



Work Package 5

Dissemination

Deliverable D5.1

Initial Dissemination and Communication Plan

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ABSTRACT

This document, the Dissemination and Communication Plan, is a deliverable of WP5 led by the International Institute of Refrigeration. Its purpose is to formalise all dissemination actions planned for the project, to provide guidelines on the approach and to set out the key dates associated with planned events. The overall purpose of the dissemination plan is to ensure that information is shared with appropriate audiences on a timely basis and using the most effective means.

The strategy on dissemination adopted by the ELICiT partners will ensure the maximum return on investment provided for all the financing parties – the consortium partners and the European Commission.

This document includes a number of actions and activities methods that will ensure maximal dissemination of the results. It contains a description of all the dissemination activities that occurred in the course of the project. It will be a living document, regularly updated throughout the project by the WP5 leader. However, it is expected that the most significant dissemination effort will occur at the beginning of the project to establish the visual identity and during the final year when the principal results will have been achieved.



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1 ELICiT Project

ELICiT is a new generation energy project co-funded by the European Union's Intelligent Energy Programme. It seeks to establish magnetic cooling as a marketable product focusing specifically on domestic refrigeration appliances. The main objective of the ELICiT Project is to consider the magnetic cooling solution in its entirety, and to optimize the complete magnetic cooling solution as an integrated appliance. To achieve this, the project focuses on 4 key aspects:

- Life Cycle Optimization – to provide production, cost and environmental data to aid system optimization and inform decision making
- System Optimization - to develop a solution that is production scalable, efficient, cost-effective and environmentally friendly
- Benchmarked Validation – to establish the energy efficiency credentials of the technology
- Regulations and Standards – to ensure the technology complies with existing regulations, and to establish how the new technology conform to standards

This consortium aims to enhance the collaboration between SMEs (such as Camfridge, TCS Micropumps, PSUtec, Cemafruid, Re/genT and IIR), global appliance manufacturers (such as Whirlpool) and draw on the expertise found in Universities and Research Centres (Politecnico di Milano and S.C.I.R.E.).

This 3-year-project, set to start 1 January 2014, focuses specifically on the application of magnetic cooling technology to domestic refrigeration appliances. The International Institute of Refrigeration (IIR) is the leader of the Dissemination Work Package in this consortium.

2 Context

The domestic fridge consumes 5% of all generated electricity. As a result, current regulatory regimes are structured to drive domestic fridge manufacturers to produce the most energy efficient appliances possible.

Magnetic cooling, a cost effective solution: Magnetic cooling is intended to be a cost effective solution to enable A+++ appliances, the highest level of energy efficiency as defined by the EU single market. This solution, when combined with the latest insulation, could represent a further 20% reduction in energy consumption for domestic appliances beyond the A+++ standard.

Environmentally friendly results: Because magnetic refrigeration uses solid refrigerants, it is gas free. In the European Union this means the elimination of iso-butane which has a Global Warming Potential (GWP) of 3.3, but remains highly flammable. Outside Europe, HFCs with a GWP of 1000 or more will be eliminated.

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The ELICiT project seeks to engage:

- With magnetic refrigeration developers
- With domestic appliance manufacturers to inform them about magnetic refrigeration technology
- With consumers to better inform them about the technology.

3 “Dissemination” Work Package Objective

In order to achieve this, the consortium has divided their tasks in different Work Packages (WP) which are listed-up below. The International Institute of Refrigeration is the WP leader of the Dissemination (WP5).

WP Number 53	WP Title
WP 1	System Optimisation
WP 2	Benchmarking Validation
WP 3	Lifecycle Optimization
WP 4	Regulations and Standards
WP 5	Dissemination
WP 6	Project Management

The main objective of this work package (WP5) is the dissemination of the results obtained within the framework of this project. More generally, the objective is also to help raise awareness on magnetic refrigeration technology and its potential benefits in terms of performance, energy efficiency and environmental protection. Several communication channels will be used for this purpose: website, electronic communication, brochures, conferences, congresses, workshops and exhibitions.

The aim is to disseminate as widely as possible information concerning the outcomes of this project to decision-makers, researchers, developers, marketing and distribution companies, and industrial stakeholders as well as the general public.

3.1 Deliverables of the Dissemination Work Package (WP5)

Recognizing the importance of dissemination, ELICiT partners have created a distinct WP5 deliverable devoted to this activity led by the IIR as described below and associated with a delivery timescale of 36 months:

- D5.1) Initial dissemination and communication plan: [month 3]
- D5.2) Dedicated ELICiT Web site: The deliverable is an operating website for the project [month 4]

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- D5.3) First project newsletter (year 1): [month 12]
- D5.4) Organization of project workshop at the IIR congress, Yokohama: [month 20]
- D5.5) Second project newsletter (year 2): [month 24]
- D5.6) Organization of project workshop at Thermag VII conference: [month 34]
- D5.7) Third project newsletter (year 3): [month 36]
- D5.8) Publication of scientific articles in peer-reviewed leading journals: This deliverable completes at the end of the project; it is expected that publications will be made periodically throughout the project [month 36]
- D5.9) Publication of news items in technical journals and newspapers: This deliverable completes at the end of the project; it is expected that publications will be made periodically throughout the project [month 36]
- D5.10) Exhibiting at trade exhibitions: This deliverable completes at the end of the project; it is expected that publications will be made periodically throughout the project [month 36]
- D5.11) Final dissemination and communication report: [month 36]

4 ELICiT Dissemination and Communication Plan

The overall purpose of the dissemination plan is to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means. The target audiences for dissemination are:

- end-users, refrigerators manufacturers as potential customers,
- the authorities that will be involved in the required rulemaking, safety assessment and certification of the newly developed on-board system
- wider refrigeration community and general public.

The objectives of the dissemination plan are:

- to establish and maintain mechanisms for effective and timely communication
- to inform stakeholders of development progress being made and encourage interactions between stakeholders
- to coordinate all levels and types of communication related to the project

The dissemination strategy and exploitation adopted by the ELICiT partners will ensure the maximum return on investment provided for all financing parties – the consortium partners and the European Commission.

On the other hand, the main objectives of the communication plan are:

- to outline the dissemination and promotional campaign for the duration of the project
- to provide an indicative timetable / work plan of promotional activities
- to describe various types of activities to be implemented and required actions and resources

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- to define responsibilities and allocate them to project partners
- to summarise the internal monitoring, evaluation and reporting of promotional activities
- to be the basis for project partners to participate in communication activities
- to provide an internal communication tool

4.1 Dissemination Policy

The dissemination and communication plan is transversal to the whole project. Dissemination is essential to ensure that the results of ELICiT reach the widest possible group of European stakeholders and hence secure the biggest possible societal impact in Europe. The IIR will ensure that these activities are appropriately developed and managed throughout the project duration. To achieve this goal, the dissemination and communication plan has therefore been defined following thorough consideration of the existing relationship between objective, targets, messaging, and timing of the communication. Dissemination and promotion of ELICiT results will happen through large-scale communication events that will favour the exchange of ideas. All the dissemination material will be subjected to the Project Steering Committee for approval.

This document includes a number of actions and activities that will ensure maximal dissemination of the results. It will describe of all the dissemination activities that occur in the course of the project. It will be a living document, regularly updated throughout the project by the WP5 leader. However, it is expected that the most significant dissemination effort will occur at the beginning of the project to establish the visual identity and during the final year when the principal results will have been achieved.

4.2 International Institute of Refrigeration Platform

The International Institute of Refrigeration (IIR), with 60 member countries, is the only independent neutral intergovernmental science and technology organisation present in the refrigeration sector promoting knowledge transfer in all refrigeration fields from cryogenics to air conditioning, including liquefied gas, refrigeration processes and equipment, the cold chain, refrigerants and heat pumps.

The IIR will coordinate this work package, and the project will benefit from the IIR's expertise and experience thanks to:

- its broad, valuable international network of experts
- the quality and excellent reputation of its publications, including the International Journal of Refrigeration, the reference peer-reviewed journal in the field of refrigeration science and technology
- the excellent reputation and quality of its congresses, conferences, co-sponsored conferences and workshops held on worldwide, especially in the EU.

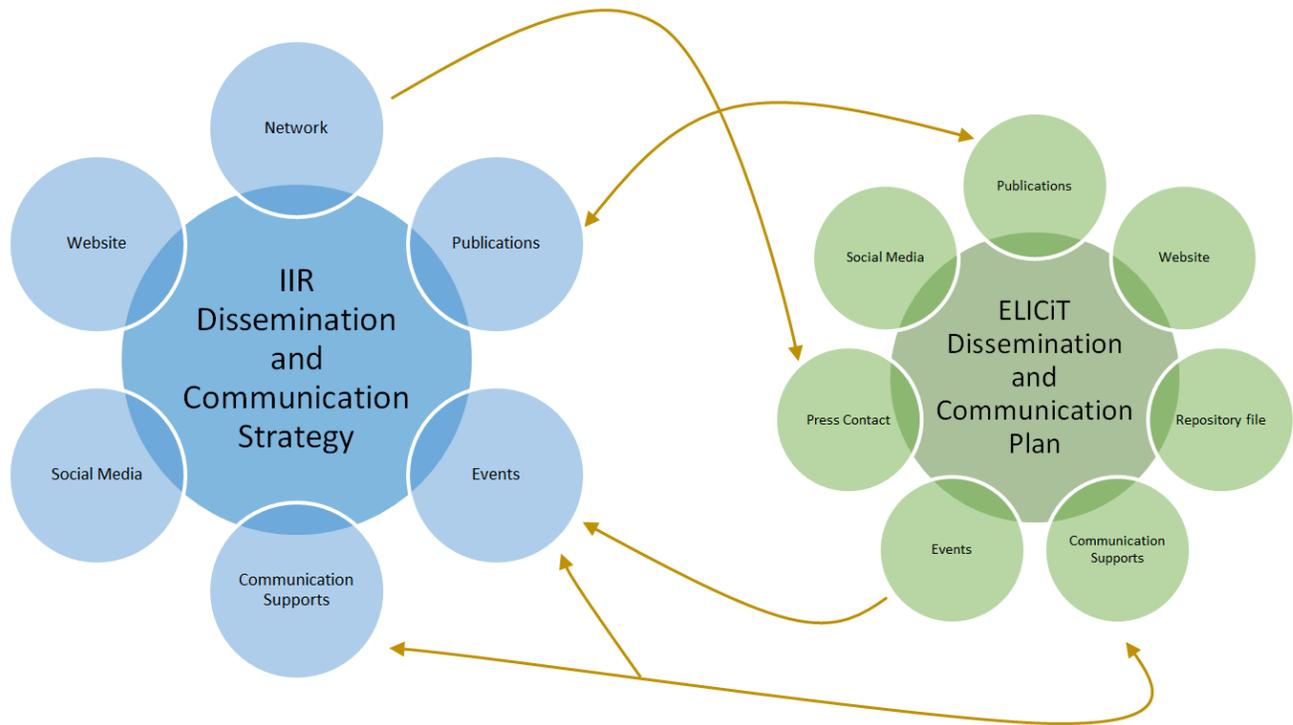
Although the IIR already has its own dissemination and communication strategy, a management function will be developed to support the ELICiT dissemination and communication plan. Based on the backdrop of the strategic environment within which the IIR operates, ELICiT will benefit

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from the IIR platform to realize their strategic objectives as illustrated in the figure below and explained further in this report.



4.3 Visual Identity - Logo

The result of following concepts composes the elements of the visual identity present in all communication supports:

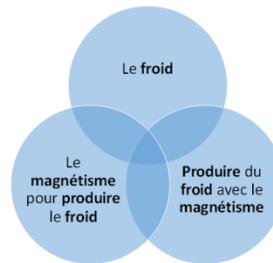
➤ Colour



➤ Symbolisation

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- Images and suggestions provided by the partners
- Logo selected by the partners at the Kick-off meeting

ELICiT Environmentally
Low Impact
Cooling
Technology



Each of these elements will have its own rule of application to be detailed in the final specifications. The visual identity elements will be adapted to both offline and online communication supports provided in templates.

4.4 ELICiT Website

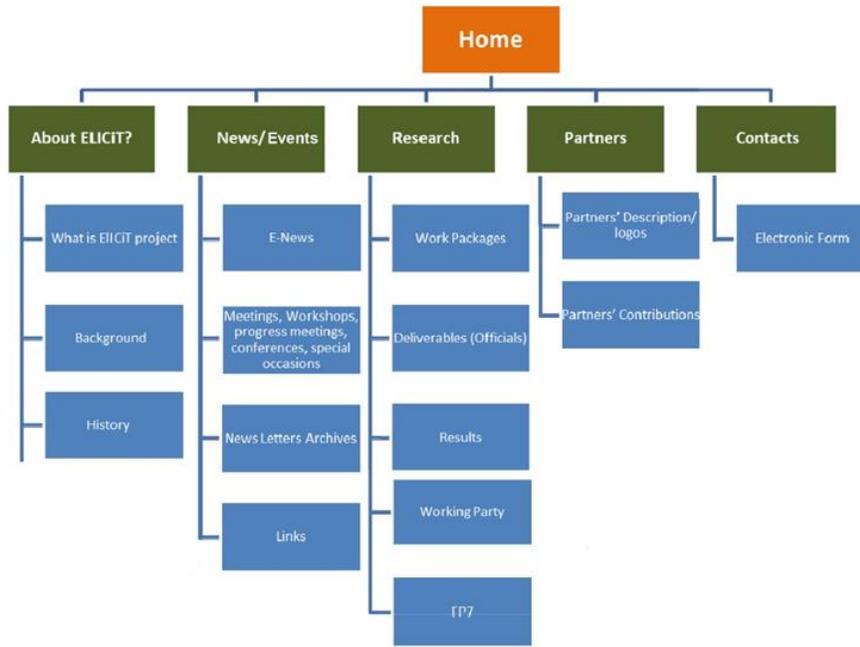
This site will present the various project components, the partners involved and progress updates. In particular, the site will focus on news items concerning the project: the results

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obtained, reports on the latest events, future events to be held within the framework of the project, etc. The IIR will call upon a subcontractor to design of the site and create templates for online and offline supports. Below a sitemap of the ELICiT website.

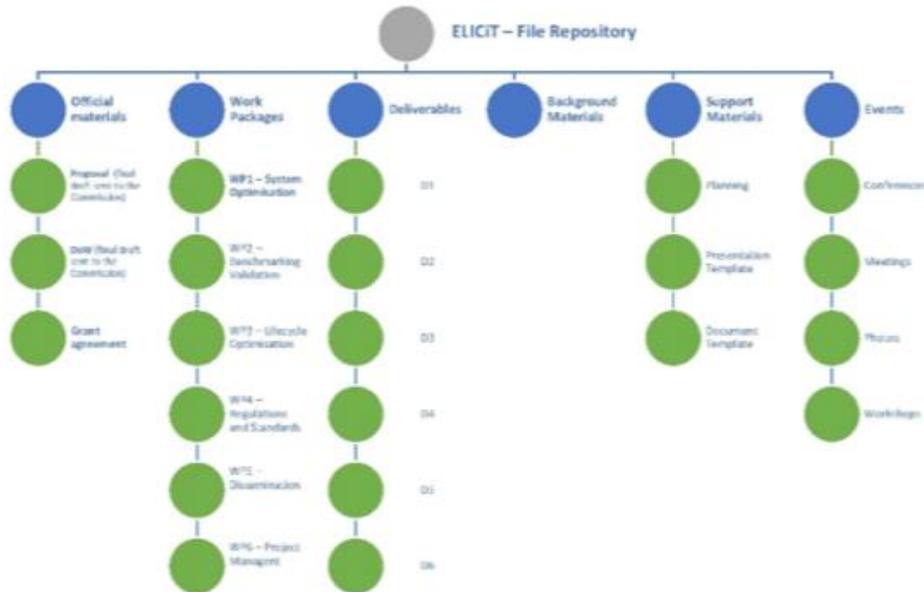


4.5 File Sharing – File Repository

The repository website (extranet) is the main communication and data exchange tool for the project partners. It will be the storage place of all the documents related to the project. The project administrator will manage its content and has full approval rights on all content uploaded by consortium partners. The main page is presented in the figures below. The repository is organised in a hierarchical structure of categories/sub-categories. Currently the defined categories are:

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4.6 Social Media

Communication materials will be developed in order to support project dissemination and awareness activities. The different materials that will be developed during the project inform professional, as well as the general public, on project activities and results. Additionally, a wide range of supports will be used in order to ensure optimal access to the information provided.

4.6.1 #MagneticCooling

The objective of the #MagneticCooling branded hashtag page will be to engage and to communicate the latest magnetic cooling updates with followers via Twitter. The users will need a Twitter account and can join the hashtag via the website.

4.6.2 ELICiT LinkedIn Group

An ELICiT LinkedIn group will be set up on the IIR LinkedIn page targeting professionals interested in magnetic cooling; it will provide a forum where refrigeration professionals and researchers can share information on the topic. Members will need a LinkedIn account and can join via the website.

4.6.1 E-News

Periodic E-news will be additional content to the newsletter or original content published exclusively online. Sign up will be possible via the website, updates will be sent out to subscribers and via social media.

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4.7 Communication Supports

At the core of the IIR is its experience in producing and distributing communications supports during events and online. The following list describes supports created specifically for ELICiT.

4.7.1 Brochures

The brochure will provide a quick overview of the project, its activities and expected results, referring readers to the project website which elaborates in greater detail the project and its achievements. The brochure will be distributed at trade fairs, workshops, project meetings, and IIR events.

4.7.2 Kakemono

A promotional stand-alone poster will be displayed at IIR events and trade fairs along with the distribution of brochures and newsletters.

4.7.3 Promotional Items

ELICiT fridge thermometer gift will be designed and distributed at trade fairs, workshops and IIR events.

4.8 Publications

Through an extensive offer of publications, the IIR is experienced in producing and providing its members with information on science and industry advancements in all refrigeration sectors.

4.8.1 Periodic Newsletter

A yearly newsletter will be published in order to increase and maintain awareness about the project, and provide updates. General attributes of newsletters include news and upcoming ELICiT events, as well as contact information.

4.8.2 International Journal of Refrigeration

Scientific articles written by project research partners will be published in the International Journal of Refrigeration. This reference peer-reviewed journal is the best citation index in the field.

4.8.3 Deliverables

Authorized deliverables of research outcomes intended for the general public will be made available on the ELICiT website in order to increase awareness and promote knowledge of magnetic refrigeration.

4.8.4 Technical journals and Newspapers

Press releases will be sent worldwide to publishers of journals, newspapers and newsletters who report on refrigeration outcomes. The IIR will draw on its journal/newspaper network in over 50 countries as will other project partners use their network.

4.9 Events

The IIR holds an average of 5 IIR conferences per year, and co-sponsors 7 to 8 conferences per year. The table below summarises the potential event the ELICiT project will promoted to.

2014	June 23-25	London, UK	3rd IIR Conference on Sustainability and the Cold Chain Lisa Waters: Lisa@ior.org.uk www.iccc2014.com
2014	June 18-20	Tarragona, Spain	7th Ibero-American Congress of Refrigeration Science and Technology (CYTEF2014) Alberto Coronas: alberto.coronas@urv.cat cytef2014.com
2014	August 31-September 2	Hangzhou, China	11th IIR-Gustav Lorentzen Conference on Natural Refrigerants - GL2014 Hu Wangyang: gl2014@car.cn.org www.gl2014.org
2014	September 7 -10	Vancouver, Canada	Thermag VI -6th International Conference on Magnetic Refrigeration at Room Temperature www.iesvic.uvic.ca/events/ThermagVI/
2014	October 14 - 16	Nurnberg, Germany	Chillventa 2014 www.chillventa.de
2015	March 10-13	Goyang, Korea	Harfko http://www.tradefairdates.com/Harfko-M3514/Goyang.html
2015	August 16-22	Yokohama, Japan	ICR2015 – 24th International Congress of Refrigeration Nob Kagawa: icr2015@ics-inc.co.jp icr2015.org
2015	November 2 - 6	Paris, France	Interclima http://www.interclimaelec.com
2019	August	Montreal, Canada	ICR2019 – 25th International Congress of Refrigeration

4.9.1 Conferences and Workshops

The organization of workshops devoted to studies performed within the framework of the project make it possible to publicize the results obtained before an international audience of researchers, technicians and industrial stakeholders who may be interested in magnetic refrigeration technology. In particular, workshops will be held during the following IIR events:

- the 24th IIR International Congress of Refrigeration will be held in August 2015 in Yokohama, Japan. IIR congresses, held once every 4 years, are the largest event in the world covering all refrigeration technologies and applications and bringing together over 1000 attendees;
- THERMAG conferences held by the IIR Working Party on Magnetic Cooling at the Thermag VI in Canada in 2014 and Thermag VII in 2016 in Europe; where Elicit workshops will be organized for dissemination purposes.
- future IIR conferences on the cold chain in the food and pharmaceutical domains will also provide opportunities to present achievements;

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4.9.2 Trade Fairs

The IIR regularly exhibits at trade fairs: Chillventa in Germany, Interclima in France, and HARFKO in Korea, using these opportunities to promote ELICiT project outcomes. Brochures, kakemonos, and promotional items will be displayed and distributed in order to present ELICiT project outcomes. They will serve to reach to a broad audience, including professional stakeholders, and on a larger scale, raising awareness of the benefits of magnetic refrigeration, specifically when applied to refrigerators.

4.10 Press Contacts

A selective data base of press contacts will focus on providing the means for building a strong relation with the media throughout the ELICiT project region. During conferences and trade shows where the IIR is present, media tools will be distributed to in-house press relations.

Additionally, in order to attract media interest around the project, all project managers will be asked, when possible, to supply project news and other material in order to establish links with regional and local media on a European level.

The database of journalists will be constantly updated with all press contacts made during events or by project managers.

Envisaged media tools include:

- all information will be published on the project website where an archive of news reports will also be established
- brochure and newsletter: journalists shall receive publications targeted to media and general public which are simple, concise, illustrated and show the practical implications of the project for the citizens and participating countries.

5 Conclusion

This report described the dissemination and communication plan the IIR work package leader will undertake in order to ensure the maximum return on investment provided for all the financing parties – the consortium partners and the European Commission.

This document included a number of actions and activities methods that will ensure maximal dissemination of the results. It contains a description of all the dissemination activities that occurred in the course of the project such as the format and creation of the ELICiT identity visual, website, repository file, social media, communication supports, organization of events and liaison of press contact.

It will be a living document, regularly updated throughout the project by the WP5 leader.