

H2020 Work Programme



D7.7 – FINAL VERSION OF DISSEMINATION AND COMMUNICATION PLAN

Lead Contractor: Sustainable Innovations Europe
(SIE)

Date: 29/11/2022

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847097. The content of publication is the sole responsibility of the author(s). The European Commission or its services cannot be held responsible for any use that may be made of the information it contains.

Project title Supporting new Opportunities for Waste Heat And cold valorisation Towards EU decarbonization			
Project acronym	SO WHAT	Start / Duration	June 2019 (42 months)
Coordinator	Rina Consulting S.p.A. – RINA-C		
Website	www.sowhatproject.eu		

Deliverable details			
Number	7.7		
Title	Final Version of Dissemination and Communication Plan		
Work Package	7		
Dissemination level¹	PU = Public	Nature	Report
Due date (M)	30.11.2022 (M42)	Submission date (M)	29.11.2022
Deliverable responsible	Sustainable Innovations Europe – SIE		

¹ PU = Public
CO = Confidential, only for members of the consortium (including Commission Services)

	Beneficiary
Deliverable leader	Mariana Fernández (SIE)
Contributing Author(s)	Jesús Serrano (SIE)
Reviewer(s)	Paul Robbrecht (POM Antwerpen) Ana Alburquerque Barata (2GOOUT) Serena Scotton (RINA)
Final review and quality approval	Arianna Amati (RINA)

Document History		
Date	Version	Changes
06.10.2022	0.1	First draft
27.10.2022	0.2	Changes from RINA /2GOOUT/POM Antwerpen)
23.11.2022	0.3	Implementation of final figures and changes by SIE
30.11.2022	1.0	Final Quality review and submission by coordination

Acronyms and abbreviations

DHC: District Heating and Cooling operators

EC: European Commission

EU: European Union

GP: General Public

RES: Renewable Energy Sources

WH/R: Waste heat recovery technologies

WH/C: Waste Heat and Cold

Executive Summary

This document contains the Final version of the Dissemination and Communication Plan that outlines the activities undertaken during the months 19 and 42.

The objective of the communication and dissemination activities of the SO WHAT project is to ensure information about the project's objectives and results are effectively disseminated to relevant audiences and to promote the use of project results by the relevant industry stakeholders.

The Communication and Dissemination plan delivered in M6 identified the goals and approaches for providing information about the SO WHAT project to the target audiences at local, national and EU level. This included defining key messages and selecting appropriate tools and channels (including relevant conferences and events) to effectively disseminate the outcomes of the project.

The purpose of this document for the SO WHAT project is to formalize dissemination and communication actions, as well as to provide guidelines on the approach. Marketing media, the press, magazines, broadcast news, television, radio, and Internet.

The main objectives of the Dissemination and Communication Plan are:

- To document undertaken and proposed dissemination and communication activities through a detailed and updated plan.
- To ensure the project results reach the relevant stakeholders for a wider waste heat and cold (WH/C) exploitation promotion.
- To raise interest in the proposed technology, of potentially interested parties across relevant stakeholders.
- To promote WH/C recovery projects, along with the benefits they can provide, toward potential target end-users/adopters to speed up renewables (RES) energies adoption and take-up in industrial process.
- To promote proactively education and training to various audiences on the SO WHAT project and its results by providing targeted information.

The main goal of both the update submitted in M18 and this document prepared as final version is to review the activities carried out and to analyse their performance and impact, monitoring the degree of compliance with the Key performance Indicators established at the beginning of the project.

Table of contents

ACRONYMS AND ABBREVIATIONS	4
EXECUTIVE SUMMARY	5
TABLE OF CONTENTS	6
1 REVIEW ACTIONS M₁₉-M₄₂.....	7
1.1 Offline actions	7
1.1.1 Printed materials	7
1.1.2 Press releases	8
1.1.3 Events organised	9
1.1.4 Events attended	9
1.1.5 Interaction with other EU projects	10
1.1.6 Publications	11
1.2 Online actions.....	11
1.2.1 Website	11
1.2.2 Newsletter	15
1.2.3 Social media	16
2 INDICATORS & TARGETS	19
3 DISSEMINATION	21
4 ACTION PLAN M₄₂-AFTER PROJECT	21
5 ANNEX I: ONLINE PUBLICATIONS AND MEDIA IMPACT	22
6 ANNEX II: DISSEMINATION TABLE	27

1 Review Actions M19-M42

1.1 Offline actions

1.1.1 Printed materials

Even with COVID-19 restrictions over, the distribution of brochures and poster has still been affected. Nevertheless, partners were encouraged to share with stakeholders the online versions, made available on the website, where more than 1,000 were downloaded.

Likewise, during this period a new brochure was produced by Envipark to promote the training services available online, and it was distributed among the consortia and uploaded to the [website](#).

Image 1: SO WHAT training brochure



1.1.2 Press releases

As explained in previous versions of the communication and dissemination plan, a first press release was distributed among media during the first months of the project lifetime and the first webinar with related projects was also announced with a press issue. Since then, and following this period of analysis M19-M42, five new press releases were issued. The [first](#) one addressed the creation of the ALLIANCE4ECEI (Alliance for energy cooperation in European industries), the [second](#) one announced an online session held by the same alliance, the [third](#) one communicated the SO WHAT stakeholders' workshop organised in June 2022, the [fourth](#) was about the webinar *Digital tools as enablers of more efficient energy consumption in industrial waste heat/cold recovery*, while the [last one](#) publicised the SO WHAT project final event.

All of them were made available on SO WHAT's Document section on the website and distributed among more than 100 trade media each.

The total impacts for this type of communications reached 50 outlets in total, including media, consortium partners and related projects portals, as shown in [Annex I](#).

The concrete size of the audience reached is very difficult to measure as there are not common analytics for every media and in every pilot region. For those media that have those numbers available, we have included the figure under the link to the news in Annex I.

Image 2: ALLIANCE4ECEI press release



1.1.3 Events organised

Although during this period of analysis from M19 to M42 the COVID breakdown crisis has widely affected the participation at physical events, SO WHAT consortium partners have been very active in the organisation and participation of events.

We have created the list below to summarise the activity carried out in terms of events:

Table 3: Events organised by SO WHAT

NAME OF EVENT	PARTNER	DATE	LINK
Unlocking energy cooperation in EU industries: main tools and challenges	SIE, RINA	October 11, 2021	https://sowhatproject.eu/2021/10/04/joint-workshop-eusew/
SO WHAT tool for waste heat and cold valorisation (stakeholder's workshop)	All partners	June 9, 2022	https://www.linkedin.com/feed/update/urn:li:activity:6950023271887065088
Digital tools as enablers of more efficient energy consumption in industrial waste heat/cold recovery webinar	SIE, RINA	September 15, 2022	https://www.linkedin.com/feed/update/urn:li:activity:6980425823640014848
SO WHAT Final event	All partners	November 17, 2022	https://www.linkedin.com/feed/update/urn:li:activity:6983076687760564224

1.1.4 Events attended

Table 4: Events attended by SO WHAT

NAME OF EVENT	PARTNER	DATE	LINK
Digital Solutions for Industry webinar	RINA	February 22, 2021	https://sowhatproject.eu/2021/04/07/webinar-digital-solutions/
Enerstock 2021	UOB	June 9-11, 2021	https://sowhatproject.eu/2021/06/28/so-what-enerstock/
Sostenibilità e simbiosi energetica nella filiera agro-alimentare	M&R	June 16, 2021	https://www.eventbrite.it/e/biglietti-sostenibilita-e-simbiosi-energetica-nella-filiera-agro-alimentare-154701659829
S-PARCS Final Event	SIE, RINA	June 15, 2021	https://sowhatproject.eu/2021/07/08/sparcs-final-event-alliance4ecci/
Sustainable Places 2021	RINA	September 30, 2021	https://sowhatproject.eu/2021/10/07/so-what-at-sustainable-places-2021/
EUSEW extended programme	IESVE	October 12, 2021	https://sowhatproject.eu/2021/10/13/so-what-at-eusews-extended-programme/
Transforming Foundation Industries	MPI	November 3, 2021	https://sowhatproject.eu/2021/10/26/transforming-foundation-industries/
ICAE2021 (International Conference on Applied Energy 2021)	UOB	November 29-December 2, 2021	
Sustainable Industrial Manufacturing	MPI	June 28, 2022	https://sowhatproject.eu/2022/07/13/so-what-at-the-sustainable-industrial-manufacturing-conference/
ECOS 2022 Proceedings	UOB	July 7, 2022	https://ecos2022.dtu.dk/-/media/subsites/thermcyec/ecos2

			022/ecos-2022-35th-program.pdf?la=da&hash=DBB964F2F9ABB891719C043FF5FoAEBB5AoBE321
HEFAT-ATE 2022	UOB	August 8, 2022	https://hefat2022.org/whova-agenda/
World Energy Storage Conference	UOB	October 12-14, 2022	https://uobevents.eventsair.com/wesc/agenda

1.1.5 Interaction with other EU projects

The good engagement activities initiated during the previous period were reinforced during M19-M42. In this interval, projects under the same call decided to create the [ALLIANCE4ECE](#) (Alliance for energy cooperation in European industries), setting up a common collaboration to maximise impact and improve the quality and the relevance of outputs.

The alliance was officially announced in April 2021 by several joint communication activities and the dissemination strategy workload was distributed among the platform members. In this sense, a website was developed, new social media channels were promoted (LinkedIn, Twitter, YouTube), and a [press release](#) was issued.

Since its creation, regular meetings have been held (in concrete the members have met 12 times) to explore synergies, seek collaboration in different areas and decide together the participation and dissemination in events.

The alliance has constantly updated the website content (10 post have been uploaded), promoted its activity on social media with more than 100 post already and uploaded 5 videos to YouTube. By now these videos have received more than 100 views and the total number of followers exceed 200 among all the socials.

SO WHAT echoed the activity of the organisation among its channels, uploading the different press releases to its website, communicating its meetings through social media, uploading the sessions held to its YouTube channel and informed on the website about the alliance.

Apart from the original founding members of the alliance ([S-PARCS](#), [EMB3RS](#), [INCUBIS](#), [R-ACES](#) and SO WHAT, the organisation was later joined by the [CORALIS](#) and [WE DISTRICT](#) projects as well, thus boosting the cooperation among different projects.

Jointly, the alliance decided to participate as well in the Horizon Results Booster [Module A](#) where a report based on the portfolio of R&I project results was generated, identifying the common strengths of the group and relevant stakeholders to address the dissemination strategy.

Image 5: ALLIANCE4ECEI homepage website



1.1.6 Publications

During this period, SO WHAT consortium partners have worked on different publications. We have listed them below:

Table 6: Publications by SO WHAT

NAME OF PUBLICATION	PARTNER	DATE	LINK
Organic Rankine cycles combined with thermochemical sorption heat transformers to enhance the power output from waste heat	UOB	December 2021	https://doi.org/10.1016/j.apenergy.2021.117980
Risk Assessment of Industrial Excess Heat Collaborations – Empirical Data from New and Ongoing Installations	IVL	February 2022	https://doi.org/10.2139/ssrn.4038235
A structured procedure for the selection of thermal energy storage options for utilization and conversion of industrial waste heat	UOB	March 2022	https://www.sciencedirect.com/science/article/pii/S2352152X22004352
An assessment of the climate damage costs for European short-lived climate forcers	IVL	<i>Paper under peer-review at this moment</i>	

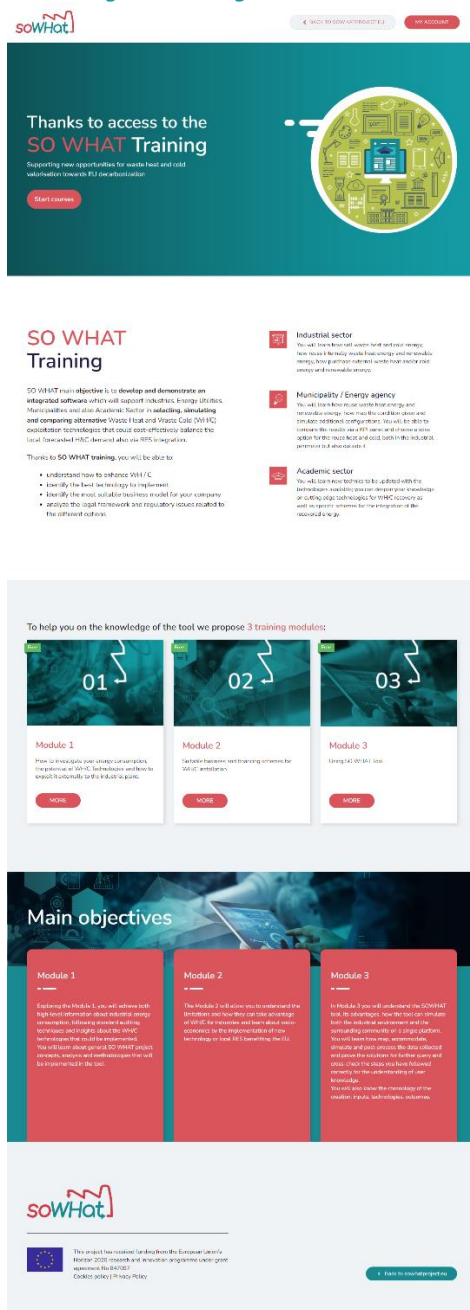
1.2 Online actions

1.2.1 Website

During M19-M42, SO WHAT's website has continuously been updated to include the most recent news and project progress. In this period, three news sections were uploaded: [ALLIANCE4ECEI](#), to inform about the collaboration agreement established with related projects, [Tool](#), to offer users open access to the SO WHAT software for waste heat and cold management, and [Training](#), a platform

seeking to build capacity on waste heat and cold management, business models and use of SO WHAT tool.

Image 7: Training section website



Apart from these new website pages, the following documents have been uploaded:

REPORTS (public):

- [CBA of Industrial Waste Heat and Cold RES](#)
- [SO WHAT Tool KPI Panel](#)

- [Report and presentation on SO WHAT integrated tool functionalities](#)
- [Update of dissemination and communication plan](#)
- [Economic Drivers](#)
- [Business and risk models for industrial WH/C recovery and exploitation towards replication](#)
- [Monitoring management system](#)
- [Validation of the SO WHAT tool in real demo cases](#)
- [SO WHAT Manual](#)

PRESS RELEASES

- [New Alliance for Energy Cooperation in European Industries created](#)
- [The Alliance4ECEI is hosting an online session as part of the European Sustainable Energy Week extended programme](#)
- [SO WHAT hosts a workshop to present its tool for waste and cold valorisation](#)
- [Alliance4ECEI hosts the Digital tools as enablers of more efficient energy consumption in industrial waste heat/cold recovery webinar](#)
- [Final event](#)

NEWSLETTERS

- [Sixth So What Newsletter](#)
- [Seventh So What Newsletter](#)
- [Eight So What Newsletter](#)
- [Ninth So What Newsletter](#)
- [Tenth So What Newsletter](#)
- [Eleventh So What Newsletter](#)
- [Twelfth So What Newsletter](#)
- [Alliance4ECEI Newsletter](#)

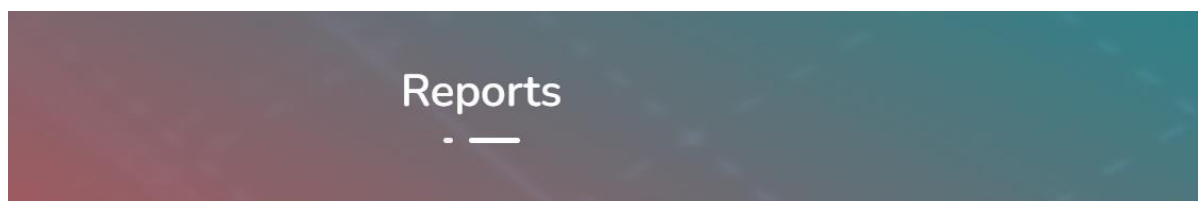
COMMUNICATION AND DISSEMINATION MATERIALS

- [So What Integrated Tool Presentation](#)

ARTICLES

- [A structured procedure for the selection of thermal energy storage options for utilization and conversion of industrial waste heat](#)
- [Risk assessment of industrial excess heat collaborations – Empirical data from new and ongoing installations](#)
- [Organic Rankine cycles combined with thermochemical sorption heat transformers to enhance the power output from waste heat](#)

Image 8: Reports section website



- ④ Scenarios to be covered by the SO WHAT tool
- ④ Strategies and protocols for input data collection
- ④ Report on current contractual arrangement for WHC exploitation
- ④ Requirements for data formats and indicators
- ④ Report on current barriers to industrial WHC recovery and exploitation.
- ④ First Release of SO WHAT Industrial Sector WH/C recovery potential
- ④ Report on WH/C recovery technologies and thermal storage technologies
- ④ Report on end user's Current Status

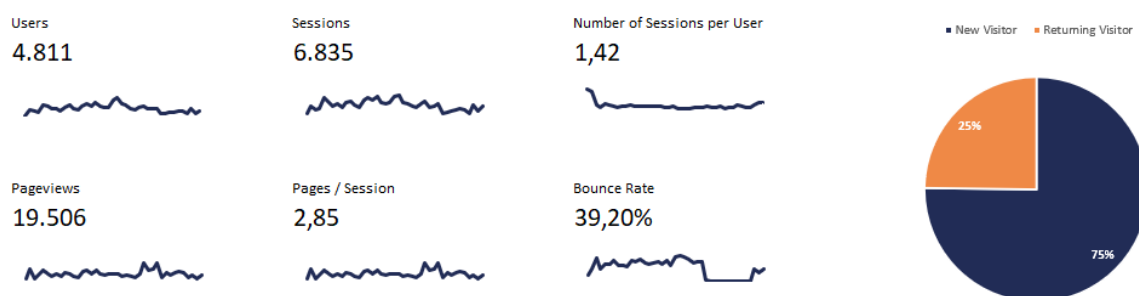
Apart from the Document section, News have been kept up to date with 23 posts in this period about the project outcomes, participation of the consortium partners in events, interviews and other relevant milestones have been uploaded since the project kicked-off in June 2019:

- [SO WHAT's webinar featured by EASME](#)
- [SO WHAT's overview of 2020](#)
- [Successful Intermediate Review for So What](#)
- [The SO WHAT tool presented in the Digital Solutions for Industry webinar](#)
- [New Alliance for Energy Cooperation in European Industries created](#)
- [SO WHAT celebrates month 24 General Assembly meeting](#)
- [Visit to LIPOR demo site in Portugal](#)
- [SO WHAT at ENERSTOCK 2021](#)
- [SO WHAT at the S-PARCS Final Event in collaboration with the Alliance4ECEI](#)
- [SO WHAT participates in the Horizon Results Booster](#)
- [SO WHAT hosts joint workshop as part of EUSEW's extended programme](#)
- [SO WHAT at Sustainable Places 2021](#)
- [Transforming Foundation Industries Conference](#)
- [Recording of Transforming Foundation Industries Conference available now](#)
- [Interview with Sofia Klugman](#)

- [Interview with Sara Abd Alla, Engineer, Giorgio Bonvicini, Senior Energy Engineer and Arianna Amati, Senior Project Manager at RINA](#)
- [SO WHAT's April 2022's Newsletter available for consultation](#)
- [Interview with Luis Ángel Bujedo Nieto, Head of Energy Systems Area, Energy Division, and Francisco Morentin Gutiérrez, R&D Engineer, Energy Division, at CARTIF](#)
- [Interview with Nick Purshouse, Project Manager at IESVE](#)
- [SO WHAT partners to meet in person after 2 and a half years](#)
- [Interview with Adriano Sciacovelli, Associate Professor at the University of Birmingham.](#)
- [SO WHAT at the SUSTAINABLE INDUSTRIAL MANUFACTURING conference](#)
- [POM Antwerpen showcases SO WHAT at Warmtewende voor de Industrie](#)

During the M19-M27 period, SO WHAT has gained 2,567 users on its website, with 11,452 views in total and an average session duration of 2 minutes 37 seconds.

Image 9: Website Analytics (consolidated data 01/06/2019-23/11/2022)



1.2.2 Newsletter

Electronic newsletters have been prepared every 3 months, and include project updates, announcements, interviews, and other information related to SO WHAT. They are distributed to stakeholders and partner networks and posted on the project website.

From the beginning of the project, a Mailchimp (mailing platform) account was established and the possibility to subscribe to the newsletter via the website was given to visitors.

During M19-M27, eight of them have been issued ([M19](#), [M21](#), [M24](#), [M27](#), [M30](#), [M35](#), [M40](#), [M41](#)) and uploaded to the project website / documents / newsletters. Each time the Newsletter is released a campaign in social media follows.

Table 10: Newsletter impact

	Mailchimp	Twitter	LinkedIn
1 st newsletter	0	675	258 impressions
2 nd newsletter	52 recipients (14 readers)	4,056	614 impressions
3 rd newsletter	68 recipients (29 readers)	3,922	3,075 impressions
4 th newsletter	324 recipients (91 readers)	642	521 impressions
5 th newsletter	322 recipients (88 readers)	1,391	830 impressions
6th newsletter	314 recipients (68 readers)	2,386	399 impressions

7th newsletter	311 recipients (76 readers)	882	366 impressions
8th newsletter	305 recipients (47 readers)	536	393 impressions
9th newsletter	302 recipients (85 readers)	943	361 impressions
10th newsletter	293 recipients (64 readers)	133	430 impressions
11th newsletter	291 recipients (73 readers)	54	161 impressions
12th newsletter	275 recipients (52 readers)	49	379 impressions
Alliance4ECEI newsletter	285 recipients (60 readers)	-	-

1.2.3 Social media

The first social media channels ([LinkedIn](#) and [Twitter](#)) were set up by SIE in M1, while the [YouTube](#) channel was created once the first official video of the project was released in M6.

1.2.3.1 LinkedIn

SO WHAT presence in LinkedIn has reached 602 followers after 115 updates posts during this period of analysis.

The engagement rate of this platform is, in average, 7.8% (more than 3% is usually considered excellent performance).

The number of impressions (views) has grown to reach 38,583 by November 23, 2022.

Image 11: LinkedIn impressions from November 2021 to October 2022. LinkedIn shows analytics for only the last 12 months.



When it comes to the demographics of the users visiting our LinkedIn page, most of them are engineers, project managers or researchers from the educational, renewables and environmental sectors.

Image 12: LinkedIn page visitors by industry

Follower demographics ⓘ

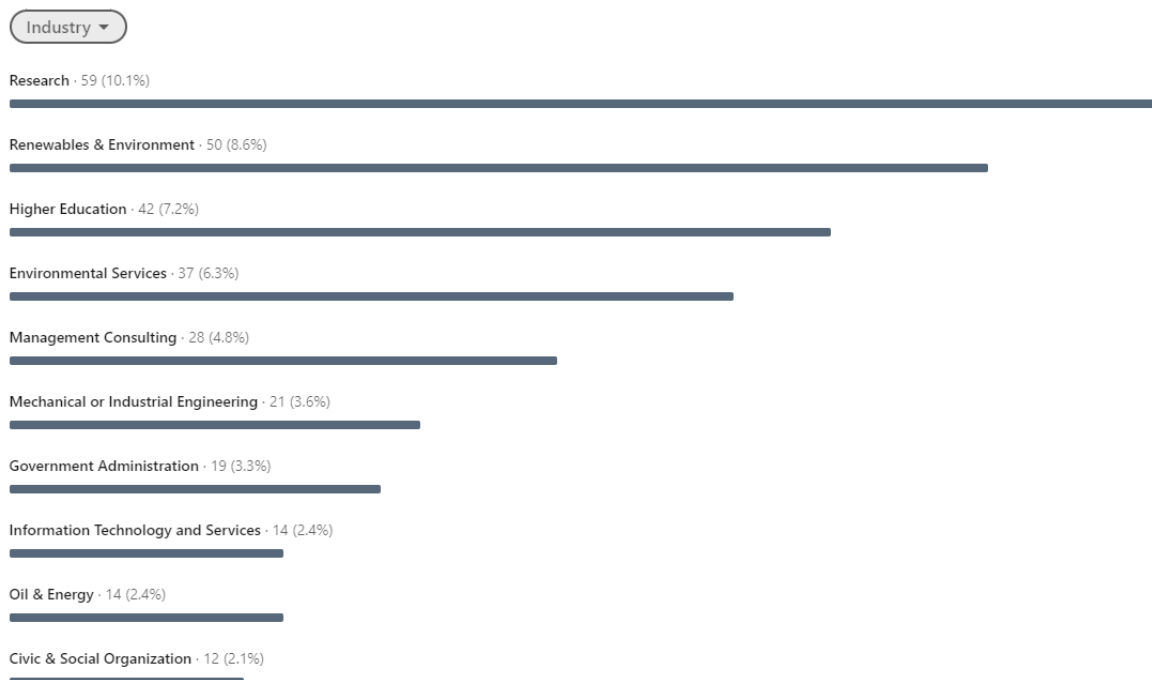
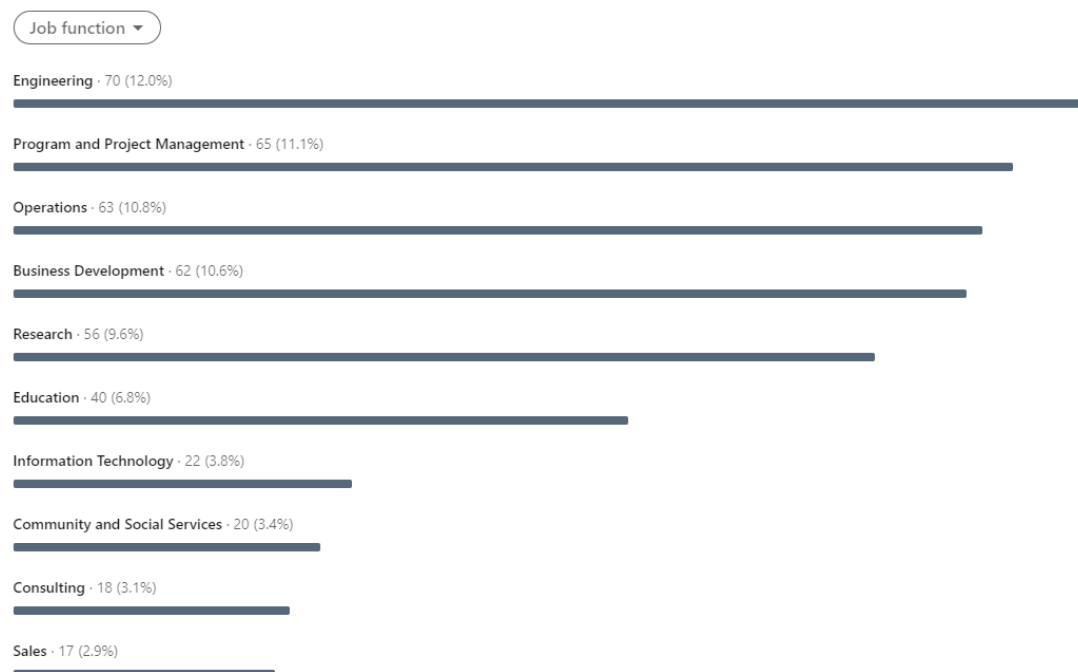


Image 13. LinkedIn page visitors by job function

Follower demographics ⓘ



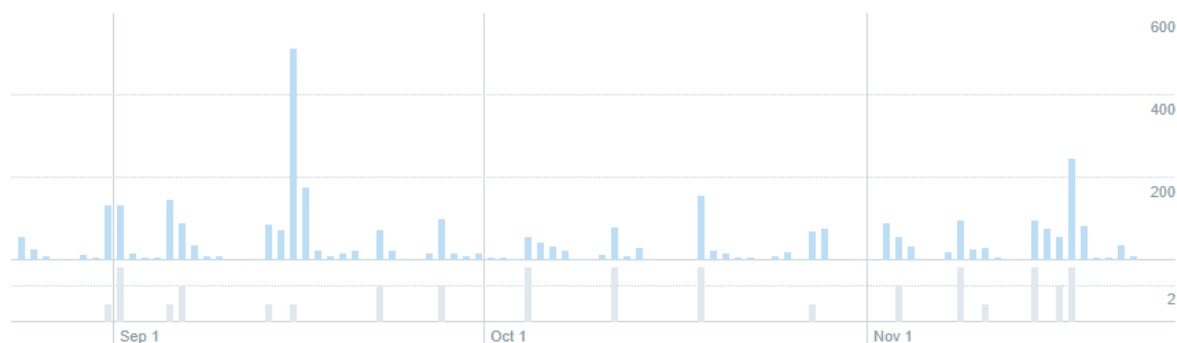
1.2.3.2 Twitter

As of November 23, 2022, SO WHAT has 263 followers on Twitter after 273 tweets in this period. The current engagement rate is 3.3%. Anything above 0.5% is considered a very great level of engagement, which shows that the project Twitter followers are qualified leads, and they are interested in the project. The contents on the profile have generated 84,000 views. One of the main

differences between the analytics of LinkedIn and Twitter remains mainly in the nature of each of them. All the professional contacts are more frequently found on LinkedIn, while Twitter is usually more oriented to a personal use. The reason to be on Twitter is that the number of views that is usually higher than on LinkedIn.

Image 14. Impressions on Twitter

Your Tweets earned **3.6K impressions** over this **91 day period**

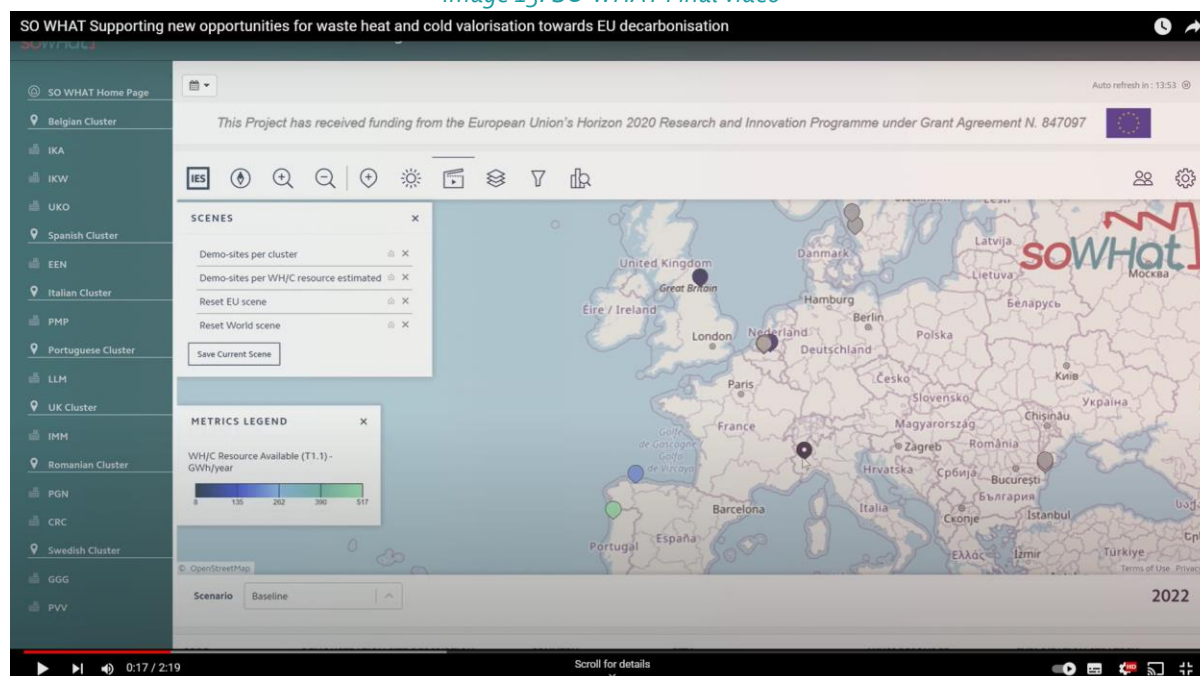


1.2.3.3 YouTube

At least two videos were expected to be produced along the project life.

To date, the channel has 20 subscribers (12 more in this period) and SO WHAT has made 13 videos public (8 during M19-M27), including the webinar sessions held and the [final video](#).

Image 15: SO WHAT Final video



2 Indicators & Targets

The successful implementation of this component of the Dissemination and Communication Plan has been quantified by the achievement of specific targets for a number of different indicators (Table 2).

Table 16: KPI, means and objectives

Means / channel	KPI	Total (M1-M42)
Scientific/technical publications	3 = poor, 3-5 = good, >5 = excellent;	4 publications accepted
Oral/poster presentations at conferences, symposia, seminars, workshops, etc.	Number of conference presentations: <3 = poor, 3-7 = good, >7+ = excellent	18 conference presentations
Liaison/collaboration with relevant European communities	Collaboration agreements with relevant associations <3 = poor, 4-6 = good, >7 = excellent	Foundation of the ALLIANCE ₄ ECEI association with other 6 related projects (12 meetings held, 3 joint events, several communication campaigns...) SO WHAT showcased in: <ol style="list-style-type: none"> 1. European Technology and Innovation Platform on Renewable Heating and Cooling 2. Celsius report on Advancing District heating and Cooling solutions and uptake in European cities 3. Enlit Europe 4. EC report Industry 5.0 – Towards a sustainable human-centric and resilient European industry 5. EuroHeat's DHC+ Technology Platform
Liaison / collaboration with relevant projects	<4 = poor, 5-8 = good, >9 = excellent	Active collaboration with EMB ₃ Rs, INCUBIS, R-ACES, S-PARCS, WE DISTRICT, CORALIS, Euroheat's, Enlit Europe, European Technology and Innovation Platform on

		Renewable Heating and Cooling, European Heat Pump Association
Project visual identity and public image	Reach at the project end: 300 followers on Twitter; 300 on LinkedIn	263 followers on Twitter 602 followers on LinkedIn
Project website	1500 unique visitors per year; average of 2.5 min stay Total visits: <5000 = poor; 5000-10,000 = good; >10,000 = excellent Material downloads: <50 = poor; 50-100 = good; >100 = excellent	4,811 users obtained in 40 months (website online since M2). = 1,443 users on average per year 2:37 average Total visits: 6,835 652 visits to the documents download site
Project promotional materials (brochure/ leaflet, flyers, poster and banners...	200 downloads per year from the website <500 copies = poor; 500-1,000 copies = good; >1,000 copies = excellent	652 visits to the documents download site 250 printed copies
Project videos	800 views in total	1,460 views
Project media presentations	3 large regional/national media presentations	4 media presentations (Sweden, Romania and Portugal, webinar) 80 publications
Periodic e-newsletter	>1,000 recipients in the e-newsletter distribution list by end of project.	285 subscribers 3,142 recipients in total 1,205 people on Twitter in average 599 on LinkedIn

3 Dissemination

As stated on the Grant Agreement Article 29 “Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).”

In compliance with this article, our partners have actively contributed to disseminating the SO WHAT project from the very beginning by different means: social media posts, attendance to conferences, emailing campaigns, newsletters, press releases, etc.

SO WHAT LinkedIn posts have been shared 195 times and our partners were very supportive in this area. Likewise, the consortium partners have made 96 tweets mentioning SO WHAT and contributed to retweeting 226 times to the content shared in the official social media channels.

Other dissemination actions have included the appearance of SO WHAT in relevant sites of waste heat and cold management associations and others. In this sense, SO WHAT initiated a collaboration with the European Technology and Innovation Platform on Renewable Heating and Cooling and SO WHAT was showcased on its [website](#). Same thing happened with the EuroHeat’s DHC+ Technology Platform [site](#). Likewise, as relevant project in the W/HC industry, SO WHAT was included on the Celsius [report](#) on Advancing District heating and Cooling solutions and uptake in European cities.

Moreover, SO WHAT was featured as part of the Sustainable Places poster [section](#) and on Enlit Europe’s innovations initiatives [tab](#). The project participated as well in the Researcher’s night [event](#) organised in September 2021. Finally, SO WHAT was included in the EC [report](#) Industry 5.0 – Towards a sustainable human-centric and resilient European industry.

4 Action Plan M42-After Project

SO WHAT partners are committed to continue disseminating the project results and goals at least two years after the project ends, so a wider impact can be reached.

Thus, the website and corporate channels will continue to be the main repository of documentation and the access to the key innovations developed.

Numerous reports are expected to be submitted in M42 and, thus, their conclusions cannot be included on this deliverable due to time constraints, nevertheless, they will be communicated and disseminated on the corporate channels as follows:

During December 2022 all due public deliverables will be uploaded to the website to its dedicated section. On December 7, the social media channels will communicate the techno economic replication study and link to the public report on the website. On December 13, replication studies in the Eastern European Union will be posted. On December 20, a summary of the industrial sectors waste heat and cold recovery potential report will be communicated. On January 3, the SO WHAT lessons learnt: environmental and technical will be shared with stakeholders. On January 10, regulatory issues will be made available on the social media channels. On January 17, visitors will be able to access the Policy instruments to promote industrial WH/C recovery. On January 24, SO WHAT will post about the Public and industrial perspective of WH/C recovery. On January 31 SO WHAT

lessons learnt, and recommendations will be shared. On February 7, Lessons learnt about integration of WH/C in DHNs will be made available. On February 14, SO WHAT will upload a paper addressed to relevant EU/national policy and regulation makers to foster waste heat and cold valorisation. On February 21, Lessons learnt from Clusters will be made available. On February 28, SO WHAT will address its communication strategy. Finally, the report on networking and clustering activities will be communicated on March 7.

This summary above is just an example on the strategy that will be followed to raise awareness on the SO WHAT results after the project ends. For at least two years, more impacts and results will be communicated.

5 Annex I: Online Publications and Media Impact

ALLIANCE₄ECEI

Audience. 123 followers LinkedIn. 83 Twitter

<https://www.alliance4ecei.eu/2022/08/29/digital-tools-as-enablers-of-more-efficient-energy-consumption-in-industrial-waste-heat-cold-recovery-webinar/>

<https://twitter.com/Alliance4ECEI/status/1567072531399540737>

<https://twitter.com/Alliance4ECEI/status/1569326819056263170>

Alpha Galileo.org

Audience. Unknown

<https://www.alphagalileo.org/en-gb/Item-Display/ItemId/206845?returnurl=https://www.alphagalileo.org/en-gb/Item-Display/ItemId/206845>

<https://www.alphagalileo.org/en-gb/Item-Display/ItemId/200644?returnurl=https://www.alphagalileo.org/en-gb/Item-Display/ItemId/200644>

ASPIRE₄PLANET

Audience. Unknown

<https://www.aspire2050.eu/news/event/digital-tools-enablers-more-efficient-energy-consumption-industrial-waste-heatcold>

Build Up

Audience. Unknown

<https://www.buildup.eu/en/news/new-alliance-energy-cooperation-european-industries-created>

<https://www.buildup.eu/en/events/waste-heat-recovery-and-energy-cooperation-european-industries>

<https://www.buildup.eu/en/events/workshop-so-what-tool-waste-heat-and-cold-valorisation>

Construction 21

Audience. Unknown

<https://www.construction21.org/articles/h/new-alliance-for-energy-cooperation-in-european-industries-created.html>

Cordis

Audience [Cordis](#) 350,000 visitors / month

<https://cordis.europa.eu/article/id/429689-new-alliance-for-energy-cooperation-in-european-industries-created>

<https://cordis.europa.eu/event/id/148639-digital-solutions-for-industry>

<https://cordis.europa.eu/article/id/423123-emb3rs-incubis-r-aces-so-what-and-s-parcs-to-host-webinar-on-industrial-waste-heat-recovery>

DHC Platform

Audience. Unknown

https://www.linkedin.com/posts/dhc-technology-platform_wasteheat-digitalisation-eusew2022-activity-6970675806310166528-VwDz?utm_source=share&utm_medium=member_desktop

EASME (current EISMEA)

Audience. [440,000](#) views on their channels

<https://ec.europa.eu/easme/en/news/5-h2020ee-projects-showcase-new-tools-facilitate-waste-heat-and-cold-recovery>

<https://ec.europa.eu/easme/en/news/green-and-digital-h2020-ee-projects-facilitate-perfect-pairing-european-industry>

Energy Efficiency in Industrial Processes EEIP.org

Audience. Unknown

<https://ee-ip.org/en/article/industrial-processes-going-digital-5657>

<https://ee-ip.org/es/event/digital-solutions-for-industry-144>

<https://ee-ip.org/en/article/the-alliance4ecei-hosts-the-digital-tools-as-enablers-of-more-efficient-energy-consumption-in-industrial-waste-heat/cold-recovery-webinar-as-part-of-the-sustainable-energy-days-6620>

https://www.linkedin.com/posts/eeip_eusew2022-energy-sustainableenergydays-activity-6973867597427548161-W5UE/?utm_source=share&utm_medium=member_desktop

Electric Energy Online

Audience. Unknown

<https://electricenergyonline.com/article/energy/category/generation/52/892699/new-alliance-for-energy-cooperation-in-european-industries-created.html>

EMB3RS project

Audience. 262 followers LinkedIn, 263 on Twitter

<https://www.emb3rs.eu/emb3rs-incubis-r-aces-so-what-and-s-parcs-to-host-webinar-on-industrial-waste-heat-recovery/>

https://twitter.com/Emb3rs_project/status/1565262066780442628

<https://www.emb3rs.eu/news/>

Energynomics

Audience. More than 20,000 people reached among all channels.

https://www.linkedin.com/posts/energynomics-ro_energie-events-industrie-activity-6995744478703566848-Bil/?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/energynomics-ro_universitatea-ovidius-g%C4%83zduie%C8%99te-evenimentul-activity-6993307335364370432-CY8N/?utm_source=share&utm_medium=member_desktop

<https://www.facebook.com/10005158565144/posts/pfbido33QWjqwyCcrjdYGxbaiZZHZfuHBLRvxs oiYZYdktyoaG34rfWq1Mma4VvFhvFvLr2l/>

https://m.facebook.com/story.php?story_fbid=pfbidoMssE6ZicnjJe935OTpZGLDAqpVXSwJskjEiXz xJLwpLs65rC3WKqB5dF9w3ksXFTl&id=10005158565144

<https://www.energynomics.ro/so-what-gazduieste-conferinta-finala-sprijinirea-oportunitatilor-de-valorificare-a-caldurii-si-a-frigului-reziduale-constant-a-17-noiembrie/>

<https://www.energynomics.ro/en/so-what-hosts-the-final-workshop-supporting-opportunities-for-waste-heat-and-cold-valorization-constant-a-17-november/>

EU agenda

Audience. Unknown

<https://euagenda.eu/events/2021/02/22/digital-solutions-for-industries>

Euroheat.org

Audience. Unknown

<https://www.euroheat.org/media-centre/ems-event-calendar/alliance4ecei-webinar-at-the-sustainable-energy-days.html>

EYDE Cluster

Audience. Unknown

<https://www.eydecluster.com/no/kalender/2020/incubis-webinar/>

FAEN

Audience. Unknown

<https://www.faan.es/workshop-del-proyecto-sowhat/>

<https://www.faan.es/project/so-what/>

<https://www.faan.es/event/asamblea-general-proyecto-sowhat/>

Global Renewables News

Audience Unknown

<https://globalrenewablenews.com/article/energy/category/biofuel/83/892699/new-alliance-for-energy-cooperation-in-european-industries-created.html>

Institute for Sustainable Process Technology

Audience. Unknown

<https://ispt.eu/events/digital-tools-as-enablers-of-more-efficient-energy-consumption-in-industrial-waste-heat-cold-recovery/>

IVL

Audience. Unknown

<https://www.ivl.se/toppmeny/press/pressmeddelanden-och-nyheter/nyheter/2022-04-19-drivkrafterna-okar-for-att-samarbeta-om-restvarme-i-europa.html>

KELVIN Solutions

Audience. Unknown

<https://www.kelvinsolutions.be/nieuws/horizon-2020-so-what-tool-voor-valorisatie-van-restwarmte>

Maxi Impact Blog

Audience. Unknown

<http://maximpactblog.com/eu-project-teams-treat-waste-heat-cold-treasures/>

Polit X

Audience. Unknown

<https://polit-x.de/en/documents/4722475/>

Prosin. no

Audience. Unknown

<https://www.prosin.no/calendar/incubis-waste-heat-recovery-and-energy-cooperation-in-european-industries/>

R-ACES project website

Audience. 176 followers on LinkedIn 309 Twitter

<https://r-aces.eu/2020/11/10/effective-energy-exchange-in-industrial-clusters-across-europe-duplicate-1-2/>

<https://r-aces.eu/event-organizer/alliance4ecei/>

Retrofeed

Audience. Unknown

<https://retrofeed.eu/event/digital-solutions-for-industries-webinar/>

RINA Consulting

Audience. Unknown

<https://www.rina.org/en/media/news/2020/12/09/horizontal-working-group-districts>

S-PARCS project website

Audience. Unknown

<https://www.sparcs-h2020.eu/joint-webinar-on-energy-cooperation-and-waste-heat-recovery/>

<https://www.sparcs-h2020.eu/newsletter-n4/>

STIRI ANTENA 3 Constanta

Audience. 31,413 on Facebook

<https://www.facebook.com/StiriConstantaTulcea/videos/1910779502447351/>

WE DISTRICT project website

Audience. Unknown

<https://www.wedistrict.eu/events-archive/alliance4ecei-seminar-at-eusew-energy-days/>

6 Annex II: Dissemination Table

TYPE OF ACTIVITY	MAIN LEADER	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	LINK
Social media post	ELEUKON	General post	23/11/2022	LinkedIn	General public	287	https://www.linkedin.com/feed/update/urn:li:activity:7001088646447525888
Social media post	ELEUKON	General post	11/11/2022	LinkedIn	General public	283	https://www.linkedin.com/feed/update/urn:li:activity:6996731241571987457
Social media post	ELEUKON	General post	11/04/2022	LinkedIn	General public	279	https://www.linkedin.com/feed/update/urn:li:activity:6994195156811825152
Social media post	ELEUKON	General post	28/10/2022	LinkedIn	General public	277	https://www.linkedin.com/feed/update/urn:li:activity:6991662725152018433
Social media post	ELEUKON	General post	21/10/2022	LinkedIn	General public	276	https://www.linkedin.com/feed/update/urn:li:activity:6989107348652871680
Social media post	ELEUKON	General post	19/10/2022	LinkedIn	General public	275	https://www.linkedin.com/feed/update/urn:li:activity:6988382375579684867
Social media post	ELEUKON	General post	17/10/2022	LinkedIn	General public	274	https://www.linkedin.com/feed/update/urn:li:activity:6987659165557010432
Social media post	ELEUKON	General post	14/10/2022	LinkedIn	General public	273	https://www.linkedin.com/feed/update/urn:li:activity:6986628604054913024
Social media post	ELEUKON	General post	10/10/2022	LinkedIn	General public	273	https://www.linkedin.com/feed/update/urn:li:activity:6985225111452717056
Social media post	ELEUKON	General post	10/07/2022	LinkedIn	General public	273	https://www.linkedin.com/feed/update/urn:li:activity:6984036940211761152
Social media post	ELEUKON	General post	10/05/2022	LinkedIn	General public	272	https://www.linkedin.com/feed/update/urn:li:activity:6983318376320262144
Social media post	ELEUKON	General post	10/03/2022	LinkedIn	General public	272	https://www.linkedin.com/feed/update/urn:li:activity:6982706442893979648
Social media post	ELEUKON	General post	28/09/2022	LinkedIn	General public	269	https://www.linkedin.com/feed/update/urn:li:activity:6980773104423698432
Social media post	ELEUKON	General post	26/09/2022	LinkedIn	General public	269	https://www.linkedin.com/feed/update/urn:li:activity:6980047456981913600

Social media post	ELEUKON	General post	22/09/2022	LinkedIn	General public	269	https://www.linkedin.com/feed/update/urn:li:activity:6978597816986185730
Social media post	ELEUKON	General post	19/09/2022	LinkedIn	General public	267	https://www.linkedin.com/feed/update/urn:li:activity:6977510201578909696
Social media post	ELEUKON	General post	16/09/2022	LinkedIn	General public	267	https://www.linkedin.com/feed/update/urn:li:activity:6976423047951994881
Social media post	ELEUKON	General post	14/09/2022	LinkedIn	General public	265	https://www.linkedin.com/feed/update/urn:li:activity:6975730301083750400
Social media post	ELEUKON	General post	09/12/2022	LinkedIn	General public	265	https://www.linkedin.com/feed/update/urn:li:activity:6974978923948326912
Social media post	ELEUKON	General post	24/06/2022	LinkedIn	General public	253	https://www.linkedin.com/feed/update/urn:li:activity:6946002061972897792
Social media post	ELEUKON	General post	17/06/2022	LinkedIn	General public	252	https://www.linkedin.com/feed/update/urn:li:activity:6943505447949586432
Social media post	ELEUKON	General post	13/06/2022	LinkedIn	General public	251	https://www.linkedin.com/feed/update/urn:li:activity:6942059349603151872
Social media post	ELEUKON	General post	06/03/2022	LinkedIn	General public	249	https://www.linkedin.com/feed/update/urn:li:activity:6938397906974425088
Social media post	ELEUKON	General post	30/05/2022	LinkedIn	General public	248	https://www.linkedin.com/feed/update/urn:li:activity:6936931442874560513
Social media post	ELEUKON	General post	27/05/2022	LinkedIn	General public	248	https://www.linkedin.com/feed/update/urn:li:activity:6935851972189122560
Social media post	ELEUKON	General post	25/05/2022	LinkedIn	General public	248	https://www.linkedin.com/feed/update/urn:li:activity:6935128669451354112
Social media post	ELEUKON	General post	23/05/2022	LinkedIn	General public	248	https://www.linkedin.com/feed/update/urn:li:activity:6934397295979307008
Social media post	ELEUKON	General post	16/05/2022	LinkedIn	General public	246	https://www.linkedin.com/feed/update/urn:li:activity:6931858058671202304
Social media post	ELEUKON	General post	05/09/2022	LinkedIn	General public	246	https://www.linkedin.com/feed/update/urn:li:activity:6929386271458897921
Social media post	ELEUKON	General post	23/04/2022	LinkedIn	General public	246	https://www.linkedin.com/feed/update/urn:li:activity:6923637504369664000
Social media post	ELEUKON	General post	04/09/2022	LinkedIn	General public	245	https://www.linkedin.com/feed/update/urn:li:activity:6918552216639307776
Social media post	ELEUKON	General post	04/02/2022	LinkedIn	General public	245	https://www.linkedin.com/feed/update/urn:li:activity:6916011864195796992

Social media post	ELEUKON	General post	26/03/2022	LinkedIn	General public	245	https://www.linkedin.com/feed/update/urn:li:activity:6913495841508888576
Social media post	ELEUKON	General post	19/03/2022	LinkedIn	General public	245	https://www.linkedin.com/feed/update/urn:li:activity:6910918187710595072
Social media post	ELEUKON	General post	03/12/2022	LinkedIn	General public	243	https://www.linkedin.com/feed/update/urn:li:activity:6908436748972769280
Social media post	ELEUKON	General post	03/04/2022	LinkedIn	General public	242	https://www.linkedin.com/feed/update/urn:li:activity:6905419357023723520
Social media post	ELEUKON	General post	28/02/2022	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6903964565541830656
Social media post	ELEUKON	General post	24/02/2022	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6902575151997628416
Social media post	ELEUKON	General post	27/01/2022	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6892377579563622400
Social media post	ELEUKON	General post	21/01/2022	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6890283282869628928
Social media post	ELEUKON	General post	18/01/2022	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6889245425195466752
Social media post	ELEUKON	General post	14/01/2022	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6887742256426622978
Social media post	ELEUKON	General post	01/10/2022	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6886320684427984896
Social media post	ELEUKON	General post	30/12/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6882328843831521280
Social media post	ELEUKON	General post	15/12/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6876999042677702657
Social media post	ELEUKON	General post	13/12/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6876272713246273536
Social media post	ELEUKON	General post	12/05/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6873271309846016000
Social media post	ELEUKON	General post	12/01/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6871914184758632448
Social media post	ELEUKON	General post	27/11/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6870350525322338304
Social media post	ELEUKON	General post	11/11/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6864559827385946112

Social media post	ELEUKON	General post	27/10/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6859153503814742017
Social media post	ELEUKON	General post	22/10/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6857255314522218496
Social media post	ELEUKON	General post	10/05/2021	LinkedIn	General public	210	https://www.linkedin.com/posts/eleukon-3%2Eo_sustainableplaces-sp2021-energyefficiency-activity-6851050442596642816-xlCt
Social media post	ELEUKON	General post	30/09/2021	LinkedIn	General public	210	https://www.linkedin.com/posts/eleukon-3%2Eo_youtube-video-webinar-activity-6849342567096598528-NJqp
Social media post	ELEUKON	General post	28/09/2021	LinkedIn	General public	210	https://www.linkedin.com/posts/eleukon-3%2Eo_brochure-1pdf-activity-6848630059985645568-dWEu
Social media post	ELEUKON	General post	21/09/2021	LinkedIn	General public	210	https://www.linkedin.com/posts/eleukon-3%2Eo_so-what-project-activity-6846062162968920064-lecu
Social media post	ELEUKON	General post	09/02/2021	LinkedIn	General public	210	https://www.linkedin.com/posts/eleukon-3%2Eo_alliance-for-energy-cooperation-in-european-activity-6839206285557293056-wpKm
Social media post	ELEUKON	General post	31/08/2021	LinkedIn	General public	210	https://www.linkedin.com/posts/eleukon-3%2Eo_documents-activity-6838481621574918144-Sxsu
Social media post	ELEUKON	General post	26/08/2021	LinkedIn	General public	196	https://www.linkedin.com/posts/eleukon-3%2Eo_so-what-newsletter-9-activity-6836555022000537600-fC1R
Social media post	ELEUKON	General post	08/06/2021	LinkedIn	General public	196	https://www.linkedin.com/posts/eleukon-3%2Eo_eusew-sustainableplaces-energyefficiency-activity-6829302350876880896-n5GA
Social media post	ELEUKON	General post	30/07/2021	LinkedIn	General public	196	https://www.linkedin.com/posts/eleukon-3%2Eo_so-what-at-the-s-parcs-final-event-in-collaboration-activity-6826767333411893249-ZoMF
Social media post	ELEUKON	General post	23/07/2021	LinkedIn	General public	177	https://www.linkedin.com/posts/eleukon-3%2Eo_energyefficiency-h2020-activity-6824286611266711552-1fVD
Social media post	ELEUKON	General post	15/07/2021	LinkedIn	General public	159	https://www.linkedin.com/posts/eleukon-3%2Eo_so-what-at-enerstock-2021-activity-6821354430089244672-Nf_s
Social media post	ELEUKON	General post	07/07/2021	LinkedIn	General public	159	https://www.linkedin.com/posts/eleukon-3%2Eo_wasteheat-wastecold-res-activity-6818520499795083264-UGtT
Social media post	ELEUKON	General post	07/01/2021	LinkedIn	General public	159	https://www.linkedin.com/posts/eleukon-3%2Eo_so-what-newsletter-8-activity-6816423013957844992-p5md
Social media post	ELEUKON	General post	29/06/2021	LinkedIn	General public	159	https://www.linkedin.com/posts/eleukon-3%2Eo_new-alliance-for-energy-cooperation-in-european-activity-6815691743615340544-eJe7
Social media post	ELEUKON	General post	24/06/2021	LinkedIn	General public	159	https://www.linkedin.com/posts/eleukon-3%2Eo_digital-solutions-for-industry-webinar-activity-6813853075116236800-oL3P

Social media post	ELEUKON	General post	22/06/2021	LinkedIn	General public	159	https://www.linkedin.com/posts/eleukon-3%2Eo_wasteheat-wastecold-energyefficiency-activity-6813159361788084224-n6o1
Social media post	ELEUKON	General post	18/06/2021	LinkedIn	General public	159	https://www.linkedin.com/posts/eleukon-3%2Eo_so-what-newsletter-7-activity-6811610249489911808-fEua
Social media post	ELEUKON	General post	02/03/2021	LinkedIn	General public	137	https://www.linkedin.com/posts/eleukon-3%2Eo_sowhat-tool-presentation-activity-6762713607789666304-sZFa
Social media post	ELEUKON	General post	20/01/2021	LinkedIn	General public	137	https://www.linkedin.com/posts/eleukon-3%2Eo_eu-projects-zone-activity-6757572643567763457-71jp
Social media post	ELEUKON	General post	01/12/2021	LinkedIn	General public	137	https://www.linkedin.com/posts/eleukon-3%2Eo_strategies-and-protocols-for-input-data-collectionpdf-activity-6754674116823007232-yEXK
Social media post	ELEUKON	General post	01/11/2021	LinkedIn	General public	137	https://www.linkedin.com/posts/eleukon-3%2Eo_so-whats-overview-of-2020-activity-6754334568528007169-rQWP
Social media post	ELEUKON	General post	28/12/2020	LinkedIn	General public	137	https://www.linkedin.com/posts/eleukon-3%2Eo_energy-storage-paper-session-at-sustainable-activity-6749263971129278464-eysg
Social media post	ELEUKON	General post	25/12/2020	LinkedIn	General public	137	https://www.linkedin.com/posts/eleukon-3%2Eo_globally-great-the-worlds-first-video-activity-6748196243396165632-9Pg1
Social media post	ELEUKON	General post	30/12/2021	LinkedIn	General public	240	https://www.linkedin.com/feed/update/urn:li:activity:6882328843831521280
Social media	2GO OUT	General Post	09/12/2020	Facebook	General public	255	https://www.facebook.com/370767556345907/posts/3603169403105690/
Social media	2GOOUT	General post	March 2021	LinkedIn	General audience	645	https://www.linkedin.com/posts/2go-out-consulting_wasteheat-wastecold-energyefficiency-activity-6772157247490453504-pLKO
Social media	2GOOUT	General post	March 2021	LinkedIn	General audience	645	https://www.linkedin.com/posts/2go-out-consulting_green-and-digital-h2020-ee-projects-facilitate-activity-6774986183719096322-XfNw
Social media	2GOOUT	General post	March 2021	LinkedIn	General audience	645	https://www.linkedin.com/posts/2go-out-consulting_successful-intermediate-review-for-so-what-activity-6778231756458926080-A2k4
Social media	2GOOUT	General post	March 2021	LinkedIn	General audience	645	https://www.linkedin.com/posts/2go-out-consulting_digital-solutions-for-industry-webinar-activity-6782588957843632128-lkPa
Social media	2GOOUT	General post	April 2021	LinkedIn	General audience	691	https://www.linkedin.com/posts/2go-out-consulting_so-what-newsletter-8-activity-6793805890484019200-Wcyk
Social media	2GOOUT	General post	August 2021	LinkedIn	General audience	749	https://www.linkedin.com/posts/2go-out-consulting_alliance-for-energy-cooperation-in-european-activity-6833303450210619392-jEa
Social media	2GO OUT	General post	30/04/2021	Facebook	General audience	307	https://www.facebook.com/370767556345907/posts/3991792694243357/

Social media	2GO OUT	General post	03/09/2021	Facebook	General audience	268	https://www.facebook.com/370767556345907/posts/4360160340739922/
Social media	2GO OUT	General post	14/2/2022	LinkedIn	General audience	88	https://www.linkedin.com/feed/update/urn:li:activity:6898885335494070272
Social media	2GO OUT	General post	17/02/2022	LinkedIn	General audience	114	https://www.linkedin.com/feed/update/urn:li:activity:6899982191888101376
Social media	2GoOut	General post	09/05/2022	Facebook	General audience	290	https://www.facebook.com/2goout/posts/pfbidonMC7nH6FxsQ2JA8Sw6Vad1podjjotwgrdMjiJAc4TrRa3RJghVcaiSfS7QUV5j4UI
Social media	2GoOut	General post	09/05/2022	LinkedIn	General audience	266	https://www.linkedin.com/feed/update/urn:li:activity:6929525087846989825
Social media	2GoOut	General post	16/05/2022	Facebook	General audience	58	https://www.facebook.com/2goout/posts/pfbido269EBHVLV4F7gc8wz57ZeU79bfpN51SAnmNjEhgv6hbaLy8ucXBq7KnDTTCwzyZvHl
Social media	2GoOut	General post	16/05/2022	LinkedIn	General audience	159	https://www.linkedin.com/feed/update/urn:li:activity:6931914540821430272
Social media	2GoOut	General post	23/05/2022	Facebook	General audience	76	https://www.facebook.com/2goout/posts/pfbidoRD6D2vgXAJAWRF3qU5UxKFT5Zdjyc7EJwGbCNCgPJAKVAeS7Y3DtqmcFPsWzrY7EI
Social media	2GoOut	General post	23/05/2022	LinkedIn	General audience	119	https://www.linkedin.com/feed/update/urn:li:activity:6934494525977464832
Social media	2GoOut	General post	27/05/2022	Facebook	General audience	20	https://www.facebook.com/2goout/posts/pfbido2ZpjFNNp5jfstPMYvQAJHfoSC35i1KkgjMowgnT3RajR7Yovh6zaoHScRTWf7bUEHl
Social media	2GoOut	General post	30/05/2022	Facebook	General audience	42	https://www.facebook.com/2goout/posts/pfbido333gtXj8YG7XeXUzetvPiEwPqYWmxmmM6Qr1Q1NmRpGwLU18TmQRuLmTBvu5jVAgnl
Social media	2GoOut	General post	06/06/2022	Facebook	General audience	37	https://www.facebook.com/2goout/posts/pfbido2vHxAQktxCgJBSyS9W1nHzd4c92mCWs1ssNgmPn6NCGoy3hZJEPV5jyguCXyXkHPl
Social media	2GoOut	General post	06/06/2022	LinkedIn	General audience	89	https://www.linkedin.com/feed/update/urn:li:activity:6939491639098810368
Social media	2GoOut	General post	06/06/2022	LinkedIn	General audience	92	https://www.linkedin.com/feed/update/urn:li:activity:6939593604097044480
Social media	2GoOut	General post	09/06/2022	LinkedIn	General audience	39	https://www.linkedin.com/feed/update/urn:li:activity:6940660609654902785
Social media	2GoOut	General post	09/06/2022	Facebook	General audience	30	https://www.facebook.com/2goout/posts/pfbido75BXLiC7pXAKrUiTVuM15Z9oeg5vS3MwMTV48fd9P2YNGkb8BUhgxmngmLv7r1xl
Social media	2GoOut	General post	13/06/2022	Facebook	General audience	40	https://www.facebook.com/2goout/posts/pfbido2XTEWRdbpv4VcSVUwwRgfNW1FswaPhzpREuuMDRD1EvqD286D1TcER3vVew3jAssEI
Social media	2GoOut	General post	15/06/2022	LinkedIn	General audience	51	https://www.linkedin.com/feed/update/urn:li:activity:6942773554388082688

Social media	2GoOut	General post	22/06/2022	LinkedIn	General audience	129	https://www.linkedin.com/feed/update/urn:li:activity:6945329804426543106
Social media	2GoOut	General post	29/06/2022	Facebook	General audience	58	https://www.facebook.com/2goout/posts/pfbido2ZLfMzhr19FWoEJHffvNKsZaSVYGSu1eCvc1xEv2DPtAv56yKTXhCusbyRvZ1Gci7l
Social media	2GoOut	General post	29/06/2022	LinkedIn	General audience	135	https://www.linkedin.com/feed/update/urn:li:activity:6947826221388869632
Social media	2GoOut	General post	06/07/2022	Facebook	General audience	26	https://www.facebook.com/2goout/posts/pfbido2fxkhKVFNDbvEJ52G61LvexfmVGt6s4vi4i33jMJAAAdPSQ5C9TQeYFr8buRgiVFZvl
Social media	2GoOut	General post	13/07/2022	Facebook	General audience	19	https://www.facebook.com/2goout/posts/pfbido2yD7qovcx5vG6tVv6QQgBREVBCEKLFfiNc6GmmRvKU2iDwr24jGW33z7aeL87LC6el
Social media	2GoOut	General post	21/07/2022	Facebook	General audience	27	https://www.facebook.com/2goout/posts/pfbido2o3LKL6Rr2FpVdgVYT Y2zinEFtaZZuyEunxRganvPQm95CRz3TvFeWzBPCx3wPXNzl
Social media	2GoOut	General post	21/07/2022	LinkedIn	General audience	63	https://www.linkedin.com/feed/update/urn:li:activity:6955822598651858944
Social media	2GoOut	General post	27/07/2022	Facebook	General audience	29	https://www.facebook.com/2goout/posts/pfbidoxRXdKDAyX8tdYCWx2BBSHnKH26FQPXWkQk7GaLU1h2QrqlKdum2QGMRU1ykabyMI
Social media	2GoOut	General post	14/09/2022	Facebook	General audience	14	https://www.facebook.com/2goout/posts/pfbido35egB3pwqAtrZD5dechod21sFDnPYcjZj8nKhnpRZRL5a7Sfm4kgw3ekqeBeZprl
Social media	2GoOut	General post	22/09/2022	Facebook	General audience	16	https://www.facebook.com/2goout/posts/pfbido2VViLvQAmndQwAq41Gmp4GPf3JrAMQSPYVVQGoZexyhzaZw5LacqzSYZ6zgFTsaHwl
Social media	2GO OUT	General post	22/09/2022	LinkedIn	General audience	85	https://www.linkedin.com/feed/update/urn:li:activity:6978622668799389698
Social media	2GO OUT	General post	14/10/2022	Facebook	General audience	16	https://www.facebook.com/2goout/posts/pfbidomvgYBLXRrphcmVttLF6da6QvrqMHH5iRQZbXSCZVSuT898WxvNiEgSCAPD2vN7kql
Social media	2GO OUT	General post	14/10/2022	LinkedIn	General audience	142	https://www.linkedin.com/feed/update/urn:li:activity:6986595200986935296
Social media	2GoOut	General post	18/10/2022	Facebook	General audience	17	https://www.facebook.com/page/370767556345907/search/?q=SoWhat
Social media	2GoOut	General post	18/10/2022	LinkedIn	General audience	145	https://www.linkedin.com/feed/update/urn:li:activity:6988044755561525249
Social media	2GoOut	General post	24/10/2022	Facebook	General audience	13	https://www.facebook.com/2goout/posts/pfbidoVsQuPZ6ykaDfZuAVW KYmwXPJfkv7DH9tpLQmBgg4DJXXvbXxe4wYDercYRdsGDI
Social media	2GoOut	General post	24/10/2022	LinkedIn	General audience	111	https://www.linkedin.com/feed/update/urn:li:activity:6990219836937113600
Social media	ADEPORTO	News (retweet)		Twitter	General Audience		https://twitter.com/sowhat_project/status/1333678806276706304/photo/1

Social media	ADEPORTO	General post		LinkedIn	General Audience	270	https://www.linkedin.com/posts/adeporto-agencia-de-energia-do-porto_successful-intermediate-review-for-so-what-activity-6779774900031889408-4Pkq
Social media	ADEPORTO	S-PARCS final event		LinkedIn	General Audience	498	https://www.linkedin.com/posts/adeporto-agencia-de-energia-do-porto_microsoft-forms-activity-6807980304800858112-O7_D
Social media	ADEPORTO	workshop "SO WHAT integrated tool for waste heat / cold valorisation."		LinkedIn	General Audience	1226	https://www.linkedin.com/feed/update/urn:li:ugcPost:6924708607645134849/?actorCompanyId=19183511
Social media	ADEPORTO	workshop "SO WHAT integrated tool for waste heat / cold valorisation."		LinkedIn	General Audience	1226	https://www.linkedin.com/feed/update/urn:li:activity:6932690065810702336/?actorCompanyId=19183511
Social media	ADEPORTO	workshop "SO WHAT integrated tool for waste heat / cold valorisation."		Twitter	General Audience	145	https://twitter.com/AdEPorto_/status/1526924360853950465
Physical Meeting	ADEPORTO	AdEPorto General Assembly (with its associates)	12/06/2019	Valongo (Portugal)	AdEPorto Associates (Municipalities, DSO, R&Development)	30	

					institutions, Faculties)		
Physical Meeting	ADEPORTO	AdEPorto General Assembly (with its associates)	30/06/2020	Santo Tirso (Portugal)	AdEPorto Associates (Municipalities, DSO, R&Development institutions, Faculties)	30	
Physical Meeting	ADEPORTO	AdEPorto General Assembly (with its associates)	16/12/2020	Online	AdEPorto Associates (Municipalities, DSO, R&Development institutions, Faculties)	30	
Physical Meeting	ADEPORTO	AdEPorto General Assembly (with its associates)	04/09/2021	Online	AdEPorto Associates (Municipalities, DSO, R&Development institutions, Faculties)	30	
Physical Meeting	ADEPORTO	AdEPorto General Assembly (with its associates)	16/12/2021	Trofa (Portugal)	AdEPorto Associates (Municipalities, DSO, R&Development institutions, Faculties)	30	
Physical Meeting	ADEPORTO	AdEPorto General	27/04/2022	Paredes (Portugal)	AdEPorto Associates	30	

		Assembly (with its associates)			(Municipalities, DSO, R&Development institutions, Faculties)		
Social media Post	CARTIF	General post	March 2021	LinkedIn		5251	https://www.linkedin.com/posts/cartif_digital-solutions-for-industry-webinar-activity-6782575800056061952-MCr_
Social media Post	CARTIF	General post	March 2021	Twitter		3064	https://twitter.com/CARTIFCT/status/1372492988807536641
Website post	CARTIF	General post	August 2021	Website			https://www.cartif.es/so-what/
Post on the website	FAEN	General post	Feb-21	Web	general public		http://www.faen.es/project/so-what/
Social Media	FAEN	General post	Mar-21	LinkedIn	General public	528	https://www.linkedin.com/feed/update/urn%3Ali%3AugcPost%3A6762356545654145024/?actorCompanyId=19183511
Social Media	FAEN	General post	Mar-21	LinkedIn	General public	528	https://www.linkedin.com/posts/fundacionfaen_so-what-newsletter-7-activity-6764910810612424704-R7tT
Social Media	FAEN	General post	Mar-21	LinkedIn	General public	528	https://www.linkedin.com/posts/fundacionfaen_webinar-digital-solutions-industry-activity-6767449468301271040-Gt-s
Social Media	FAEN	General post	Mar-21	LinkedIn	General public	528	https://www.linkedin.com/posts/fundacionfaen_wasteheat-wastecold-energyefficiency-activity-6769942553379794944-KC3D
Social Media	FAEN	General post	Mar-21	LinkedIn	General public	528	https://www.linkedin.com/posts/fundacionfaen_presentaci%C3%B3n-de-powerpoint-activity-6773518548439511040-bJtH
Social Media	FAEN	General post	Mar-21	LinkedIn	General public	528	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6778304637586952192/?actorCompanyId=19183511
	FAEN	Document s	May-21	Web	general public		
Social Media	FAEN	General post	May-21	LinkedIn	General public	593	https://www.linkedin.com/posts/fundacionfaen_new-alliance-for-energy-cooperation-in-european-activity-6787723342498557952-P4Mu
Social Media	FAEN	General post	May-21	LinkedIn	General public	593	https://www.linkedin.com/posts/fundacionfaen_report-on-the-cba-of-industrial-waste-heat-and-cold-and-res-in-industry-investments-in-europepdf-activity-6790591590885801984-gTMz

Social Media	FAEN	General post	May-21	LinkedIn	General public	593	https://www.linkedin.com/posts/fundacionfaen_so-what-newsletter-8-activity-6793150052694016000-oJOV
Social Media	FAEN	General post	May-21	LinkedIn	General public	593	https://www.linkedin.com/posts/fundacionfaen_r-aces-ecoregion-meetings-activity-6805408589063172096-hV37
Social Media	FAEN	General post	Jun-21	LinkedIn	General public	644	https://www.linkedin.com/feed/update/urn:li:share:6809025235862474754/?actorCompanyId=19183511
Social Media	FAEN	General post	Jun-21	LinkedIn	General public	644	https://www.linkedin.com/posts/fundacionfaen_energy-cooperation-industrial-activity-6810813208371191808-SAii
Social Media	FAEN	General post	Jul-21	LinkedIn	General public	644	https://www.linkedin.com/posts/fundacionfaen_so-what-at-the-s-parcs-final-event-in-collaboration-activity-6820808430161301505-4qaS
Social Media	FAEN	General post	Jul-21	LinkedIn	General public	644	https://www.linkedin.com/posts/fundacionfaen_sowhat-demo-sites-activity-6823882569617047552-DLCc
Social Media	FAEN	General post	Jul-21	LinkedIn	General public	644	https://www.linkedin.com/posts/fundacionfaen_eusew-sustainableplaces-energyefficiency-activity-6825700905631916032-GQuV
Social Media	FAEN	General post	Aug-21	LinkedIn	General public	669	https://www.linkedin.com/posts/fundacionfaen_alliance-for-energy-cooperation-in-european-activity-6833481722659655680-cPe-
Social Media	FAEN	General post	Aug-21	LinkedIn	General public	669	https://www.linkedin.com/posts/fundacionfaen_so-what-newsletter-g-activity-6828381314123632640-JfQD
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:share:6874300783773421568/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:ugcPost:6879363734175830017/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:share:6884129074868998144/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:share:6889259055622197248/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:share:6892075497791320064/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:share:689935333979836416/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:ugcPost:6932290273393704960/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:ugcPost:6932068821532860416/?actorCompanyId=19183511

Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:ugcPost:6930187351281340416/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:share:6927941653064237056/?actorCompanyId=19183511
Social media	FAEN	General post		LinkedIn	General public	1062	https://www.linkedin.com/feed/update/urn:li:ugcPost:6924669522536763392/?actorCompanyId=19183511
Social media	FAEN	General post		Twitter	General public	1882	https://twitter.com/FundacionFaen/status/1526302972686245888
Social media	FAEN	General post		Twitter	General public	1882	https://twitter.com/FundacionFaen/status/1518905570090262528
Post on the website	FAEN	General post	Jan-22	Web	general public		https://www.faen.es/event/asamblea-general-proyecto-sowhat/
Post on the website	FAEN	Notice	May-22	Web	General public		https://www.faen.es/workshop-del-proyecto-sowhat/
Social media	FAEN	General post	16-May-22	Facebook	General public	1605	https://www.facebook.com/FAEN.FundacionAsturianaDeLaEnergia
Post on the website	FAEN	General post	Feb-21	Web	general public		http://www.faen.es/project/so-what/
Publication/invitation	Kelvin	https://www.eventbrite.es/e/so-what-tool-for-waste-heat-and-cold-valorisation-tickets-311637775977	09/05/2022	Belgium			https://www.kelvinsolutions.be/nieuws/horizon-2020-so-what-tool-voor-valorisatie-van-restwarmte
Invitation workshop 7 june	Kelvin		13/05/2022	Belgium			Mail and call to invite Belgian demosites to workshop

Webinar / Roadshow	Cluster Energia / Envi / Art-Er / LE2C	Cluster Tecnologico Nazionale Energia	16/06/2021	Online	Companies operating in energy field	<100	https://www.eventbrite.it/e/biglietti-sostenibilita-e-simbiosi-energetica-nella-filiera-agro-alimentare-154701659829
Online Seminar	Oliver Milling (MPI)	KTN Energy Efficiency conference	03-Nov-21	Online	Technical		KTN Programme (cvent.com)
Conference Presentation	Oliver Milling	Sustainable Industrial Manufacturing	28 June 2022	Brussels		?	https://sustainableindustrialmanufacturing.com/europe/sessions?theatre=hall-10-theatre
Social media	POM Antwerp	general post	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/in/paul-robbrecht-b41bb815/
Social media	POM Antwerp	post So What project documents	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/feed/update/urn:li:share:6889484674977021952/?actorCompanyId=19183511
Social media	POM Antwerp	post Imerys demo site	no exact date available	LinkedIn	General audience; followers LinkedIn account	879 connections	https://www.linkedin.com/feed/update/urn:li:share:6902253806080311296/?actorCompanyId=19183511
Social media	POM Antwerp	post Imerys demo site	no exact date available	LinkedIn	General audience; followers LinkedIn account	>500 connections	https://www.linkedin.com/feed/update/urn:li:share:6904720398345142272/?actorCompanyId=19183511

Social media	POM Antwerp	post Imerys demo site	no exact date available	LinkedIn	General audience; followers LinkedIn account	879 connections	https://www.linkedin.com/feed/update/urn:li:activity:6902253806613012482/?actorCompanyId=19183511
Social media	POM Antwerp	post Imerys demo site	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/feed/update/urn:li:share:6915559997321945088/?actorCompanyId=19183511
Social media	POM Antwerp	post online workshop 7/6/2022	no exact date available	LinkedIn	General audience; followers LinkedIn account	879 connections	https://www.linkedin.com/feed/update/urn:li:ugcPost:6924982385440612352/?actorCompanyId=19183511
Social media	POM Antwerp	repost So What free tool	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/feed/update/urn:li:share:6965610488256679937/?actorCompanyId=19183511
Social media	POM Antwerp	repost Ence demo site	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/feed/update/urn:li:share:6970847311383994368/?actorCompanyId=19183511
Social media	POM Antwerp	save the date conference 17/11	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/feed/update/urn:li:share:6986960216378507264/?actorCompanyId=19183511
Social media	POM Antwerp	repost So What video	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/feed/update/urn:li:share:6988764673894408192/?actorCompanyId=19183511

Social media	POM Antwerp	repost training plan So What	no exact date available	LinkedIn	General audience; followers LinkedIn account	324 connections	https://www.linkedin.com/feed/update/urn:li:ugcPost:6988930929939341312/?actorCompanyId=19183511
Presentation	POM Antwerp	heat transfer in industry conference	20/10/2022	Congress Centre Antwerp	Congress visitors	95	https://www.energik.be/event.php?isArchief=N&activiteit_id=63
Social media	flux50	pictures heat transfer in industry conference	22/10/2022	LinkedIn	General audience; followers LinkedIn account	2453 connections	https://www.linkedin.com/feed/update/urn:li:activity:6989188266667167744?utm_source=share&utm_medium=member_desktop
Newsletter post	POM Antwerp	release of tutorial video	10/11/2022	newsletter BTM	newsletter underwriters		https://www.btmvlaanderen.be/
Post on website	RINA	Case study	9 December 2020	RiNA Website			https://www.rina.org/en/media/news/2020/12/09/horizontal-working-group-districts
Social media	RINA	News	09-01-2021	Twitter	General public	1987 followers	https://twitter.com/RINA1861/status/1347464168392298496
Social media	RINA	News	17-02-2021	LinkedIn	specialised public	7193 impressions 72 clicks 50 reactions 13 shares	https://www.linkedin.com/feed/update/urn:li:activity:6767730634724044800/
Social media	RINA	News	12-02-2021	Twitter	General public	2982 impressions 17 likes 14 retweets)	https://twitter.com/RINA1861/status/1360144191553220608
Social media	RINA	News	19-02-2021	Twitter	General public	1628 impressions 10 likes 9 retweets)	https://twitter.com/RINA1861/status/1362696169659518979

Social media	RINA	News	June 2022	Twitter	General Public	2,585	https://twitter.com/RINA1861/status/1533758629064712197
Event	RINA	EUSEW	September 2022	Brussels	General Public	-	Booth
Event	RINA	Sustainable Energy Days	September 2022	Online	General Public	40	https://www.linkedin.com/feed/update/urn:li:activity:6976115256771112960
Event	RINA	Digital Solutions for Industry webinar	February 2021	Online	General Public	85	https://www.youtube.com/watch?v=jJoWENoXJh8
Social media	SIE	GA meeting	May	LinkedIn	General public	5618	https://www.linkedin.com/posts/sustainable-innovations-europe_generalassembly-communication-dissemination-activity-6795231409297526784-PmoA
Social media	SIE	GA meeting	May	Twitter	General public	651	https://twitter.com/SustainableInnE/status/1389466103869542400
Social media	SIE	GA meeting	May	Twitter	General public	683	https://twitter.com/SustainableInnE/status/1430059792429723653
Social media	SIE	GA meeting	August 2021	LinkedIn	General public	5878	https://www.linkedin.com/feed/update/urn:li:activity:6835824624891150336
Social media	SIE	GA meeting	October 21	Instagram	General public	500	https://www.instagram.com/p/CUuZ-nkNAzI/
Social media	SIE	GA meeting	October 21	Twitter	General public	650	https://twitter.com/SustainableInnE/status/1446365422710894603
Social media	SIE	GA meeting	October 21	LinkedIn	General public	6000	https://www.linkedin.com/feed/update/urn:li:activity:6852132171973488640
Social media	SIE	GA meeting January	January 22	LinkedIn	General public	6319	https://www.linkedin.com/feed/update/urn:li:activity:6892015235352666113/?actorCompanyId=19183511
Social media	SIE	GA meeting January	January 22	Twitter	General public	715	https://twitter.com/SustainableInnE/status/1486249803046699010
Social media	SIE	GA meeting June	June 22	LinkedIn	General public	6823	https://www.linkedin.com/feed/update/urn:li:activity:6940606166397808641/?actorCompanyId=19183511

Social media	SIE	GA meeting June	June 22	Twitter	General public	737	https://twitter.com/SustainableInnE/status/1534840849674256385
Social media	SIE	GA meeting June	June 22	Instagram	General public	580	https://www.instagram.com/p/CeIQ2YZNgLv/
Social media	SIE	Better energy system	Nov-22	LinkedIn	General public	7263	https://www.linkedin.com/feed/update/urn:li:activity:6991336288842887168/?actorCompanyId=19183511
Social media	SIE	GA meeting November	Nov-22	LinkedIn	General public	7263	https://www.linkedin.com/feed/update/urn:li:activity:6998642443453640704/?actorCompanyId=19183511
Social media	SIE	GA meeting November	Nov-22	Twitter	General public	765	https://twitter.com/SustainableInnE/status/1592908786204782592
Social media	SIE	GA meeting November	Nov-22	Instagram	General public	583	https://www.instagram.com/p/ClBxffbK28T/