

Mainstreaming governance, co-investment and technology solutions for Positive Energy Districts in monument protected areas (MonuPED)

Start date of project: 01/01/2025

Duration 36 months

D6.1 MONUPED Communication Strategy

Workpackage 6: Communication, dissemination and exploitation



Co-funders

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Consortium partners



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OVERVIEW / EXECUTIVE SUMMARY

This deliverable report gives an overview of the initial plans for dissemination and communications from the MONUPED project. The plan is taking forward the documented actions in the proposal and grant documents. The aim is to give all the partners a common basis for developing their communication and dissemination activities with a specific project “branding” concept to adequately meet the expectations of their organisations and the respective funding agencies. This project is DUT cofunding action needing to respect different national funding agencies requirements and those arising from the EU Funding Agency. This adds an element of complexity for the dissemination and communication plans and the goal of this first version of this deliverable report is to create the basis for a joint MONUPED plan and collation of possibly different national guidelines that partners may need to respect individually.

The report describes the project’s dissemination and communication goals, target groups and channels and individual approaches relevant to each partner. The goal of this document is to establish a common plan for all the partners by setting specific short and mid-term dissemination goals, methodologies regarding collaboration for developing and propose outreach ideas, prevent possible conflicts across WP activities. This dissemination plan shall be seen as reference material to the project consortium and be maintained as a living evolving document that will be updated to version 2 at the project mid-term in month 18 to incorporate updated plans for the remainder of the project. This initial version of the dissemination plan also specifies the methodology and updating efforts during the project.

RECOMMENDATIONS:

This has been launched via the internet in first three project months:

1. Project website is hosted by partner SUS, and will be accessible here:
 - www.monuped.eu/

2. Social media sites created for MONUPED:
 - LinkedIn: <https://www.linkedin.com/company/106177848/>
 - @MONUPED tag for posting partner information and news in LinkedIn to the project site

3. Recommended hashtags to be used for social media communications:
 - @Driving Urban Transitions Partnership,
 - @MONUPED
 - #MONUPED, #PositiveEnergyDistricts, #allianceforchange, #research, #innovation, #stakeholders, #sustainablefuture, #climateneutral
 - #PositiveEnergyDistricts, #projectkickoff, #allianceforchange, #research #innovation, #stakeholders, #sustainablefuture, #climateneutral, [#heritage](#), [#LivingLabs](#)



1 INTRODUCTION

The primary objective of MONUPED project addresses the pressing challenge of establishing Positive Energy Districts (PEDs) within Monument Protected Buildings (MPB) and Monument Protected Areas (MPA). It recognizes the conflict between urban energy transitions, the economic interests of building owners, and the imperative to protect cultural heritage.

There are proven challenges to implementing PEDs within the existing urban structure. These challenges may stem from heterogeneous owner structures, limitations regarding implementable solutions and existing technical infrastructure, lacking business models, etc. These challenges are even more amplified in MPAs. Almost any attempt to increase the energy efficiency of buildings or generate renewable energy jeopardizes the protected cultural values. Solving this conflict of interests can usually lead to two outcomes: not implementing measures towards PEDs and climate neutrality; or increased financial and time expenses of both the investors and authorities' side. In essence, the building owners and investors in MPAs are *de iure* (as a matter of right; by operation of law) restricted in the disposal of their property and engagement with climate initiatives with regard to the need to preserve cultural and social values. In many cities, such as Prague (UNESCO status) or Alba Iulia (UNESCO status Tentative list), these areas represent the majority or even all buildings within the wider urban centre, with differentiated levels of protection.

There are **two approaches** to tackling the problem. **The first** is finding and deploying **PED solutions** for energy efficiency and RES that are compatible with the MP regulations within the **geographic PED boundary**. Reliable information on available MPA/MPB compatible PED solutions (concepts and technologies) needs to be maintained and continuously expanded. Moreover, such solutions typically increase the capital requirements, prolonging return on investment (design insulation features, coloured and flexible PVs, etc.). Along with technology solutions, **the target groups** need transparent and predictable negotiation and approval processes in the design phase of PED concepts. For that purpose, clear guidelines are needed especially by owners and investors. **The owners and investors further need tools to support raising funding for increased capital costs of compatible PED solutions.**

The second approach is applying the **virtual PED concept**, i.e. coupling the consumption within MPA/MPB with RES production site(s) outside of the MPA/MPB boundaries. This requires conformity with energy-sharing regulations (such as energy communities). Also, this approach can benefit from new co-investment models, financing instruments, and enabling tools (e.g., unlocking the potential for matching consumption and production sites). Especially interesting is the opportunity for co-investment into solutions within MPA properties from non-owners.

MONUPED combines these two approaches to maximise the potential for faster PED solutions roll-out throughout the city landscape and to meet the goals of climate neutrality. To address the **needs of the target groups** mentioned above the projects' seven objectives are directly connected to the overall MONUPED dissemination and communication strategies.



2. OBJECTIVE AND EXPECTED PROJECT RESULTS

There is a growing recognition of the importance of stakeholder participation in developing inclusive and co-creative renewable energy transition innovations as is the case within positive energy districts in monument protected areas and the related services and technology industries. The interactive cooperation between the stakeholders and the educational and research sector needs to be strengthened and it is imperative to reveal what kind of knowledge is needed if the renewable energy transition sector is to be able to embrace innovation and address today's challenge in terms of sustainability and growth within monument protected areas.

Overall, the work within the project will culminate in co-creation of a new collaboration concept between the owners and investors on one side (municipality, tenants and property owners) and MP authorities on the other. The concept is planned to be applicable for both geographically bounded PED solutions (WP2) and virtual PEDs (WP3). This will allow to create set of recommendations for adapting regulatory frameworks in the context of the four countries involved (WP2). Standalone digital solutions including energy maps (Leipzig, Prague, Alba Iulia), and a RoofMatch app will be developed and validated across the three cities' LivingLabs (WP5). Once validated in the MONUPED Living Labs (WP5), Guidelines for upscaling and replication will be based on existing replication strategies by SCC projects (e.g. SPARCS), to be later disseminated across wider city networks, such as New European Bauhaus initiatives and within the DUT initiative (WP6 and WP7).

The objective is to share information with key stakeholders, target audiences and potential users. The goal is to maximize the impact and value of the project by reaching a broader audience. **Through well designed communication and dissemination strategy a lasting and meaningful impact of the findings of the project is ensured.** On local level, the outcomes (tools and guidelines for PED implementation/possible solutions) are addressed to local/national MP regulators, while outside of the project consortium they are addressed to other cities, local and regional (national) MP authorities. The list of networks which will be activated for dissemination is provided in section 2.3 of this document, and this work will be done in close collaboration with the Living Labs established in WP5.

Exploitation concepts (WP6) set out how the MONUPED solutions (WP3 + WP4) will be further utilised developing concrete steps. This focusses on outlining how the results and tools can be integrated in the long-term strategies of the participating cities.

The project workplan is divided into seven work packages designed to reach individual milestones leading to the fulfilment of the project goals. Their structure is shown in the figure below. WP1 ensures effective overall project implementation. Work packages 2 + 3 deal with the strategic consolidation of the requirements for PED solutions from the point of view of monument protection (WP2) and, based on this, new co-investment models for the establishment of virtual PED concepts (WP3). Based on this WP4 prepares concrete technical solutions and tools, while WP5 ensures the engagement of local stakeholder ecosystems via Living Labs. WP6 focusses on the systematic communication, dissemination, and exploitation of project outcomes. The objective is to share information with key stakeholders, target audiences and potential users. The goal is to

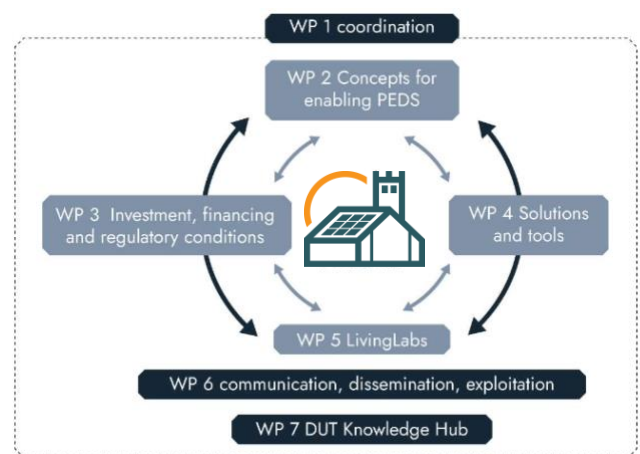


Figure 1 The interactive structure of the workplan showing the work packages.



maximize the impact and value of the project by reaching a broader audience. WP7 deals with linking MONUPEDs results and strategies to the DUT Knowledge Hub.

2.1 Communication and Dissemination of Results

Objectives and key stakeholders: For the maximization of impacts, MONUPED clearly distinguishes between three pillars: **communication** activities to build audience, **dissemination** to enable effective knowledge exchange and build capacity, while promoting project results, and **replication and exploitation** to and by external stakeholders to ensure broad impacts. Specific objectives for each pillar are detailed in Table 1 and aligned with the objectives of WP6.

Table 1 MONUPED integrated communication, dissemination and exploitation objectives will maximize project impacts.

Communication objectives: build audience and visibility
<p>C1: Increase awareness of the project among target audiences on local, regional, national, and European levels.</p> <p>C2: Engage with stakeholders to generate support and reinforce networks.</p> <p>C3: Enhance project visibility through strategic partnerships and media outreach.</p>
Dissemination objectives: capacity building and knowledge exchange for effective results dissemination
<p>D1: Share project findings and results throughout the project lifecycle.</p> <p>D2: Facilitate knowledge exchange through training sessions, labs, and collaborative meetings.</p> <p>D3: Promote the adoption of best practices and lessons learned to build trust in renewable energy solutions for MPAs.</p>
Replication and Exploitation objectives:
<p>E1: Identify and engage with observers/followers as potential adopters of the project's results to promote replication and scalability.</p> <p>E2: Develop a strategy for replication, exploitation, and commercialization of project outcomes.</p> <p>E3: Foster partnerships to support the upscaling and market entry of project innovations, enabling wider deployment of community-based solutions.</p>

It is vital to the success of the project that a broad base of industrial, technical, academic, and other stakeholders (see Table 2 below for details) is kept well informed of developments, to facilitate widespread acceptance and exploitation of project results.

Table 2 Indicative plans for the MONUPED Stakeholder Communication and engagement channels

Target Stakeholder Group	Approach (Activities and channels)
PED Stakeholders (members, investors, technology providers)	<ul style="list-style-type: none"> - Capacity building, peer-to-peer learning activities. - Collaboration through the industrial networks.
Energy Producers / Owners	<ul style="list-style-type: none"> - Regular updates via e-newsletters (3-5+) and project website. - Participation in industry conferences and workshops (8-10+). - Engagement through social media, press releases and media articles (20+).
Local Community / Citizens / Civil Society	<ul style="list-style-type: none"> - Project promotion in community events and public workshops in partner countries. - Distribution of eFlyers, posters, and multimedia educational materials (100+ units). - Active social media engagement and local media articles (30+).
Academic Community (e.g., researchers, students, next-gen energy engineers)	<ul style="list-style-type: none"> - Academic public. (2+ journal articles) and conference presentations (7-10+ events). - Support train-the-trainers' sessions and peer-to-peer learning for PEDs.
Policy Makers and Regulatory Bodies	<ul style="list-style-type: none"> - Policy briefs and recommendations shared through newsletters and direct communication, e.g. on participatory workshops with pilot communities, governance innovation in Living labs,



Target Stakeholder Group	Approach (Activities and channels)
	<ul style="list-style-type: none"> - Participation in policy-focused third-party events and workshops. - Collaboration on replication and exploitation strategies, summarized in exploitation recommendations (D6.3).

2.2 Dissemination and Communication target groups

Dissemination and exploitation in MONUPED target the following key stakeholders identified at the proposal development stage:

1. Owners of assets in MPA/MPB and investors, and
2. MP authorities. Owners and investors can be municipalities, individual homeowners, including citizens/small owners, owner associations (e.g. churches), tenants, and the commercial real estate sector (from developers to the construction industry, and corporate owners). This group wants to maximise the value of their property and optimize operational costs while pursuing different decarbonization strategies, such as PED. On the MP authority side, there are public authorities at the state and city level, municipalities, and local communities/associations. This group's interest is to protect the cultural heritage along with conforming to DNSH (Do No Significant Harm) environmental protection principles.
3. Financing institutions (banks), insurance companies, and utilities form a third (supporting) group of stakeholders.

Utilizing the available diverse communication channels, including those accessed through stakeholders in the Living Labs. These stakeholders act as multipliers within MONUPED, while relevant networks linked to partners and collaborators will also be engaged. Potential stakeholders interested in following/exploiting MONUPED results include:

1. Academic actors interested in introducing new courses/programmes/modules based on PED transition in urban environments. Specifically, Built Environment disciplines, including Architects (Architectural Technology, Environmental Design), Planners and Urban designers,
2. Economists (Energy Management), Engineers (Energy Systems, Renewable Energy, Smart Grid). For example, several types of engineers, interested in technical systems, act as software developers interested in solutions and tools developed by MONUPED.
3. Non-Academic actors interested in introducing niches of innovations based on PED transition in urban MPA linked environments. Specifically, Built Environment actors (i.e., public, non-profit, and private).
4. Decision makers and policymakers (e.g. local and/or regional level). For example, to understand how the PED system works in context of MPAs and define the new legislative apparatus and the incentives at the local level to make the PED system feasible.
5. Intermediaries (Innovators and Start Up Companies) in SMEs (new players in the energy industry decision making). Intermediaries in Society - Promoter of social innovations in a decentralised PED system. For example, members of Energy Communities (Self-organised Energy Communities, Local Energy Associations), which work to improve the local resilience, engaging local communities within the energy infrastructure, pointing out benefits associated with PED.
6. Members of Energy companies, utilities, or NGOs. For example, the role for the company could be to manage the energy flow within a PED area. Explore the interaction between the role of the energy company into the self-organised energy community.
7. Owners of buildings and MPAs, investors and interested PED funding organisations will be supported in disseminating project-findings in their communities, their interest groups and lobby organisations.



Monument protection authorities also have their networks and will be encouraged to feed them with information resulting from their work within MONUPED. Slovenian ZVKDS and Deutsche Stiftung Denkmalschutz (German Monument Protection Foundation), Národní památkový ústav (Czech National Monument Protection Authority), Bundesdenkmalamt in Austria (Austrian Federal Monuments Office) and the Icelandic Heritage Foundation are just examples for interest groups in this sphere. MONUPED will furthermore use the partners' relations to and involvement in other European projects and initiatives. Based on the exploitation framework developed in the SPARCS project all solutions developed and implemented in MONUPED will be checked for their exploitation potential. Links to EU-wide New European Bauhaus networks and projects like CrAFt Cities, NEB-STAR project, COST Action on New European Bauhaus (in preparation) will be maintained / developed.

Partners will make use of their involvement in a broad range of networks and associations on European and national level:

- **Leipzig:** EUROCITIES, German Association of Cities, German Committee for Monument protection, Network of Cities of the EU Mission Climate Neutral and Smart Cities, German Smart City Pilot Cities Network;
- **Alba Iulia:** Association of Municipalities in Romania, ICLEI membership, Green Cities Accord, Covenant of Mayors, Sustainable Community – European Energy Award (Swiss Embassy in Romania);
- **CZ-partners:** Union of Cities and Towns, Association of Energy Managers, EUROCITIES;
- **SI-partners:** Slovenian Society for Conservation-Restoration, Coordination of municipalities in Slovene Istria – P.I.K.A. (Piran, Izola, Koper, Ankaran).
- **Austrian partner (FB)** as a research organization, associated to the university of applied sciences Burgenland, is well connected and influential in Austria. Transfer results in high-education programs. Dissemination in conferences, e.g. e-nova, Smart City Pilots Network, Real Estate Association of the Federal State of Burgenland.
- **Icelandic partner SUS** through municipality networks in all regions of Iceland, in collaboration with LIFE22-RECET to widen outreach to more multiplier networks in other regions of Europe involved in energy transition for RES uptake and city planning stakeholders.



3. METHODOLOGY

The initial stakeholder mapping done at the proposal stage is further validated and confirmed by a staged process during the first six months of the project. This is carried out to reconfirm the selection of target groups and their classification. Defining the most appropriate channels to use for the target groups. The MONUPED partners need to fill in the tables here below as they may be applicable to them and their project linked priorities for outreach activities.

The tables are filled in and shared on the collaborative MONUPED SharePoint maintained by the coordinating partner and confidentiality requirements arising from the General Data Protection Regulation¹ (GRPD) are respected.

3.1 mapping steps overview

Step 1: Establish which stakeholders are involved in or relevant for the project,

Step 2: Determine the relationship between the various stakeholders, which are relevant for the project,

Step 3: Determine the quality of the relationship between you and the stakeholders

Step 4: Determine the relevance of each stakeholder for the project

The above steps are indicative for the partners approach, and where relevant some steps, except for step 1 could be left out.

3.2 Selection of target groups and classifying them

Classify them as follows:

- *Position in relation to the project; partner, supporter, multipliers*
- *Role in the project; expert, advice, collaboration, contributes to decisions*
- *Importance and impact on project: primary; secondary*
- *Relationship between target Group: coalition, allies, enemies, opponents*

For each partner, please fill in the “Cohesion” table shown here for your stakeholder mapping analysis

Target group*	Classification	Partner involved

** Please, only fill in target groups with which you (partner) really want to communicate with*

3.3 Communication objectives

Pre-conditions communication

- *Corporate identity*
- *Pre-conditions partners*

3.3.1 Establish for each target Group the communication objective

- *Distinguish: knowledge, attitude, and behaviour*
- *SMART; (specific, measurable, acceptable realistic and time limited)*
- *SMARC; (specific, measurable, acceptable realistic and concise)*

¹ European Commission GDPR information,
https://commission.europa.eu/law/law-topic/data-protection_en



3.3.2 Establish for each target group a basic strategy

- *One way traffic; to inform to persuade/convince*
- *Two-way traffic: to dialogise, to put together*

3.4 Cohesion between message, sender and means

For each partner, please fill in the “Cohesion” table shown here for your stakeholder mapping analysis

Target group	Main message	Sender	Existing / new means*

* Please display the new means in italics.

3.5 Style/culture

Describe for each relevant target group

- *Degree of (in)formal communication*
- *Degree of (in)direct communication*
- *Business-like/journalism*
- *One-way or two-way, open/closed, active/passive*
- *Personal/in writing/digital*
- *Provide or obtain information*
- *Present/new means*
- *Current/new style of communication*

3.6 Communication matrix

Please fill in the “Matrix” table shown here using the interactive form on the MONUPED SharePoint to update your communication plan, and the contact information details as may be needed within requirements of the GDPR regulations.

Milestone	Target group	Objective	Message	Means	Responsible	Budget (effort)

3.7 Organisation

- *Who is responsible for partner communication (lead partner contact and/or dedicated person)*
- *Who is spokesperson?*
- *On behalf of whom is communication carried out (sender)?*
- *Where are the communication and other project activities geared to one another. Is there a separate working group for communication or is it a point on the agenda of other meetings?*
- *Is there a role for communication activities performed by a central organisation (head-office of an institute or company). How are activities geared to one another?*

3.8 Budget

- *How expensive is it?*
- *Personnel*
- *Out of pocket*
- *Which funding is available?*



4. EXTERNAL DISSEMINATION AND COMMUNICATION PLAN

The results of the stakeholder mapping in section 3 will be used to collate and update the strategic outreach to target groups and the preferred channels to be used.

The communication messages will be developed jointly by the WP leaders and communication team at partner SUSTAIN. These messages will be directed to different target groups using appropriate channels to raise awareness about the MONUPED project and offer the stakeholders an opportunity to follow the project and interact with the project team. Action messages may include:

1. **“The MONUPED project is able to connect you with other renewable energy businesses”**
Stimulate awareness of the project and strengthen connection among cross- sectorial community interested in the development of energy positive communities in direct context of monument protected areas and buildings.
2. **“Don’t miss the chance to share your business technological needs. You can cooperate to define innovative value-chain models that can increase your market potential and will facilitate circular sustainable transformations”** Reach and encourage the renewable energy sector stakeholders to cooperate in the identification of technological, functional or organisational challenges affecting their businesses. Specific messages will be broadcasted to get the attention of energy end-users and prosumers.
3. **Strengthen your business ties participating in networking MONUPED events at local, national and European levels”**. MONUPED will support the establishment of liaisons and ties within the whole ecosystem of stakeholders: SMEs, large enterprises counterparts who might act as end-users of the innovations, technical community, other regional clusters in Europe and associated countries, scientific community, policy makers, private financing actors, and general public.
4. **“MONUPED will spread and share its relevant outcomes and good practices arisen from the project to other related European initiatives and EC projects”**. Strong dissemination process is planned towards other related Initiatives and projects throughout Europe, by encouraging the adoption of good practices found out and developed in MONUPED to other European initiatives that share common objectives.
5. Project results will be published and shared via the MONUPED channels and website with other communication efforts such as videos and illustration highlighting key messages.

4.1 Target audiences

To be confirmed from mapping exercise detailed in methodology section 3.

Key stakeholders listed at proposal stage in a generic manner will be mapped by relevant partners involved in each partner country, city, region and European wide as may be applicable. The following list indicates types of key target stakeholder groups:

- Owners of buildings and sites (municipalities, states, and other property owners etc.),
- Investors and other Monument Protected (MP) sites project funders,
- Tenants and users / operators in MPs,
- Services and technology providers,
- Grid and utility managers, owners,
- Architects, researchers, educators, restoration experts etc.
- Policy makers and city / regional planning authorities,
- Citizens, public, students etc.



4.2 Communication tools and visual identity

SUSTAIN is responsible for developing diverse set of dissemination tools in close collaboration with the coordinating partner CVUT. This includes the internet-based channels, like website (www.monuped.eu), the social media with main focus on MONUPED [LinkedIn channel](#) and production of videos that facilitate the outreach communications about the project. Recommended hashtags are listed on page 5.

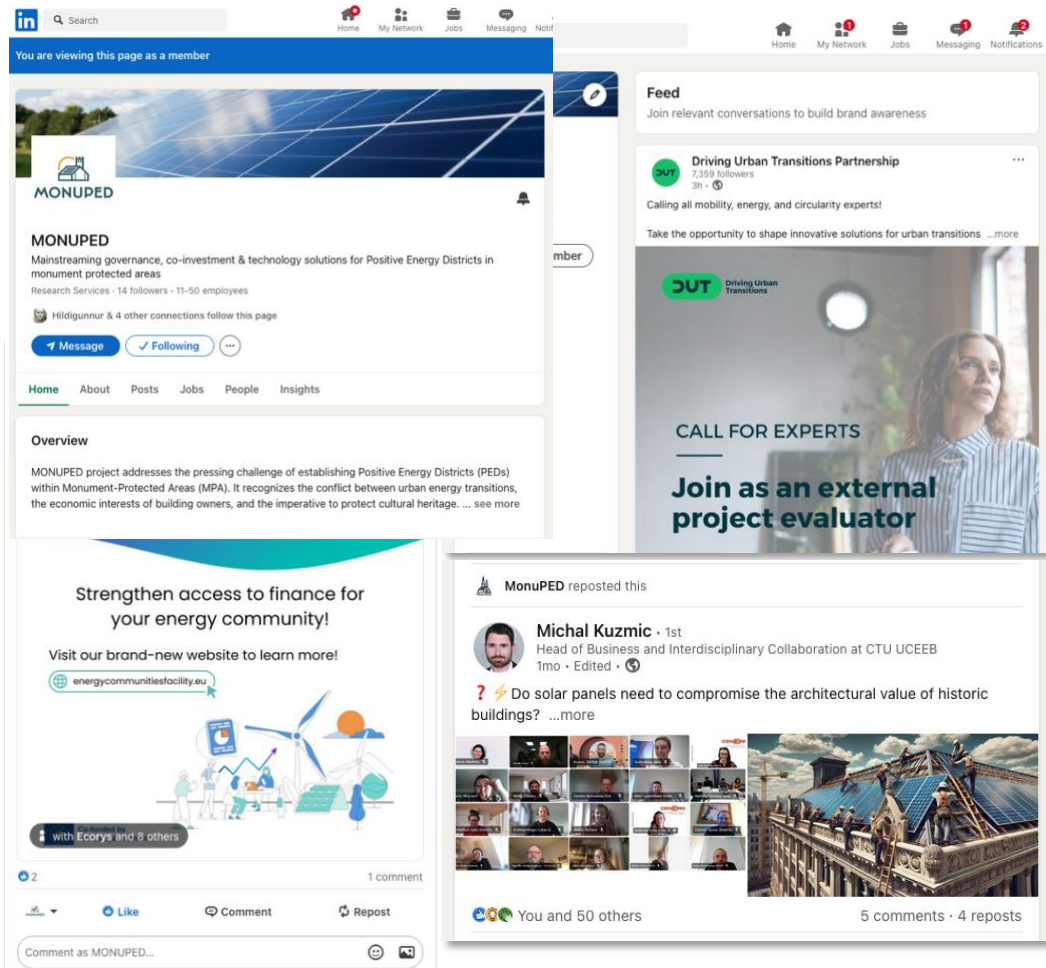


Figure 2 The LinkedIn page for MONUPED is active since early February 2025, examples of activity.

Other social media channels to be considered for outreach actions would be Instagram and YouTube as channels for sharing information. It was decided at the kick-off meeting not to engage through X (former Twitter).

The newsletters and other communication materials will be shared with target groups and stakeholders signing up for information updates from the project. An example of visual presentation aspects is presented in Annex 1 of this report.

4.2.1 Visual identity

The MONUPED logo has been developed to create a visual identity for the project with the logo font type Encode of the Sans Family. At MONUPED proposal stage a logotype with a church like emblem was created. During project kick-off in January 2025, it was agreed that the logotype would be redesigned to reflect a more generic reference to monumental sites. Partner SUS took charge of this, and several new logotypes were generated and surveys with the consortium partners conducted to establish preferences.



The final adopted LOGO is presented here. It is available in several resolutions and file formats, e.g. PNG, PDF, EPS and SVG versions, with a brand guide defining colours and how the logo is to be used in combination with the DUT logo. The logo file collection is available to partners on the project's SharePoint.

Extra care for presentation of the projects visual identity would need to be taken with preparation of certain public reports possibly developed from results compiling more than one deliverable for public sharing.



Figure 3 The MONUPED Logo as updated during March 2025, shown as horizontal and vertical in PNG format here in the logo defined colour scheme. The logo font type is defined in the brand guide as Encode Sansa Family.



Figure 4 The logo presented in black and white contrast format.



4.2.2 Brand guide

logotype measurement and safe spaces



applications sizes

maximum application size



minimum application size



30 mm



infinite in vector format





4.3 Dissemination Plan Stages

Some results from the project will be linked to governance aspects for PEDs (e.g. how institutions cooperate with each other) and some of general technological, industrial, and scientific interest. The partners will promote the dissemination by publication of technical papers in international scientific journals, in presentations at relevant international and national conferences and EU organised workshops as well as other workshops/seminars organised by the partners. Furthermore, MONUPED will maintain a website, and social media tools, which will regularly provide public deliverables and information about the achieved progress of the project

Our **strategic three-phase approach** is illustrated in Table 3, defining also the indicative timeline.

Table 3 MONUPED three-phased approach to communication, dissemination, and exploitation.

STAGE	KEY ACTIVITIES
STAGE 1 Initial Awareness Stage M 1-16	Focus is on communication , incl. initial dissemination and exploitation activities. <ul style="list-style-type: none"> • Communications starter pack, incl. logo and templates (M3) • Project website and LinkedIn account (M3) • Active social media (from M1 on) • Press releases and media articles in involved countries (from M3 on) • Periodic e-newsletters (from M6 on, supporting key actions; 6+ editions) • 3-7+ interactive local or regional stakeholder meetings/events implemented • MONUPED eBrochure / eFlyer, (1-2 in S1) • draft of the exploitation guidelines <p>Key connected activities (preparation or implementation): regional stakeholder mobilization: T2.1 Challenges mapping for implementing PEDs in MPAs/MPBs, T2.2 Identification and categorization of existing PED solutions, T3.1 The economic and legal boundaries to business viability of PED installations in MPAs, T3.2 Co-investment concepts for PEDs in MPAs and governance innovation labs to establish living labs. WP5 actions involving stakeholders in the 3 Living Labs (T5.1, 5.2, 5.3).</p>
STAGE 2 Targeted Awareness for	Focus is on dissemination , incl. initial early exploitation and continued communication activities from Stage 1: <ul style="list-style-type: none"> • Regional meetings to engage local stakeholders (T2.1, T2.2, T3.1, 3.2),



<p>Capacity Building and Knowledge Exchange</p> <p>M 17 – 29</p>	<p>participatory workshops with pilot communities (T2.1, T2.2, T3.1, 3.2) and community labs pilot demonstrations (WP5)</p> <ul style="list-style-type: none"> • Drafting 2-4+ journal articles, • Website and social media updates • eBrochures published in English & use case languages • Participation, including the distribution of communication materials at external events (7+ in Stage 2) • 3+ knowledge exchange workshops (incl. presentation of results for regional actors) <p>Early <u>exploitation</u>:</p> <ul style="list-style-type: none"> • Market/sector analyses and projections prepared, • Regular circulation of exploitation scenario to MONUPED participants, • Collect and analyse comments received, revise as appropriate, forming the outline for the Exploitation concept (D6.3 due in M36), a basis for the Booster process, and the creation of the exploitation strategy.
<p>STAGE 3</p> <p>Replication and Market Stage</p> <p>M30 - 36</p>	<p>Focus is on <u>exploitation</u>, with ongoing supporting dissemination and communication activities:</p> <ul style="list-style-type: none"> • Project partners co-create a draft exploitation plan inputs for D6.3 • Application for exploitation/go-to-market Booster services is submitted • Implementation of the market analysis, stakeholder identification, and risk assessment • Finalization of strategic alliances and management of IPR for MONUPED results, with project and post-project actions agreed as part of the Booster services • Draft Exploitation strategy ready in M28, allowing early exploitation of project results in M29-36, incl. a co-creation of Exploitation recommendations by M36, to be discussed at the project's final event – international conference in M36 <p>Continuing dissemination and communication actions:</p> <ul style="list-style-type: none"> • Regular website and social media updates • 5+ press releases in involved countries • Participation, including the distribution of communication materials at external events (7+ in Stage 3) • 2-4+ journal articles finalized • Policy recommendations on PEDS in MPAs (D4.3) and Guidelines on implementation and assessing of MONUPED toolkit of PEDs in MPAs (D4.11) • Presentation of exploitation recommendations to stakeholders.

Our CDE Plan will build on the outlines presented in Table 3 MONUPED three-phased approach to communication, dissemination, and exploitation. And will be regularly reviewed and updated as a living project document. D6.1 will be maintained as a strategic guidance document informed by all partners including via a special consortium meeting workshop led by SUS.

The Plan will include at least the following sections: (a) identification and descriptions of **target stakeholder groups, messages, and communication and dissemination tools and channels**; (b) up-to-date **timeline of key EU events, consultations and policy milestones**, alongside external events/networks to align our communication and dissemination targets; (c) project dissemination channels and levels: local, regional, national, European, and global); (d) pro-active **exploitation plans** to ensure project legacy; (e) **partner responsibilities and resources** (person effort, budget) to ascertain cost-effective dissemination and exploitation priorities; (f) **evaluation metrics** - performance indicators (e.g. downloads, subscribers, 'clippings'), and engagement processes for learning lessons. It will act as a detailed delivery schedule, enabling meaningful evaluation and interim updating of the plan in M18.



5. INTERNAL COMMUNICATIONS

5.1 Meetings

The project general meetings involving all partners are held at least once yearly in person and at least once through webinar setting on Teams. Kick-off meeting was held on Teams on 28.01.2025. Extraordinary meetings are organised on request with the coordinator.

Executive Board meetings: at least once per 3 months, comprised of WP and task leaders.

WP meetings are planned internally by WP leaders and frequency agreed per each WP.

5.2 SharePoint

Private and confidential to the consortium members.

5.3 Internal Templates

The templates for use by partners are available on the MONUPED SharePoint, and for consistency of delivering outcomes and present the project through a common “branding identity” all project documents need to respect the template designs. This applies to the following types of documents:

1. Deliverable reports,
2. Presentations,
3. Newsletter,
4. Press Releases,
5. Policy Briefs,
6. Best Practice Guideline (communication tips and tools to use in presenting results).



6. EVALUATION AND MONITORING OF DISSEMINATION AND COMMUNICATION ACTIVITIES.

Table 4 showing the initial key performance indicators (KPI) and baseline targets set for the MONUPED consortium. The KPIs would be continually monitored for following engagements and actions across the project for facilitating the promotion of the exploitation pathways.

Table 4 MONUPED KPIs and initial ambition for outreach promotions.

Outputs / KPIs	Measurement Unit	Target Value
Visual identity	-	1
Project website	-	1
Project eBrochure / eFlyer (in English and relevant national partner languages)	No. of eBrochures, and/or digital communications shared	150+
Posters on WP outcomes in English	No. posters	3+
Project communication strategy updates	Reports M3, M24	2
International e-Newsletter (English)	No. of e-letters	3
Number of regional local events organized for external audiences	No. of events	6
Number of European events organized for external audiences	No. of events	2
Number of events attended representing the project	No. of events	8
Presence at tradeshows and business event	No. of events	2
Communication with SMEs for participation in events	No. SMEs	30
Scientific publications in peer-review journals, international conferences, and workshops	No. of publications	2-4
General press articles published	No. of publications	3
Activity and dissemination in MONUPED website	No. of entries or publications	60
External audience of MONUPED website	No. of unique visitors (Google-analytics)	250+
Activity and dissemination in MONUPED Linkedin	No. of posts on Linkedin	150+
MONUPED Linkedin followers / contacts	No of Linkedin contacts	200+
Multimedia material downloads (website)	No. of downloads	100
Scientific publications as Open Access	Publications	All

6.1 Dissemination Log

A Google form has been set up, where partners must register all dissemination and communication activities in a timely fashion. This information is crucial for annual reporting to funding agencies and will be one of the bases for writing and submitting deliverable **D6.2** Playbook “PED development in MPA’s/MPB’s” (M36).



The milestone below needs to be recorded in the dissemination log:

- MS5 Solutions validated in Living Labs and kick-off for Living Lab framework (M32)

The following WP objectives focus on dissemination actions involving stakeholders and need to be diligently noted in the dissemination log.

WP2 → O1: to expand and disseminate the knowledge base about already existing solutions for PED rollout in MPA/MPBs,

WP3 → O5: to advance policy and regulations dialogue between research community, cities and investors and monument protection authorities (all key outreach instances need to be logged),

WP5 → O3: to identify and empower owners and investors within the multi-level stakeholder ecosystems pertaining PED implementation in MPA/MPBs (log outreach events, meetings and communications in the dissemination log),

WP7 → register/Log all relevant outreach and communications actions by MONUPED as part of the joint DUT program activities.

Table 5 - Example indicating the data collected by the log

Partner	Date	Name of action (description)	Type of activity Or Event	Place	Description	Types of persons reached	Estimated no. reached	Link / Url
SUS	15/3/25	Website post	web	Internet	Website launched	Public	>100	
CVUT	29/1/25	Post	Linkedin	Internet	Informing about the KOM for the MONUPE D project	Professional contacts 126 views	> 1000	



ANNEX 1

Example of a cover page layout for Newsletters

