



Futur*Hist*

1st CDE report



Project Overview



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Executive Summary

This report summarises all communication and dissemination activities of the FuturHist project from January to December 2024. We prepared it to present our progress in engaging with our target groups.

In the project's first year, we focused mainly on establishing our communication channels, including our website, social media profiles, and newsletter. We have initiated outreach to our audiences, which will be intensified in the upcoming year as we continue to share further results from our work and announce upcoming events organised by the project consortium.

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1. Introduction

This document outlines all the communication and dissemination activities implemented in the project's first year. For this purpose, we describe individual tasks through lists of implemented activities, inserting images and screenshots. We also refer to all indicators listed in GA as part of Work Package 7. Wherever applicable, we include a table with the Performance Indicators as agreed on in the Grant Agreement, comparing to what was achieved in the project's first year.

In the chapter “Communicating FuturHist,” we report on the website's activities, including its development, and describe all the updates made since the writing of Deliverable D7.4 Website & Visual Identity. We also list all the activities implemented in the project's Social Media. We present the Newsletters distributed to the subscribers in the corresponding year. In 2024, we started working on a video series exploring various aspects of our demo cases. We have also included the video production schedule for the following months.

In the chapter “Dissemination and Stakeholder Engagement,” we share a list of events where project partners presented the projects' aims and initial results. We also describe the process of establishing the External Advisory Board and the workflow involved in collaborating with it. Additionally, we outline the cooperation established during the corresponding year.

The chapter “Partners’ Communication and Dissemination Activities” summarises partners' contributions through their communication channels and participation in various events.

2. Communicating FuturHist (Task 7.2)

2.1. Project website (Subtask 7.2.2.)

The website www.futurhist.eu is the primary interface with the online community and collects all relevant information and materials produced throughout the project.

2.1.1. Development of the project website

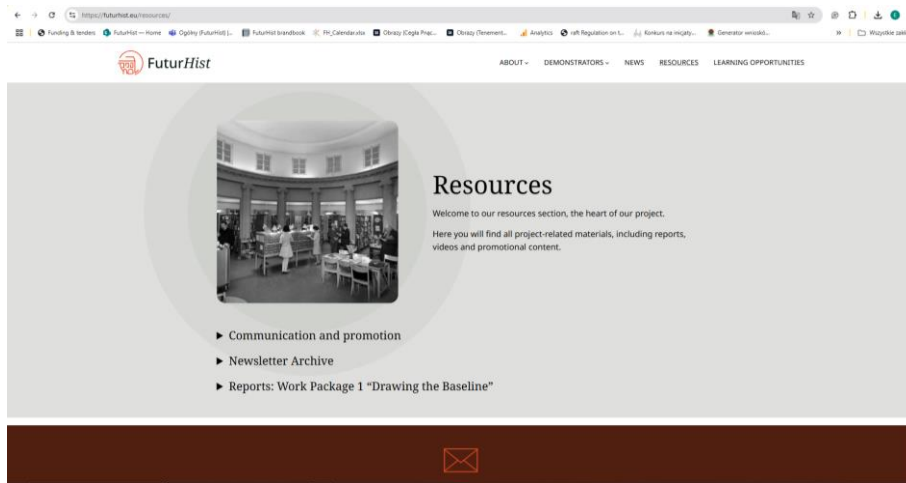
The deliverable D7.4 submitted in M3 presented the project's website layout, structure, and functionalities. Since then, some amendments have been implemented on the website.

The section "Resources" was introduced and presents all the materials produced for the project. It is divided so far into three sections:

- "Communication & Promotion", where all the promotional materials are available for download,
- "Newsletter Archive", where all the issues of the FuturHist newsletter are available,
- "Reports from Work Package 1, Drawing the Baseline," where all public deliverables are available for download. Reports created as part of other work packages will be published as they become available.

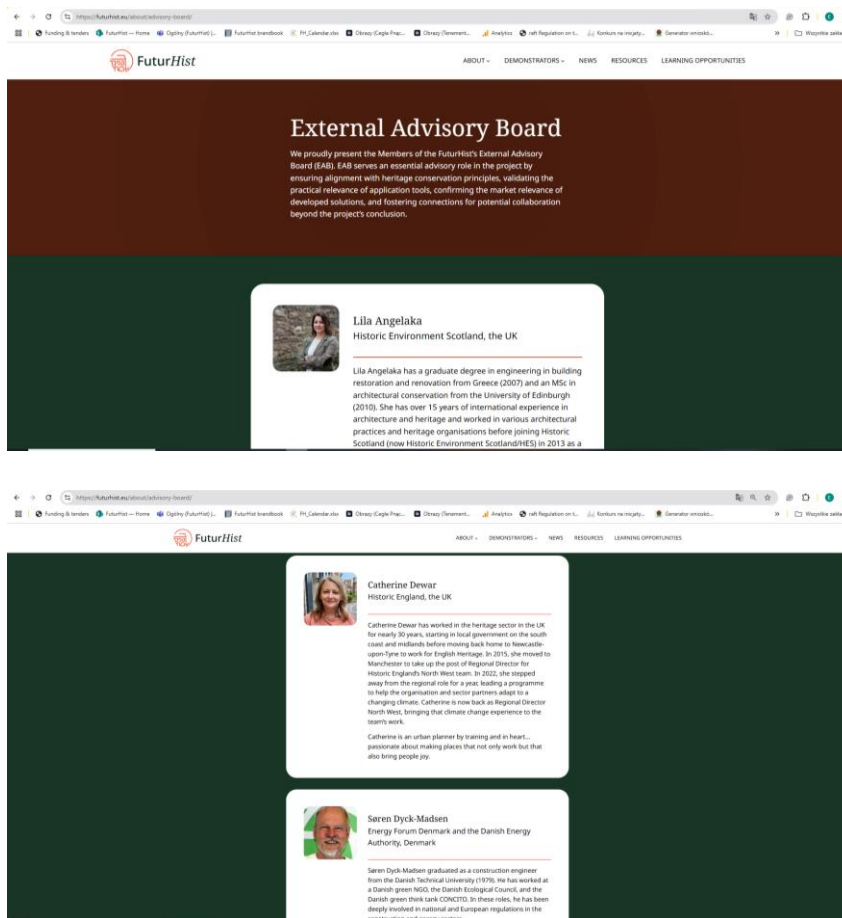
The section "Resources" will be further developed and adapted to present the upcoming results.

Figure 1 The "Resources" section of the website



Another section introduced to the website is "External Advisory Board," which presents members of the Board. So far, 12 bios have been uploaded to the website, informing the FuturHist audience about the Board Members' expertise and contributions.

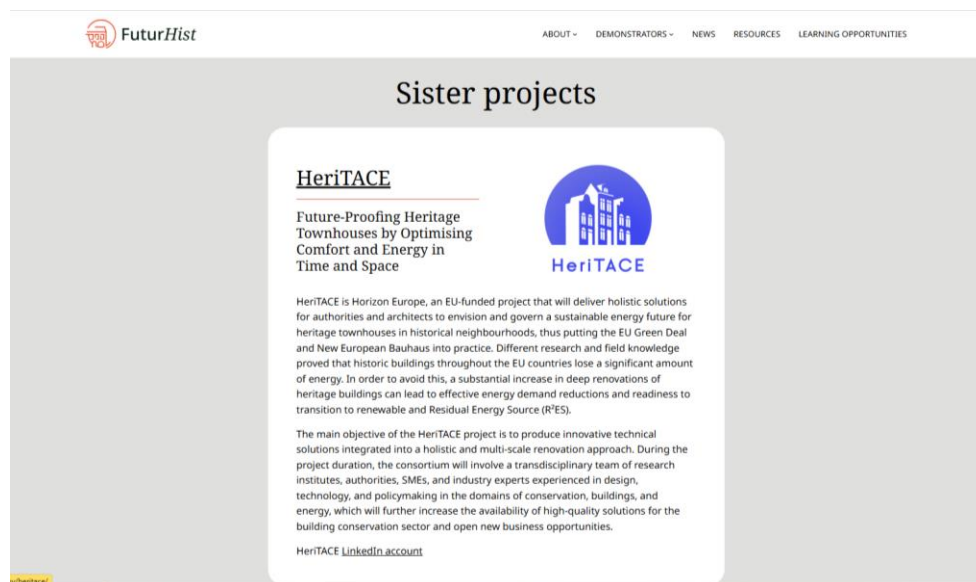
Figure 2 The "External Advisory Board" section of the website



The last section established and subject to further development is a "Sister projects" section that

might be transformed into a “Cooperation” section. Some space will be reserved for sister projects, and the rest will be reserved for other related projects with which we collaborate. As for now, the section introduces a HeriTACE project.

Figure 3 The “Sister projects” section of the website



2.1.2. News section

The news section presents the most significant project achievements, reports from the meetings, news about the results being available for the FuturHist audience, and a “call to action” in which target groups can contribute or participate.

In the corresponding period, seven articles were published (in order from the newest to the oldest):

- *Policy framework report*, published 2024/10/27
- *FuturHist contributes to the EEHB conference in Krems, Austria* published 2024/10/19
- *FuturHist Survey*, published 2024/07/24
- *FuturHist Advances: Successful Launch Event and Demo Case Insights in Spain*, published 2024/07/22
- *First meeting with our demo case*, published 2024/03/13
- *To reach the practitioners is a FuturHist goal*, published 2024/03/13
- *New Year, new perspectives for the historic buildings*, published 2024/03/13

2.1.3. Website Performance Indicators

Specific indicators must be achieved according to the Grant Agreement. The table below presents the extent to which the indicators were completed in the corresponding period. After we launched the website, we first introduced an open-source Matomo for website analytics.

However, after a few months, we realised with the website developer that they needed to be more reliable. Therefore, we included Google Analytics on 14 July 2024 and have continued to do so ever since. The numbers below come from Google Analytics from 14 July 2024 to 11 December 2024.

Figure 4 Project's website Performance Indicators

Performance Indicators					
Product	Target	Verification	Indicator	Achieved in 1 st report	Remaining to achieve
Project's website	Number of unique visitors	Google Analytics from 14 July 2024 – indicator "active users"	5000	1203	3797
Project's website	Number of downloads	Google Analytics	1000	56	944
Project's website	Average time on site	Google Analytics	>2 min	1,01 min	Improvement of average time on the website

Figure 5 Google Analytics – trend of users in the period from July 1 to December 11, 2024, the total number of users, divided by page, is shown in column 2

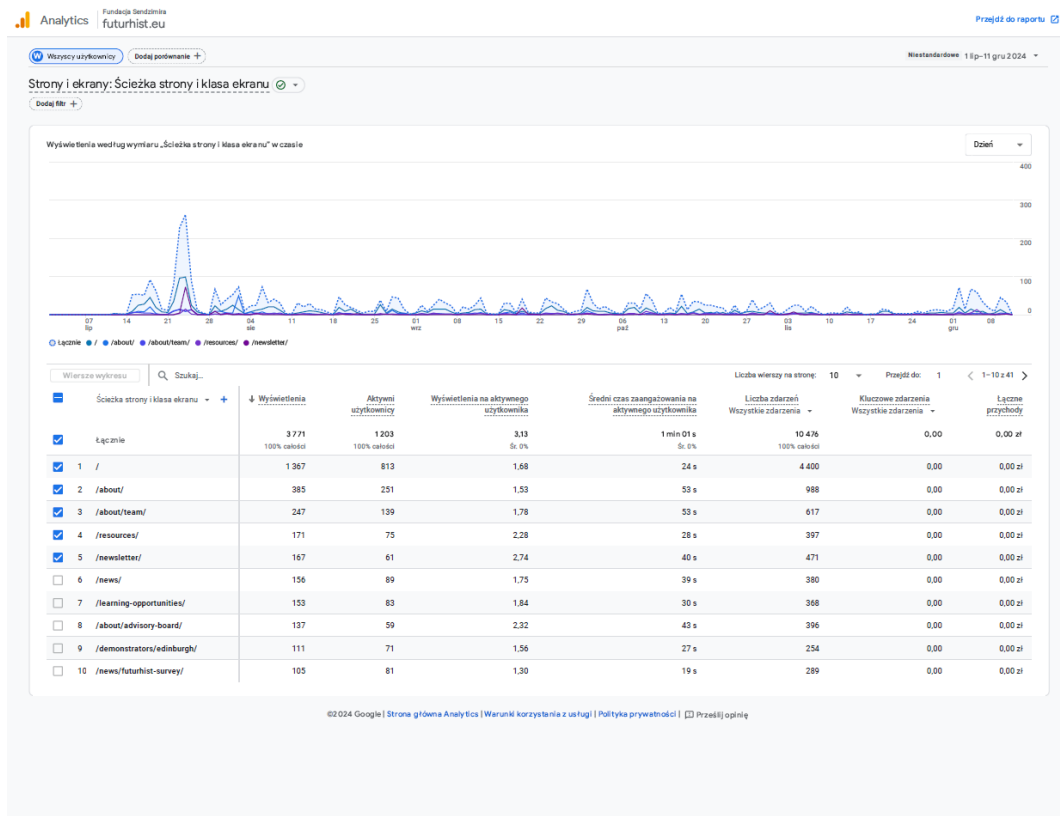


Figure 6 Google Analytics – number of downloads, divided per item, in the period from September 26 to December 17, 2024

Analytics futurhist.eu Eksploracja bez nazwy		
Data 26 wrz 2024–17 gru 2024		
Eksploracja s...		
Segment	All Users	Sumy
Nazwa pliku	Liczba zdarzeń	↓ Liczba zdarzeń
Razem	4 437 100% całości	4 437 100% całości
1	4 381	4 381
2 /wp-content/uploads/FuturHist-D1.3-30_09_2024.pdf	51	51
3 /wp-content/uploads/futurhist_postersA3_WEB.zip	2	2
4 /wp-content/uploads/FuturHist_D74.pdf	1	1
5 /wp-content/uploads/futurhist_postersA3_PRINT.zip	1	1
6 /wp-content/uploads/futurhist_rollup80x100cm_intro01_Linkoping_PRESS.pdf	1	1

2.2. Social media accounts (Subtask 7.2.3)

FuturHist operates two social media accounts:

- LinkedIn <https://www.linkedin.com/company/futurhist> and
- YouTube www.youtube.com/@FuturHist-2024.

LinkedIn is used to share updates about the project and provide quality posts aimed at the project's target groups. YouTube is the project's media channel, through which all video content will be hosted and disseminated.

2.2.1. LinkedIn Content

Since the first post was published on the FuturHist LinkedIn account on March 14, 2024, 40 posts had been published by December 8, 2024. As outlined in D7.1 (the base version of the Dissemination and Communication Plan) for April to December 2024, the objective of the LinkedIn communication was:

1. To present the consortium members, which was achieved mainly through presenting the results of their past projects and initiatives related to retrofitting historic buildings. By doing so, we also contributed to disseminating the results of these projects, among which some were the EU projects. In such a way, we introduced the following partners:

- Eurac Research and its project Historic Building Energy Retrofit atlas (HIBERatlas),
 - Aalborg University and ERIK arkitekter and the project they participated in RIBuild project and the guidelines "Know your buildings" guidelines on internal insulation,
 - University of Strathclyde, through their work on the case study Niddrie Road in Glasgow,
 - The Sendzimir Foundation, through their guidelines publication "Renovation and retrofitting of old buildings in times of climate crisis",
 - The Edinburgh World Heritage, through their work on guidelines about the windows retrofit.
2. To present the best practice examples leading to the publication of the post related to:
 - the Niddrie Road in Glasgow,
 - the Freihof Sulz in Austria,
 - the summary of 69 cases analysed in the scientific article concluding the HIBERatlas project.
 3. To present the examples of the guidelines and tools supporting the retrofit of historic buildings:
 - the Historic England guideline "Cultural Heritage Capital and Wellbeing: Examining the relationship between heritage density and life satisfaction",
 - the Sendzimir Foundation guideline "Renovation and retrofitting of old buildings in times of climate crisis",
 - the Edinburgh World Heritage guidelines about the windows retrofit "Retrofitting Historic Sash and Case windows".
 4. To present the Policy Framework summary:
 - post related to the Deliverable "Policy Framework: An Overview of European Policies for Energy Efficiency in Historic Buildings".

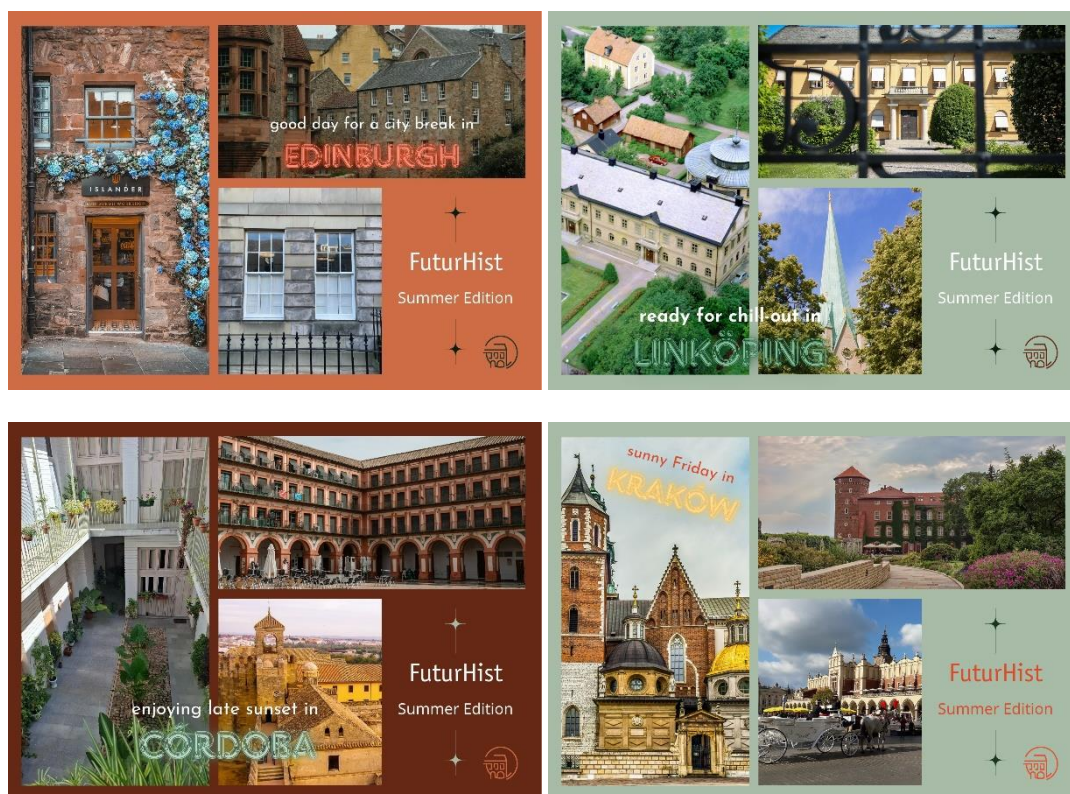
There was also explicitly project-related content, presenting:

1. project meetings in Bolzano and Cordoba/Sevilla,
2. natural materials being tested in the project,
3. team members,

4. participation of the team members in various events and conferences, like the Messe Dornbirn GmbH trade fair in Austria; the 33rd Economic Forum in Karpacz, Poland; the Energy Efficiency in Historic Buildings conference in Krems, Austria; the Heritage Homes in Green Transition in Estonia;
5. the External Advisory Board Members,
6. the survey on barriers to retrofitting historic buildings.

Several posts showcased the FuturHist demo cases. Additionally, during the summer holiday, postcard-like posts invited people to visit the cities where our demo cases are located. Below are the cards created for that series.

Figure 7 Examples of cards used on the LinkedIn account



Below, we present the complete list of posts.

Figure 8 List of posts on LinkedIn in the corresponding report period

	Description (max 200 words)*	Number of impressions - up to 08.12.2024	Engagement Rate	Date*	URL*
1	Repost post about the kick-off in Bolzano	93	15,05	2024-03-14	https://www.linkedin.com/posts/futurhist_futurhist-futurhist-activity-7174036539440611328Xtc1?utm_source=share&utm_medium=member_desktop
2	Repost post about the Natürlich Bauen presentation at the conference in Austria	109	7,34	2024-03-15	https://www.linkedin.com/posts/futurhist_wirindmesse-combau-messequartierdornbirn-activity7174354701017071617-HCTC?utm_source=share&utm_medium=member_desktop
3	Post about HiberTool	409	4,89	2024-04-11	https://www.linkedin.com/posts/futurhist_hibertool-historic-building-energy-retrofit-activity7184132945912225793-Xq2-?utm_source=share&utm_medium=member_desktop
4	Post about case study in Scotland	237	5,49	2024-04-17	https://www.linkedin.com/posts/futurhist_have-you-ever-sought-a-good-case-study-example-activity7186311744510693376-Tu93?utm_source=share&utm_medium=member_desktop

5	Post about the Energy Efficiency in Historic Buildings conference	166	3,01	2024-04-17	https://www.linkedin.com/posts/futurhist_home-eehb24-activity-7186483574173229059NsJg?utm_source=share&utm_medium=member_desktop
6	Post about the International Day of Heritage Sites	650	4,15	2024-04-18	https://www.linkedin.com/posts/futurhist_18april-icomos-idms2024-activity-7186699547983634432b1J?utm_source=share&utm_medium=member_desktop
7	Post about biomaterials as a growing trend	234	4,70	2024-04-24	https://www.linkedin.com/posts/futurhist_heritagebuildings-futurhist-heritagebuildings-activity7188819899165622272-dQNH?utm_source=share&utm_medium=member_desktop
8	Post about the team members	482	5,60	2024-04-25	https://www.linkedin.com/feed/update/urn:li:activity:7189181995543838720
9	About the EU Mies awards	91	8,79	2024-04-26	https://www.linkedin.com/feed/update/urn:li:activity:7189552282542161921/
10	About the four demo cases	269	31,97	2024-04-30	https://www.linkedin.com/feed/update/urn:li:activity:7190975733953871872/
11	About RiBuild guideline on internal insulation	1122	2,58	2024-05-08	https://www.linkedin.com/feed/update/urn:li:activity:7193867799616700417/
12	About the Sendzimir Foundation publication	600	12,17	2024-05-09	https://www.linkedin.com/feed/update/urn:li:activity:7194239203025530881/
13	Post about the Historic England guideline "Heritage Capital and Well-being..."	273	7,33	2024-05-14	https://www.linkedin.com/posts/futurhist_its-fascinating-to-note-that-looking-after-activity7196054863942684672-wkf?utm_source=share&utm_medium=member_desktop
14	Post about the Freihof Sulz- a case study from HIBERAtlas	286	4,20	2024-05-21	https://www.linkedin.com/posts/futurhist_freihof-sulz-activity-7198593180462641152FSpd?utm_source=share&utm_medium=member_desktop
15	Post about a working meeting in the demo case in Kraków	329	19,15	2024-05-27	https://www.linkedin.com/posts/futurhist_futurhist-heritagebuildings-sustainableetrofit-activity7200755823046803456-8BvU?utm_source=share&utm_medium=member_desktop
16	Post about the official meeting with representatives of the local government and crucial sectors for the energy renovation in Seville	550	29,64	2024-06-20	https://www.linkedin.com/posts/futurhist_yesterday-we-announced-futurhist-in-seville-activity7209548075059601409-azD4?utm_source=share&utm_medium=member_desktop
17	Post about the project meeting in Seville and Cordoba	831	48,13	2024-06-21	https://www.linkedin.com/posts/futurhist_this-week-meet-the-futurhist-team-at-activity7209846844460302336-vA7u?utm_source=share&utm_medium=member_desktop
18	Post about the HeriTACE project's newsletter featuring FuturHist	148	8,78	2024-06-27	https://www.linkedin.com/posts/futurhist_renovation-heritagebuildings-heritage-activity7211986681820827648-PgFL?utm_source=share&utm_medium=member_desktop
19	Repost about the carbon clay	102	8,82	2024-07-02	https://www.linkedin.com/posts/futurhist_home-carbonclay-activity-7213800238925414402y37a?utm_source=share&utm_medium=member_desktop
20	Post about "FuturHist" on vacation in Kraków demo-case	281	11,03	2024-07-05	https://www.linkedin.com/posts/futurhist_futurhist-heritagebuildings-sustainableetrofit-activity7214900844498976769-YDyN?utm_source=share&utm_medium=member_desktop
21	Post about "FuturHist" on vacation in Edinburgh demo-case	394	11,68	2024-07-18	https://www.linkedin.com/posts/futurhist_futurhist-heritagebuildings-sustainableetrofit-activity7219684080265674752-K4P6?utm_source=share&utm_medium=member_desktop
22	Post about the FuturHist survey on barriers	1499	7,61	2024-07-22	https://www.linkedin.com/posts/futurhist_help-us-address-the-barriers-to-energy-efficient-activity722107650555058689-hyl?utm_source=share&utm_medium=member_desktop
23	Post about the Energy Efficiency in Historic Buildings conference call for abstracts	303	7,59	2024-07-23	https://www.linkedin.com/posts/futurhist_some-exciting-topics-to-choose-from-in-activity7221412474162487296-16En?utm_source=share&utm_medium=member_desktop
24	Post about the FuturHist newsletter	448	12,95	2024-07-25	https://www.linkedin.com/posts/futurhist_ready-for-some-futurhist-update-activity7222163689041252352-OPDL?utm_source=share&utm_medium=member_desktop
25	Post about "FuturHist" on vacation in Linköping demo-case	261	5,36	2024-08-09	https://www.linkedin.com/posts/futurhist_after-exploring-bustling-cities-like-krak%C3%B3w-activity7227576907276402688-XFRa?utm_source=share&utm_medium=member_desktop
26	Post about the Edinburgh World Heritage guideline about the windows retrofit	563	12,08	2024-08-14	https://www.linkedin.com/posts/futurhist_if-you-are-looking-for-inspiration-activity7229392563697254400-daB6?utm_source=share&utm_medium=member_desktop
27	Post about "FuturHist" on vacation in Cordoba demo-case	232	11,64	2024-08-30	https://www.linkedin.com/posts/futurhist_the-holiday-season-is-ending-but-theres-activity7235201154761015296-DfAM?utm_source=share&utm_medium=member_desktop
28	Repost from the sister project HeriTACE participation in the Sustainable Places conference	0	0,00	2024-09-04	https://www.linkedin.com/posts/heritace_savethedate-culturalheritage-sustainable-activity7236691575383236608-OVeP?utm_source=share&utm_medium=member_desktop
29	Post about the publication of the HIBERAtlas results	317	9,15	2024-09-09	https://www.linkedin.com/posts/futurhist_can-heritage-buildings-achieve-a-70-total-activity-7238858358034714624-g1O9?utm_source=share&utm_medium=member_desktop
30	Post about the FuturHist presentation at the 33rd Economic Forum in Karpacz, Poland	116	9,48	2024-09-10	https://www.linkedin.com/posts/futurhist_futurhist-heritagebuildings-sustainableetrofit-activity7239169474816299008-AXMe?utm_source=share&utm_medium=member_desktop
31	Post about the "Life in Kraków" article about the FuturHist	281	6,41	2024-09-12	https://www.linkedin.com/posts/futurhist_it-is-becoming-increasingly-evident-activity7239967566096461824-re_0?utm_source=share&utm_medium=member_desktop
32	Repost from the sister project HeriTACE participation in the Sustainable Places conference	0	0,00	2024-09-17	https://www.linkedin.com/posts/heritace_culturalheritage-sustainable-energyefficient-activity7241709347418828800-6K6U?utm_source=share&utm_medium=member_desktop
33	Post about the FuturHist joining the Heritage Research Hub	136	14,71	2024-09-24	https://www.linkedin.com/posts/futurhist_heritageproject-activity-7244280098332270593lcsj?utm_source=share&utm_medium=member_desktop
34	Post about the FuturHist presentations at the Energy Efficiency in Historic Buildings conference	390	9,74	2024-10-07	https://www.linkedin.com/posts/futurhist_today-we-are-presenting-futurhist-in-krems-activity7248964464241242113-tQhA?utm_source=share&utm_medium=member_desktop
35	Post introducing the External Advisory Board member Monika Bogdanowska	611	5,24	2024-10-09	https://www.linkedin.com/posts/futurhist_futurhist-heritagebuildings-sustainableetrofit-activity724972500985853952-ToxU?utm_source=share&utm_medium=member_desktop
36	Post about the FuturHist presentation at the Heritage Homes in Green Transition	217	9,68	2024-10-10	https://www.linkedin.com/posts/futurhist_icomos-culturalheritage-futurhist-activity7250070352565809152-z2On?utm_source=share&utm_medium=member_desktop
37	Post introducing the External Advisory Board member Peter Rickaby	171	4,09	2024-10-11	https://www.linkedin.com/posts/futurhist_today-we-introduce-you-to-peter-rickaby-activity7250425927191478273-XrdV?utm_source=share&utm_medium=member_desktop
38	Post about the news at the FuturHist website related to the presentations at the Energy Efficiency in Historic Buildings	341	6,16	2024-10-21	https://www.linkedin.com/posts/futurhist_futurhist-contributes-to-the-eehb-conference-activity7254031163940294656-gd3m?utm_source=share&utm_medium=member_desktop
39	Post about the deliverable on "Policy framework."	370	21,89	2024-12-02	https://www.linkedin.com/posts/futurhist_are-you-interested-in-the-legal-context-activity7269277871225860097-aTil?utm_source=share&utm_medium=member_desktop
40	A post introducing the External Advisory Board member Angela Ranea Palma	95	8,42	2024-12-03	https://www.linkedin.com/posts/futurhist_im-eager-to-help-futurhist-proving-that-activity7269991505501581312-3XnY?utm_source=share&utm_medium=member_desktop

2.2.2. LinkedIn Performance Indicators

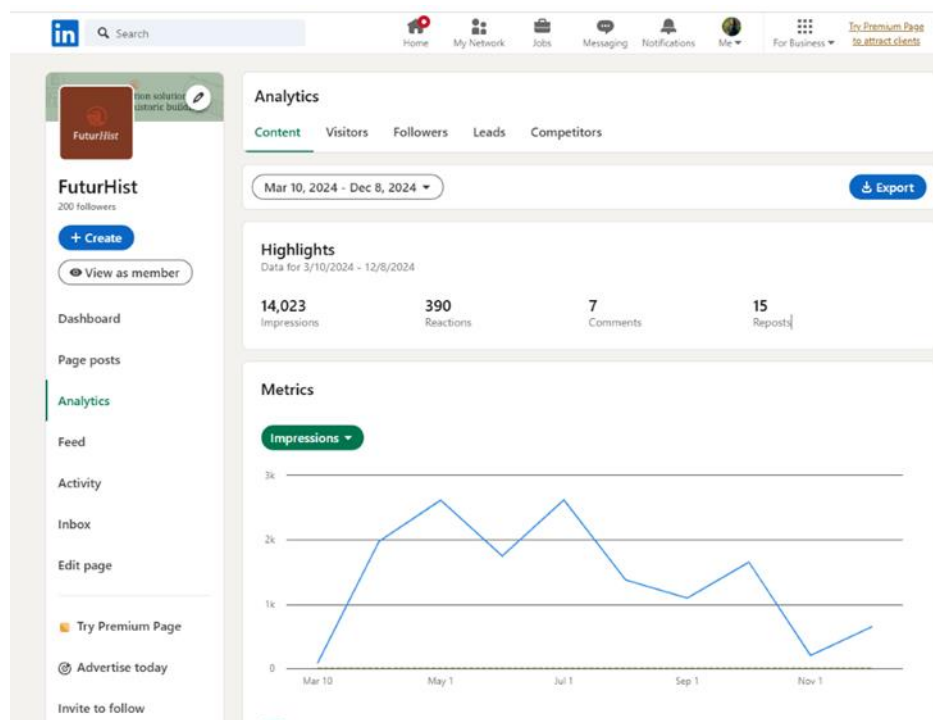
As mentioned above, 40 posts were published in the corresponding period. This gives an average of 0.95 posts per week, compared to the anticipated rate of 1 post per week outlined in D7.1 (the Dissemination and Communication Plan base version). This rate will be improved in the next year of the project since there will be a lot of results-related content available for communication and dissemination.

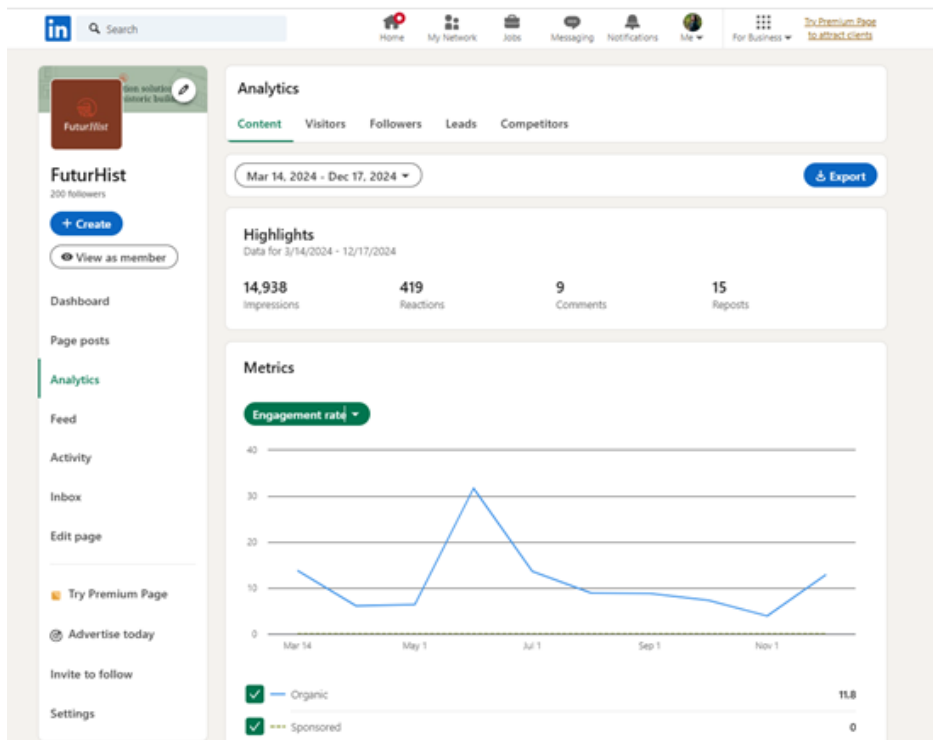
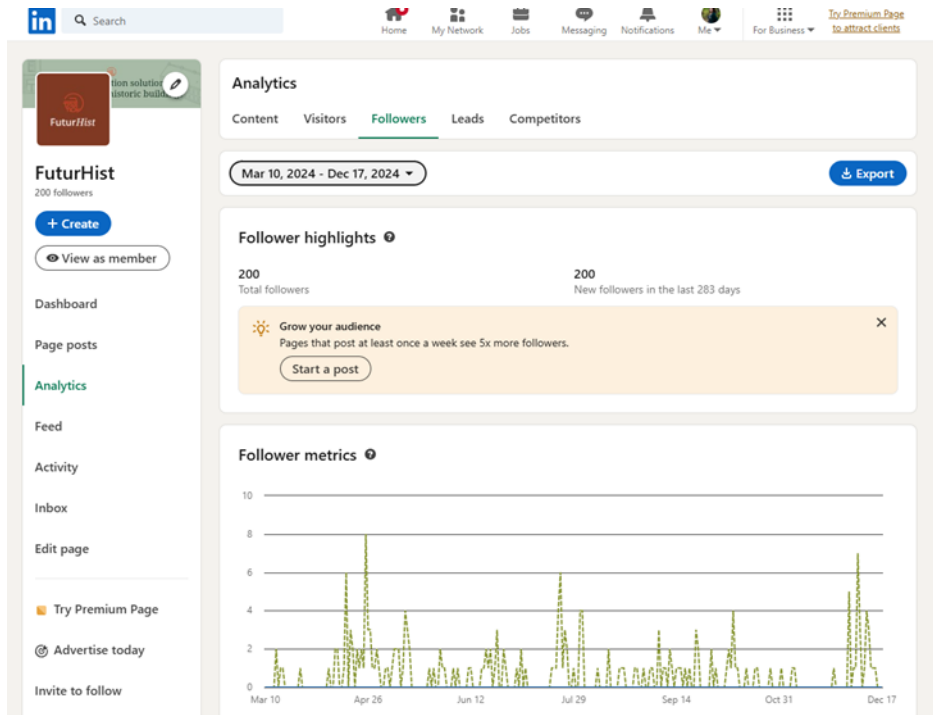
The average engagement rate achieved is 10.42%. Four posts exceeded this average engagement rate and were related to:

1. post about the project meeting in Seville and Cordoba – 48,13% engagement rate,
2. post introducing four demo cases – 31,97% engagement rate,
3. post about the meeting with representatives of the local government and crucial sectors for the energy renovation in Seville – 29,64% engagement rate,
4. post about the first deliverable in Work Package 1, “Drawing the baseline”, titled “Policy framework – 21,89% engagement rate.

In the corresponding year, we achieved 14007 impressions in total. See 2.2.4 for a summary of Social Media statistics.

Figure 9 Screenshot with the summary of the LinkedIn impressions, followers and engagement rate





2.2.3. YouTube channel

The YouTube channel was launched in December 2024 to showcase the videos created within the project. One video was finalised and uploaded to YouTube (see 2.4), but there wasn't enough time to generate significant engagement. In the upcoming months, we will focus on developing the YouTube channel, as we expect to finalise the delayed videos and produce the materials

scheduled for 2025 (see 2.4).

2.2.4. Combined Social Media Performance Indicators

Below, we present the combined Social Media Performance Indicators described in the Grant Agreement. Since LinkedIn statistics do not include an indicator such as "people reached," we assume to report the sum of post impressions in a given reporting period. YouTube channel is a subject for further development, as mentioned in 2.2.2.

Figure 10 Combined Performance Indicators of the project's Social Media channels

Performance Indicators					
Product	Target	Verification	Indicator	Achieved in 1 st report	Remaining to achieve
LinkedIn followers	No. of followers	Social Media Analytics	Minimum 500 (rising each year)	200	300
YouTube subscribers				0	
LinkedIn	Number of people reached	Social Media Analytics	>90.000 (post impressions)	14007	75933
YouTube	Total video views on YouTube	Social Media Analytics	>600	0	600

2.3. E-newsletter (Subtask 7.2.4)

The FuturHist newsletter is managed through a MailChimp account. Everyone can subscribe to the newsletter on the FuturHist website at <https://futurhist.eu/newsletter/>. Two editions of the newsletter were sent out during the reporting period.

The first issue was distributed to 24 subscribers on July 25, 2024. An online version of this issue can be found in the Resources section of the FuturHist website: [https://mailchi.mp/8bb37949e09e/futurhist-newsletter-july-2024?e=\[UNIQID\]](https://mailchi.mp/8bb37949e09e/futurhist-newsletter-july-2024?e=[UNIQID]). The first edition informed the FuturHist audience about a project meeting in Spain and invited them to participate in a survey on barriers, part of Work Package 1. Additionally, it encouraged recipients to attend two related conferences, read an advice note from Historic England, and learn about one of our Sister Projects, HeriTACE. Below, we present the statistics for this campaign, including the open rate and click rate.

Figure 11 Screenshot of the newsletter no. 1

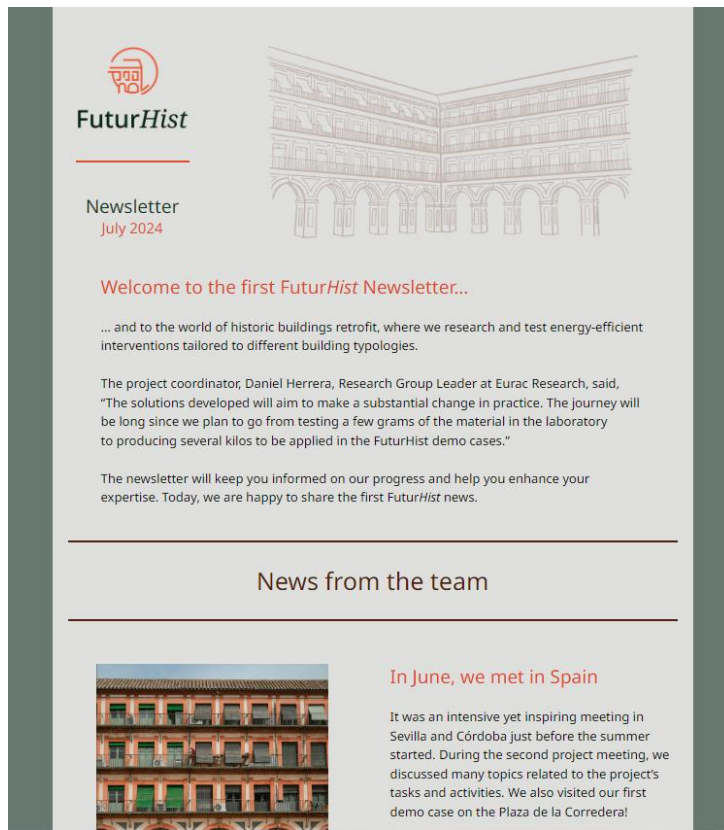
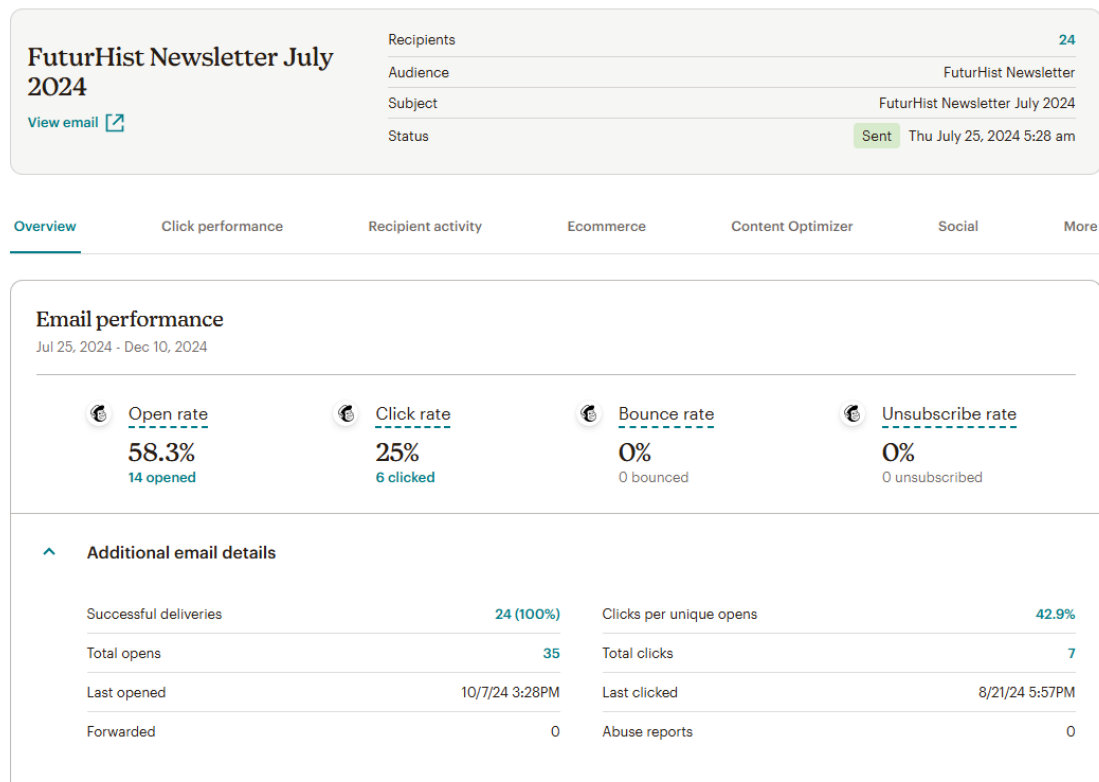


Figure 12 Screenshot from MailChimp presenting the performance of the first newsletter campaign

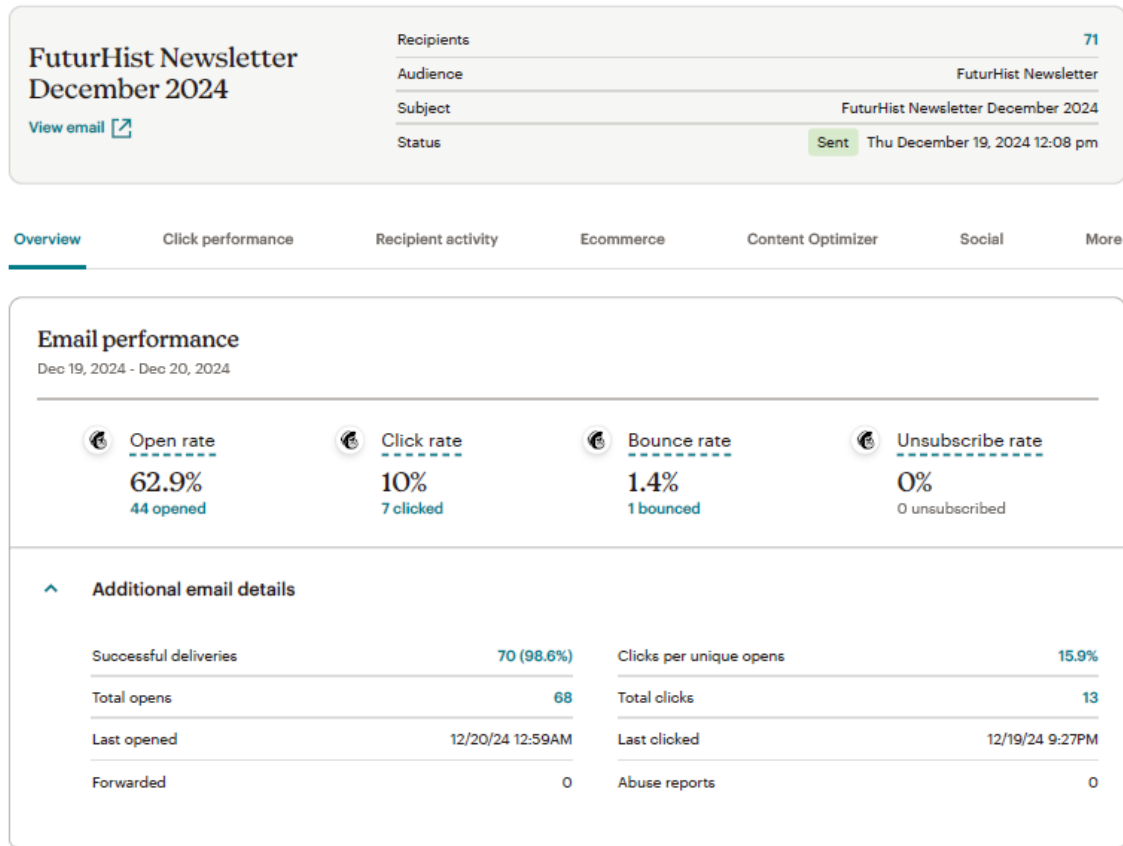


The second issue was distributed to 71 subscribers on December 19, 2024. It informed the audience about the first project deliverable on the policy framework, the External Advisory Board, the first project's video, and the partners presenting the project at various events. It also announced the upcoming publication of the building typologies. An online version of the newsletter available here: <https://mailchi.mp/05c8a6481dbb/futurhist-newsletter-july-1102?e=69dbfbc464> will be added to the Resources section of the website in January.

Figure 13 Screenshot of the newsletter no. 2



Figure 14 Screenshot from MailChimp presenting the performance of the second newsletter campaign

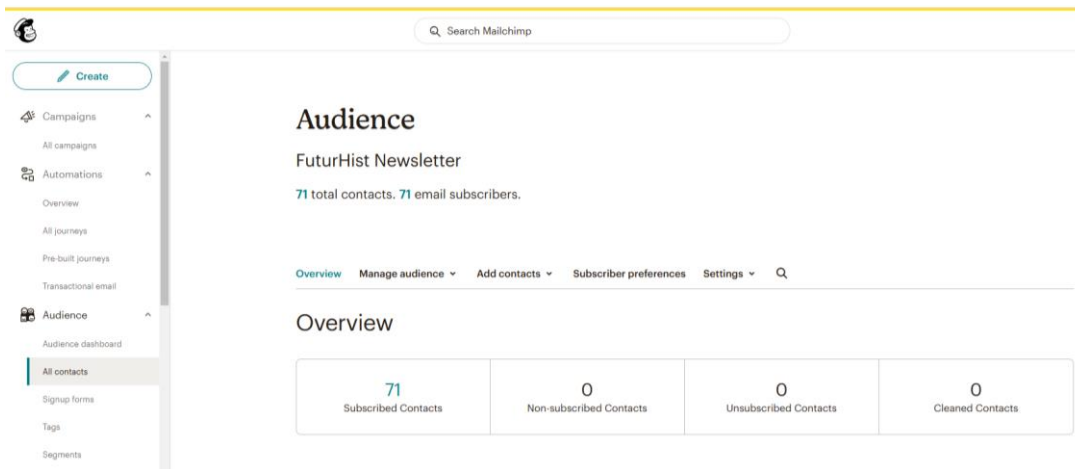


2.3.1. E-newsletter Performance Indicators

Figure 15 Performance Indicators of Newsletter

Performance Indicators					
Product	Target	Verification	Indicator	Achieved in 1 st report	Remaining to achieve
Newsletter	Number of subscribers	Number of subscriptions at MailChimp	100 year 1, with 100 more each year after that	71	329
Newsletter	Number of editions	Number of editions send/4 years	8	2	6

Figure 16 Screenshot from MailChimp presenting the number of Newsletter subscribers

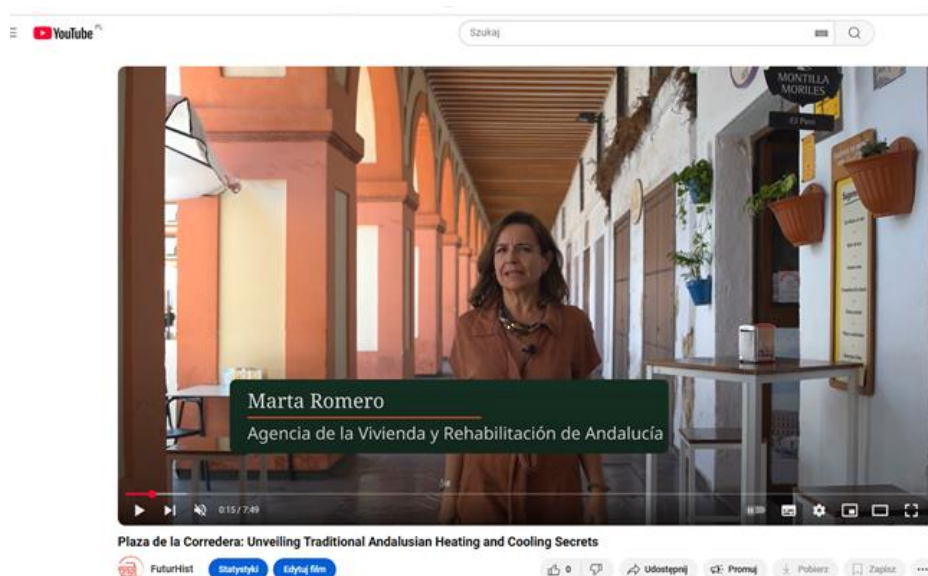


2.4. Video logs (Subtask 7.2.5)

The purpose of the video logs is to showcase the progress of the FuturHist demo cases and to highlight specific topics related to each case. During the reporting period, we completed one video in collaboration with AVRA. The video is titled "Plaza de la Corredera: Unveiling Traditional Andalusian Heating and Cooling Secrets."

This video introduces the demo case at Plaza de la Corredera in Cordoba, providing a historical background on the square's development. It explains the building's construction and discusses traditional heating and cooling methods used in Andalusia, both in the past and present. It was uploaded to the FuturHist YouTube channel on December 18 and is available under this link: <https://youtu.be/9VnznoHiWHs>

Figure 17 A Screenshot of the video on YouTube



This is the first of 15 video logs planned for the project. According to the schedule, two more videos were supposed to be finalised during this reporting period. However, the desire to ensure high-quality recordings caused us to take more time than initially expected to gather materials. Fortunately, with the experience gained from producing the first video, we anticipate that planning and creating the following editions will be more efficient.

We have scheduled the next episodes in cooperation with the following partners:

January/February 2025 – EWH

February 2025 – EURAC

March 2025 – SVK

June 2025 – KRAKOW

3. Dissemination and stakeholder engagement (Task 7.3)

3.1. Participation in external events (Subtask 7.3.1)

In the corresponding period, the consortium members were present at several events where the FuturHist project was presented. Below, we present the complete list of the events and the contributions made by specific partners:

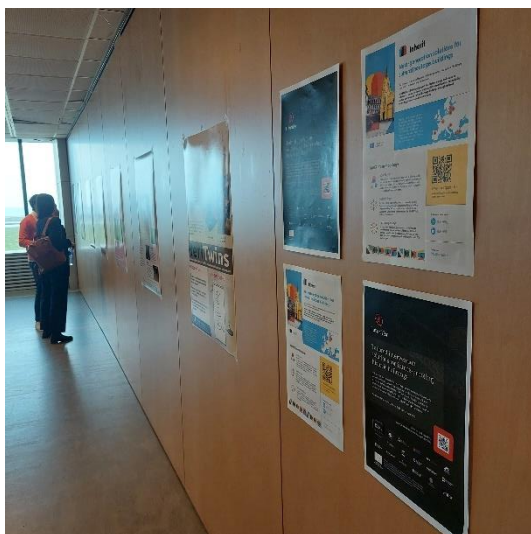
1. On March, 3, 2024, Kai Längle (natürlich bauen) presented the FuturHist goals during the trade fair com:bau in Dornbirn, Vorarlberg, Austria.

Picture 1, author: Thomas Mathis



2. On March 21, 2024, Gustaf Leijonhufvud (Uppsala University) presented the project through a poster exhibition at the final conference for the Swedish national research programme on energy efficiency in historic buildings, Spara och Bevara.

Picture 2, author: Gustaf Leijonhufvud



3. On April 30, 2024, Edinburgh World Heritage presented FuturHist at an event targeting the general public, professionals and local stakeholders. The FuturHist project was showcased in a presentation during the event.
4. On May 24, 2024, the International conference "Wise City II" was held at the Politechnika Krakowska. Most of the PHD and students' panel sessions were devoted to the results of Futurhist.
5. On June 7, 2024, Daniel Herrera (EURAC) presented the project at an event organised by

ItaliaNostra on the conservation and adaptation of historic centres in Italy.

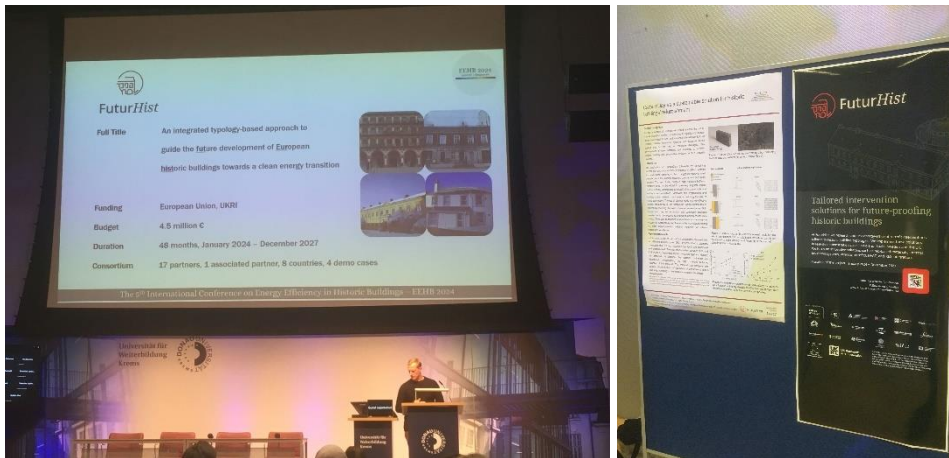
6. On June 19, 2024, Daniel Herrera (EURAC) presented the project at the event organised by AVRA in Seville to present FuturHist and ZEBAI Horizon Europe Projects to local and regional authorities, policymakers, industry and business sector, research institutions and construction professionals.

Picture 3 left, author: Ewelina Pękała; picture 4 right, author: Ewelina Pękała



7. On September 3, 2024, Kinga Racoń-Leja (Politechnika Krakowska) participated in the panel discussion during the 34th Economic Forum, September 3-5, 2024, Karpacz, Poland, entitled "Green Transformation in the Cities and Region. How can we protect the environment and improve the comfort of living of citizens".
8. On October 2, 2024, ERIK presented FuturHist at the Danish Building Green conference about Transformation and Renovation. ERIK had an hour-long presentation, where FuturHist was mentioned as one of ERIK's projects.
9. On October 7, 2024, Gustaf Leijonhufvud (Uppsala University) presented "Policy in Practice: A Comparison of Policies Governing Energy Retrofit in Historic Buildings in Four European Countries" at the 5th International Conference on Energy Efficiency in Historic Buildings EEHB 2024 in Krems, Austria.

Picture 5 left, author: Michele Bianchi Janetti; picture 6 right, author: Alexandra Troi



10. On October 7, 2024, Michele Bianchi Janetti (University of Innsbruck) presented a poster titled “CarbonClay as a sustainable solution for historic buildings” at the 5th International Conference on Energy Efficiency in Historic Buildings EEHB 2024, Krems, Austria.
11. On October 16-17, 2024, AVRA presented the FuturHist at the stand during EXPOCONSTRUYE 2024 in Jerez de la Frontera www.expoconstruye.es.

Picture 7, author: AVRA



12. On October 22-24, 2024, AVRA presented FuturHist during REBUILD REHABILITA in Sevilla www.rebuildrehabilita.com.

Picture 8, author: AVRA



13. On October 28, 2024, Philipp Hesse (ICOMOS Denmark) presented the project at European Heritage Homes in Green Transition, 28-29 October 2024, Tallinn, Estonia.
14. On November 28, 2024, Edinburgh World Heritage presented FuturHist at an event targeting the general public, professionals and local stakeholders. The FuturHist project was showcased in a presentation during the event.
15. On December 17, 2024, Edinburgh World Heritage participated in the reception at the Scottish Parliament. A poster of the project was presented at EWH stall. The event aimed to celebrate City Heritage Trusts and attendees included the Cabinet Secretary for Constitution, External Affairs and Culture, Members of the Scottish Parliament, Heritage professionals (including Historic Environment Scotland) and members of the public.

3.2. Workshops and webinars (Subtask 7.3.2)

There were not yet any activities in this section in the corresponding period. The schedule of

workshops and webinars will be prepared in the second year of the project.

3.3. Publications (subtask 7.3.4)

A conference paper “CarbonClay as a sustainable solution for historic buildings’ refurbishment” by Kai Längle (natürlich bauen), Michele Bianchi Janetti (University of Innsbruck), Thomas Mathis (natürlich bauen), Florian Fend (natürlich bauen) and Marianna Muchorowska ((University of Innsbruck). It is still not yet publicly available as it's undergoing conference proceedings.

3.4. Advisory Board (subtask 7.3.5)

The External Advisory Board (EAB) plays an impartial and essential advisory role in achieving the project's objective. As part of subtask 7.3.5, the EAB was set up in August 2024, with members coming from diverse public heritage institutions, architecture firms, as well as from several European countries: Belgium, Denmark, Estonia, Germany, Italy, Poland, Spain, Sweden, and the United Kingdom.

The list of the 19 current members is as follows:

Figure 18 External Advisory Board Members

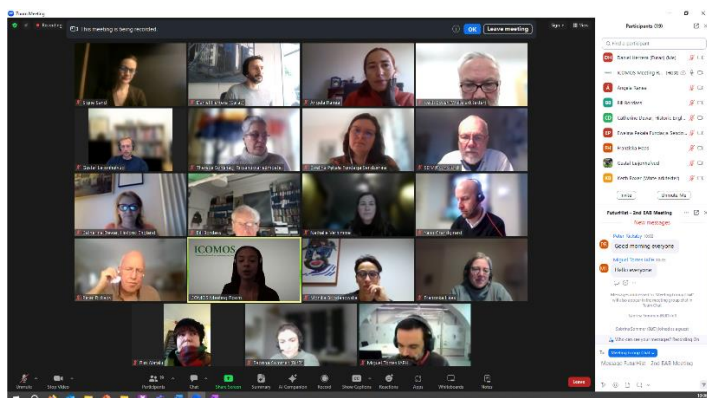
	Name	Institution	Country
1	Riin Alatalu	ICOMOS Vice president for Europe	Estonia
2	Lila Angelaka	Historic Environment Scotland	UK
3	Monika Bogdanowska	Faculty of Architecture of the Cracow University of Technology	Poland
4	Bill Bordass	Heritage group of the UK Net Zero Carbon Buildings Standard	UK
5	Beatriz Castellano Bravo	Andalusian Institute of Historical Heritage	Spain
6	Karin Dalla Torre	South Tyrolean Heritage Authority	Italy
7	Catherine Dewar	Historic England	UK
8	Søren Dyck-Madsen	Energiforum Denmark	Denmark
9	John Edwards	Edwards Hart – Consultants and formerly Cadw	UK
10	Łukasz Konarzewski	Regional Conservator of Monuments – Silesia Voivodeship	Poland
11	Steffen Petersen	Aarhus University	Denmark
12	Angela Ranea Palma	Joint Research Center Seville	Spain
13	Peter Rickaby	Rickaby Thompson Associates / University College London	UK
14	Sabrina Sommer	Bavarian Heritage Authority	Germany
15	Therese Sonehag	Swedish National Heritage Board	Sweden
16	Miguel Torres Garcia	Andalusian Institute of Historical Heritage	Spain
17	Katarzyna Urbanska	Regional Conservator of Monuments – Lesser Voivodeship	Poland
18	Nathalie Vernimme	Flanders Heritage Authority	Belgium

19	Jerzy Zbiegeń	City Conservator of Monuments – City of Krakow	Poland
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At the invitation of ICOMOS, a first meeting was held online on 23 September 2024, gathering 22 participants, including 10 EAB members and representatives of partners (including demo cases), namely AVRA, Cracow University of Technology, Edinburgh World Heritage, EURAC, ICOMOS, Uppsala University, ERIK Arkitekter and White Arkitekter. As the first in a series, the meeting focused on 1) introduction of the members; 2) project presentation (including case studies); 3) first results of WP1; 4) the role of the EAB; 5) an open discussion on member expectations and contributions; and 6) next steps. As part of the open discussion, the participants raised several points regarding the challenges and potential solutions for managing retrofit in historic buildings. The challenge of this first meeting was to be sufficiently clear about the project, the role of the EAB and its members, and to adequately involve the members in the project's progress over 4 years.

On 13 December 2024, a second meeting took place online at the invitation of ICOMOS. 20 participants were present, including 12 EAB members who were able to interact with EURAC and other partners present at the meeting. With the deliverables of Work Package 1 expected to be largely submitted in the last semester of 2024, the main purpose was to obtain feedback and input from the EAB members on the main key results and milestones of Work Package 1. That was particularly important as the WP1 is conceived as the baseline of the project and its future results. In this context, the agenda of the second meeting covered the following topics: 1) EAB Management, 2) an update on WPs, 3) an open discussion on WPs, 4) a focus on WP1 “Drawing the baseline”, 5) discussion on WP1, and 6) Next steps. Participants specifically discussed retrofit solutions, based on their expertise and experience, as well as assessment methods and key performance indicators currently being defined within the framework of work package 1. Some of the members showed a great interest in the topics presented, leading them to continue the discussion beyond the meeting in order to provide further input.

Picture 9, author: ICOMOS



Alongside these activities and the internal communication between ICOMOS, the other project partners and the EAB Members, external communication has also been developed to shed light on this Board. The biographies of the EAB members have been published on the FuturHist

website (<https://futurhist.eu/about/advisory-board/>) as well as shared on the project's LinkedIn page, with some quotes from the members (see for example <https://www.linkedin.com/feed/update/urn:li:activity:7249725000985853952/?actorCompanyId=100938411>).

3.5. Cooperation

During the reporting period, we partnered with Sister Project HERItace. This partnership is presented on the FuturHist website, in the newsletter's first edition, and mentioned several times on the FuturHist LinkedIn site.

Additionally, FuturHist joined a Heritage Research Hub that can enhance the dissemination of the project's results: <https://www.heritageresearch-hub.eu/project/futurhist/>

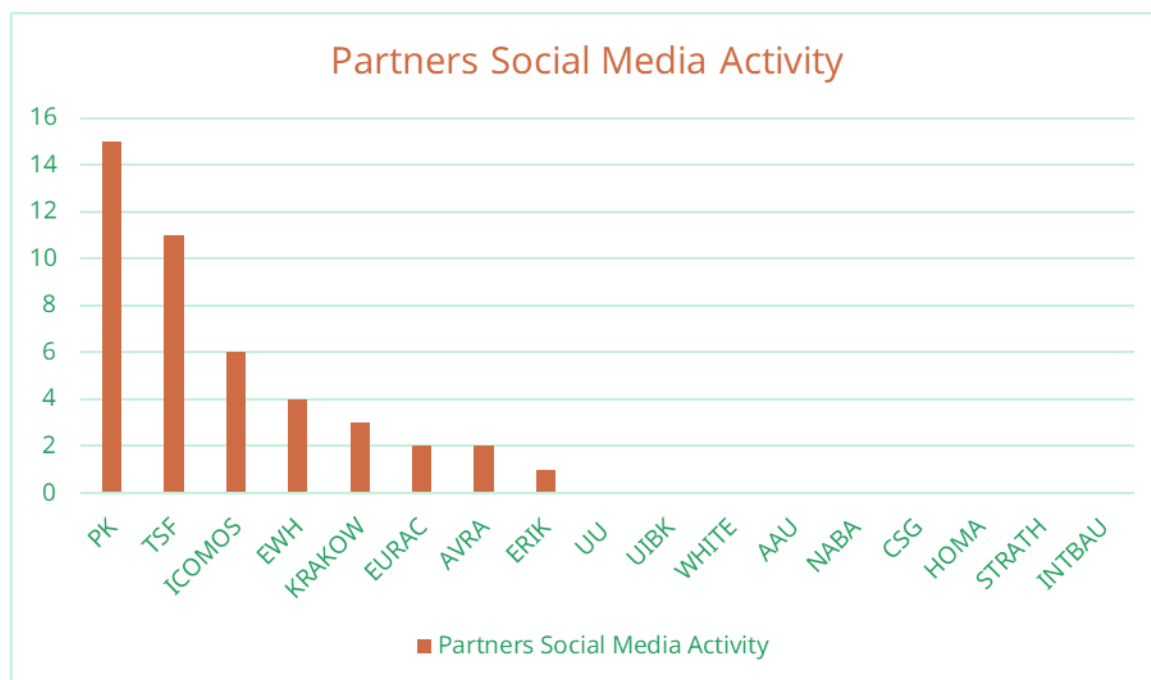
4. Education and Training

The "Education and Training" task is planned from year 2 to year 4, the project's end. So, we will focus on the subtasks from 2025 onwards. There was no activity related to this task during year 1.

5. Partner's Communication and Dissemination Activities

During the reporting period, partners participated in 78 communication and dissemination activities. Of these, 44 were related to their social media efforts. Below, we highlight the partners' social media activities in 2024.

Figure 19 Partners activities in Social Media



Nine partners informed their audiences about their participation in the project on their websites. Below is a list of the links to the partner websites where the project is mentioned.

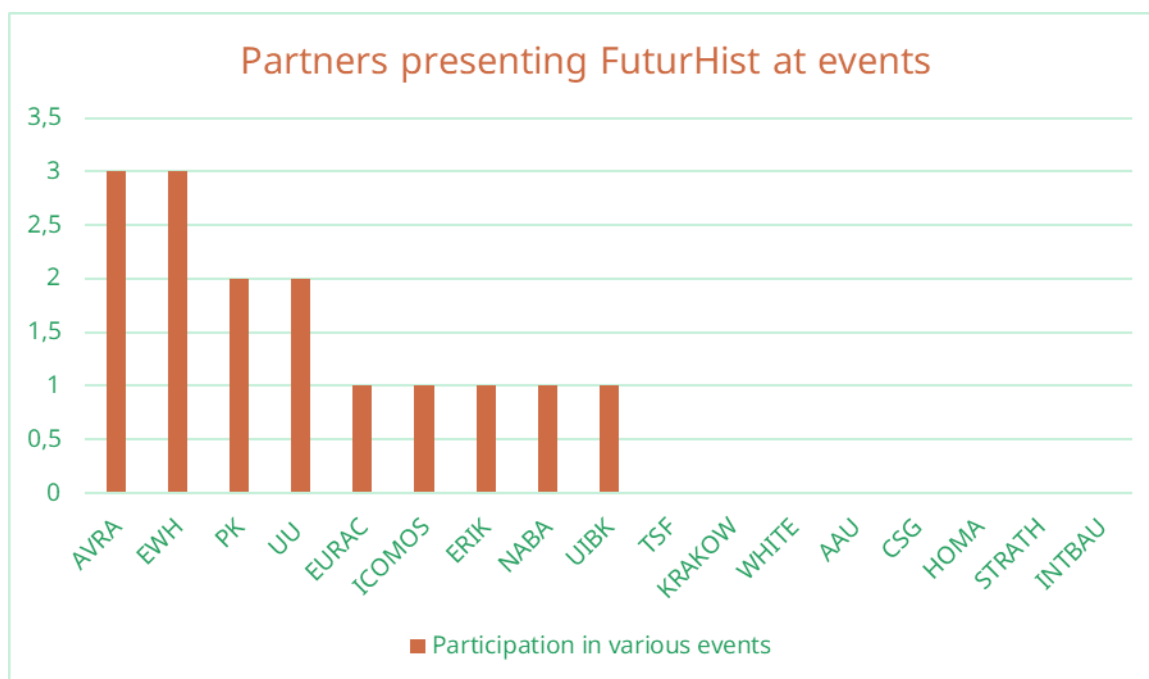
Figure 20 Links to the partners websites featuring FuturHist

EURAC	https://www.eurac.edu/en/institutes-centers/institute-for-renewable-energy/projects/futurhist
UU	none
UIBK	none
ERIK	https://www.erik.dk/projects/futurhist/
TSF	English: https://sendzimir.org.pl/en/projects/futurhist-tailored-intervention-solutions-for-future-proofing-historic-buildings/ Polish: https://sendzimir.org.pl/projekty/futurhist/
AVRA	https://www.juntadeandalucia.es/avra/proyectos-europeos/#/contenidos/proyectos/futurhist/portada.html
KRAKOW	https://ue.krakow.pl/projekty/4597,1634,ue_projekt.html
WHITE	none
PK	https://kuiasm.pk.edu.pl/futurhist/
AAU	https://vbn.aau.dk/en/projects/futurhist-horizon-europe

ICOMOS	Presented in the Home/News section https://www.icomos.org/en/89-english-categories/home/149815-futurhist-an-integrated-typology-based-approach-to-guide-the-future-development-of-european-historic-buildings-towards-a-clean-energy-transition The new ICOMOS website planned for February 2025 will feature a projects page with a section dedicated to FuturHist
NABA	Presented in the News section: https://www.natuerlich-bauen.at/news/
CSG	none
HOMA	none
EWB	none
STRATH	none
INTBAU	none
SVK	none

Partners participated also in different kinds of events presenting FuturHist to different audiences (in total 15). All the events are described in 3.1.

Figure 21 Partners participating at events



There were also 2 media articles, 6 newsletters sent by partners, and one press release.

6. Next steps

In the last chapter we present our plans for the upcoming year.

We will continue to expand the network through the project's social media. Several results will be available from the beginning of January 2025, providing a lot of content to share with our target groups.

The resources section of the website will also grow since many materials will be uploaded, such as reports, promotional materials, and videos.

The partners will also disseminate the project's results through their channels, such as press releases, newsletters, websites, social media, etc.

In 2025, we will also focus on creating the next video episodes for our series, which will allow us to develop the FuturHist YouTube channel.

We also want to create new collaborations with projects related to similar topics to exchange the projects' results, observations, and findings.

It is essential to emphasise disseminating the project's results by attending the relevant events. The events list will be updated and distributed among partners to expand the potential of the results dissemination to all of the project's target groups.

D7.2, the Dissemination and Communication plan (update), is due by M18. It will explain in detail all the communication activities planned in Work Package 7 and the approach to disseminating project results.



Tailored intervention solutions for future-proofing historic buildings

At FuturHist, we research and test energy-efficient retrofit interventions tailored to historic building typologies. We implement these solutions in real-life demonstration cases in Poland, Spain, Sweden and the UK. We focus on innovative solutions such as bio-based materials, internal insulation systems, window retrofits, HVAC, and RES integration.

DURATION OF THE PROJECT: JANUARY 2024 – DECEMBER 2027

COORDINATOR

eurac
research



A Junta de Andalucía
Consejería de Fomento,
Articulación del Territorio y Vivienda
Agencia de Promoción y Rehabilitación de Andalucía

CALCHÈRA
SAN GIORGIO
ISTITUTO DI CULTURA

Cracow University
of Technology

ERIKarkitekter



holz
manufaktur
ROTTWEIL

ICOMOS
International Council on Monuments and Sites

INTBAU

natürlich bauen
Architektur Beratung Material Handwerk Werkzeuge

SENDZIMIR
FOUNDATION

Svenska kyrkan
LINKÖPINGS STIFT

universität
innsbruck

University of
Strathclyde
Glasgow

UPPSALA
UNIVERSITET

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