SKIN: "Renewable and Environmental-Sustainable Kit for building Integration", which launched in January 2023. With its focus on technological without neglecting the culture of architectural design, the project fits into the broad framework of the New European Bauhaus initiative and will effectively contribute to the Green Deal target of reducing net greenhouse gas emissions by at least 55% by 2030.

Last week, the consortium met in Italy at the Politecnico di Milano to kick off the project and set a four-year plan in place. The RE-SKIN project aims to develop an integrated and multifunctional system for the energy retrofit of existing buildings' roofs, façades, and Heating, Ventilation, and Air Conditioning (HVAC) systems. The system has the ability to transform an existing energy-intensive building into a modern, efficient and, above all, extremely sustainable structure throughout its entire life cycle. Through the use of ICT (building energy control and management), renewable energy sources (solar, photovoltaic and thermal), sustainable materials and components (bio-based, recycled and recyclable), and high-efficiency systems (new generation heat pumps and fan coils), the system offers a holistic and systemic solution for energy retrofits and smart upgrades of residential, commercial and public buildings.

The core of RE-SKIN is a cloud-based platform, which **interconnects** and controls the subsystems, **interacts** with the climate context and the electricity grid, and **interfaces** with stakeholders such as users and energy managers in order to optimise the overall energy performance.

The platform also integrates a **Decision Support System** (DSS), a **Building Energy Management System** (BEMS) and a **Sustainability Dynamic Rating** (SDR) tool to support the whole building retrofit intervention, from decision-making, through design, to the operational phase.

Niccolò Aste, professor of the Architecture, Built Environment and Construction Engineering department of the **Politecnico di Milano** (Italy), explains that:
"*The project picks up the baton from the previous HEART project, which proved able to reduce the consumption of existing buildings by up to 90%. Being an evolutionary step, even better performance is expected for RE-SKIN, with further cost optimisation. All this makes it an excellent tool for the EU's energy-environmental strategies. Moreover, the flexibility of the concept and the adaptability of its design allows it to be applied practically throughout the European Union.*"
In order to prove its effectiveness on the field, to be developed in detail and refined to its full potential, the system will be installed within energy retrofit interventions in 4 different case study buildings: public administrative offices in Italy, public administrative offices and a kindergarten in Bulgaria, and social housing projects in France and Spain.

Keywords

- Smart energy systems
- Green building
- Energy performance
- Climate adaptation
- Building retrofit
- Energy poverty
- Energy consumption
- Energy efficiency
- Bio-based construction material

About RE-SKIN

The RE-SKIN project will develop and demonstrate an integrated, multi-technological and low-impact **renovation package** for the energy retrofit and smart upgrade of residential, public and commercial buildings. During its course, some demonstrators, namely four pilot buildings in Italy, France, Spain and Bulgaria, will be implemented according to a sequential schedule that will allow for the gradual refinement of the system. The project started in January 2023 with a total budget of around 13 M€ and has received a total grant of over 9 M€ from the European Commission under the Horizon Europe research and innovation programme addressing the topic of "Green research and innovation" under agreement n° 101079957 — RE-SKIN — HORIZON-CL5-2021-D4-02.

Media contacts

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claudio.delpero@polimi.it

Sudhanshu Verma
Communication Manager
sudhanshu@revolve.media

3.3. Document templates

3.3.1. Word files: deliverable, press release

The word file template dedicated to deliverables was used for this deliverable 10.1.

The template for the press releases was used for the press release reported in the Annex 3. 3.

3.3.2. Powerpoint file

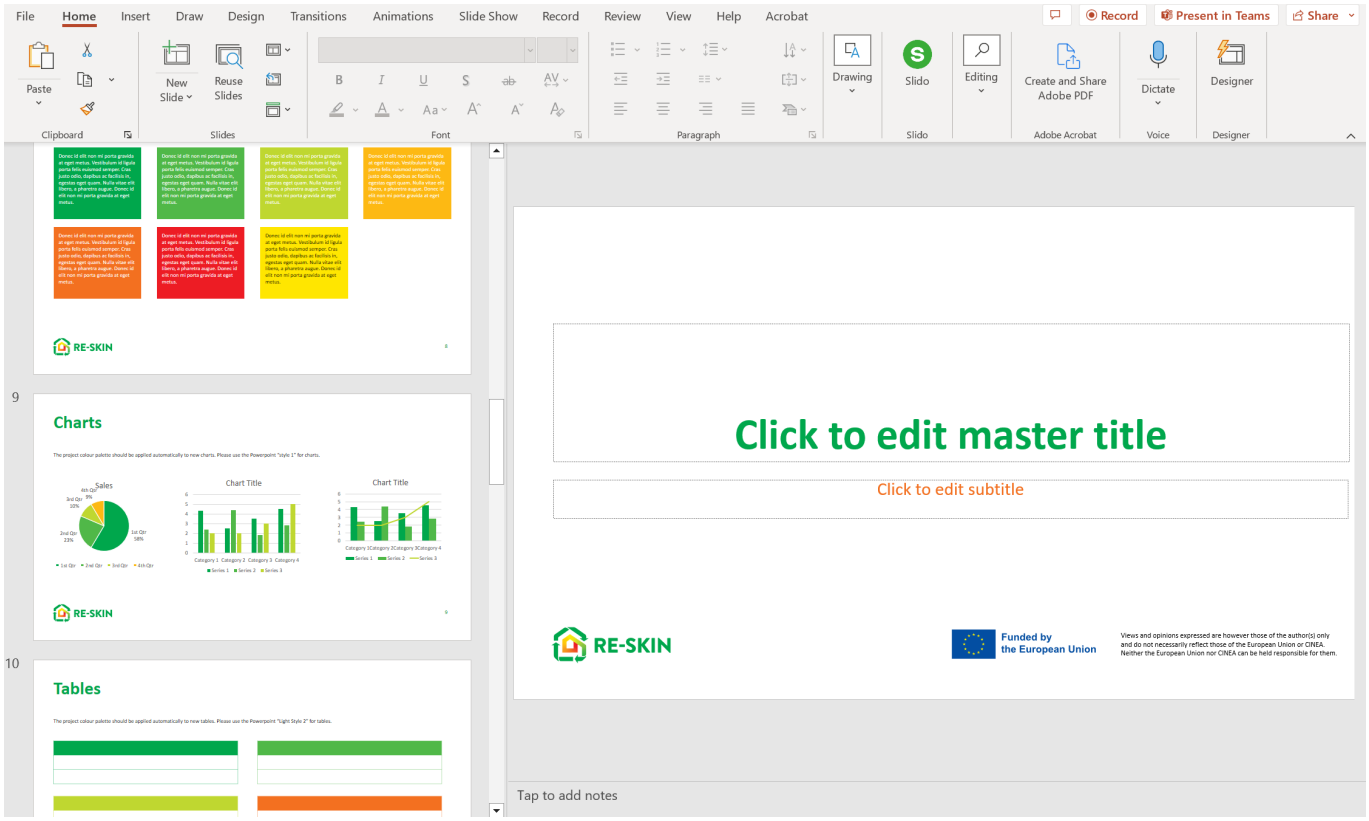


Figure 7. Template of the RE-SKIN presentation - Powerpoint

3.4. Social media accounts

3.4.1. LinkedIn page

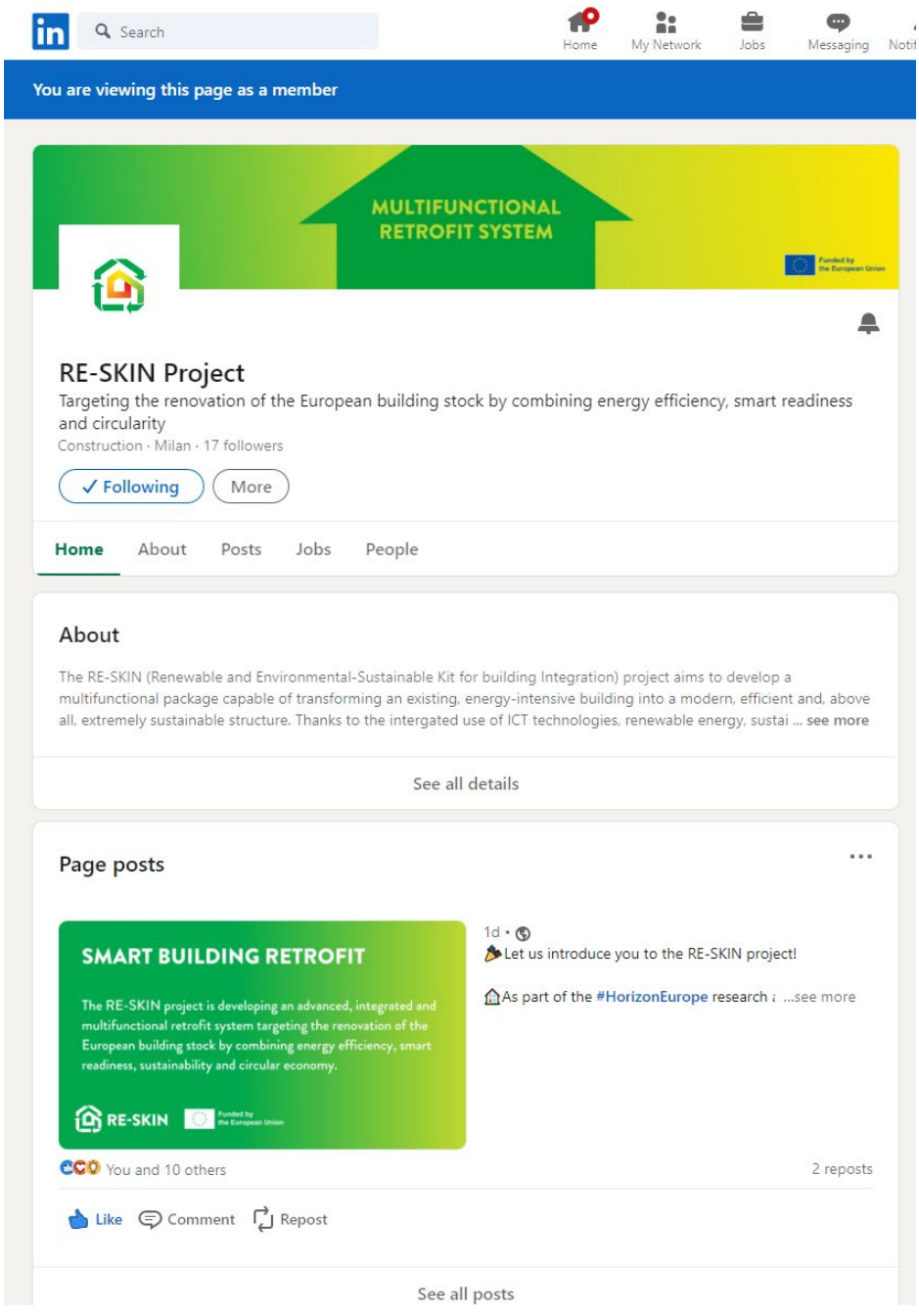


Figure 8. LinkedIn Company page of RE-SKIN

3.4.2. Twitter page

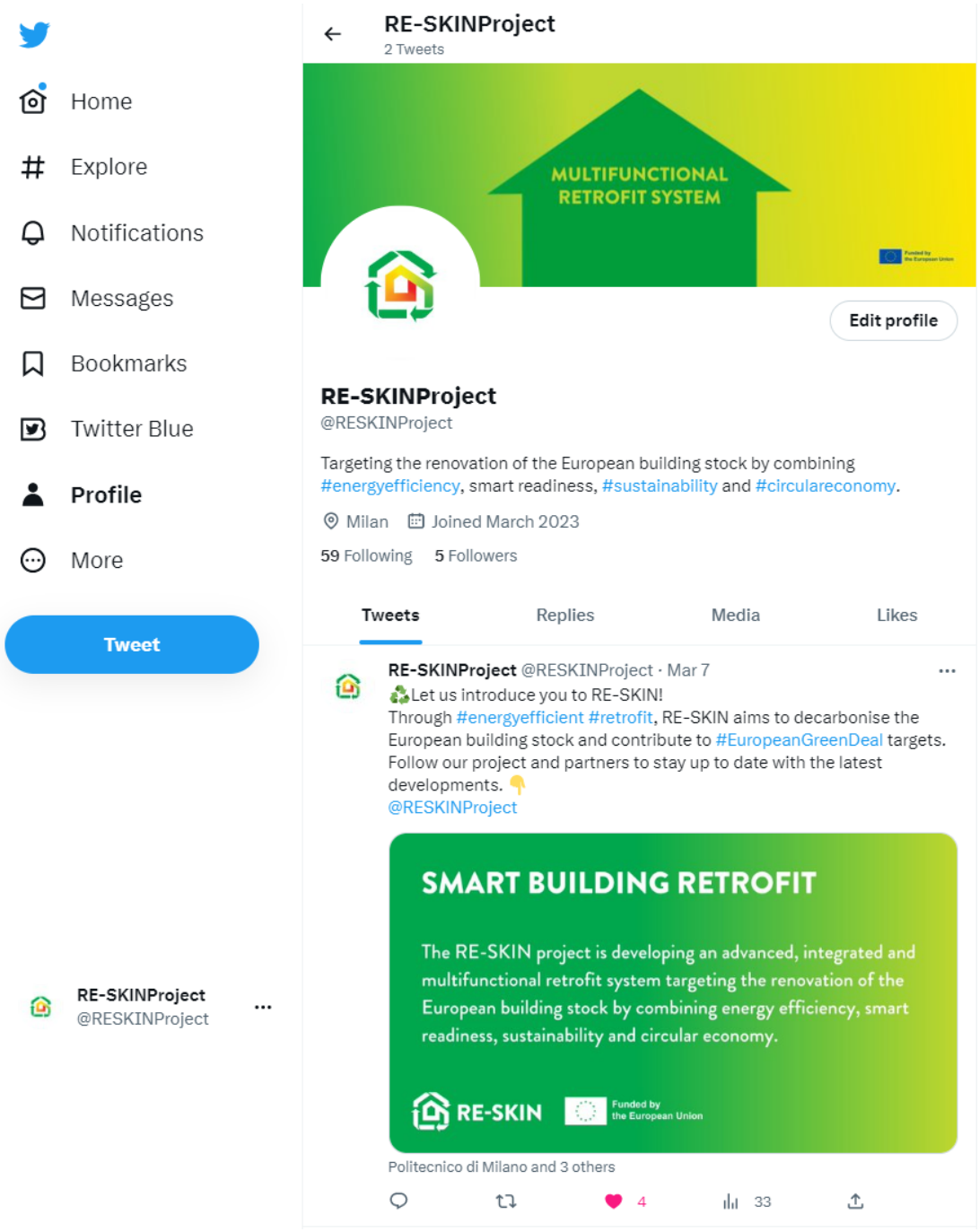


Figure 9. Twitter page of RE-SKIN

3.4.3. Social media templates

Figure 10. Templates made to present a photo and a technical concept

Figure 11. Templates made to present a photo and a general concept about building retrofitting

Figure 12. Templates made for general content

Figure 13. Templates made for highlighting a partner along with a quote, a speaker for events, a testimony, etc.

3.5. Newsletter template

RE-SKIN

Launch of the project in Milan

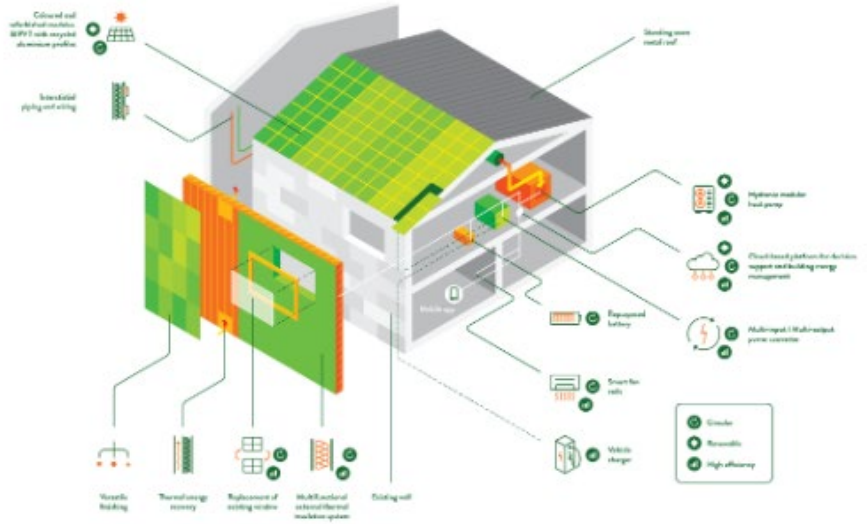
In January, the consortium met in Italy at the Politecnico di Milano to kick off the project and set a four-year plan in place. The RE-SKIN project aims to develop an integrated and multifunctional system for the energy retrofit of existing buildings' roofs, façades, and Heating, Ventilation, and Air Conditioning (HVAC) systems. The system has the ability to transform an existing energy-intensive building into a modern, efficient and, above all, extremely sustainable structure throughout its entire life cycle. Through the use of ICT (building energy control and management), renewable energy sources (solar, photovoltaic and thermal), sustainable materials and components (bio-based, recycled and recyclable), and high-efficiency systems (new generation heat pumps and fan coils), the system offers a holistic and systemic solution for energy retrofits and smart upgrades of residential, commercial and public buildings.

Read more

Multifunctional retrofit system

The core of RE-SKIN is a cloud-based platform, which interconnects and controls the subsystems, interacts with the climate context and the electricity grid, and interfaces with stakeholders such as users and energy managers in order to optimise the overall energy performance.

The platform also integrates a Decision Support System (DSS), a Building Energy Management System (BEMS) and a Sustainability Dynamic Rating (SDR) tool to support the whole building retrofit intervention, from decision-making, through design, to the operational phase.



Read more

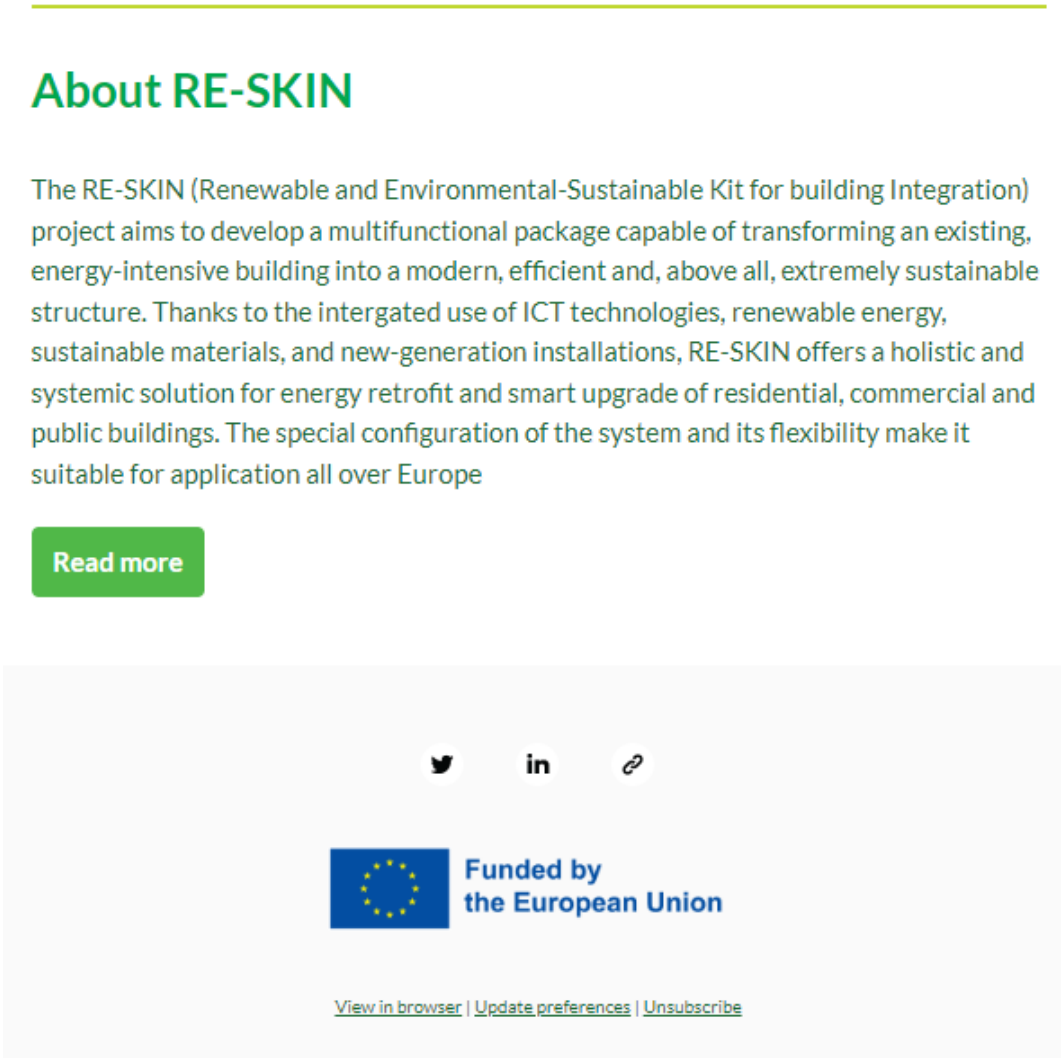


Figure 14. Newsletter template

3.6. Leaflet

Figure 15. Leaflet draft - printing version

3.1. Roll-up

Figure 16. Roll up draft

3.2. Poster

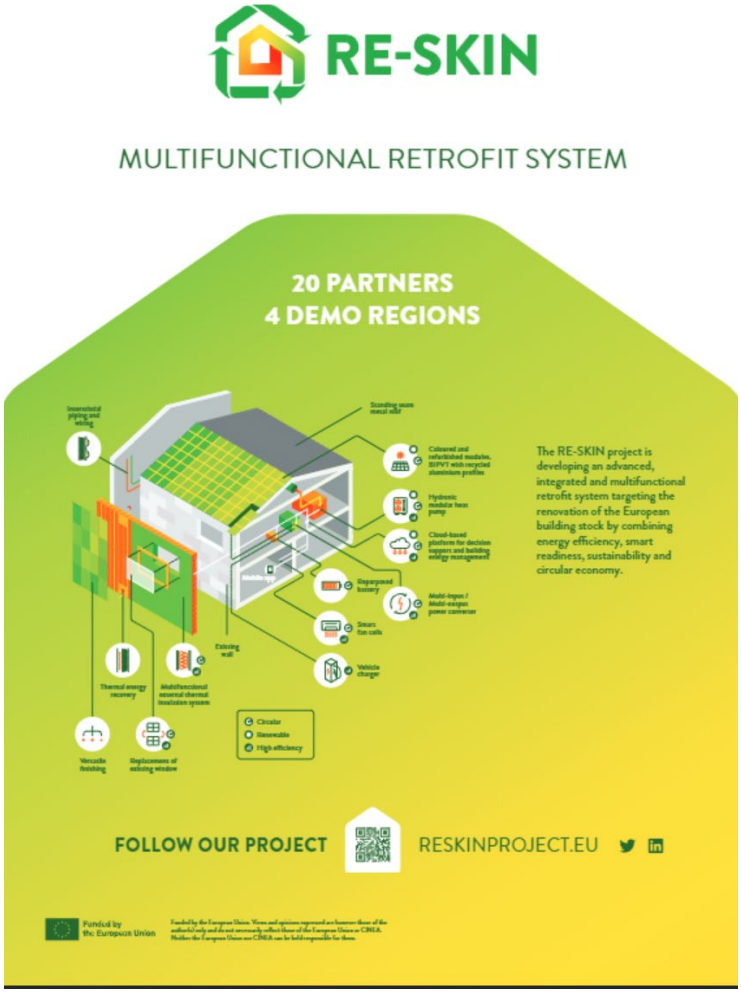


Figure 17. Poster draft

3.3. Website

Figure 18. Website homepage

3.4. Visual Identity Guidelines

RE-SKIN

VISUAL IDENTITY GUIDELINES

March 2023

Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

INTRODUCTION

The RE-SKIN visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the RE-SKIN team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please contact the Communication leads.

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THE LOGO

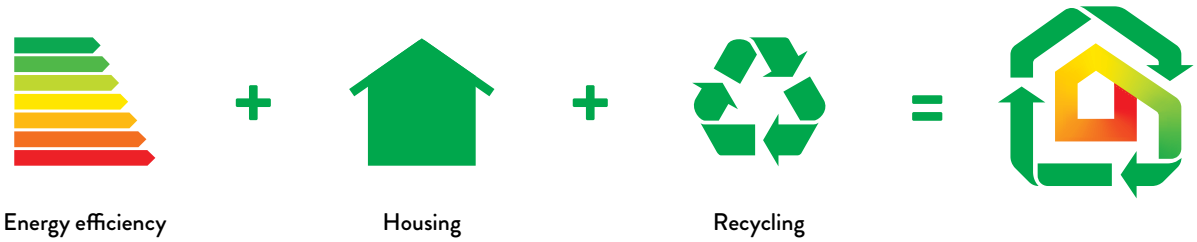
About the logo and its meaning

RATIONALE

The RE-SKIN project is developing an advanced, integrated and multifunctional retrofit system targeting the renovation of the European building stock by combining energy efficiency, smart readiness, sustainability and circular economy.

The RE-SKIN logo aims to represent the project with an icon combining visuals elements reflecting housing, energy efficiency and recycled materials.

RE-SKIN



THE LOGO

Logo colour variations

MAIN LOGO

This is the default version of the logo, to be used on white or very light backgrounds.

BLACK

This version of the logo is to be used on black and white layouts or documents, on white or light backgrounds.

GREEN

This version of the logo can to be used on light colored backgrounds and photographs. Be careful that the logo needs to stand out against the background.

WHITE

This version of the logo can to be used on darker colored backgrounds and photographs. Be careful that the logo needs to stand out against the background.

THE LOGO

Stacked logo and standalone icon

STACKED LOGO

This version of the logo is to be prefered when the space in which the logo is to be placed is more vertical than horizontal. Using this version of the logo will allow to better occupy the available space.

RE-SKIN

STANDALONE ICON

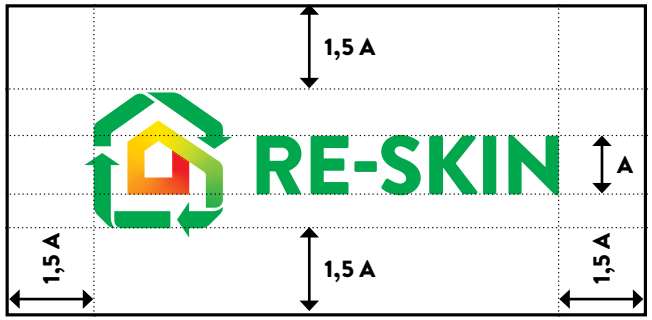
The icon can be used separatly from the rest of the logo in some exceptional cases, like for profile picture on social media.

THE LOGO

Safe area and minimum sizes

SAFE AREA

Keep all other graphic elements, logos or margins at a minimum distance as defined by the “Safe area” line. The minimum space around the logo is equal to 1,5 times the height of the wordmark.



MINIMUM SIZES

The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

MAIN LOGO

The width of the logo should never be smaller than 30 mm or 85 px.

STACKED LOGO

The width of the logo should never be smaller than 20 mm or 55 px.

COLOURS

The project colour palette is based on the energy efficiency ratings, which are associated with colours ranging from green to red. RE-SKIN communications should mainly rely on the green hues A, B and C, since they are associated with higher energy efficiency rating. The E, F and especially the G colours are to be used only in small quantites, for exemple for "call to action" elements or highlights.

PRIMARY COLOURS

DARK GREEN
CMYK: 85, 30, 100, 30
RGB: 28, 105, 51
HEX: # 1C6933

A
CMYK: 85, 5, 100, 0
RGB: 0, 167, 76
HEX: # 00A74C

B
CMYK: 70, 0, 100, 0
RGB: 80, 184, 72
HEX: # 50B848

C
CMYK: 30, 0, 100, 0
RGB: 191, 215, 48
HEX: # BFD730

SECONDARY COLOURS

D
CMYK: 0, 5, 100, 0
RGB: 255, 230, 0
HEX: # FFE600

E
CMYK: 0, 30, 100, 0
RGB: 253, 185, 19
HEX: # FDB913

F
CMYK: 0, 70, 100, 0
RGB: 243, 112, 33
HEX: # F37021

G
CMYK: 0, 100, 100, 0
RGB: 237, 28, 36
HEX: # ED1C24

MESSAGES

Messages to describe the project

SHORT FORMAT

The RE-SKIN project is developing an advanced, integrated and multifunctional retrofit system targeting the renovation of the European building stock by combining energy efficiency, smart readiness, sustainability and circular economy.

LONG FORMAT

The RE-SKIN (Renewable and Environmental-Sustainable Kit for building Integration) project aims to develop a multifunctional package capable of transforming an existing, energy-intensive building into a modern, efficient and, above all, extremely sustainable structure. Thanks to the intergated use of ICT technologies, renewable energy, sustainable materials, and new-generation installations, RE-SKIN offers a holistic and systemic solution for energy retrofit and smart upgrade of residential, commercial and public buildings. The special configuration of the system and its flexibility make it suitable for application all over Europe

TYPOGRAPHY

The typeface used for RE-SKIN communications is **Brandon Grotesque**

RE-SKIN

The RE-SKIN project is developing an advanced, integrated and multifunctional retrofit system targeting the renovation of the European building stock by combining energy efficiency, smart readiness, sustainability and circular economy.

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Brandon Grotesque Black

Brandon Grotesque Bold

Brandon Grotesque Regular
Minimum font size for body text: 9pt

Brandon Grotesque Regular
Minimum font size for body text: 9pt

TYPOGRAPHY

When the recommended typeface is not available, RE-SKIN communications are to use the font **Calibri**

RE-SKIN

The RE-SKIN project is developing an advanced, integrated and multifunctional retrofit system targeting the renovation of the European building stock by combining energy efficiency, smart readiness, sustainability and circular economy.

The RE-SKIN (Renewable and Environmental-Sustainable Kit for building Integration) project aims to develop a multifunctional package capable of transforming an existing, energy-intensive building into a modern, efficient and, above all, extremely sustainable structure. Thanks to the intergated use of ICT technologies, renewable energy, sustainable materials, and new-generation installations, RE-SKIN offers a holistic and systemic solution for energy retrofit and smart upgrade of residential, commercial and public buildings. The special configuration of the system and its flexibility make it suitable for application all over Europe

Calibri Bold

Calibri Regular
Minimum font size for body text: 9pt

ADDITIONAL BRANDING

Other logos and mentions to include in RE-SKIN communications

As a Horizon Europe funded project, RE-SKIN communication activities and products must also include the EU flag and following disclaimer:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

CONTACT

For any questions regarding these guidelines, please contact the communication partner:

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