

CHESS
SET UP

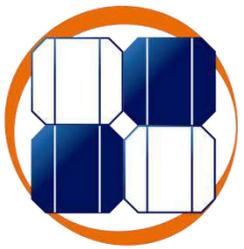
D7.6 - Website and Social Media Profile Images

Edenway
WP7
June 2018



Document history

| Date | Version | Editor | Status |
|-------------------------|---------|---------|------------------------|
| Month 6 (Nov 2016) | 1 | EDENWAY | Creation |
| Month 24 (July 2018) | 2 | EDENWAY | Revision and update |



This presentation will focus on the following four aspects:

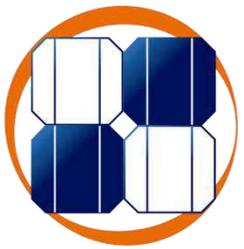
1. Introduction: Communication Strategy
2. Public Website
3. Newsletters
4. Social Media





1. Introduction: Communication Strategy





The aim of the communication and dissemination activities in Chess Setup is to help to achieve the overall goals of the project and maximize the project's impact through an strategic approach as outlined by this document.

The priority is to promote (*communication*) and to share (*dissemination*) the Chess Setup results effectively to a wide range of stakeholders who have an interest in, concern about or are affected by Energy Storage technologies and the Chess Setup ecosystem.

Chess Setup as innovative project and as a consortium, but also as an actor of the H2020's objectives



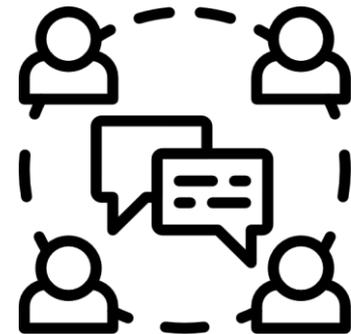
CHESS
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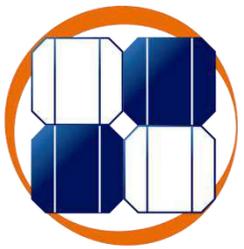




The purpose of this document is to establish a common strategic approach to communication, dissemination and collaboration in Chess Setup, aligning and coordinating activities taking place at project and partner level.

- Project-long term and New specific Objectives:
 - **Gather information** from the ecosystem and **stay abreast of its news**,
 - Encourage citizen **participation** in the Chess Setup platform,
 - **Build interest** in the use of the platform,
 - Raise **awareness** among stakeholders,
 - Create **synergies** with other related projects,
 - **Dissemination** of the achievements,
 - Ensure the **product's promotion**.





Communication Plan (1/2)



- Definition of the key messages:
 - New system able to provide heating and DHW based on **hybrid solar panels, an energy storage tank and a heat pump** “smartly” connected to **interact with the local or national grid** in order to optimize the electricity demand,
 - CHESS SETUP’s solution will supply all the heating needs **all year long** as well as **reduce sharply the electricity demand,**
 - CHESS SETUP will **include other renewable energies** to back-up the system during the less-sunny months,
 - The project aims to develop a tool able to **assess the economic viability** for different business models and different thermal energy integration.





Communication Plan (2/2)

- Stakeholders' identification
- Elaboration of appropriate communication tools:

Webpage

Newsletter

LinkedIn

Twitter

Webinars

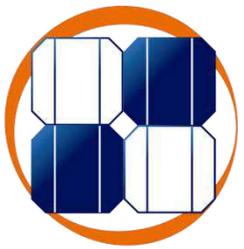
Scientific papers

Events

Online Contests

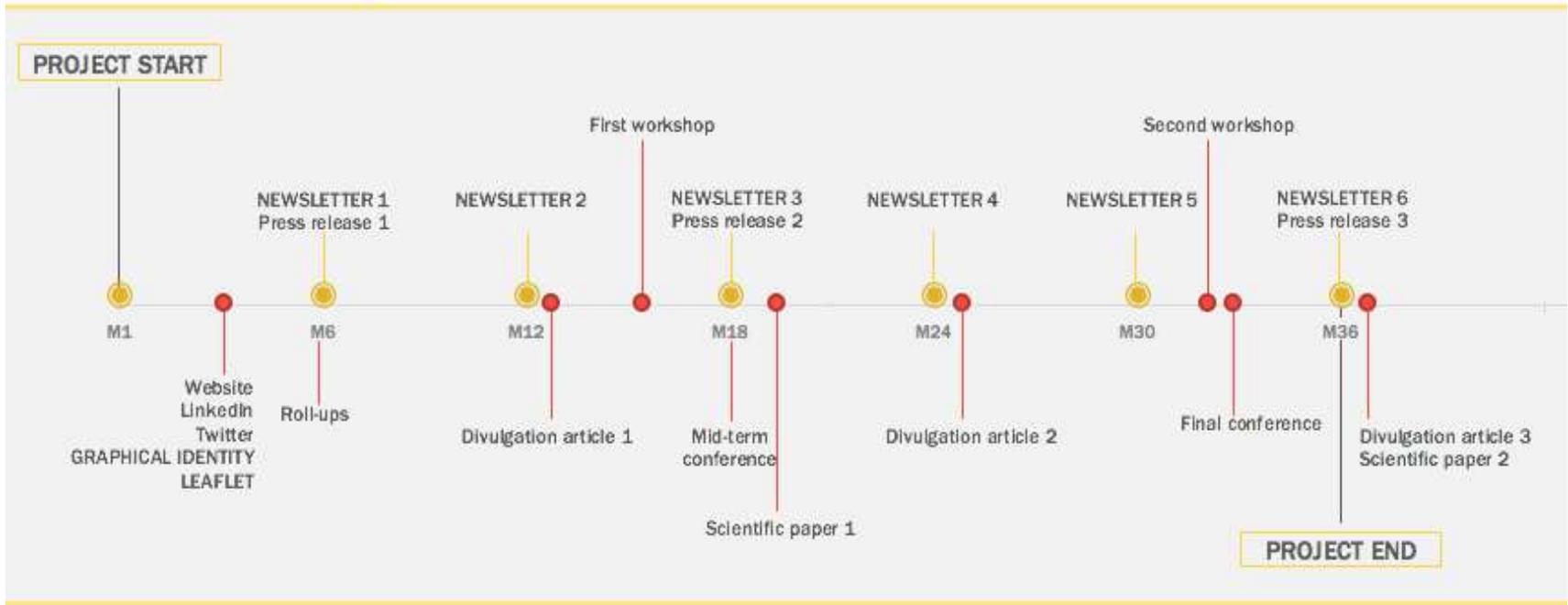
- Use of measurement tools: Google Analytics
- Action timeline (*see next slide*)





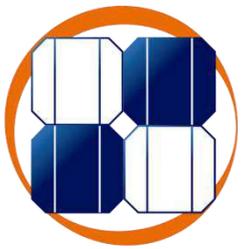
The timeline

Dissemination plan



At month 24, all actions have been fulfilled as planned.





2. Public Website





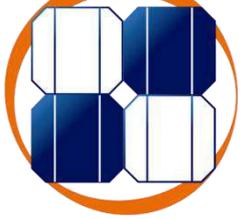
The project website (www.chess-setup.net) represents the core of Chess Setup's communication tools.

It is the hub to all communications activities. All the project's information is publicly available on this site, from static project information to dynamic project updates, resources such as simulation software, information about the pilots and other communication materials.

<https://www.chess-setup.net>

The website is the showcase of the project providing simple navigation with different components





What? Why?
When?

Who?
Where?

How?

CHESSET UP

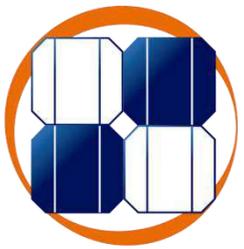
HOME PILOTS PARTNERS SIMULATION SOFTWARE NEWS & SOCIAL More...

FAQ
STATE OF ART
DOCUMENTATION

Combined HEat SyStem by using
Solar ENergy and heaT pUMPs

The front page gives the user an **overview** and a **link towards the main information**. It also introduces its graphical identity through the logo, the color charter's use, and the background, recalling solar energy.

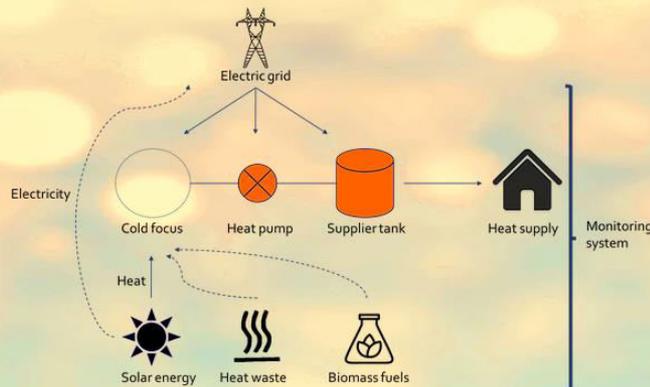




The Project

The Project

The project objective is to design, implement and promote a **reliable, efficient and profitable** system able to supply **heating and hot water** in buildings mainly from **renewable sources**. The proposed system is based on an **optimal combination** of solar thermal **energy production**, seasonal **heat storage** and the use of highly efficient **heat pump**. The system operation will be optimized according to some external factors, as the **electricity price** or the **users' requirements** by using a smart control and management systems developed specifically for the project.



THE PROJECT



Navigation bar

The first information given to the user on the front page after the home page are a **concise summary of the project along with simple scheme**.





Overview

About us

This proposal will be **materialized** in three pilot experiences: a small-scale prototype in **Lavola's headquarters** (Manlleu, Spain), 47 new **dwellings** located in Corby (United Kingdom) and a new **sport centre** located in Sant Cugat (Spain).



Link to Lavola's headquarters



Link to Corby's dwellings



Link to Sant Cugat's sport center

ABOUT US



After having an overview of the project's base, the user discovers **how it will be materialized**, and which type of structure will host it. The use cases' pictures relate to their dedicated pages.





Dedicated Pages

Overall information



1st update



2nd update



Corby's dwellings

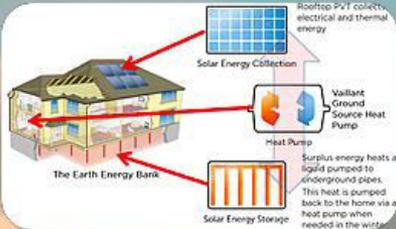
In Corby (England) the renewable heat system will be implemented in 47 dwellings. The heat system will be tested across a variety of house types:

- Sixteen (16) apartments
- Thirteen (13) town houses
- Eight (8) 3-bed houses
- Ten (10) 4-bed houses

The Corby houses will address various issues of new-build houses in the UK by building higher quality, energy efficient homes. The houses will be built using off-site build technology with well-insulated build fabric, and will be built in Prings Hall Park in Corby, Northamptonshire. Then, the houses will be very representative of the average new houses in the UK. The system will be connected to an independent electrical grid owned by GTC.



Oct - 17 You will find below the final system design explanation.



May - 18 As expected, the work started: the first plot foundations were marked for concrete and Earth Energy Bank (EEB) paving the way for the future ecohomes.

Each pilot case has its own dedicated page containing all the updated information about the advances and news items around the implementation going on.



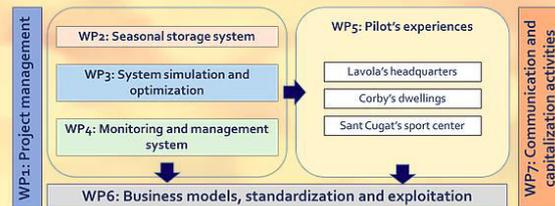


Work Packages (1/2)

Overview

Division of work

The project has been divided into seven different homogeneous tasks called "Work packages". Thus, CHESSE SETUP's architecture could be mapped as follows.



WORK PACKAGES

Click one of the **images** below to get to a detailed description of each Work Package:



The 7 pictures of the mosaic refer to each WP's description

After the pilots, comes the **introduction of the Work Packages** designing the project's architecture. To go further, each of the seven WP's images link to their dedicated page.





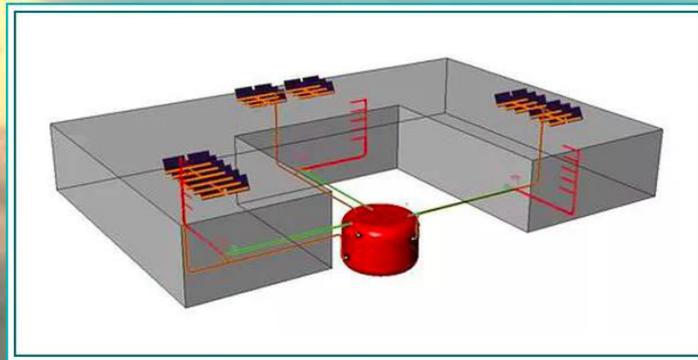
Dedicated Pages

WP 2

Seasonal storage system

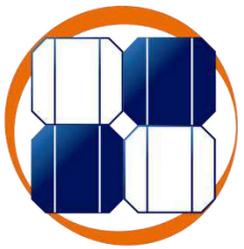
This work package's main concern is to propose the most suitable and economic seasonal heat storage systems. WP2 will study the state of art of storage solutions, to propose and lead the best suited one for each pilot experience, taking into account the geographical circumstances, but also the legislative framework, or the civil works needed. The alternatives of integration of these systems will be reviewed, as they will be installed on new buildings as well as on existent ones.

The review of different thermal storage systems, and the construction analysis of thermal storage system will be lead by Veolia, with the participation of BCN Ecologia, Lavola, the University of Ulster, Wansdrong Architectuur, and Electric Corby.



Each Work Package has then a dedicated page in which the user can find the main information about it.





Overview

Partners

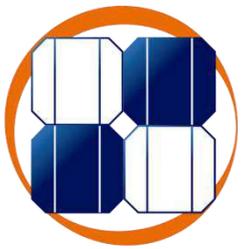
The project gathers ten members from five different European countries. Thus, the consortium involves public as well as private entities.



The 10 logos of the mosaic refer to each partner's website.

The front page finally details the consortium's members.





Detailed Presentation

Consortium



VEOLIA (SERVEIS CATALUNYA)

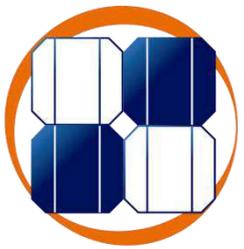
Veolia is an Energy and Environmental Service Company, mainly dedicated to the maintenance, preservation and improvement of buildings, facilities and complexes of different nature, in order to improve comfort, performance and security at lower cost. With its core business of 'smart power management' Veolia has gained a leading position in the areas of energy management and energy savings and CO2 emission control.

Veolia provides innovative solutions for sustainable development of cities and companies, through the control and maintenance of district heating and cooling networks, industrial utilities and energy services in buildings and facilities.

www.veolia.es

Another page introduces each partner, their tasks and contribution to the project.

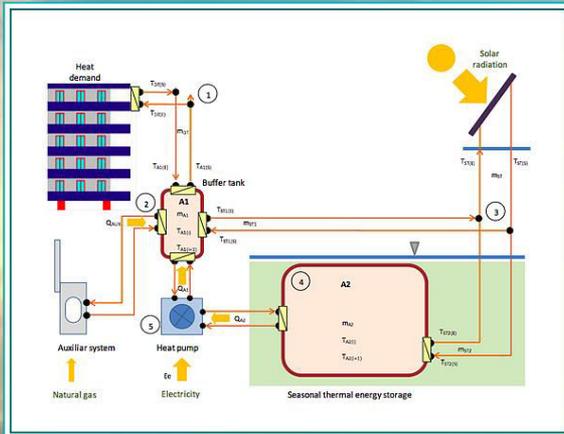




Simulation Software (1/2)

Overview

Try out our
simulation software

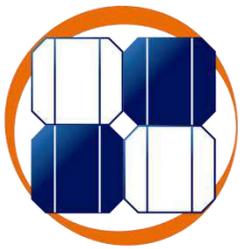


A new « Software Simulation » page analyses the **performance and feasibility** of the proposed system. It performs an energy simulation of mass and energy balance between the different components.

This simulator is free and open to all. It is the **3rd most visited page, with 400 views** (in June 2018).

The software performs an hourly simulation of all systems and components (energy balances, water flows, thermal losses, energy performance...) during a two-year period - as an only one year simulation would not overcome the high system inertia.





Simulation Software (2/2)

How it works

This software has been created with the intention to carry out a preliminary system sizing in a very quickly and simple way. It allows the calculation of:

- Required solar surface and storage volume,
- Power and energy performance of the equipment,
- Solar production,
- Electrical consumption of the heat pump,
- Gas consumption,
- Thermal losses,
- Plus other parameters including economic considerations.

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Welcome, demo 1
Log Out
Project:thermal

File/Start | Climate Condition | Energy Demand | System details | Economic Data | Results

Energy

Energy Demand

Information

Energy demand is related to the typology of your building and the climate conditions of your location. Once your building's typology is defined, provide required information about heating, hot water, cooling and electric appliances' yearly demand. Some existing libraries might be of your interest at this stage.

Data introducing

LOCALITAT Barcelona

Choose a existing typology: Observations: **Add Demand**

| Use | Demand (kwh/year) | Supply Temperature (°C) |
|-----------|----------------------|-------------------------|
| Heating | <input type="text"/> | <input type="text"/> |
| Hot Water | <input type="text"/> | <input type="text"/> |
| Cooling | <input type="text"/> | <input type="text"/> |

CHESSET UP

Welcome, demo 1
Log Out
Project:thermal

File/Start | Climate Condition | Energy Demand | System details | Economic Data | Results

Component Details

System Details / Seasonal Storage System

Data Management

Solar Panels | **Seasonal Storage System** | Heat Pump | Direct Use Tank
Distribution System | Auxiliary Energy System | Absorption Machine | Cold Water Tank

Storage System:

Location:

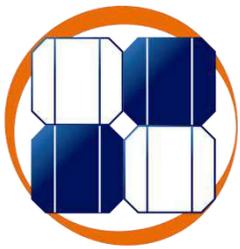
Volume: m3

Storage Material:

Tank parameters:

For a correct calculation of the results, the user must fill-in all fields of the simulator.





Overview

News & Social

Here you can follow Chess Setup's evolution, since its kick off on July 2016, and all along its three-year term. The main events, improvements or news items related to the project will be published on this page.

[in](#) [in](#) [t](#)



Our first Webinar on Energy Retrofitting took place!
June 20, 2018

We invited you to CHESSE SETUP's first Webinar on Wednesday, June 20th at 11AM Paris time!

As CHESSE SETUP is growing bigger, it is time for it to learn from its older siblings... We reviewed other experiences of buildings' retrofits to give you an idea of what to expect from CHESSE SETUP and to discuss the best practices for retrofitting European buildings!

A one-hour session has hence been designed on Wednesday 20th to remind you the main promises and advances of CHESSE SETUP and to introduce three other educative European experiences. THERMOS, OptEEmAL and TESSe2b shared and discussed the best practices they experienced to reduce their energy dependency and be part of the future. The session has been complemented at the end by a half-hour interactive Q&A and debate about the topics.

We thank all the attendees and speakers now aware of what's next in reducing energy consumption!

And if you missed the Webinar or if you want to repeat your immersion in today's energy retrofitting wave, you can always take a look at the REPORT and the PRESENTATION of the session.

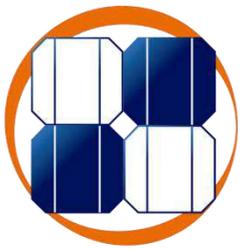
Of course, do not hesitate to [contact us](#) for questions or further feedbacks about the session.

Link to LinkedIn and Twitter accounts

Latest news

The « News & Social » heading gives **the project's latest news** such as updates, advances, results, delays, workshops, resources and communication materials since July 2016 kick off and all along the duration. It is also the front door of Chess Setup's presence on social media.





Items

Under the title "News and Social" are two items:

Divulgation Article

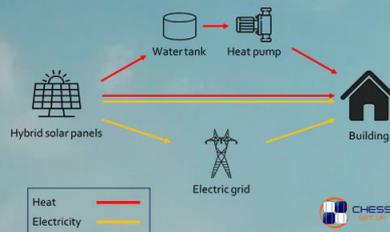
CHESSE SETUP: the project working to reduce buildings' energy consumption

CHESSE SETUP is a project designing a solution to provide **energy from renewable sources** to buildings.

The building sector is one of the most resource consuming sectors as it accounts for 40% of energy consumption and 35% of CO₂ emissions in the EU. The European Union has set ambitious targets in order to reduce the GHG emissions and the building sector has to do its part, with new buildings required to be "nearly zero-energy buildings" (NZEB) by 2020. By using energy more efficiently, a reduction on energy bills and reliance on external energy suppliers can be achieved while helping protect the environment.

To address this challenge, CHESSE SETUP, a ten-member consortium, designed a solution relying on:

- **Hybrid solar panels** generating **heat** to be stored and used for domestic hot water and/or heating in addition to **electricity** that can be used by the building's systems and appliances.
- A **hot water tank** to store the thermal energy produced by the hybrid solar panels, especially in summer.
- A **heat pump**, to provide domestic hot water and/or heating from the hot water tank to the building at high efficiencies.



Brief article explaining the concept of the Chess Setup project for a general public available in English, French and Spanish.

Feedback Contest

A contest was held last month: participants had to send a feedback about the project by the end of June. The best contribution was elected to receive a portion of ham.

FEEDBACK CONTEST: participate to win a portion of the best Iberian ham!

CHESSE SETUP project wants to know what you think about him! The Project Team proposes you a Feedback Contest from today until **June 25th, 2018** with an attractive reward.

The principle is simple: by reading the documentation about the project on our website, we ask you to send us your comments and recommendations about:

- The system's design,
- The way it could be improved,
- The project's communication,
- Other relevant topics of your interest.

These contributions could be comments, best practices, proposals for improvements, among others. The only condition is to provide **less than 120 words** of text.

The consortium will reward the **3 most documented and relevant contributions**, and the winners will receive a generous portion of the renown **Iberian ham**. If for any purpose some contributors did not eat ham, we will offer some other Iberian alternatives.

To participate, please send your contribution to chess_setup@gmail.com



An email was recently sent to the winner and **communication around it** will soon be made on Twitter and on the website page of the Contest.





Overview

Documentation

This section was designed to provide you with all the documents produced by Chess Setup. Thereby, communication tools, press releases (PR), Newsletters (N) but also Deliverables (D) sent to the European Commission will be published here, and could be downloaded for free.

For further information, we invite you to fill in our **contact form**.

COMMUNICATION MATERIALS

PR2. CHESS SETUP in practice

N3. February 2018, half of the project achieved

N2. June 2017, already 1 year

DELIVERABLES

D7.4. Find out what is behind CHESS SETUP's first three 6-monthly newsletters

D4.3. Dive into CHESS SETUP's pilots electric grids to get the opportunities of a larger-scale implementation of an energy storage system for further renewable

Links to
download the
documents

The website also provides an **online library** in which public documents are made available. This section was designed to give the user all the documents produced by Chess Setup. Communication tools, press releases but also deliverables and newsletters validated by the European Commission are published here, and can be downloaded for free.

In June 2018, this page has been visited **180 times**.



Items

In the "Documentation" page, two types of documents are made available:

Communication materials

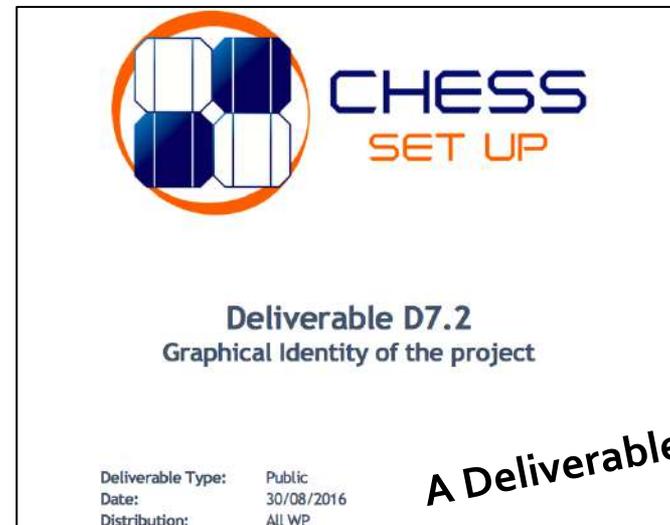
Leaflets, newsletters, congress abstracts and presentations, press releases, papers, etc.

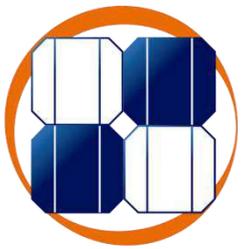
Deliverables

All public deliverables validated by the European Commission.



The project's leaflet





A FAQ heading was thought in order to clarify the main questions that could emerge.

Frequently Asked Questions

What is Chess Setup?

What does Chess Setup deal about?

At a time when **heating and domestic hot water** represent (DHW) 60% of the energy consumed in our dwellings, Chess Setup is implementing a **centralized system** that would be able to supply this demand all year-long.

Thus Chess Setup aims to elaborate a heating system relying on a **combination** of technologies, using **renewable energies** and working on **seasonal cycles**.



You can find here the **next questions**:

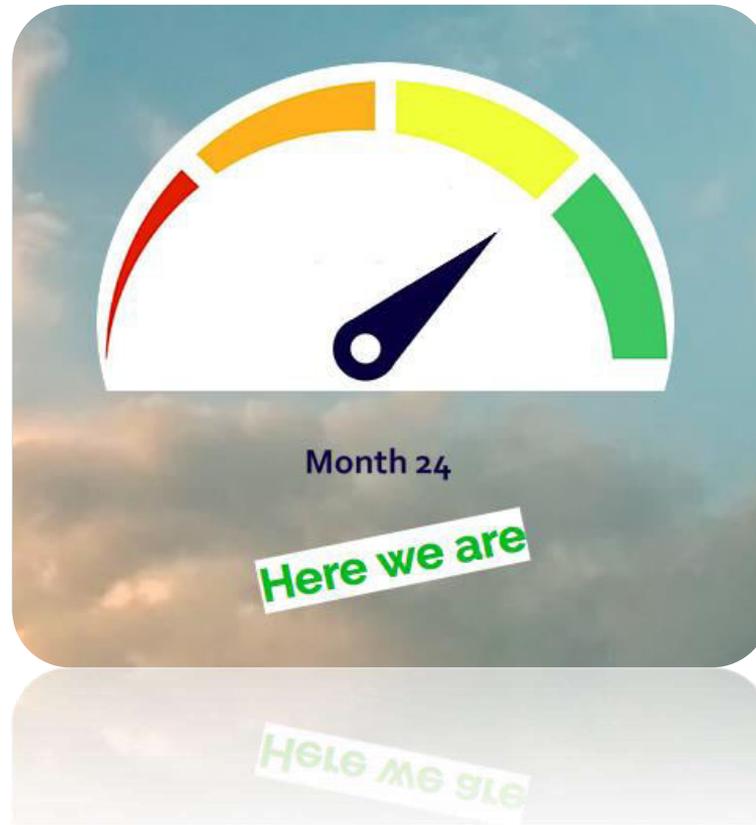
- What is Chess Setup?
- What does Chess Setup deal about?
- Where does it take place?
- What is the working principle?
- Which technologies are used?
- What is the link with Smart cities?
- What are Chess Setup's main objectives?





State of Art

This page gives a **summary of the project's evolution** and of its current status, an exhaustive recap of what has been done and what is still pending...





Contact form

Get in touch

We can't wait to hear from you

Name *

Email *

Subject

Message

Send

If all the information provided above was not enough, users are still able to **contact us** through the contact form at the end of the front page. The messages are sent to the email chess.setup@gmail.com, then redirected by the WP7 to the relevant members.





Join our mailing list
Never miss an update

Subscribe Now



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680556.

Follow Us:  

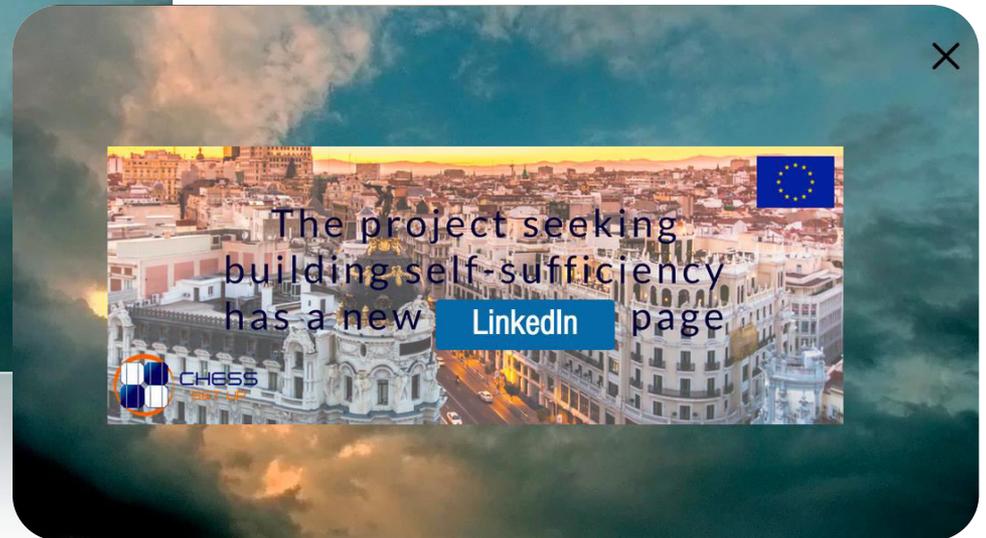
At the end of each page of the website you can besides find this footer including:

- The official logo of the European Union and the project's grant agreement number,
- The newsletter's subscription box,
- Links to social media's profiles.



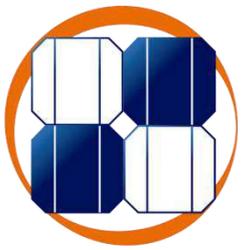


Temporary banners



To catch up visitors' attention and communicate about the latest news, **temporary pop-up messages** are sometimes programmed to appear when entering the project's webpage and relate to another website's page.





Website management

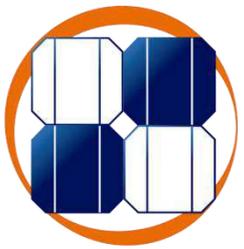
In order to boost the traffic on the website, other communication channels and outreach activities (social media, newsletters, workshops, etc) are mobilized to relate and constantly send back to it.

The website has been created and managed using a **WIX webpage creator**. The setup process of the website involved project partners to define the content, make it visible and boost the traffic towards it.

The website is also available for mobile devices, both Android and IOs operating systems.

wix.com





Metrics

Monitoring (1/8)

We analyze the metrics of the Chess Setup webpage through **Google Analytics**, allowing a real-time and constant analysis of the website's traffic and statistics.

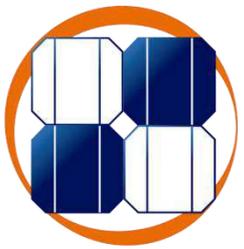
The following metrics are daily measured:

- User
- New users
- Sessions
- Number of Sessions per User
- Page views
- Pages / Session
- Avg. Session duration
- Bounce rate
- User's Country
- Count of sessions per user



Google Analytics





Monitoring (2/8)

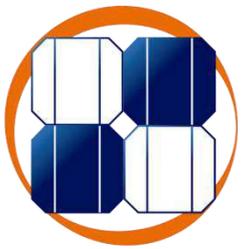
Page views (1/2)



4,402 page views since October 2016

... and a promising increase since April-May!





Monitoring (3/8)

Page views (2/2)

| Page | Page Views | Page Views | Avg. Time on Page |
|-------------------------|--------------------------------------|--------------------------------------|---|
| | 4,402 % of Total: 100.00% (4,402) | 4,402 % of Total: 100.00% (4,402) | 00:02:11 Avg for View: 00:02:11 (0.00%) |
| 1. / | 1,937 44.00% | | 00:02:35 |
| 2. /news-social | 405 9.20% | | 00:02:01 |
| 3. /simulation-software | 402 9.13% | | 00:02:37 |
| 4. /working-group | 267 6.07% | | 00:01:56 |
| 5. /faq | 185 4.20% | | 00:01:39 |
| 6. /documentation | 181 4.11% | | 00:02:24 |
| 7. /lavola | 147 3.34% | | 00:01:52 |
| 8. /sant-cugat | 136 3.09% | | 00:02:02 |
| 9. /corby | 127 2.89% | | 00:01:06 |
| 10. /state-of-art | 115 2.61% | | 00:02:18 |

Most visited pages

We can clearly identify the pages to focus on when trying to reach a larger audience.





Audience (1/3)

| Country | Users | % Users |
|---|-------|--|
| 1.  Spain | 314 |  29.21% |
| 2.  United States | 155 |  14.42% |
| 3.  France | 134 |  12.47% |
| 4.  United Kingdom | 91 |  8.47% |
| 5.  Belgium | 43 |  4.00% |
| 6.  Italy | 29 |  2.70% |
| 7.  Brazil | 28 |  2.60% |
| 8.  India | 27 |  2.51% |
| 9.  Germany | 24 |  2.23% |
| 10.  Portugal | 17 |  1.58% |

Geographical location of visitors

Note the important representation of the US for an EU project.





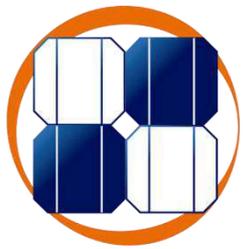
Audience (2/3)



Users profile

Note the promising importance of an existing rate of "returning visitors", obviously staying updated about the project's latest news.

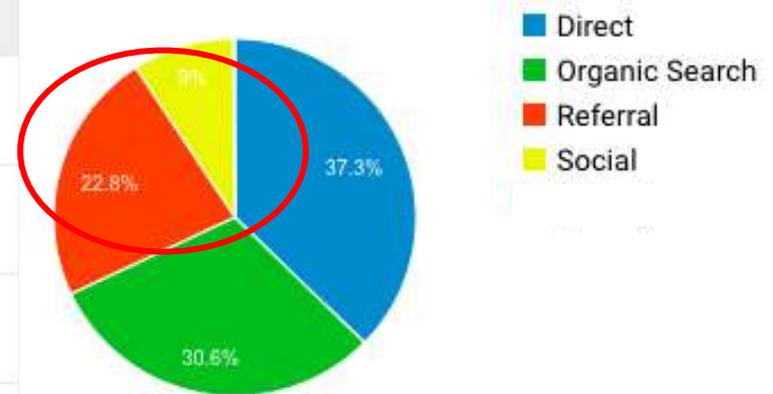




Audience (3/3)

| Acquisition | | | |
|------------------|-------|-----------|----------|
| | Users | New Users | Sessions |
| | 1,066 | 1,071 | 1,912 |
| 1 Direct | 417 | | |
| 2 Organic Search | 342 | | |
| 3 Referral | 255 | | |
| 4 Social | 101 | | |

Top Channels



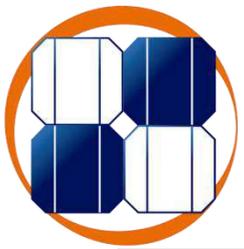
Users' provenance

A good part of our traffic comes from referral and social search, which means that communication tools mobilized are well inter-related and send back to each other.

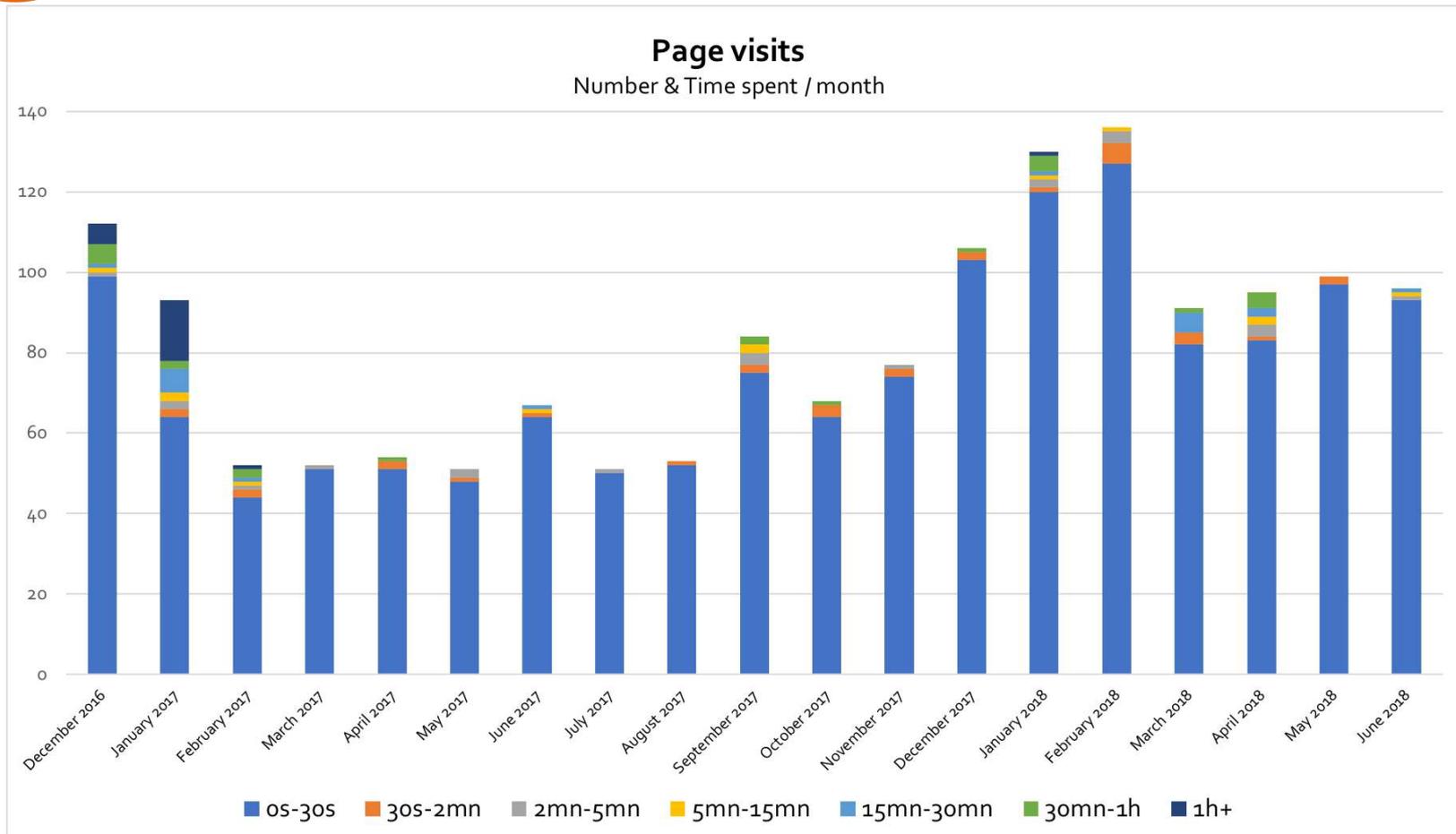
The same share comes from organic searches: people willingly seeking information about our project.

- Direct: Any traffic with no referring website, just going from one website to another
- Organic: Traffic from search engine results
- Referral: Traffic coming from a site other than a major search engine
- Social: Traffic from a social network



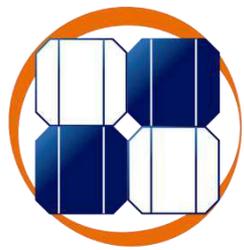


Simulation Software (1/2)



Have a quick look at the chart.





Simulation Software (2/2)

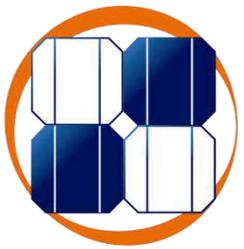
What to add to the chart?

| <i>Granted that the nb of running months is not the same for each year, we can only compare the % in our analysis</i> | 2016 (1 month) | 2017 S1 (6 months) | 2017 S2 (6 months) | 2018 (6 months) |
|---|-------------------|-----------------------|-----------------------|--------------------|
| Total nb of page visits | 112 | 369 | 439 | 647 |
| Total nb of unique visitors | 59 | 184 | 184 | 273 |
| % of returning visitors | 47% | 58% | 50% | 58% |

What to keep from the analysis?

| | |
|---|---|
| <i>Total nb of visits since the creation = 1,567</i> | Page very visited (we already knew it from the Page views analysis: 3rd most viewed page) |
| <i>Decline in the duration of time spent on the page (92% of visits are less than 1min)</i> | Need to make the simulation more attractive and entertaining, so that people stay longer once they initially decided to come |
| <i>Increase in the number of returning visitors, already quite high generally speaking</i> | People who tried it liked it |





3. Newsletters





Strategy

The objective of the newsletter is to **introduce the 6-monthly information about the project's activities** and outcomes and to **proactively initiate conversations with stakeholders** about on-going research themes and news items of the energy sector.

Users can subscribe to the Newsletter registering on the page footer of the Chess Setup website.

Newsletters' content

- Header
- About the Project
 - Central information
 - Pilot status
 - Events, Publications
- About the energy ecosystem
 - Quotation
 - Central news



Here is an example of 6-monthly recurrent Newsletter.





The image shows a screenshot of an email newsletter. At the top left is a circular logo with a blue and white geometric pattern. The main content area has a white background with a blue header. The logo 'CHESS SET UP' is at the top, followed by '1st Webinar' in orange. The main title is 'Energy Retrofitting' in large blue font. Below it, the text reads: 'We invite you to join CHESS SETUP's first Webinar on Wednesday, June 20th at 11AM Paris time'. There is a section titled 'BEST PRACTICES FOR RETROFITTING EUROPEAN BUILDINGS' with a photo of a yellow building. To the right, it says 'JOIN THE DEBATE WITH EUROPEAN EXPERTS FROM 4 RETROFITTING PROJECTS' and lists logos for OptEEemAL, TESSE2a, and THERMOS. Below that, it says 'OPEN WEBINAR WEDNESDAY, JUNE 20TH 11-12:15 AM (PARIS TIME)'. At the bottom, there is a small paragraph of text and a decorative leaf icon.

CHESS SET UP

1st Webinar

Energy Retrofitting

We invite you to join CHESS SETUP's first Webinar on Wednesday, June 20th at 11AM Paris time

BEST PRACTICES FOR RETROFITTING EUROPEAN BUILDINGS

JOIN THE DEBATE WITH EUROPEAN EXPERTS FROM 4 RETROFITTING PROJECTS

OptEEemAL TESSE2a THERMOS CHESS SET UP

OPEN WEBINAR WEDNESDAY, JUNE 20TH 11-12:15 AM (PARIS TIME)

As CHESS SETUP is growing bigger, it is time for it to learn from its older siblings... Let us review other experiences of buildings' retrofits to give you an idea of what to expect from...

Please find here another example of *specific* Newsletter. This email campaign was sent, at one point, to the contact database to invite them to attend the 1st webinar on retrofitting.





Monitoring

Chess Setup: pilots taking ... **PUBLISHED**
Published on June 23, 2017 at 12:30 PM

| | | |
|------|-------|--------|
| 74 | 232 | 58 |
| SENT | VIEWS | CLICKS |

Reuse

It is possible to monitor the newsletters audience.

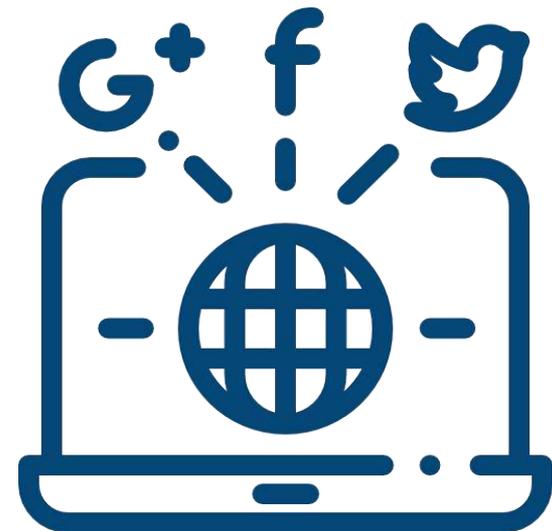
In June 2018:

- 4 official newsletters were edited,
- 3 email campaigns were sent in between with more specific messages,
- 189 people subscribed,
- They were **opened and viewed 1,207 times**.





4. Social Media





Overall Strategy

Chess Setup uses different social media channels to increase visibility, share knowledge, promote results and interact with its – increasing – audience.

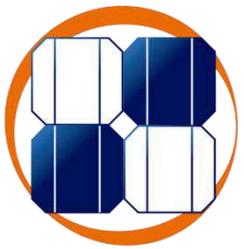
Public profiles of Chess Setup are available on LinkedIn and Twitter.



Posts are daily published and usually send back to the website (www.chess-setup.net) where all news and updates are available. Resources from the website also constantly relate to the social media to boost the traffic and increase awareness.

Chess Setup partners are strongly encouraged to actively support, engage in and share Chess Setup's activities through their social media channels to leverage the project's audience across Europe.





Twitter Strategy (1/5)

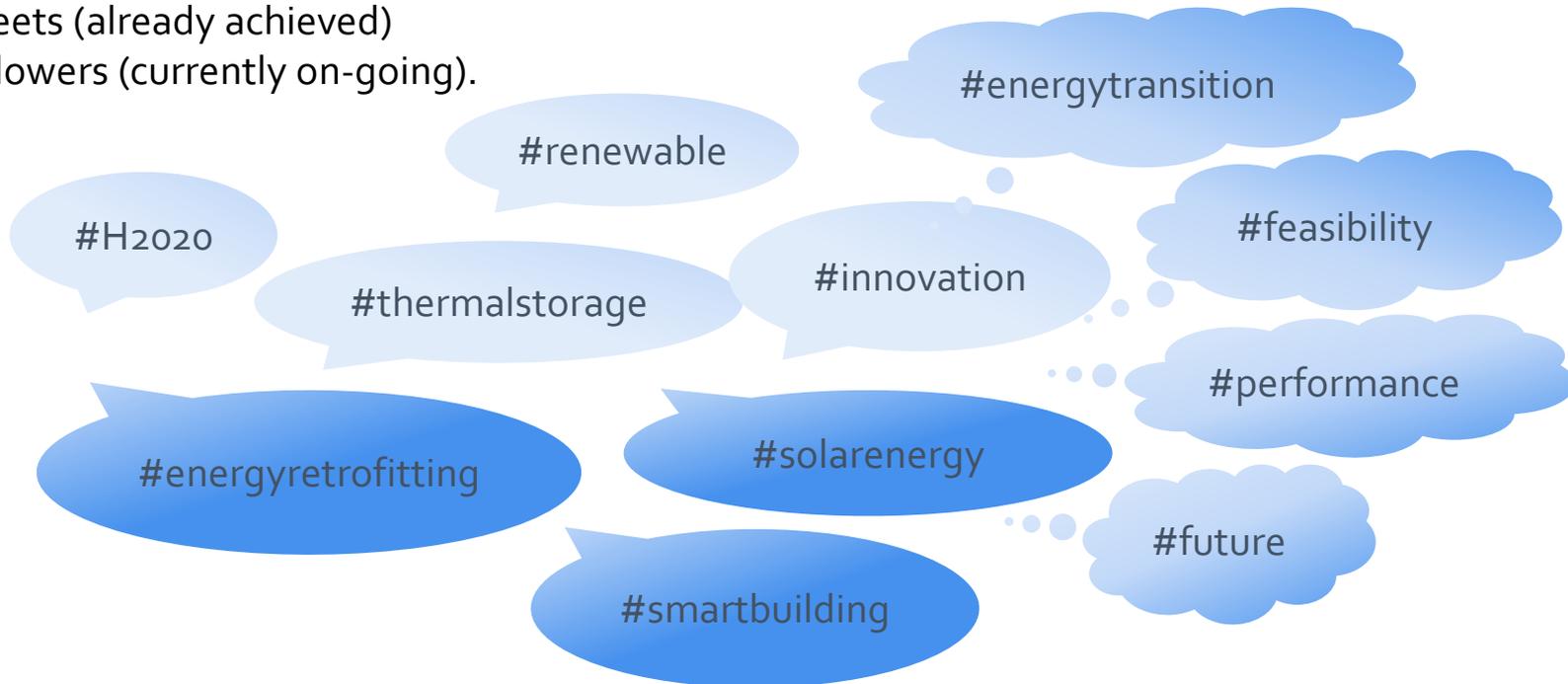
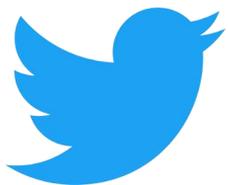
Overview (1/2)

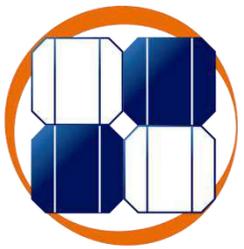
@ChessSetup is the official Twitter account of the project. It aims at diffusing the project's achievements, and at engaging its stakeholders.

Tweets are used to direct the audience's attention to central information about the project and invite for collaboration by marketing events, promotion packages and publications.

Objective:

- 500 tweets (already achieved)
- 400 followers (currently on-going).





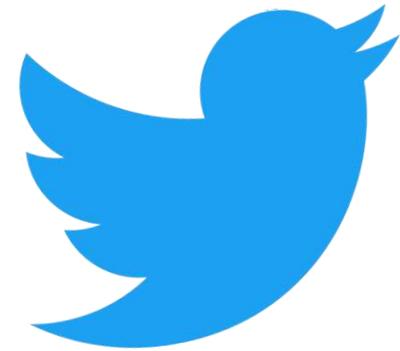
Overview (2/2)

Strategy:

- Identification of the stakeholders on the social networks for the diffusion of information related to the Chess Setup project.
- Feedback contest promotion and announcements.

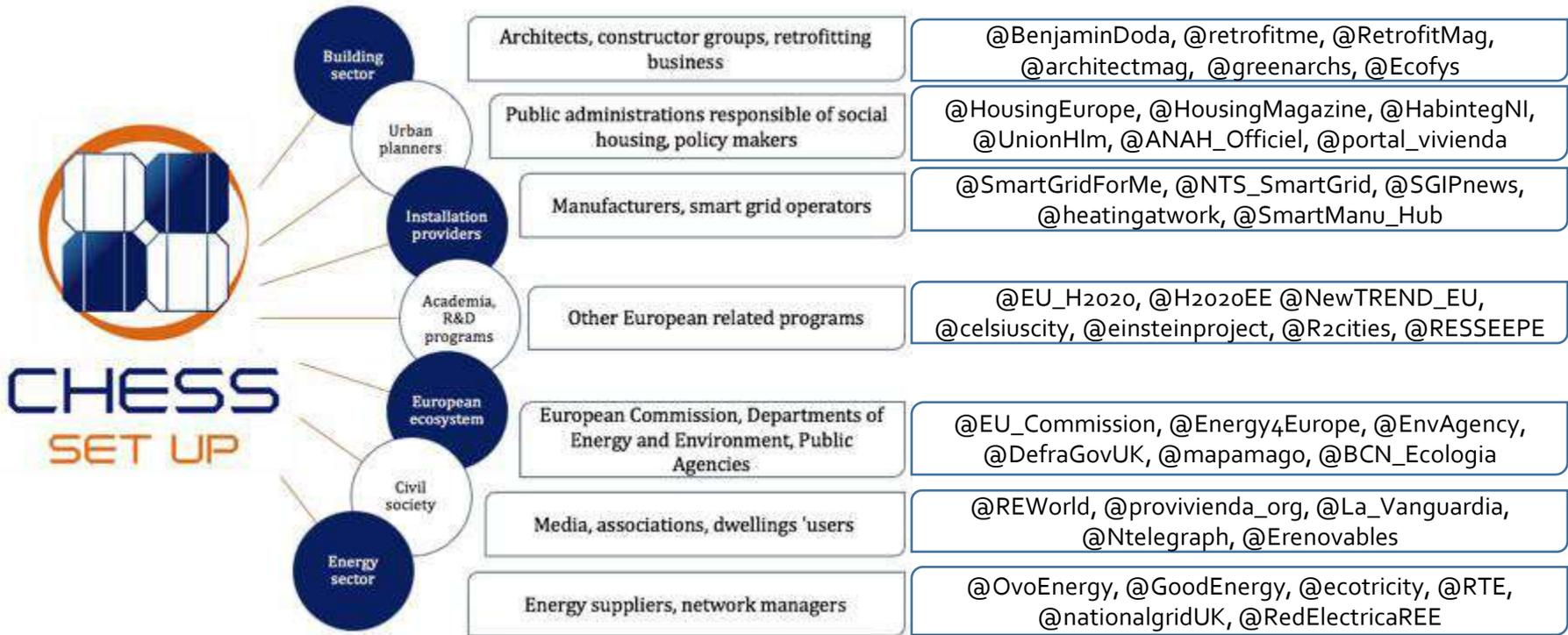
Twitter content

- Daily overview of the stakeholders' activities,
- Diffusion of the most relevant stakeholders' activities granted the objectives of the project,
- Diffusion of the information related to the Feedback contest.





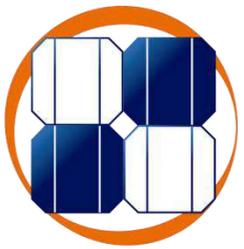
Stakeholders Identification



Influencers

@Phil_Radford, @JugarShahDC, @SolarAid, @Cfigueres, @AssaadRazzouk, @Irena, @Stphn_Lacey, @AWEA, @CleanTechnica, @GreenBiz, @greentechmedia, @REworld, @StollmeyerEU, @JuneStoyer, @MikeHudema, @JimHarris, @MarkRuffalo, @MikeShreiner, @energyenviro, @ElizabethMay





Twitter Strategy (4/5)

Twitter Page (1/2)



Tweets **685** Abonnements **517** Abonnés **200** J'aime **508** Listes **1** Moments **1**

Éditer le profil

Chess Setup

@ChessSetup

#H2020 project aimed to increase the energy self-sufficiency of buildings with an optimal combination of heat pumps, solar energy and thermal storage systems

Europe

chess-setup.net

Inscrit en juillet 2016

Tweets Tweets & réponses Médias

Tweet épinglé
Chess Setup @ChessSetup · 25 juin
Do not miss the report and presentation of last week's Webinar on Energy Retrofitting to be updated about our advancement, and learn and discuss the experiences of our siblings @TESse2b_Project @opteemal_EU and @THERMOS_eu: bit.ly/2JOMTAV

Traduire le Tweet

BEST PRACTICES FOR RETROFITTING BUILDINGS FOR BE2L

JOIN THE DEBATE WITH EUROPEAN EXPERTS FROM 4 RETROFITTING PROJECTS

Activité de vos Tweets

Vos Tweets ont fait **1 803 impressions** au cours des dernières **24 heures**

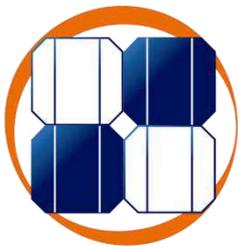


Voir vos Tweets populaires

Suggestions · Actualiser · Tout afficher

June 2018 status of the Chess Setup twitter page: **685 tweets** and **200 followers**.





Twitter Page (2/2)

Twitter Strategy (5/5)

Express your views upon our project, and win delicious prizes.

JOIN OUR FEEDBACK CONTEST BEFORE THE 1ST OF JUNE



Looking for H2020 projects to talk about Energy Retrofit

1ST WEBINAR

20TH JUNE 2018 | 11H AM (CET)



How to retrofit European buildings and reduce their energy dependency?

4 European projects (H2020)

CHESS SETUP
THERMOS
OptEEmAL
TESSe2b

Share experiences!

Wednesday, June 20th
11 - 12:15 AM (Paris time)



BEST PRACTICES FOR RETROFITTING EUROPEAN BUILDINGS

Funded by European Union



JOIN THE DEBATE WITH EUROPEAN EXPERTS FROM 4 RETROFITTING PROJECTS



OPEN WEBINAR
WEDNESDAY, JUNE 20TH
11- 12:15 AM (PARIS TIME)

Overview of banners edited to communicate in a more visual way on Twitter.





LinkedIn Strategy (1/2)

LinkedIn group

A **LinkedIn group** also exists to communicate research developments, institutional activities and results to the members of the project.

Chess Setup group started in LinkedIn to foster internal communication. It gathers all members working on the project and is fed with information about the project.

À PROPOS DE CE GROUPE

CHESSE SETUP has been created to respond to the increasing heating and domestic hot water demand in the building sector. The project aim is to design, implement and promote a reliable, efficient and profitable system able to supply heating and hot wat...

[Voir plus](#)

MEMBRES 17 membres



[Inviter des personnes](#)

 **Carlos Sarró Bouffard** · **Manager**
Innovation Technology Consultant at EDENWAY ... 1sem

1st webinar – Best practices for Retrofitting European buildings and reducing their energy dependency

Hello teammates,

We invite you to join the debate with European experts from 4 retrofitting projects about the best practices for retrofitting European buildings .

The webinar will be on June 20th from 11:00 to 12:15 am (Paris time)

Registration link... [Voir plus](#)



JOIN THE DEBATE
WITH EUROPEAN EXPERTS
FROM 4 RETROFITTING
PROJECTS



OPEN WEBINAR
WEDNESDAY, JUNE 20TH
11- 12:15 AM (PARIS TIME)





LinkedIn Strategy (2/2)

LinkedIn page

A **LinkedIn page** was freshly created to complete the LinkedIn group and the Twitter page and to keep increasing the awareness about the project by reaching a broader audience.

The tone is meant to be more professional and precise than on Twitter with detailed information about important and recent steps in the progress of Chess Setup.

Posts will be made on a daily basis with press articles or interviews directly related to Chess Setup or its environment.

Partners are, of course, greatly invited to subscribe to the page, support its activity and promote and share its content.

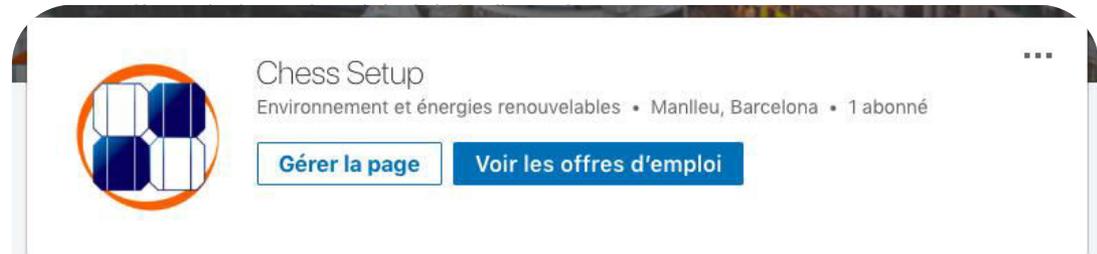
Hello CHESS SETUP consortium !

In order to keep increasing the awareness about our project, we have just created an official Company page for CHESS SETUP project on LinkedIn. It will be a way to share the latest news about the project in a more professional and exhaustive tone than Twitter and to reach a broader audience.

We hence greatly invite you to FOLLOW the page, SHARE the posts, REACT and SUPPORT it in any possible way in order to boost the visibility and influence of our project.

<https://www.linkedin.com/company/chess-setup/>

Thank you all !!!!!



À propos

CHESS SETUP project - Combined HEat SyStem by using Solar Energy and heaT pUmPs - is an EC financed H2020 four-year project, considered one of the best solution in terms of energy efficiency and primary energy consumption.

Its objective is to design, implement and promote a reliable, efficient and profitable system able to supply heating and hot water in buildings mainly from renewable sources. The proposed system is based on an optimal combination of solar thermal (ST) energy production, seasonal heat storage and the use of highly efficient heat

Nouvelle récente

[Voir tout](#)



First of all, do not hesitate to have a lo...



www.chess-setup.net

