



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement n. 785072

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D 7.4 - Articles and publications, E-Pills videos, Newsletters – First batch

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TABLE OF CONTENTS

Table of changes.....	3
Publishable executive summary	3
Acronyms and Abbreviations	4
1 INTRODUCTION	5
1.1 Aims and objectives.....	5
1.2 Relations to other documents	5
1.2.1 Legal Framework	5
1.2.2 Other Project Documents.....	5
1.3 Report structure.....	5
2 PRESS RELEASES AND ARTICLES.....	6
3 WEB AND SOCIAL MEDIA	7
3.1 Partners' social media and web channels.....	13
4 E-PILLS VIDEOS.....	15
5 NEWSLETTER	16
6 CONCLUSIONS AND RECOMMENDATIONS.....	16
7 ANNEXES	18
7.1 PRESS REVIEW FROM EXTERNAL SOURCES (articles on digital thematic blogs, web pages and newspapers).....	18
7.1.1 List of articles.....	18
7.1.2 Detailed press review.....	25
7.2 Social media review.....	25
7.3 PRESS REVIEW FROM INTERNAL SOURCES : Partners' online communication...26	
7.4 E-pills toolkit	34



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement n. 785072

TABLE OF CHANGES

Date	Change	Author	Resulting Document Version
24/09/2019	Added more data about the performance on Twitter (number of tweets, impressions)	Giulia David (AVITEM), following the review from IVE	V1
	Added data about the LinkedIn posts and Facebook audience (number of followers)		
	Added more references to online articles from IVE		
	Added reference to partners' websites		
	Reviewed the titles of Annexes		
27/09/2019	Added more articles from IRENA	Giulia David (AVITEM), following the review from IRENA	V2 (final)

PUBLISHABLE EXECUTIVE SUMMARY

This document presents a first cumulative report of the HAPPEN project's communication activities at local and general level. It provides an overview of the press releases, articles and thematic/scientific publications produced and of the web and social media communication carried out by the project itself and by its partners. In addition, it reports on the production of the E-Pills videos and on the Newsletter.

This first batch of the document is fed with the information provided quarterly by the partners to the Communication, Dissemination and Exploitation (CDE) leader. It will be completed by the second batch, due by Month 36 of the HAPPEN project.



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ACRONYMS AND ABBREVIATIONS

AAs	Acronyms and abbreviations
CA	Consortium Agreement
CDE	Communication, Dissemination and Exploitation
GA	Grant Agreement
GDPR	General Data Protection Regulation



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1 INTRODUCTION

1.1 Aims and objectives

The present document aims at reporting on the communication activities of the HAPPEN project at the general and local level, during its first year and a half.

It focuses on the activities included under the Task 7.2 of the project, in particular: press releases, articles on relevant digital blogs and web pages, web and social media communication (both on HAPPEN's channels and on partners' ones), E-pills and newsletters.

As set out in the CDE Plan – First batch, the HAPPEN partners are directly responsible to carry out many of the project's communication activities, including those concerned by the present document. For this reason, since the beginning of the project the CDE leader has gathered quarterly reports from partners about the advancement of their communication activities.

This document summarises the information gathered throughout the first year and a half of the HAPPEN project, and is completed by annexes which provide more details when needed. For the purpose of this document, the reporting period taken into account is from Month 01 (April 2018) to Month 17 (September 2019) of the project.

1.2 Relations to other documents

1.2.1 Legal Framework

The Consortium and Project activities are regulated under the following legal framework:

- The Grant Agreement (GA) - contract between the Commission and the Consortium, especially relevant Annex 1 (also known as Description of Action - DoA);
- The Consortium Agreement (CA) - agreement among the Consortium members.

1.2.2 Other Project Documents

This deliverable is related to the following documents:

WP7 :

- D7.1 – Communication, Dissemination and Exploitation Plan – First batch
- D7.3 - Pre-campaign database

1.3 Report structure

The document presents an Introduction to provide an overview of the objective of the document. Then, sections n. 2 to 5 describe the communication activities carried out so far. Section 6 concludes the document and summarises the next steps.

The Annexes at Section 7 provide more details about the different communication-related activities.



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2 PRESS RELEASES AND ARTICLES

During the first half of the project, 9 **press releases** have been produced. In June 2018, the CDE leader has prepared a common press release template, which has been used by several project partners to describe the HAPPEN project and the pilot action they manage in their country.

The aim of these press releases was mainly to promote the project and the pilot actions in the different countries.

The table below summarises the titles and objectives of the 9 press releases produced so far.

PRESS RELEASES – From April 2018 to September 2019				
Partner	Date	Title (english translation)	Objective	Link (if applicable)
H&D	02/07/2018	HAPPEN: a new project to promote the deep renovation of buildings in the Mediterranean area	Promoting the project	LINK
AVITEM, Euromed	17/07/2018	Euroméditerranée and AVITEM win the H2020 call for proposals with the HAPPEN project	Promoting the project	Link to Google Drive
Euromed	06/12/2018	Euroméditerranée officialises the launch of the H2020 European project HAPPEN, which aims at stimulating the energy renovation of Med buildings	Promoting the project	Link to Google Drive
IVE	15/09/2018	Housing advances in the development of European projects to promote energy savings in buildings in the Mediterranean area	Promoting the project	LINK
USE	08/11/2018	Energy efficiency in the rehabilitation of buildings in the Mediterranean area	Promoting the project	LINK
IVE, EVHA	23/05/2019	The Regional Ministry, Department of Housing, participates in Marseille in the third European meeting to develop the Happen energy saving project	Promoting HAPPEN project, Castellon pilot and Living Lab	LINK
IVE, EVHA	29/05/2019	The Department of Housing presents a guide to improve coexistence in the neighbourhood communities of public housing groups	Promoting the presentation of the guide in the framework of the Living Lab	LINK
IRENA	24/07/2018	HAPPEN: a project promoting the deep energy renovation of buildings in the Mediterranean area	Promoting the project	LINK
IRENA	26/11/2018	Roundtable on "Optimal Solutions for Building Energy Efficiency" Held	Promotion of Living Labs	Link to Google Drive
IRENA	17/01/2019	Optimization of the thermo-technical system of the Kindergarten "Grdelin" Buzet is starting!	Promoting a pilot action	Link to Google Drive

Table 1. Summary of press releases

During the same reporting period, around 40 **online articles** have been published on digital thematic blogs and web pages, in the partner countries.



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During the first months of the project, these articles aimed mainly at promoting the HAPPEN project in general, and announcing the pilot actions. As soon as the Living Labs started being held in the pilot sites, the articles were oriented at the promotion of these meetings.

[Annex 1.1](#) presents a summary table of all the articles published so far in the different countries, and [Annex 1.2](#) consists in a more detailed press review.

3 WEB AND SOCIAL MEDIA

As mentioned in the CDE Plan, HAPPEN's presence on **social media** is a key component for its communication strategy.

In May 2018, at the very beginning of the project, the CDE leader has created a Twitter page and a LinkedIn individual profile. In order to communicate more effectively on LinkedIn, a company page has been created in July 2019, which completes the presence on this social network.

Since its creation, the **Twitter** profile has gained 213 followers, 47% of which are male and 53% are female.

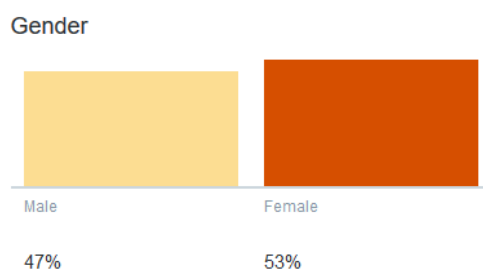


Figure 1. Percentage of Twitter audience by gender. Source: Twitter Analytics

Concerning the geographical representation of Twitter audience, the most represented countries are Spain (17%), France (15%), Belgium (13%), Italy (10%) and Greece (7%).



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Figure 2. Percentage of Twitter audience by country. Source: Twitter Analytics

Twitter has been used to share updates on the project's activities, disseminate live information on meetings and events organised directly within the HAPPEN project or to share insights on other events to which HAPPEN has participated.

Twitter has also been used to broadcast the #EcoTips feature, which provides simple and friendly tips on how to increase energy efficiency at home. This feature has been launched in November 2018: since then, an Eco Tip has been shared every week.

With regards to tweets and interactions, since its creation the HAPPEN Twitter page has shared 948 tweets and retweets. When taking into account the number of tweets only, in total the HAPPEN page shared 302 tweets which gained around 187.000 impressions (meaning the number of times users saw a Tweet from HAPPEN on Twitter).

The Figures below provide some data on the tweets shared and the performance of the Twitter activity in terms of impressions.



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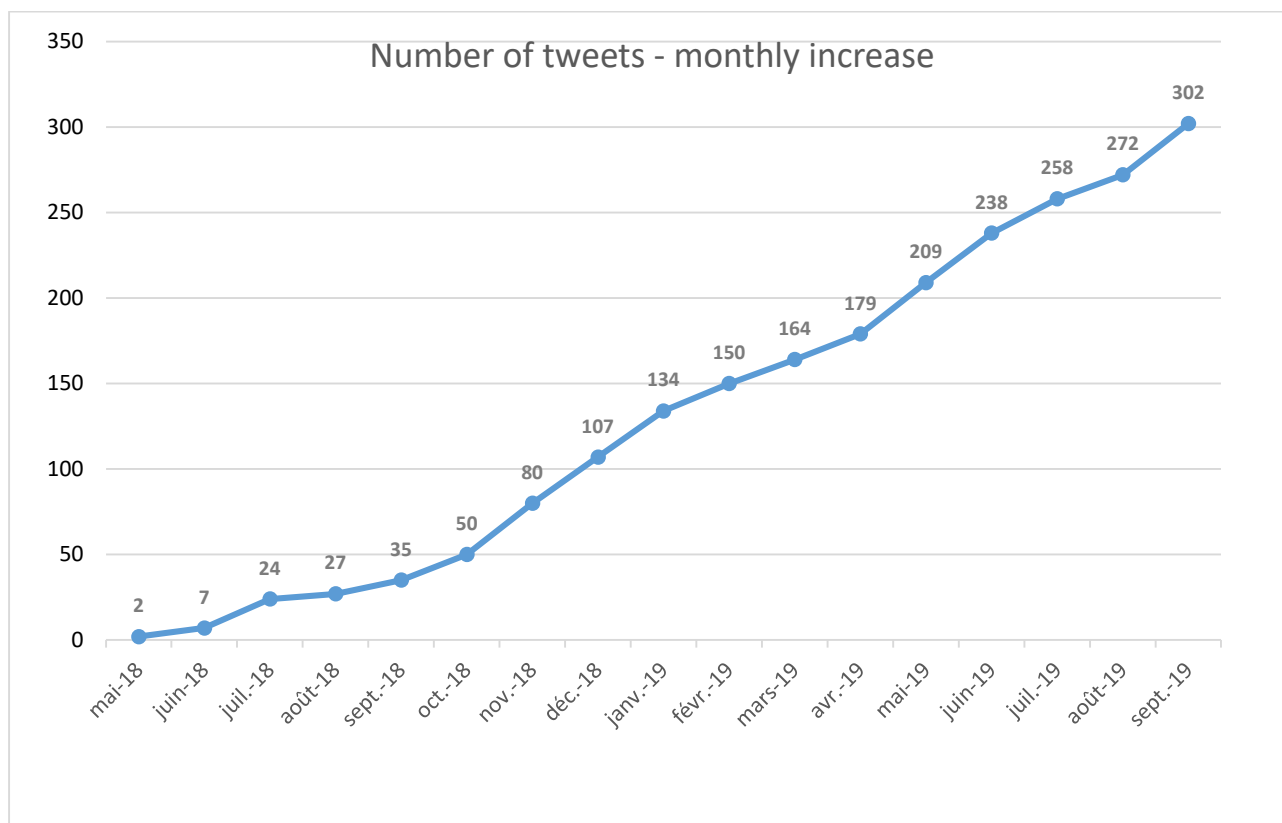


Figure 3. Monthly increase of tweets shared on the HAPPEN Twitter page



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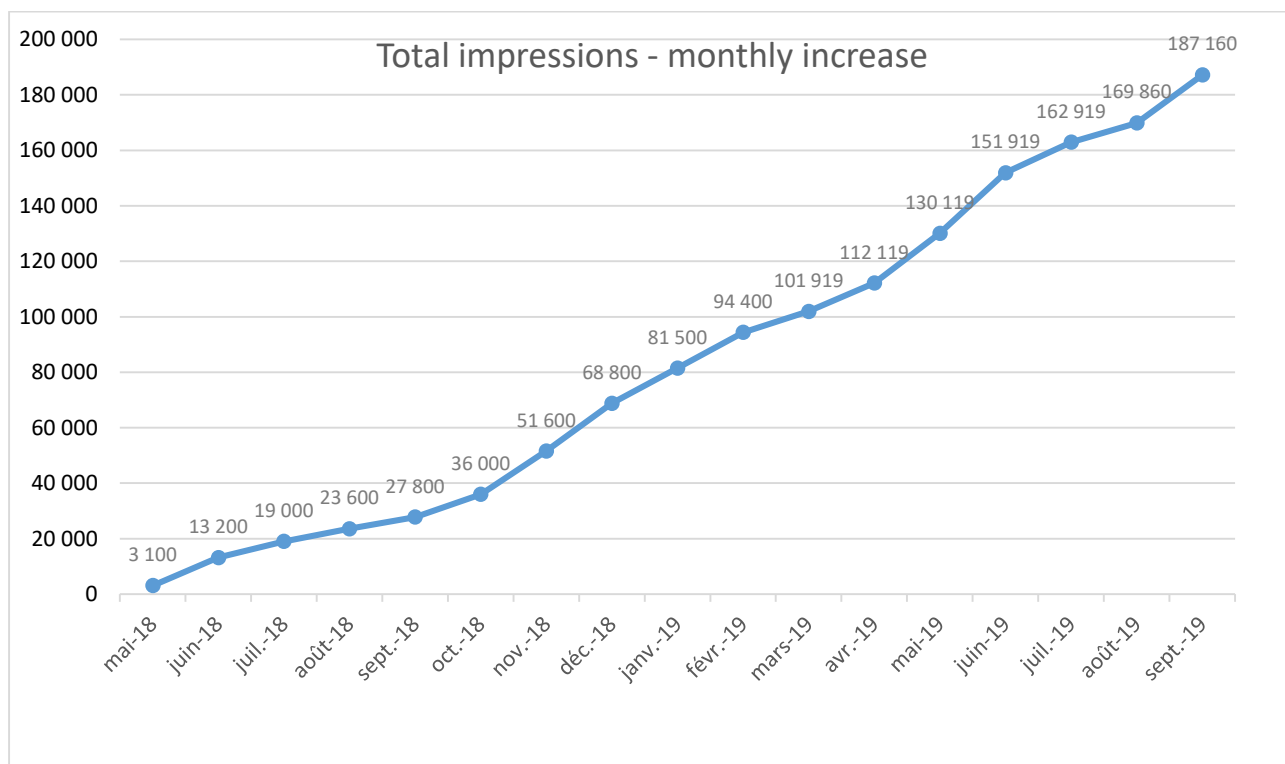


Figure 4. Monthly increase of impressions (number of times a user saw a tweet) on the HAPPEN Twitter page

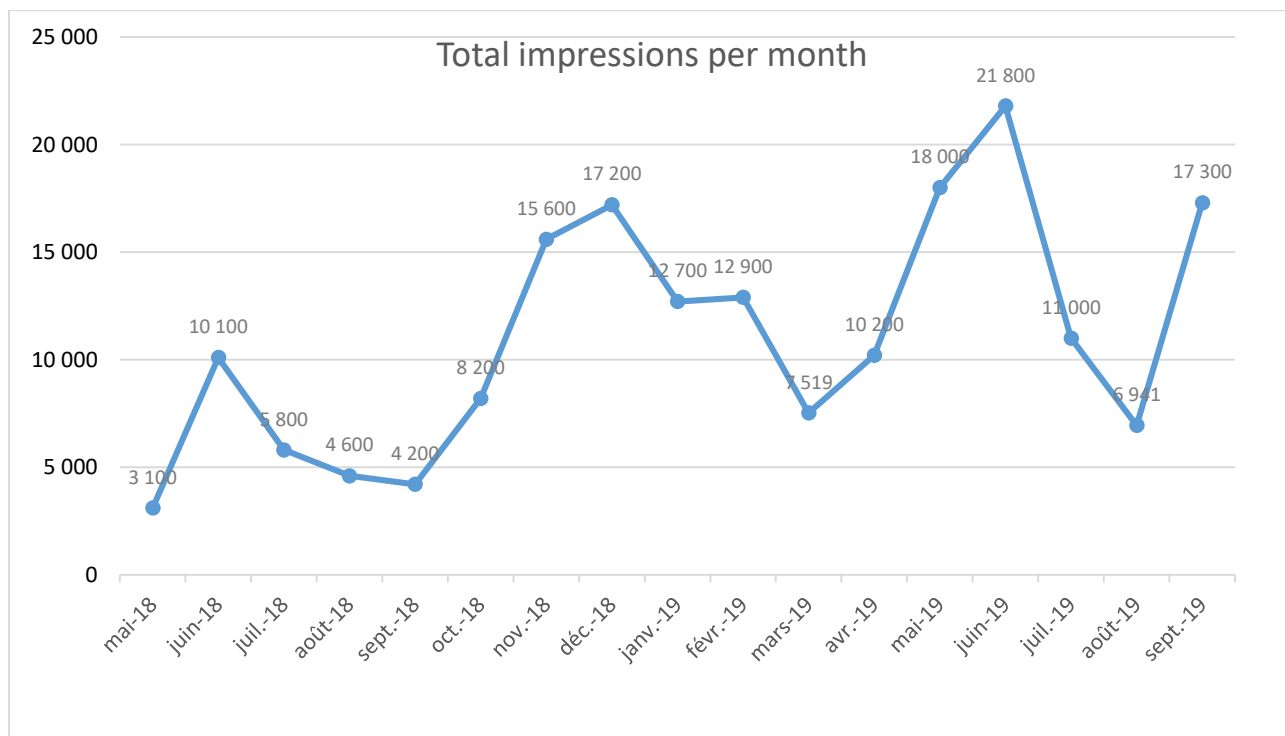


Figure 5. Total impressions (number of times a user saw a tweet) per month on the HAPPEN Twitter page



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On **LinkedIn**, the HAPPEN individual profile has gained 431 connections since its creation, in May 2018. The LinkedIn page, created in July 2019, has gained 125 followers and is being used as the main LinkedIn channel. Concerning the geographical representation, the majority of the 123 followers come from Marseille, Brussels, London, Bologna, Valencia, Lille and Paris.

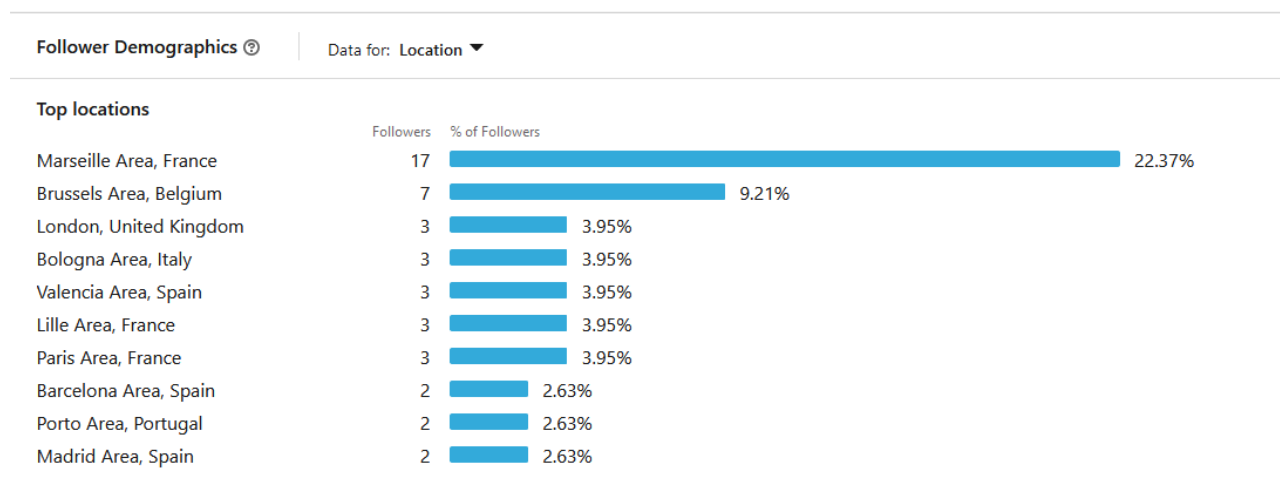


Figure 6. Percentage of LinkedIn page followers by location. Source: LinkedIn Analytics

When it comes to the type of industry or activity, the majority of LinkedIn followers work in the Research sector. The other types of industry represented are Government Relations, Construction, Non-profit organisation management, Environmental Services, Higher Education and Renewables/Environment.

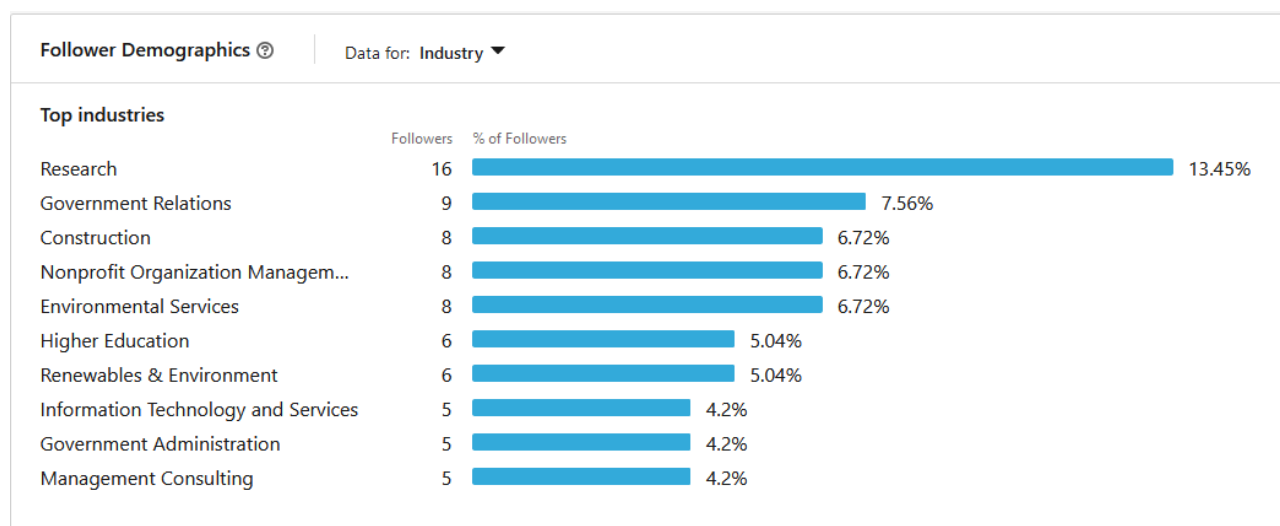


Figure 7. Percentage of LinkedIn page followers by type of industry. Source: LinkedIn Analytics

Since the creation of the LinkedIn profile in May 2018, 582 posts have been published. Concerning the LinkedIn page, created on the 9th July 2019, 36 updates have been shared.



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In early August 2019, a **Facebook** page has been created, with the aim to build a community of potential users of the HAPPEN platform, in particular end users of buildings. However, a few days after the creation of the page, Facebook has disabled the account that administers it, without providing information on the reason why the account was disabled. Without the re-activation of the account, it becomes impossible to administer the page.

After several unsuccessful attempts to re-enable the Facebook account, the CDE leader had to create a new page using an existing Facebook profile, and to invite the followers of the first Facebook page to "like" the new one.

Since its creation on the 10th September 2019, the new Facebook page gathered 34 followers. Demographic data and information about the coverage is not yet available, but will be reported in the 2nd batch report.

The following table provides an overview of the HAPPEN social media channels.


Social media channel	Main goals	State of play – Sept. 2019
 Twitter profile	<ul style="list-style-type: none"> - Broadcast all news from the project and from the broader community - Reach out to the energy efficiency community 	<ul style="list-style-type: none"> - Opened in May 2018 - 209 followers
 LinkedIn profile	<ul style="list-style-type: none"> - Connect directly with potential users of the platform, especially makers and influencers 	<ul style="list-style-type: none"> - Opened in May 2018 - 420 contacts
 LinkedIn page	<ul style="list-style-type: none"> - Trigger engagement and interest of potential users of the platform, especially makers and influencers - Share project's updates 	<ul style="list-style-type: none"> - Opened in July 2019 - 113 followers
 Facebook page	<ul style="list-style-type: none"> - Trigger engagement and interest of potential users of the platform, especially clients - Share project's updates at the national and transnational level - Share updates from the broader community 	<ul style="list-style-type: none"> - Opened in August 2019 but inaccessible due to account blockage - Re-opened in September 2019: 31 followers
 YouTube channel	<ul style="list-style-type: none"> - Broadcast the project's video materials, especially the e-pills (short teasers to the training materials that will be uploaded on the HAPPEN platform – see paragraph 4) 	<ul style="list-style-type: none"> - To be opened in September 2019

Table 2. Overview of HAPPEN social media channels

The social media channels will be used to engage with the HAPPEN online community and with the potential users of the platform, but also to share updates from the project, content related to the renovation/energy efficiency sector, news from the broader community and many other pieces of content.

In order to organise this content and to plan its broadcasting, an editorial line has been designed by the CDE lead and shared with the CDE team:



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Theme	Newsletter	Twitter	LinkedIn	Facebook	Frequency
Eco Tips – tips related to energy efficiency at home, in the office, etc.		X		X	<i>Weekly</i>
Project activities - Focus on pilot sites: current state, ongoing work, final state + Completion of deliverables + HAPPEN people	X	X	X	X	<i>At least monthly</i>
Business for good: examples of enterprises / entrepreneurs that work for energy efficiency, smart buildings		X	X	X	<i>Every 2 weeks</i>
News from H2020, Build Up, EU Commission, etc.	x	x	x	X	<i>Monthly</i>
Events	x	x	x	X	<i>At least monthly</i>

Table 3. HAPPEN editorial framework

[Annex 2](#) provides bi-weekly screenshots of the social media publications on Twitter and LinkedIn. It will be completed with screenshots of Facebook publications.

3.1 Partners' social media and web channels

Each HAPPEN partner has the responsibility to disseminate updates about the project on their own social media and web channels, and/or through their newsletters.

Through the partners' quarterly reports, the CDE leader has gathered information about this important component of the HAPPEN communication activities. The Table below provides the links to each partner's social media channels (if present).



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Partner	Twitter	LinkedIn	Facebook	Newsletter		Website
				Yes/No	N. subscribers	
CNR	https://twitter.com/StampaCnr	https://www.linkedin.com/company/consiglio-nazionale-delle-ricerche/	https://www.facebook.com/cnritalia/	Yes	33	https://www.itc.cnr.it/
Stress SCARL	https://twitter.com/StressScarl		https://www.facebook.com/Stress-Scarl-1524044217860194/	No		http://www.stress-scarl.com/it/
CERTIMAC	https://twitter.com/CertiMaC	https://www.linkedin.com/company/certimac/	https://www.facebook.com/certimac/	Yes	Data not available	https://www.certimac.it/
Harley&Dikkinson	https://twitter.com/HarleyDikkinson	https://www.linkedin.com/company/harley&dikkinson-finance/	https://www.facebook.com/harleyedikkinson/	Yes	18 000	http://www.harleydikkinson.com/
Universidad de Sevilla	https://twitter.com/unisevilla	https://www.linkedin.com/school/universidad-de-sevilla/	https://www.facebook.com/Universidad-Sevilla-1453901628060033/	Yes	Data not available	http://www.us.es/
IVE	https://twitter.com/Fundacion_IVE	https://www.linkedin.com/company/ive/	https://www.facebook.com/InstitutoValencianoEdificacion/	Yes	21 756	https://www.five.es/
EVHA	https://twitter.com/EVha_gva	https://www.linkedin.com/company/evha/about/		No		http://www.evha.es/portal/castellano/index.php
AVITEM	https://twitter.com/AViTeM	https://www.linkedin.com/company/avitem/	https://www.facebook.com/AVITEM-277422539090294/	Yes	6000	https://avitem.org/
EPAEM	https://twitter.com/Euromed_MRS	https://www.linkedin.com/company/eurom%C3%A9diterran%C3%A9/	https://www.facebook.com/Euromediterranee	Yes	Data not available	https://www.euromediterranee.fr/
NKUA	https://twitter.com/uoaofficial	https://www.linkedin.com/company/university-of-athens/about/	https://www.facebook.com/uoa.official	No		https://en.uoa.gr/
AEGEA	https://twitter.com/AEGEAN_ENERGY	https://www.linkedin.com/company/aegean-energy-environment-agency-aegea/	https://www.facebook.com/aegean.energy/	No		http://www.aegean-energy.gr/en/
GI ZRMK		https://www.linkedin.com/company/building-and-civil-engineering-institut-zrmk/about/		No		http://www.gi-zrmk.si/
IRENA			https://www.facebook.com/IRENA-Istarska-Regionalna-Energetska-Agencija-doo-76761856682835/	No		http://www.irena-istra.hr/
CEA	https://twitter.com/CyEnergyAgency	https://www.linkedin.com/company/cyprus-energy-agency/	https://www.facebook.com/CyprusEnergyAgency	Yes	Data not available	http://www.cea.org.cy/en/

Table 4. HAPPEN partners' social media channels



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Many HAPPEN partners have used these channels and their newsletters (if present) to disseminate information about the project. The information provided by the partners to the CDE leader about their communication on social media and newsletters is available at [Annex 3](#).

4 E-PILLS VIDEOS

Within the WP 2 (Engagement and Training) of the HAPPEN project, the pilot leaders are called upon to produce at least 10 e-pills: these videos provide hands-on information about different topics related to the deep renovation of buildings and energy efficiency. These short videos (1' - 1'50'') aim to summarize or introduce a selected topic addressed in the training materials developed within the HAPPEN project.

During the first year of the project, the partners agreed on a set of topics that could be addressed by the E-pills, and each pilot leader chose the topics to cover with their video. The CDE leader has shared a short toolbox to help partners produce quality short videos with their own devices ([see Annex 4](#)).

While the partners worked on producing their E-pills, the CDE leader produced the introductory and conclusion clips to be included in each video.

The table below shows the E-pills produced so far:

#	E-pill title	Partner who produced the video	Link to the video (Google Drive)
01	Tips to save energy in a building	IVE	LINK
02a	Urban Heat Island: what is it?	IVE	LINK
02b	Mitigating Urban Heat Islands when designing urban spaces	IVE	LINK
03a	Energy renovation in municipal hostels : Lefkes	AEGEA	LINK
03b	Energy renovation in municipal hostels : Polyvotis	AEGEA	LINK
04	Financial incentives to retrofitting	H&D	LINK
05	Smart cities in the Mediterranean	EAPEM	LINK
06	The potential of Smart cities	H&D	LINK
07	Urban regeneration: the importance of energy renovation of buildings	H&D	LINK
08	Thermal bridges: how to locate them	NKUA	LINK
09	Urban regeneration	EAPEM	LINK
10	The potential of low enthalpy geothermal energy	IRENA	LINK
11	The impact of deep retrofit on users	IRENA	LINK
12	Managing energy renovation costs	NKUA	LINK



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13	Decreasing energy demand of a building	NKUA	LINK
14	What are thermal bridges?	GI ZRMK	LINK
15	The importance of energy renovation	GI ZRMK	LINK
16	Energy renovation in Slovenia	GI ZRMK	LINK
17	Energy efficiency of historic buildings	AEGEA	LINK
18	Energy savings of touristic buildings	AEGEA	LINK

As a next step, these videos will be published on the YouTube channel and on social media. The E-pills will be embedded on the HAPPEN platform homepage, as soon as the platform will be online.

5 NEWSLETTER

As stated in the CDE plan, the HAPPEN newsletter will send quarterly updates about the following:

- project implementation (completion of deliverables, launch of the platform, conferences or webinars, papers or articles, results and milestones, etc.);
- news about buildings renovation, energy efficiency and smart cities at the European and global level;
- content already shared on social media (e.g. EcoTips, videos, etc.)
- upcoming events.

The partners agreed that the first edition of the newsletter would be sent at the official launch of the HAPPEN platform. It will be then sent quarterly to the project's contacts through an online marketing platform (such as MailChimp), which would allow to engage with a targeted audience and to monitor the newsletter reach and performance.

The contact details collected through the Pre-campaign Database (see Deliverable 7.3) and during the events organised/attended by HAPPEN, will build the audience of the HAPPEN newsletter. To do so, the provisions of the General Data Protection Regulation (GDPR) will be respected, asking the subscribers to allow HAPPEN to use their contact details with the sole purpose of sending them information about the project.

The newsletter will contain short and simple pieces of content. Each content box will be coupled with an image and will include a "call to action" button linking to an existing online article, video or website. The text will be as short and catchy as possible, in order to keep the newsletter easy to digest.

The design of the newsletter template will follow HAPPEN's colour palette and the project's main graphic features.

6 CONCLUSIONS AND RECOMMENDATIONS

This document provides a mid-term report of the HAPPEN project communication activities carried out so far, with a focus on articles/publications, online communication, E-pills and newsletter. It is



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completed by the Deliverable 7.7 – Dissemination workshops and meetings, which provides an overview of events and meetings organised within the framework of HAPPEN or attended by HAPPEN partners.

Since Communication, Dissemination and Exploitation (CDE) is an ongoing component of the project, the data collected to produce this first batch will be constantly updated by the CDE leader, with the support of the CDE Team. This information will be used to produce the second batch of these Deliverables, due by Month 36 of the project.



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7 ANNEXES

7.1 PRESS REVIEW FROM EXTERNAL SOURCES (articles on digital thematic blogs, web pages and newspapers)

7.1.1 List of articles

Articles on digital thematic blogs and web pages					
Country	Partner	Date	Title (english translation)	Objective	Link
Italy	H&D	11/07/2018	With HAPPEN, the renovation in the Mediterranean becomes systemic	Promoting the project	http://www.gruppoitaliaenergia.it/files/e7del20180711/html5/index.html
	H&D	04/07/2018	It happens... even in Italy	Promoting the project	https://protectaweb.it/green-building/accade-anche-in-italia/
France	AVITEM	17/07/2018	The Bougainville-Les Crottes neighbourhood in Marseille has been designed as a pilot site for the energy efficiency of buildings	Promoting the project and a pilot action	https://www.econostrum.info/Le-quartier-marseillais-Bougainville-Les-Crottes-designe-pilote-pour-l-efficacite-energetique-des-batiments_a24627.html
	Euromed	17/07/2018	Bougainville – Les Crottes neighbourhood, a sustainable architecture model for tomorrow	Promoting the project and a pilot action	https://madeinmarseille.net/39035-bougainville-happen-efficacite-energetique/
	AVITEM	24/07/2018	How to improve buildings' energy efficiency in the Med area?	Promoting the project and a pilot action	https://novimpact.org/blog/comment-ameliorer-lefficacite-energetique-des-batiments-en-mediterranee/
	Euromed	21/07/2018	Bougainville – Les Crottes neighbourhood, a sustainable architecture model for tomorrow	Promoting the project and a pilot action	https://www.massiliamundi.com/le-quartier-bougainville-les-crottes-modele-de-larchitecture-durable-de-demain/
	Euromed	05/11/2018	Energy renovation of buildings in the Med area: the smart city	Promoting a Living Lab	https://www.construction21.org/france/articles/fr/renovation-energetique-des-batiments-en-mediterranee-la-smart-city.html



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	Euromed	18/12/2018	Marseille: Euromediterranée uses the H2020 programme to renovate some Mediterranean buildings	Promoting the project and a pilot action	screenshot in the press review
Spain	IVE/EVHA	28/10/2017	Regional government press release: Generalitat Valenciana will participate in two EU projects that promotes energy saving in public dwellings	Promoting the project	http://www.habitatge.gva.es/va/inicio/area_de_prensa/not_detalle_area_prensa?id=726072
	IVE/EVHA	30/10/2017	Generalitat Valenciana will participate in two EU projects	Promoting the project	http://www.maafiscal.com/general/flashinformativo30102017/
	IVE/EVHA	30/10/2017	Generalitat Valenciana will participate in two EU projects	Promoting the project	https://www.quironasesores.net/porta/informacion-economica-mas-importante-y-novedades-legislativas-30102017/
	IVE/EVHA	22/05/2018	Regional government press release: Housing Department participates in EU project HAPPEN that promotes energy saving in public dwellings	Promoting the project	http://www.habitatge.gva.es/va/inicio/area_de_prensa/not_detalle_area_prensa?id=749600
	IVE/EVHA	25/05/2018	The European project HAPPEN starts to promote energy efficiency on public dwellings	Promoting the project	https://www.eseficiencia.es/2018/05/25/arranca-proyecto-europeo-happen-impulsar-la-eficiencia-energetica-las-viviendas-publicas
	IVE/EVHA	28/05/2018	Generalitat Valenciana participates in HAPPEN project to promote energy efficiency on buildings of public dwelling	Promoting the project	https://www.construible.es/2018/05/28/generalitat-valenciana-participa-proyecto-happen-impulsar-ahorro-energetico-edificio-vivienda-publica
	IVE/EVHA	27/06/2018	Regional government press release: Housing Department participates in a fair about EU smart cities in Sofia where HAPPEN project about energy savings is presented.	Promoting the project	http://www.habitatge.gva.es/es/inicio/area_de_prensa/not_detalle_area_prensa?id=754473
	IVE	09/07/2018	Valencia presents the Happen! Project in Sofia! at the assembly of the EIP-SCC Association	Promoting the project	https://www.esmartcity.es/2018/07/09/valencia-presenta-sofia-proyecto-happen-asamblea-asociacion-eip-scc
	IVE/EVHA	20/08/2018	Smart Cities in Spain	Promoting the project	https://www.panelesach.com/blog/ciudades-inteligentes-en-espana-el-cambio-esta-en-marcha/



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	IVE/EVHA	15/09/2018	Regional government press release: Housing Department advance in the development of European projects to promote energy savings in buildings from the Mediterranean area	Promoting the project	http://www.habitatge.gva.es/es/inicio/area_de_prensa/not_detalle_area_prensa?id=764148
	EVHA	15/09/2018	Housing chooses a Castellón building to experience techniques that promote energy saving	Promoting the project and a pilot action	http://www.castelloninformacion.com/conselleria-de-vivienda-obras-publicas-y-vertebracion-del-territorio-gasto-energetico-proyectos-europeos-edificio-de-castellon-ahorro-energetico-h2020-happen-proyecto-triplea-reno/
	IVE	15/09/2018	Housing advances in the development of European projects to promote energy savings in buildings in the Mediterranean area	Promoting the project	https://www.noticiasde.es/comunidad-valenciana/vivienda-avanza-en-el-desarrollo-de-los-proyectos-europeos-para-promover-el-ahorro-energetico-en-edificios-del-area-mediterranea/
	EVHA	16/09/2018	The Consell test in a building in Castellón how to save energy	Promoting the project and a pilot action	https://www.elperiodicomediterraneo.com/noticias/castellon/consell-prueba-edificio-castellon-ahorrar-energia_1171448.html
	USE	08/11/2018	The Sevilla University participates in a European energy efficiency project by rehabilitating buildings in the Mediterranean area	Promoting the project	https://www.lavanguardia.com/local/sevilla/20181108/452800011287/la-us-participa-en-un-proyecto-europeo-de-eficiencia-energetica-al-rehabilitar-edificios-del-area-mediterranea.html?utm_campaign=botones_sociales&utm_source=twitter&utm_medium=social
	IVE	11/11/2018	The Housing Department attends meetings in Greece and Slovenia for the projects TripleAReno and HAPPEN	Promoting a project activity	https://www.elperiodic.com/noticias/593974_conselleria-vivienda-participa-eslovenia-greciaencuentros-proyectos-europeos-ahorro-energetico-happen-triplea-reno.html



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	IVE/EVHA	18/11/2018	Regional government press release: Housing Department participates in HAPPEN and TripleA-reno projects meeting in Slovenia and Greece	Promoting project activity	http://www.habitatge.gva.es/es/inicio/area_de_prensa/not_detalle_area_prensa?id=774385
	EVHA	18/11/2018	The Housing Department attends meetings in Greece and Slovenia for the projects TripleAReno and HAPPEN	Promoting a project activity	http://www.castelloninformacion.com/vivienda-participa-encuentros-de-los-proyectos-europeos-deahorro-energetico-happen-y-triplea-reno/
	IVE	20/11/2018	The Housing Department attends meetings in Greece and Slovenia for the projects TripleAReno and HAPPEN	Promoting a project activity	see screenshot on the press review
	IVE/EVHA	8/12/2019	Regional government press release: Housing organizes the first 'Living Lab' with associations of San Lorenzo de Castellón to explain the European Happen project	Promoting Living Lab	https://www.gva.es/va/inicio/area_de_prensa/not_detalle_area_prensa?id=777965
	EVHA	08/12/2018	Housing organizes the first 'Living Lab' with associations of San Lorenzo de Castellón to explain the European Happen project	Promoting a Living Lab	http://www.castelloninformacion.com/san-lorenzo-castello-proyecto-europeo-happen/
	EVHA	08/12/2018	Housing organizes the first 'Living Lab' with associations of San Lorenzo de Castellón to explain the European Happen project	Promoting a Living Lab	https://www.laplanaaldia.com/castello/noticias/179872/vivienda-organiza-el-primer-living-lab-conasociaciones-de-san-lorenzo-de-castellon-para-explicarles-el-proyecto-europeo-happen
	IVE/EVHA	11/12/2019	HAPPEN project celebrates in Castellon the first Living Lab about energy use optimization	Promoting a Living Lab	https://www.construible.es/2018/12/11/proyecto-happen-celebra-castellon-primer-living-lab-optimizacion-uso-energia
	IVE/EVHA	12/12/2018	Housing organizes the first 'Living Lab' to explain the European Happen project	Promoting a Living Lab	https://www.eseficiencia.es/2018/12/12/generalitat-valenciana-organiza-primer-living-lab-explicar-proyecto-europeo-happen



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EVHA	16/12/2018	The Consell chooses Castellón homes to test energy saving techniques	Promoting the project and a pilot action	https://www.noticiasde.es/comunidad-valenciana/vivienda-avanza-en-el-desarrollo-de-los-proyectoseuropeos-para-promover-el-ahorro-energetico-en-edificios-del-area-mediterranea/
EVHA	15/12/2018	The Consell chooses Castellón homes to test energy saving techniques	Promoting the project and a pilot action	https://www.elperiodicomediterraneo.com/noticias/castellon/consell-elige-viviendas-castellon-probartecnicas-ahorro-energetico_1171348.html
EVHA	09/01/2019	Regional government invests 681.200 euros in the refurbishment and urban regeneration works of the public dwelling social group San Lorenzo of Castelló	Promoting the project	http://www.habitatge.gva.es/va/inicio/area_de_prensa/not_detalle_area_prensa?id=781885
IVE/EVHA	23/05/2019	Regional government press release: Housing participates in Marseille in a European meeting that addresses the Happen energy saving project	Promoting project activities	http://www.habitatge.gva.es/va/inicio/area_de_prensa/not_detalle_area_prensa?id=808884
IVE	23/05/2019	Housing participates in Marseille in a European meeting that addresses the Happen energy saving project	Promoting project activities	LINK
IVE	27/05/2019	Valencia contributes to the HAPPEN project its recommendations for energy efficiency in homes	Promoting project activities	LINK
IVE/EVHA	29/05/2019	Regional government press release: Housing Department introduces a guide to improve coexistence in neighborhood communities of public housing	Promoting the presentation of the guide in the framework of the Living Lab	http://www.habitatge.gva.es/va/inicio/area_de_prensa/not_detalle_area_prensa?id=809671
IVE	29/05/2019	It is presented a guide to improve coexistence in neighborhood communities of public housing	Promoting the presentation of the guide in the framework of the Living Lab	https://castellonplaza.com/presentan-una-guia-para-mejorar-la-convivencia-en-comunidades-vecinales-de-viviendas-publicas
IVE	29/05/2019	Guide to improve coexistence in public housing yards	Promoting the presentation of the guide in the framework of the Living Lab	https://www.levante-emv.com/comunitat-valenciana/2019/05/29/guia-mejorar-



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					convivencia-patios-viviendas/1881678.html
Greece	NKUA	14/05/2019	HAPPEN EU project: Applications, Challenges and Prospects for Smart Communities and Urban Resilience.	Promotion of LL session and project scope and results on Building Green Magazine on Building Sustainable Environment on the magazine website and fb page	http://buildinggreen.gr/eurwpaiko-ergo-happen/?fbclid=IwAR0WcFOOiOyyqoGOZ_AiqHy6IMibvme76EWj4QflaVDuucDGMrsNVNup0HI
	NKUA	22/04/2019	Join Happen EU project Living Lab session on buildings energy retrofit	Promotion of LL session and project scope and results on Building Green Magazine on Building Sustainable Environment on the magazine website and fb page	http://buildinggreen.gr/ekdilosi-tou-ergou-happen/?fbclid=IwAR1ivnmowLzdhA7cWHcdJlaKb4tzMRpRUyomcMRbx53L3XVjloYVnbB99KI
Slovenia	GI ZRMK	2018	Ambien Ljubljana DOM		screenshot in the press review
	GI ZRMK	2018	SUSTAINABLE CONSTRUCTION, TO ENERGY RENOVATION OF BUILDINGS		screenshot in the press review
	GI ZRMK	2018	RENOVATION OF BUILDINGS IN THE MEDITERRANEAN AREA		screenshot in the press review
	GI ZRMK	28/11/2018	Invitation to the event		http://ssrs.si/novice/vabilo-na-dogodek/
Croatia	IRENA	24/07/2018	As part of the HAPPEN project, IRENA promotes the complete energy renovation of buildings in the Mediterranean area	Promoting the project	http://5portal.hr/vijesti_detalj.php?id=17057
	IRENA	24/07/2018	HAPPEN: a project promoting the complete energy renovation of buildings in the Mediterranean area	Promoting the project	http://www.regionalexpress.hr/site/more/happen-projekt-koji-promovira-



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					cjelovitu-energetsku-obnovu-zgrada-na-podruju
IRENA	24/07/2018	HAPPEN: a project promoting the complete energy renovation of buildings in the Mediterranean area	Promoting the project		https://www.istra-istria.hr/index.php?id=2326&tx_ttnews%5btt_news%5d=5250&tx_ttnews%5bbackPid%5d=3856&cHash=d1d4be7a97
IRENA	24/07/2018	HAPPEN: a project promoting the complete energy renovation of buildings in the Mediterranean area	Promoting the project		http://www.radiolabin.hr/news_details.php?id=12609
IRENA	24/07/2018	IRENA - Energy renovation of buildings across two pilot areas in Istria County	Promoting the project		http://tvistra.hr/irena-energetska-obnova-zgrada-kroz-dva-pilot-podrucja-u-istarskoj-zupaniji/
IRENA	26/11/2018	3 articles in the local newspaper (media published our press release)	Promoting living labs		LINK 1 LINK 2 LINK 3
IRENA	17/01/2019	The Istrian Regional Energy Agency implements the optimization of the Grdelin Kindergarten thermotechnical system	Promoting a pilot action		http://5portal.hr/vijesti_detalj.php?id=18750
IRENA	17/01/2019	The realization of the optimization of the thermal system of the Kindergarten 'Grdelin' Buzet is starting	Promoting a pilot action		http://www.regionalexpress.hr/site/more/kree-realizacija-optimizacije-termotehnickog-sustava-dječjeg-vrtia-grdeli
IRENA	17/01/2019	Article in the local newspaper (media published our press release) - Glas Istre, Regional Express	promoting pilot action on site		LINK 1 LINK 2 LINK 3
IRENA	17/01/2019	Optimization of the thermo-technical system of the Kindergarten "Grdelin" Buzet is starting!	Promoting a pilot action		https://www.istra-istria.hr/index.php?id=2326&tx_ttnews%5btt_news%5d=5430&tx_ttnews

–Articles and publications, E-Pills videos, Newsletters – First batch





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					%5bbackPid%5d=3856&cHash=1820a7837e
	IRENA	06/05/2019	120 PROJECTS REALIZED: More than 183 MILLION KUNA for energy and energy efficiency from EU funds to Istrian beneficiaries	Promoting the project	https://www.glasistre.hr/istra/realizirano-120-projekata-za-energetiku-i-energetsku-ucinkovitost-iz-eu-fondova-istarskim-korisnicima-vise-od-183-milijuna-kuna-587547
	IRENA	15/05/2019	Flego: Membership in the EU can be better used for overall development		see screenshot in the press review document
	IRENA	17/06/2019	FLEGO: Reducing consumption and preventing energy loss is of great importance to the Istrian County	Promoting the project	https://www.glasistre.hr/istra/flego-smanjenje-potrosnje-i-sprjecavanje-gubitka-energije-od-velike-su-vaznosti-za-istarsku-zupaniju-590903
Cyprus					

7.1.2 Detailed press review

The press review document is available on Google Drive at the following link:

https://drive.google.com/open?id=1sFlFPKSuY7Dnn_vaYzdT35lZ2DxLz6jV

7.2 Social media review

The social media review is available on Google Drive at the following link:

https://drive.google.com/open?id=1RGycmRjyPzCd_aBCr4cwxPnZxjyneyZP



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7.3 PRESS REVIEW FROM INTERNAL SOURCES : Partners' online communication

Articles on partner's own communication channels (website, newsletter, social media...)					
Task 7.2					
Country	Partner	Date	Title - if applicable	Objective	Link
Italy	H&D				
	CERTIMAC	26/05/2018	HAPPEN: launch in Milan of the new European project funded by the Horizon 2020 Programme	Promoting the project	https://www.certimac.it/IT/Newsroom/News/HAPPEN_apertura_lavori_progetto_horizon2020
	CERTIMAC	26/05/2018	LinkedIn post	Promoting the project	screenshot in the press review
	CERTIMAC		Project card: Happen! HOLISTIC APPROACH AND PLATFORM FOR THE DEEP RENOVATION OF THE MED RESIDENTIAL BUILT ENVIRONMENT	Promoting the project	https://www.certimac.it/EN/Happen_EN
	Stress scarl		Project card: HAPPEN - Holistic Approach and Platform for the deep renovation of the Med residential built Environment	Promoting the project	http://www.stress-scarl.com/en/innovation/eu-research-projects/happen.html
France	AVITEM	2018	Energy efficiency at the heart of the HAPPEN project	Promoting the project	https://www.avitem.org/fr/content/lavitem-partenaire-de-3-nouveaux-projets-europ%C3%A9ens
	AVITEM	May 2018	Les partenaires du projet H2020 #HAPPEN se réunissent pour la première fois aujourd'hui au Centre National de Recherche à Milan!	Promoting the project	https://twitter.com/_AViTeM/status/998900092135510016



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AVITEM	May 2018	Euroméditerranée, impliqué avec l'AVITEM dans le projet H2020 #happen - présente aux partenaires européens, le quartier Les Crottes, site d'expérimentation pilote #mediterraneancity #urbansustainability #energyefficiency #smartbuildings #h2020programme	Promoting the project	https://twitter.com/_AViTeM/status/999222762530136064
AVITEM	July 2018	Le projet européen @HAPPEN_PROJECT , selon @Econostrum1. Projet qui va être mené par @Euromed_MRS et l'@_AViTeM en collaboration avec leurs partenaires européens !	Promoting the project	https://twitter.com/_AViTeM/status/1019566698972794880
AVITEM	24/07/2018	Newsletter: Euroméditerranée and AVITEM win the H2020 call for proposals with the HAPPEN project		https://avitem.org/fr/content/eurom%C3%A9diterran%C3%A9e-et-l%E2%80%99avitem-laur%C3%A9ats-de-l%E2%80%99appel-%C3%A0-projet-europ%C3%A9en-h2020-avec-le-projet
AVITEM	07/08/2018	Euroméditerranée and AVITEM win the H2020 call for proposals with the HAPPEN project		http://www.euromediterranee.fr/les-actualites/detail-actualite.html?tx_ttnews%5Btt_news%5D=842&tx_ttnews%5BbackPid%5D=10&cHash=ff313ad005
AVITEM	October 2018	Les partenaires du HAPPEN PROJECT étaient réunis hier à Athènes pour un 2ème Comité de pilotage très enrichissant		https://www.linkedin.com/posts/avitem_le-s-partenaires-du-happen-project-%C3%A9taient-activity-6468738076687630338-tjG6
AVITEM	nov-18	A VOS AGENDAS !] Le 1er Atelier @HAPPEN_PROJECT , se tiendra le 22 Novembre à 17h30. Plus d'infos : https://avitem.org/node/1902	Promoting the project	https://twitter.com/_AViTeM/status/105722111312801793 https://www.linkedin.com/posts/avitem_le

articles and publications, E-Pills videos, Newsletters – First batch






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					s-ateliers-dhappen-activity-6470946748599795712-SWKV
AVITEM	november 2018	Merci de votre présence et rendez-vous le 13 décembre pour l'Atelier n°2 pour parler rénovation des bâtiments, organisé par @Euromed_MRS dans le cadre du @HAPPEN_PROJECT porté également par l'AVITEM ! #Happenproject #energyefficiency #smartcommunity #smartcitoyens			https://twitter.com/_AViTeM/status/1065856396267307009 https://www.linkedin.com/posts/avitem_happenproject-energyefficiency-smartcommunity-activity-6471621763255140352-UKb8
AVITEM	07/12/2018	Feedback on the meetings of the HAPPEN and HERIT-DATA projects	Promoting a project activity		screenshot in the press review
AVITEM	27/02/2019	A new step for the HAPPEN project	Promoting a project activity		https://avitem.org/fr/content/nouvelle-%C3%A9tape-pour-le-projet-happen
AVITEM	April 2019	Workshop HAPPEN in Marseille	Promoting a project activity		https://avitem.org/fr/content/workshop-happen-%C3%A0-marseille
AVITEM	28/05/2019	Energy renovation of buildings: the HAPPEN project meets in Marseille	Promoting a project activity		https://avitem.org/fr/content/r%C3%A9novation-%C3%A9nerg%C3%A9tique-des-b%C3%A2timents-le-projet-happen-se-r%C3%A9unit-%C3%A0-marseille
AVITEM	june 2019	Aujourd'hui à Bruxelles, l'AVITEM représente @HAPPEN_PROJECT à la session sur la #rénovation #énergétique des bâtiments, dans le cadre de la Semaine Européenne des Énergies Renouvelables #EUSEW19			https://twitter.com/_AViTeM/status/1140919791189995520 https://www.linkedin.com/posts/avitem_eusew19-activity-6546683405030031360-gti2



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	AVITEM	19/08/2019	 Le 4 septembre, rendez-vous à #Marseille pour le living lab de @HAPPEN_PROJECT ! Vous pourrez découvrir les premiers résultats du projet et échanger à propos des premiers outils réalisés. Plus d'infos et inscription :	Promoting living lab	https://twitter.com/_AViTeM/status/1163425854447398912
	AVITEM	June 2019	Energy renovation of buildings: the HAPPEN project attends the EU sustainable energy week	Promoting a project activity	https://avitem.org/fr/content/r%C3%A9novation-%C3%A9nerg%C3%A9tique-des-b%C3%A2timents-happen-%C3%A0-la-semaine-europ%C3%A9enne-des-energies
Spain	IVE	20/07/2018	Two new projects begin (Newsletter)	Promoting the project	http://www.five.es/?wysija-page=1&controller=email&action=view&email_id=66&wysijap=subscriptions&user_id=4
	IVE	11/09/2018	Website: HAPPEN: a new project to promote energy renovation in the Med area	Promoting the project	http://www.five.es/happen-un-nuevo-proyecto-para-promover-la-rehabilitacion-de-edificios-en-el-area-mediterranea/
	IVE	17/09/2018	Website: The Department of Housing advances in the development of European projects to promote energy savings in buildings in the Mediterranean	Promoting the project	http://www.five.es/la-conselleria-de-vivienda-avanza-en-el-desarrollo-de-los-proyectos-europeos-para-promover-el-ahorro-energetico-en-edificios-del-area-mediterranea/
	IVE	10/04/19	A new session of the #LivingLab of #SanLorenzo in # Castelló was held today in the framework of the @HAPPEN_PROJECT project in which #EVha and #IVE have told the news about the project to different associations and a #EfficiencyEnergy workshop	Promoting Living Lab session on energy efficiency tips to influencers	https://twitter.com/Fundacion_IVE/status/1115965510393450496



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IVE	08/05/19	Today in # Castelló #GVA #EVha #IVE meeting with neighbors and associations to talk about good habits of #Energy Efficiency in the neighborhood and get their opinion on the # Guide for living in neighborhood communities #livinglab @HAPPEN_PROJECT	Promoting Living Lab session on energy efficiency tips	https://twitter.com/Fundacion_IVE/status/1126067377026809856
IVE	15/05/19	Several French officials visit the @etsaUPV today and receive information about the recent activity of #IVE in #ProyectosEU of research	Promoting HAPPEN project	https://twitter.com/Fundacion_IVE/status/1128635866631610375
IVE	24/05/19	Today at the @HAPPEN_PROJECT meeting in Marseille, @GVAhabitatge through #EVha and #IVE together with @unisevilla, they share their experience in # Castelló where they talked with neighbors and associations of good habits of #Efficiency in the neighborhood	Promoting HAPPEN project	https://twitter.com/Fundacion_IVE/status/1131843833854091265
IVE	27/05/19	IVE newsletter sent via e-mail	Promoting HAPPEN project and Living Lab in Castellon	https://www.five.es/?wysija-page=1&controller=email&action=view&email_id=127&wysijap=subscriptions&user_id=4
IVE	29/05/19	Yesterday, new session of @HAPPEN_PROJECT #LivingLab in @etsaUPV School of Architecture with students from University of Montreal to talk about @HAPPEN_PROJECT #AirQuality #UrbanHeatIsland effect and how to improve it from architecture's point of view	Promoting the Living Lab sessions with students of architecture	https://twitter.com/Fundacion_IVE/status/1133658803352801280
IVE	31/05/19	Guide to improve neighborhood living in public housing #EVha @GVAhabitatge	Promoting the presentation of the guide in the framework of the Living Lab	https://twitter.com/Fundacion_IVE/status/1134234048702951425



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Greece	NKUA	12/07/2019	Video: The President of HIPPEN for the HAPPEN and FIT-TO-NZEB projects	Promotion of LL sessions and project scopes on The Hellenic Passive House Institute fb page	https://www.facebook.com/HellenicPassiveHouseInstitute/videos/2315978268471659/
Slovenia	GI ZRMK	15/04/2019	Programs and measures of the Housing Fund of the Republic of Slovenia for increasing and improving the public tenancy fund	Promoting a Living Lab	http://www.gi-zrmk.si/novice/190/strokovni_posvet/
Croatia	IRENA	24/07/2018	HAPPEN: a project promoting the complete energy renovation of buildings in the Mediterranean area	Promoting the project	http://www.irena-istra.hr/index.php?id=3367&tx_ttnews%5bt_news%5d=5250&tx_ttnews%5bbackPid%5d=3322&cHash=c7f983976e
	IRENA	08/10/2018	Public call for testing the potential of using shallow geothermal energy through the EU project HAPPEN has been published	Promoting a project activity	http://www.irena-istra.hr/index.php?id=3367&tx_ttnews%5bt_news%5d=5325&tx_ttnews%5bbackPid%5d=3322&cHash=ec29563cd3
	IRENA	26/11/2018	Announcement: Seminar on Optimal Solutions for Building Energy Efficiency (26.11.2018 in Labin)	Promoting a project activity	http://www.irena-istra.hr/index.php?id=3367&tx_ttnews[tt_news]=5373&tx_ttnews[backPid]=3322&cHash=7b06862837
	IRENA	17/01/2019	Optimization of the thermo-technical system of the Kindergarten "Grdelin" Buzet is starting!	Promoting a pilot action	http://www.irena-istra.hr/index.php?id=3367&tx_ttnews%5bt_news%5d=5430&tx_ttnews%5bbackPid%5d=3322&cHash=d6b92d920f
	IRENA				



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Cyprus	CEA	April 3	Facebook Post	In search for the 3rd residence in Strovolos to participate in the project's pilot actions	https://bit.ly/2K55TZY
	CEA	April 22	April's Newsletter (Written in Greek, English and Tourkish and Shared on all our Social Media and Website)	Promoting our search for the 3rd residence in Strovolos to participate in the project's pilot actions	https://bit.ly/2JSUmhl
	CEA	May 23	Twitter Post	Shared the project's post from the 3rd Partners Meeting in Marseille	https://bit.ly/2LlCPQ2
	CEA	May 27	Twitter Post	Shared the project's post from the 3rd Partners Meeting in Marseille	https://bit.ly/2YuX6cl
	CEA	May 27	LinkedIn Post	Shared the project's post from the 3rd Partners	https://bit.ly/2ZefoMG



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				Meeting in Marseille	
CEA	May 27	May's Newsletter (Written in Greek, English and Tourkish and Shared on all our Social Media and Website)		Article on the 3rd Partners' Meetings in Marseille	https://bit.ly/2ybG591
CEA	June 14	Linkedin Post		Invitation to the 2nd Living Lab Workshop	https://bit.ly/2YqtMEo
CEA	June 18	Facebook Post		Invitation to the 2nd Living Lab Workshop	https://bit.ly/2Mh6SZN
CEA	June 18	Twitter Post		Invitation to the 2nd Living Lab Workshop	https://bit.ly/2Yn6X0e
CEA	June 19	June's Newsletter (Written in Greek, English and Tourkish and Shred on all our Social Media and Website)		Invitation to the 2nd Living Lab Workshop	https://bit.ly/2Ohj5jv
CEA	June 24	LinkedIn Post		Photos from the 2nd Living Lab Workshop	https://bit.ly/2Zd9Thh
CEA	June 24	Twitter Post		Photos from the 2nd Living Lab Workshop	https://bit.ly/2K7Qqll
CEA	June 24	Facebook Post		Photos from the 2nd Living Lab Workshop	https://bit.ly/2Ylfwgf
CEA	July 2019	Newsletter: The 2nd 'Living Lab' Workshop was Held with Great Success		Promotion of the Living Lab	https://sway.office.com/UNI3WOAwL6IVEg7t?ref=Link



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7.4 E-pills toolkit

The toolkit is available on Google Drive at the following link:

<https://drive.google.com/open?id=14vz3Q20HkdcPvJttULXr6uANv27sD6jyxaBwOoA7F0Q>