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Integrated local energy systems (Energy islands)

REnergetic

Community-empowered Sustainable Multi-Vector Energy Islands

Project N° 957845

D9.2 Dissemination, communication and clustering KPIs and plans

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Executive Summary

The objective of the present document is to outline the strategy for dissemination and communication activities to be carried out during the project.

This is the second deliverable of Work Package 9, and it is D9.2 - Dissemination, communication and clustering KPIs and plans, that will identify how to use this material in the project development. This Dissemination & Communication Plan will be a reference framework for evaluating the impact of dissemination activities (task 9.2 - Dissemination).

The objective of RENergetic is to demonstrate the viability of so-called 'urban energy islands'. Energy islands seek to achieve the highest possible degree of self-sustainability with regards to the supply of its energy demand, be it electricity or heat through local renewable resources. At the same time an urban energy island may offer ancillary services to the public grid surrounding it.

These islands place the consumer at the centre of the energy transition, giving them an active part in energy communities capable of producing their own energy, sharing the surplus with the rest of the public grid and optimizing consumption. RENergetic will demonstrate that Urban Energy Islands increase both the amount of renewables in these areas and the energy efficiency of local energy systems. RENergetic will demonstrate the viability of this energy islands in three site pilots, each of them of a different nature: New Docks, a residential area in Ghent – Belgium, Warta University Campus in Poznan, Poland and San Raffaele Hospital and its investigation and research campus in Segrate-Milan, Italy. The impact of the Urban Energy Islands is assured as technical, socio-economic and legal / regulatory aspects are considered while safeguarding economic viability.

RENergetic will be carried out over the stretch of 42 months involving 12 European partners: Inetum (Spain, France, and Belgium), Clean Energy Innovative Projects and Gent University (Belgium), Poznan University of Technology, Veolia and Poznan Supercomputing and Networking Center (Poland), Ospedale San Raffaele, Comune di Segrate and University of Pavia (Italy), Energy Kompass GMBH (Austria) and the University of Mannheim and the University of Passau (Germany).



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ACRONYM	DEFINITION
WP	Work Package
SN	Social Network
KPI	Key Performance Indicator
CWE	Collaborative Working Environment



I. INTRODUCTION

I.1. Purpose and organization of the document

This deliverable D9.2 is the dissemination plan created for the RENergetic project.

This Dissemination & Communication Plan is conceived as the starting point for the organization of WP9 “Dissemination, communication and clustering KPIs and plans”.

WP9 leader is University of Pavia in close collaboration with INETUM. The work package is aimed to define, plan, promote and monitor all the communication activities that occur within the partners group, as well as with a wide external audience. This distinction between actions within the Consortium and actions towards the public is fundamental at the beginning of the project.

Considering that RENergetic started in November 2020, in the first 3 months of the project the Consortium already produced deliverables related to WP1, WP10 and WP9 itself (D9.1 – Website and marketing material). This means that partners worked hard to define:

- Common communication platforms (Zoom and Teams for online meetings);
- A Collaborative Working Environment (CWE), which makes use of SharePoint (covered in detail in D1.1 - Collaborative Working Environment and its maintenance);
- A common language: Project keywords, meanings and definitions, common targets, etc. had to be clarified from the very beginning.

Moreover, it must be noted that because of the pandemic emergency, everything had to be done online. This was planned (it was not a novelty after one year in this situation) but still a kick-off organized with a physical meeting would have facilitated the findings and alignment of common ways of speaking (and thinking), as personal interaction could be – usually is – more effective than the online one. For this reason, the communication started to use online channels from the very beginning .

After this introduction, the document describes the communication and dissemination plan (as devised at the moment) in Section II. It details the plan, the objectives of activities, their target audiences, the communication channels to be used and the links among these elements. It also describes the way these activities are going to be monitored in order to assess the fulfilment of the dissemination KPIs.

In Section III, the plans from the partners are described with an analysis of the expected activities vs. KPIs.

The last section of the document, IV, details the communication channels established by the project for the internal partners communication.

I.2. Scope and audience

The scope of communication actions could be easily related to the efficacy of the shared content and the channels and instruments used. Looking at the basic communication goals related to content production and to communication tasks management, the project can adopt some commonly used keywords [1] adapted to the RENergetic context: organizational goals related to production and to company management, some keywords emerge as commonly used [1]:

1. Share your purpose;
2. Give employees/users the big picture → Give audience the project big picture;
3. Prioritize messages;



4. Remain present;
5. Use storytelling;
6. Invest in your employees → Invest in your communication experts;
7. Diversify the delivery;
8. Be relatable;
9. Create interest.

These nine points will be taken into consideration in the external communication, defining at least four typologies of stakeholders:

- a) Citizen involved in the pilots (that are involved in the project with or without their specific agreement);
- b) Energy technicians or thematically engaged persons/groups;
- c) Environment experts or thematically engaged persons/groups;
- d) All the EU or worldwide people that might be interested but that, by now, did not demonstrate particular activity in RENergetic goals and themes.

Moreover, the list of issues that the project faces cover at least the following themes:

- I. Energy management;
- II. Social structuring and engagement;
- III. Legal infrastructure & regulatory framework (national level and European level)
- IV. Psychological aspects.

The combination of the points 1 - 9, with the subjects a) - d) and the issues I. - IV. define the real scope of communication and the real audience of WP9.

II. COMMUNICATION AND DISSEMINATION STRATEGY

Dissemination activities are a fundamental part of RENergetic project, and Work Package (WP) 9 is responsible for coordinate them at a consortium level. Additionally, clear, specific and measurable performance indicators will be defined, as the key for evaluating the impact of the success of any communications strategy.

These activities will be aligned with major milestones to maximise the project impacts and in strong interaction with all the other work packages. They will be defined by the dissemination strategy, which must enable to answer to the key questions about dissemination.

In order to maximize the impact of communication efforts the following guidelines should be followed:

- Activities need to be carried-out in a timely manner;
- Information used must be accurate;
- Activities should be coordinated closely with the Commission and with other related projects;
- The right audience(s) should be identified and targeted;
- Messages should interest the target audience(s);
- Activities should be appropriate in terms of resources spent, timing and expected impact.

II.1. Dissemination plan

The dissemination plan will address all relevant stakeholder groups to encourage them to interface with the project, to contribute to results and to learn about results in order to enhance the exploitation and take-up of RENergetic objectives.

The goals of recent H2020 projects are spread to diffuse and disclose the research results, so the dissemination actions acquired more importance in the last years.

Special attention must be given to promotion of the *REnergetic's Replicability Framework* and the *European Analysis on Obstacles to Innovation around Energy Islands*, which are key project results to be released by WP8. In this sense, the specificities of each of the involved European countries in the project in technical and social aspects, and more specifically in the three pilots locations (Italy, Belgium and Poland) have great value providing input to drivers and barriers in building energy communities that might be different in each context. Moreover, in legal terms, it is clear that every European nation should follow the EC recommendations and Directives, but history tells that there is a sensible temporal displacement and certain implementation specificities in every nation transpositions of European indications.

The Dissemination plan has to lead stakeholders to make good use of RENergetic's outputs, especially focusing on disseminating our results in the form of the actionable roadmap, including pathways for adoption and sustainability (as part of WP8).

Initially, this task will develop, review and implement the Dissemination Plan for the project to ensure maximum visibility and impact of the results, considering also the organizational results. The project and its services need to be well known by their potential users and contributors. UNIPV will lead the dissemination towards these groups using its existing professional dissemination channels and network by putting forward:

- Papers and publications in national and international scientific and professional journals and conferences: Articles will be published annually in refereed peer-reviewed journals of high standard, selected international journals and platforms, along with the course of the project. The publications will be aimed at a wide range of audiences,



including relevant industrial stakeholders and academic experts to stimulate high quality research in components and technologies related to the solution developed by the project. Partners will participate in national and international conferences during the project, including attendance to seminars and workshops of relevance to the research area to disseminate project results to identified target groups. These dissemination activities will also be supported by the distribution of leaflets and posters in relevant events;

- Project events: Workshops will be organized in the countries where demo cases are in place (one workshop per country), where local partners will invite local stakeholders, BRIDGE, SCC Marketplace representatives and policy makers. Demo cases themselves can be the object and the location of the workshops. Depending on the preferences of the partners, local workshops can also be complemented by webinars; Promotion of RENergetic results and tools at national and international professional events.
- Videos, presentations, posters, brochures and other marketing material, including social network, that will help partners to boost project awareness in any performed activity.

II.2. Dissemination objectives

The RENergetic project will implement a coordinated dissemination strategy to spread project results, and also to continuously seek feedback from RENergetic stakeholders through the Advisory Board. The received feedback will help to tailor the co-creation, software development and validation activities towards the European energy market needs. These activities are targeting interested parties that are not directly involved in the project. The most relevant objectives could be summarized in three, listed below:

1. To provide the means to reach the receiver, both materials and the right messages;
2. To ensure the receiver understanding and receiver response in order to create relationships in the two directions (Consortium to audience and vice versa);
3. To ensure broad visibility and increase awareness about project results, and specially about the *RENergetic's Replicability Package*, the *European Analysis on Obstacles to Innovation around Energy Islands*, AI Energy optimizers, energy vectors data interoperability and end-users innovative services.

II.3. Target Audience

The project identifies five principal stakeholder groups, which are those that will use RENergetic results:

- TA 1 - Users: Citizens associations, Municipalities/Public space managers, Private buildings owners, ESCo, Energy utilities.
- TA 2 - Influencers: General energy industry lobby, Climate/environment pressure groups (Greenpeace, Transport and Environment, Citelec), City governments and Urban planners, Academic and technical publishers and European energy-related associations.
- TA 3 - Enablers: Council of European Municipalities and Regions (CEMR), related to municipalities: Eurocities, Covenant of Mayors, Energy Cities, Committee of the Regions, European Council of Spatial Planners, Electrical Utilities Associations such as EURELECTRIC, ENTSO-E, EDSO, EC supported initiatives such as BRIDGE, Clean Energy for EU Islands initiative, The Marketplace of the European Innovation Partnership on Smart Cities and Communities, and Standardization bodies and regulators.



- TA 4 - Suppliers: Sociologists focused on environmental sciences, Community-building solutions providers, Energy management systems providers, IoT and sensing networks providers, Energy big data managers, etc.
- TA5 - Beneficiaries: Energy Islands occupants and users that will benefit of community-based actions with applied-ICT in the energy sector to improve its life cycle and to provide a more optimal use of energy resources

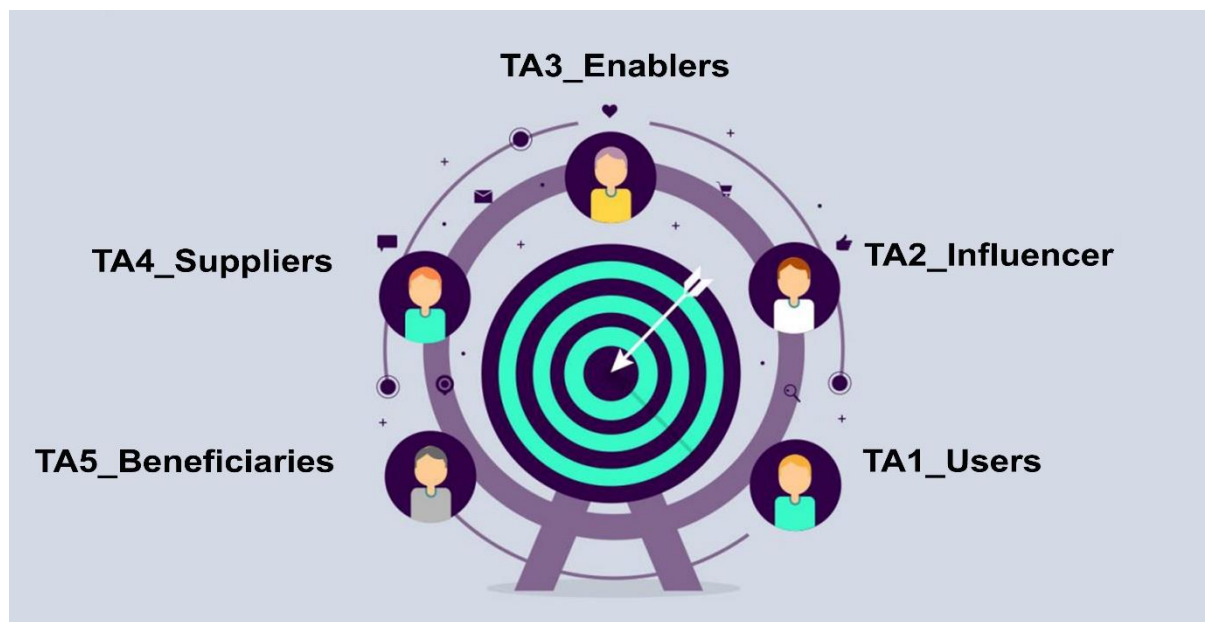


Figure 1 – Target Audience - source: [1]

○ Communication channels

The various target groups identified in the preceding chapter will be addressed by a broad range of dissemination actions and activities listed in the communication plan section. All partners share the responsibility for dissemination and commit themselves to promote the project's results in a timely manner.

In addition to those initiatives led by the partners, other dissemination tools and activities are designed to reach the various target groups in an effective and at the same time efficient way. They vary from activities of a more scientific nature such as scientific articles in relevant journals to easy-to-read press releases.

The dissemination activities foreseen during the duration of RENERgetic project fall in few categories:

- Social media actions
- Press releases
- Academic/scientific articles
- Other publications/non-scientific articles/press
- Presentations
- Public deliverables

RENERgetic will make use of four primary communication channels to achieve the above objectives:

■ Website

The purpose of the website of RENergetic is to present the project and Consortium members as well as to form the basis for digital communication and eventual dissemination activity. It will build a database of downloadable materials including technical articles, reviews, press releases and public project deliverables. User-centricity and general appeal will be key features of website content.

A range of press releases, advertisements, technical and feature articles will be targeted at other print media, such as wider European press, as appropriate according to each WP specific KPI. Technical and scientific materials will engage the academic audience for technical and peer-reviewed publications.

● Visual identity

The RENergetic website, <http://www.renergetic.eu>, will be the main communication tool of the project, constituting an international showcase for all interested parts. RENergetic website will facilitate a prompt and continuous flow and exchange of information between the partners and the project stakeholders thus, promoting social awareness and stakeholder engagement.

Partners will refer to RENergetic's website in their own websites to increase the visibility of the project. They will also promote project actions and messages through their own social media channels.

The RENergetic project website has been designed, developed and operated by UNIPV. The website serves as the major dissemination and information channel of the project. It includes dynamic elements, being main website functionalities:

- The web design is responsive and includes all elements for search engine optimization (SEO) as well as social media sharing.
- It includes all the relevant information about the project, its goals and objectives, the consortium partners and its WPs.
- Provide regular news and information regarding RENergetic activities and results.
- Include links to Social Media to be attractive to the public.
- It will disseminate the different solutions and co-created materials generated by the consortium
- It will disseminate the repository providing Open Access to scientific publications and research data collected within the project implementation

KPIs for RENergetic website are: visitors, returning visitors, average time on page, top landing pages.



Figure 2 - RENergetic home page




▪ Social media

REnergetic will run three SN profiles selected depending on target audience (Facebook, Twitter and LinkedIn).

Social media has become a very popular means of disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience (specially to involve the great public and not only sector experts) REnergetic is integrating these media tools strategically in the communication activities.

Twitter, LinkedIn and Facebook have been selected as the most appropriate social networks to promote the project achievements, news and outcomes, considering the different audience they commonly have.

Table 1 - REnergetic's Social Networks

TWITTER	
	Account: https://twitter.com/RenergeticP
LINKEDIN	
	Account: https://www.linkedin.com/company/renergetic-project/
FACEBOOK	
	Account: https://www.facebook.com/ren.ergetic.92

Use of Social Network will be focused on broadcasting relevant REnergetic news, calls, events and partners activity, in real-time if possible.

• Visual identity

The marketing strategy suggests having a common graphical visualization (considering the specificity of each single social network) and to use the above-mentioned thematic icons for each communication that could refer to them.



Figure 3 - Twitter home page

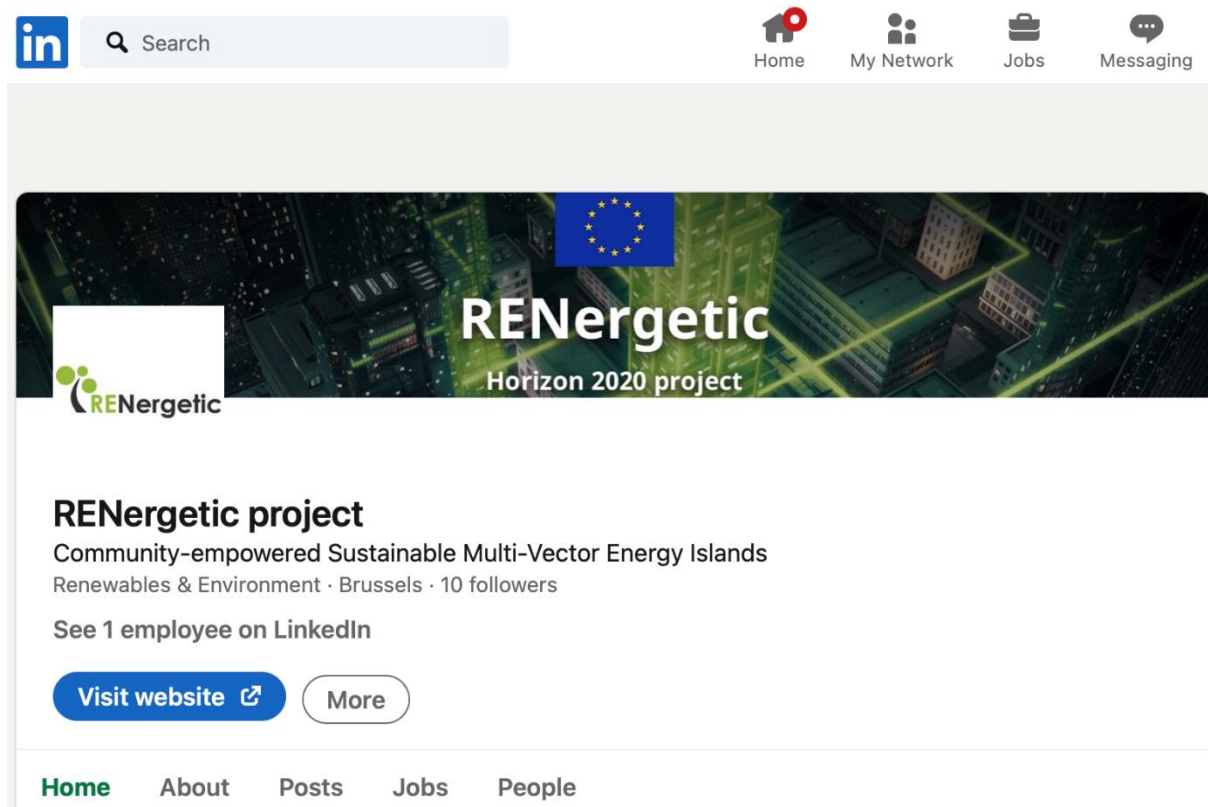


Figure 4 – LinkedIn home page

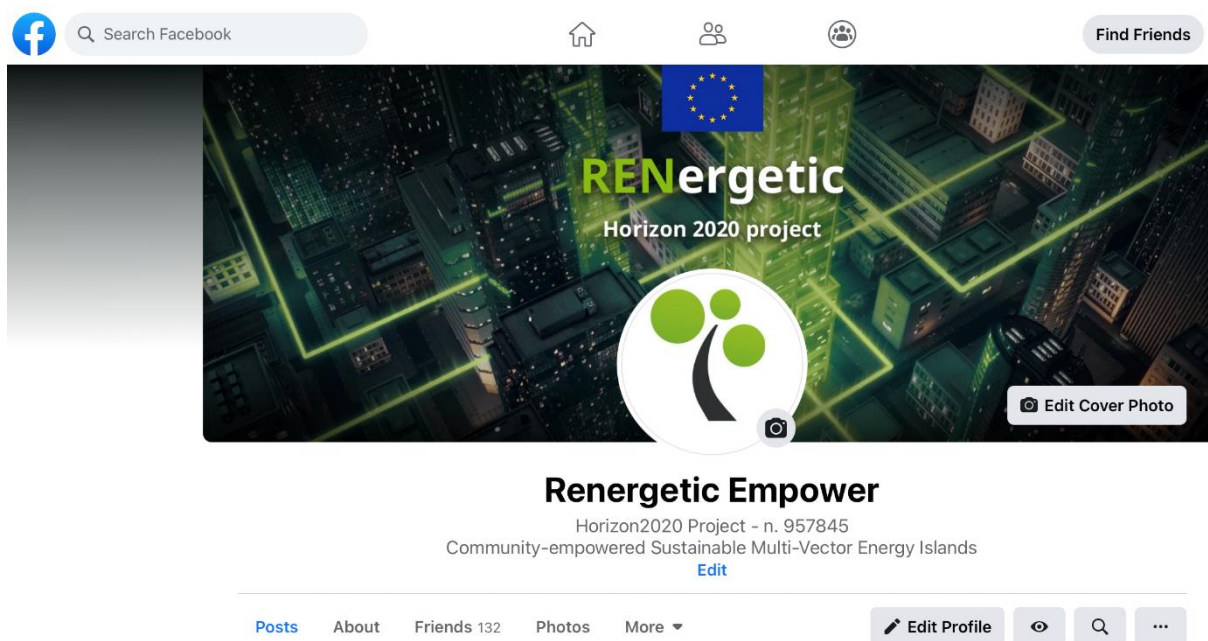


Figure 5 - Facebook home page



Figure 6 – Facebook Community home page

▪ Digital content

Presentations, banners, digital booklets, online news, etc will be used in order to promote RENERgetic among web-based channels. Project-related videos will communicate the principal messages to stakeholders, considering particular audiences segmentation and devise appropriately-targeted video content.

▪ Live events and conferences

This is a primary list of journal and conferences in which RENERgetic partners plan to participate to:

Table 2 - RENERgetic primary set of conferences

Conferences	Where/when	Deadline	website
SPACE International Conference 2021 on City Planning and Urban Design	9-10 July 2021 London	29 March 2021	https://spacestudies.co.uk/conference/space-international-conference-2021-on-city-planning-and-urban-design/
ICEEPH 2022: 16. International Conference on Energy and Efficiency Plus Houses	January 28-29, 2022 in Dubai	Abstracts/Full-Text Paper Submission Deadline March 01, 2021	https://waset.org/energy-and-efficiency-plus-houses-conference-in-january-2022-in-dubai
ICESD 2023: 17. International	January 14-15, 2023 in	Abstracts/Full-Text Paper Submission	https://waset.org/environmental-science-and-



Conference on Environmental Science and Development	Bali, Indonesia	Deadline February 13, 2022	development-conference-in-january-2023-in-bali
ICRESC 2023: Renewable Energy for Smart Cities Conference,	January 11-12, 2023 in Singapore	Abstracts/Full-Text Paper Submission Deadline February 13, 2022	https://waset.org/renewable-energy-for-smart-cities-conference-in-january-2023-in-singapore
ICNTUR 2023: 17. International Conference on New Technologies for Urban Regeneration	February 11-12, 2023 in Barcelona	Abstracts/Full-Text Paper Submission Deadline February 13, 2022	https://waset.org/new-technologies-for-urban-regeneration-conference-in-february-2023-in-barcelona
ICABMCSE 2023: 17. International Conference on Agent-Based Modelling of City Systems and Energy	June 21-22, 2023 in Vienna	Abstracts/Full-Text Paper Submission Deadline February 13, 2022	https://waset.org/agent-based-modelling-of-city-systems-and-energy-conference-in-june-2023-in-vienna
ACM e-Energy (International Conference on Future Energy Systems)	28 June – 2 July 2021, Torino, Italy	Submission deadline: posters and demos can be submitted until 3 May	https://energy.acm.org/conferences/eenergy/2021
ACM Buildsys (International Conference on Systems for Energy-Efficient Buildings, Cities and Transportation)	November 2021, Coimbra, Portugal		https://energy.acm.org/buildsys-conference/
ISGT Europe	18-21 October 2021, Espoo, Finland	Submission deadline: 15 April 2021	https://ieee-isgt-europe.org/
IEEE SmartGridComm (International Conference on Communications, Control, and Computing Technologies for Smart Grids)	25-28 October 2021, Aachen, Germany	Submission deadline: 15 May 2021	https://sgc2021.ieee-smartgridcomm.org/

Table 3 - RENergetic primary set of journals

Journals	ISSN	Website
Energy Policy - The International Journal of the Political, Economic, Planning, Environmental and Social Aspects of Energy	ISSN: 0301-4215	https://www.sciencedirect.com/journal/energy-policy



Journal of Environmental Management	ISSN: 0301-4797	https://www.journals.elsevier.com/journal-of-environmental-management
Journal of Environmental Planning and Management	ISSN:13600559, 09640568	https://www.scimagojr.com/journalsearch.php?q=23373&tip=sid
IEEE Transactions on Smart Grid	ISSN: 1949-3053	https://www.ieee-pes.org/ieee-transactions-on-smart-grid
Energy and Buildings	ISSN: 0378-7788	https://www.journals.elsevier.com/energy-and-buildings
Energies -	ISSN: 1996-1073	https://www.mdpi.com/journal/energies
Applied Energy -	ISSN: 0306-2619	https://www.journals.elsevier.com/applied-energy
Renewable Energy -	ISSN: 0960-1481	• https://www.journals.elsevier.com/renewable-energy
Sustainable Energy, Grids and Networks -	ISSN: 2352-4677	• https://www.journals.elsevier.com/sustainable-energy-grids-and-networks
Energy Informatics-	ISSN: 2520-8942	https://energyinformatics.springeropen.com/
ACM Computing Surveys	ISSN:0360-0300 EISSN:1557-7341	https://dl.acm.org/journal/csur

Table 4 - RENergetic primary set of special issues

Special issues			
Elsevier	ISSN: 0360-5442	Energy Special Issues	https://www.journals.elsevier.com/energy/special-issues
Elsevier	ISSN: 2210-6707	Sustainable Cities and Society	https://www.journals.elsevier.com/sustainable-cities-and-society
MDPI	ISSN: 1996-1073	AI Role on Energy Efficiency: Special Focus on Renewable Energy System	https://www.mdpi.com/journal/energies/special_issues/AI_Role_on_Energy_Efficiency
MDPI	ISSN: 2071-1050	Sustainability	https://www.mdpi.com/journal/sustainability

The group plans to provide around 40 contributions in scientific journals and conferences in the whole project period.



II.4. Dissemination tools and channels, targeted audiences and activities

The communication channels, the target audiences and the activities are related as detailed in the following table.

Table 5 - Relation among dissemination tools and channels, targeted audiences and activities

Channel	Target Audiences	Activities
Website	TA1, TA2, TA3, TA4, T5	The website was launched at M3 and it will be updated during the whole duration of the project.
Social Media	TA1, TA2, TA3, TA4, T5	Social media was launched immediately and will be updated throughout the whole duration of the project. They are used for disseminating the project's activities results on different social platforms and involving user feedback of all public.
Press Releases	TA1, TA2, TA3, TA4, TA5	During the project, press releases will be published on the Website and on specific media at local, national and sectorial levels, in order to reach a massive audience
Flyers	TA1, TA2, TA3, TA4	Flyers, banners, brochures, etc. will be developed in order to be distributed at various events, conferences, workshops, etc. and gain the project visibility with the general public and the national and European & international media.
Videos	TA1, TA2, TA3, TA4, T5	Promotional videos will be created as a strategic and dynamic tool to explain the project and its result. They will be created at least 2 video.
Newsletters	TA2, TA3, TA4	Newsletters will be distributed to all stakeholders to inform them about project progress and result partners will submit.
Scientific Publications	TA2, TA3, TA4	Scientific papers to international Scopus and ISI journals and contribution to international journals. Preference for publication will be given to highly ranked international scientific journals, e.g. the Electricity Journal, the Energy Transition Journal, Environmental Innovation and Societal Transitions, Energy Informatics, European Energy Journal (EEJ), Energies, Energy and Buildings, Journal of Energy engineering (Asce), Smart cities (MDPI), Journal of Urban Planning and Development (ASCE)
Posters	TA2, TA3, TA4	Posters will be developed, diversified by target audience (e.g. citizen vs scientific community), in

		order to present them at awareness events, conferences and meetings.
Conferences	TA1 TA4 TA2 TA3	<p>REnergetic shall become visible and more understandable to sector experts through the attendance at various events within their specific community, targeting specific audience groups and selected according to reputation, size and aptitude:</p> <p>a) Events and exhibitions related to the Technology Readiness Level 6-8 and exploitation strategy targeting the adopters and industry stakeholders e.g. European Utility Week, Smart Grid and Green Energy (SGGE) Conference, AEE Europe Annual Conference etc.</p> <p>b) Events targeting the scientific community (TA2): ACM International Conference on Future Energy Systems, International Conference on Energy Research and Social Science, The Energy & Society Conference, Energy Informatic, ASHRAE, REHVA Clima, AIVC, etc.</p> <p>c) Events targeting policy-makers and standardization bodies e.g. participating as external contributors to events of the European Electricity Industry group, International Electrotechnical Commission, ERA Europe's Energy Transition.</p>
Workshop, seminars and meetings	TA2, TA3, TA4	REnergetic shall become visible and more understandable to sector experts through the attendance at various events within their specific community, targeting specific audience groups and selected according to reputation, size and aptitude
Awareness events	TA2, TA3 and TA4	The REnergetic consortium will actively participate to the strengthening of the Digital Transformation of the Energy and Smart Cities sector innovation communities Early and then regular releases of the REnergetic prototypes will be a key element of this strategy. The project will establish synergies with project clusters in the sector including i) European Associations (e.g.EURELECTRIC, EDSO for Smart Grids); ii) European initiatives such as BRIDGE (already some REnergetic partners participate in this initiative e.g GFI, UNI PASSAU and UNIMA via the ELECTRIFIC H2020 project), the European Innovation Partnership on Smart Cities and Communities (EIP-SCC) and the Clean Energy for EU Islands initiative, Energy-efficient Buildings (EeB), European Green Vehicles Initiative (EGVI) cPPPs; iii) other EU H2020 projects working on smart building, smart energy and smart cities areas.

II.5. Evaluation and monitoring of dissemination activities

Communication activities will be monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities will determine the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand facilitators and barriers of a successful communication and will serve to refine the communication activities accordingly.

A set of KPIs has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities. These indicators comprise:

Table 6 - RENergetic's KPI's

D-KPI's	Outputs	Target Value
D-KPI#1	Number of industry-oriented events, workshops and conferences (w/o scientific publication) in which RENergetic will be presented	At least active participation (presentation) in 12
D-KPI#2	Number of actions organized by regulators from local to European level to which RENergetic will participate	At least in one meeting at 3 different entities
D-KPI#3	Number of entities which are members of energy-related associations and European initiatives that will be informed about the project and its results	100
D-KPI#4	Number of scientific publications in conferences, events and journals	At least 10 publications
D-KPI#5	Number of white papers published	At least 3
D-KPI#6	Number of events where RENergetic will show a poster	At least 10
D-KPI#7	Number of events in which brochures and/or leaflets will be distributed	At least in 20
D-KPI#8	Number of public events organized by RENergetic	At least 4
D-KPI#9	Number of press releases published, translated into local language and distributed among local media	At least 6 (two per year)
D-KPI#11	Number of produced videos introducing the project and its results	At least 2
D-KPI#12	Social media channels for community building	To reach at least 500 followers in each SN, To post at least 2 posts per month in each social network
D-KPI#13	Frequency of blog posts and news feed on RENergetic website on project topic	1 post per month

III. PARTNERS' DISSEMINATION PLANS

All communication processes have to follow some general shared indications, which are considered useful to establish and maintain a good working collaboration among partners, as well as to achieve effectively the project objectives:

- Communication processes must be clear and known to all project partners.
- Communication and dissemination must be purposeful and timely.
- Dissemination and communication must be open.
- In general, relevant information will be available on an open basis.

All partners will (i) set up the most appropriate mechanisms and tools for maximum visibility and impact, (ii) ensure that all partners contribute to dissemination activities, and (iii) assess the dissemination results.

The following list presents in more detail the activities that partners plan to execute during the project with respect to dissemination activities. As note, it should be mentioned that this plan considers both physical and online actions, being flexible depending on the possibilities due to the current pandemic situation.

1- INETUM

- Inetum plans to participate in two industry-oriented events per period (six in total) in which RENergetic will be presented (online or physical).
- Most likely during period P3, when project results are mature enough, Inetum will participate in one action organized by regulators from local to European level.
- Number of scientific publications:
 - On period P2, probably not as main author but as co-author in collaboration with WP3, about the open data (IoT) platform (to be further discuss).
 - On period P3, probably not as main author but as co-author, optimizers with WP3 (to be further discuss).
- Inetum would like to publish one white paper in each of the first two periods of the project. On period P3, two white papers more are planned. These white papers will be included in regular publications of the group, such as *Cuaderno Estrategia e Innovación: el poder de transformar las ideas y construir el future* and the *Thematic Booklets* published by Inetum FR around Energy&Utilities related topics (e.g. https://twitter.com/inetum_world/status/1121412901892427776 or <https://www.gfi.world/fr-en/news/actualite/744-electrific-paves-the-way-for-electromobility>)
- They will also participate in one event per period in which a poster of RENergetic will be shown and in which brochures and/or leaflets will be distributed (as far as physical presence is possible).
- They will be producing as well, one video on each period introducing the project and its results. These videos will be produced by the internal communication and marketing teams with no additional costs for the project (maybe professional translator will be needed in the case of adaptation to local languages).

2- UNIVERSITAET MANNHEIM

- During periods P1 and P2, UNIMA will work on one scientific publication (as main author), on each period. On period P3, they expect to produce three publications.



- UNIMA will participate to one event in which a project poster will be shown (as far as physical presence is possible) and one in which brochures and/or leaflets will be distributed, in each of the 2nd and 3rd periods (as far as physical presence is possible),

3- UNIVERSITAT PASSAU

- They will participate to one industry-oriented event in which RENergetic will be presented, named INDIGO. This event will take place during period P2.
- UNIPASSAU plans to work on three scientific publications (as main author), one in each period of the project.
- They will also participate to one event during period P2, in which a poster of RENergetic will be shown and in one event in which brochures and/or leaflets will be distributed (as far as physical presence is possible).

4- CLEAN ENERGY INNOVATIVE PROJECTS

- CEIP will take action in one industry-oriented event in which RENergetic will be presented. This event will take place during period P2.
- They also plan to lead the organization of one RENergetic public event during period P3.

5- Energies Kompass GmbH

- EK will present RENergetic in the following industry-oriented events:
 - act4.energy 4th Forum, on period P1
 - act5.energy 5th Forum, on period P2
 - act6.energy 6th Forum, on period P3.
- They will also publish one white paper on period P2 and one on period P3, on Replication Methodology.
- EK will also participate in the following events, in which a poster of RENergetic will be shown and brochures will be distributed:
 - On period P1 - act4,energy congress 2021
 - On period P2, in events ComForEn 2022 and act4.energy congress 2022. Two events in total.
 - On period P3, in events ComForEn 2023 and act4.energy congress 2023. Two events in total.

6- UGENT

- UGENT plans to present RENergetic in the following industry-oriented events:
 - On period P1, RENergetic will be mentioned in presentation during seminar on energy communities
 - On period P2, on another seminar on energy communities.
 - On period P3 - imec Future Summits.
- UGENT will work on three scientific publications (as main author), one on each period of the project.
- UGENT will also participate in two events in which a poster of RENergetic will be shown, during period P2 and period P3.
- UGENT will be distributing brochures on an event that will take place during period P2.



- UGENT will participate in one public event organized by RENergetic, which will be a seminar for local energy communities.

7- POLITECHNIKA POZNANSKA

- PUT will participate in one industry-oriented event during period P3 (M31-M42), in which RENergetic will be presented (online or physical).
- They also plan to work on six scientific publications (as main author), two on each period of the project.
- PUT will distribute brochures on an event that will take place during period P3.
- They will also participate in one public event organized by RENergetic during P2.
- They will be producing as well one video on P3, introducing the project and its results.

8- INSTYTUT CHEMII BIOORGANICZNEJ

- PSNC will participate in one industry-oriented event during period P3 (M31-M42), in which in which RENergetic will be presented (online or physical).
- They will also work on three scientific publications (as main author), one on each period of the project.
- PSNC will be distributing brochures on an event that will take place during period P2.
- They will also participate in three public event organized by RENergetic, one on each of the periods defined.
- They plan to produce as well one video on P3, introducing the project and its results.

9- Veolia Energia Poznan S.A.

- Veolia will participate in one industry-oriented event during period P3 (M31-M42), in which in which RENergetic will be presented (online or physical).

10-OSPEDALE SAN RAFFAELE SRL

- OSR will participate in one industry-oriented event during period P3 (M31-M42), in which in which RENergetic will be presented (online or physical).
- They will also work on three scientific publications (as main author), one on each period of the project.
- OSR will also participate in two events in which a poster of RENergetic will be shown, during period P2 and period P3.
- OSR plans to distribute brochures on an event that will take place during period P3.
- They will also participate in one public event organized by RENergetic during P3.
- They will produce as well one video on P3, introducing the project and its results.

11-UNIVERSITA' DEGLI STUDI DI PAVIA

- UNIPV will participate to three industry-oriented events, one on each of the three defined periods.
- During period P2, UNIPV will participate to one action organized by regulators from local to European level.
- They will also work on six scientific publications (as main author), two on each period of the project.



- UNIPV will also participate in two events in which a poster of RENergetic will be shown, during period P2 and period P3.
- UNIPV will distribute brochures in an event that will take place during period P3.
- They will also participate in one public event organized by RENergetic during P3.
- They also plan to produce as well one video on P3, introducing the project and its results.

12-Comune di Segrate

- Comune di Segrate will participate in two industry-oriented events, one on each of the last two project periods.
- During periods P2 and P3, they will participate in two actions organized by regulators from local to European level, one on each period.
- They will also publish one white paper on period P2 and one on period P3.
- They will also participate in two events in which a poster of RENergetic will be shown, during period P2 and period P3.
- They will also distribute brochures in an event that will take place during period P2.
- They will also participate in one public event organized by RENergetic, one on each of the periods defined.

All the actions described before are collected on the following table. Please note that at the end of each action there is the KPI that will be used to measure each action. In all cases, the total of proposed actions are far superior than the minimum set during project proposal.

		Actions															
		Number of industry-oriented events in which RENergetic will be presented (online or physical)				Number of actions organized by regulators from local to European level to which RENergetic will participate				Number of scientific publications (as main author)				Number of white papers published			
		Yes/No	P1	P2	P3	Yes/No	P1	P2	P3	Yes/No	P1	P2	P3	Yes/No	P1	P2	P3
1	Inetum	Yes	2	2	2	Yes	0	0	1	Yes	0	0	0	Yes	1	1	2
2	UNIMA	No	0	0	0	No	0	0	0	Yes	1	1	3	No	0	0	0
3	UNIPASSAU	yes	0	1	0	No	0	0	0	Yes	1	1	1	No	0	0	0
4	CEIP	yes	0	1	0	No	0	0	0	Yes	0	0	0	No	0	0	0
5	EK	Yes	1	1	1	No				No				Yes		1	1
6	UGENT	Yes	1	1	1	No	0	0	0	Yes	1	2	2	No	0	0	0
7	PUT	Yes	0	0	1	No	0	0	0	Yes	2	2	2	No	0	0	0
8	PSNC	Yes	0	0	1	No	0	0	0	Yes	1	1	1	No	0	0	0
9	Veolia	Yes	0	0	1	No	0	0	0								
10	OSR	yes	0	0	1	no	0	0	0	yes	1	1	1	no	0	0	0
11	UNIPV	Yes	1	1	1	Yes	0	1	0	Yes	2	2	2	Yes	1	1	1
12	Segrate	Yes	0	1	1	Yes	0	1	1	No				Yes	0	0	1
Subtotal			5	8	10		0	2	2		9	10	12		2	3	5
TOTAL		23				4				31				10			
		D-KPI#1: At least presentation in 12 (4 year)				D-KPI#2: At least in one meeting at 3 different entities				D-KPI#4: At least 10 publications				D-KPI#5: At least 3			

Figure 7 – Dissemination actions



Actions																			
Number of events with poster shown (as far as physical presence is possible)				Number of events in which brochures and/or leaflets will be distributed (as far as physical presence is possible)				Number of public events organized by RENergetic (partner leading the organization e.g. local communities)				Number of produced videos introducing the project and its results				Total participation per partner			
Yes/No	P1	P2	P3	Yes/No	P1	P2	P3	Yes/No	P1	P2	P3	Yes/No	P1	P2	P3	P1	P2	P3	TOTAL
Yes	1	1	1	Yes	0	1	1	No	0	0	0	Yes	1	1	1	5	6	8	19
Yes/No	0	1	1	Yes	0	1	1	No	0	0	0	No	0	0	0	1	3	5	9
Yes	0	1	0	yes	0	1	0	No	0	0	0	No	0	0	0	1	4	1	6
No	0	0	0	no	0	0	0	Yes	0	0	1	No	0	0	0	0	1	1	2
Yes	1	2	2	Yes	1	2	2	No				No				3	6	6	15
Yes	0	1	1	Yes	0	1	0	Yes	1	0	0	No	0	0	0	3	5	4	12
No	0	0	0	Yes	0	0	1	Yes	0	1	0	Yes	0	0	1	2	3	5	10
No	0	0	0	Yes	0	0	1	Yes	1	1	1	Yes	0	0	1	2	2	5	9
																0	0	1	1
yes	0	1	1	yes	0	0	1	yes	0	0	1	yes	0	0	1	1	2	6	9
Yes	2	2	2	Yes	0	2	2	Yes	1	2	2	Yes	0	1	1	7	12	11	30
Yes	0	1	1	Yes	0	1	0	Yes	1	1	1	Yes	0	0	1	1	5	6	12
	4	10	9		1	9	9		4	5	6		1	2	6				
23				19				15				9				26	49	59	134
D-KPI#6: At least 10				D-KPI#7: At least in 20				D-KPI#8: At least 4				D-KPI#11: At least 2							

Figure 8 – Dissemination actions (continuation)

The actions envisaged by the partners provide for each KPI:

1. D-KPI#1: Number of industry-oriented events in which RENergetic will be presented (online or physical) n. 23
2. D-KPI#2: Number of actions organized by regulators from local to European level to which RENergetic will participate: n. 4.
3. D-KPI#4: Number of scientific publications (as main author): n.31.
4. D-KPI#5: Number of white papers published: n. 10.
5. D-KPI#6: Number of events with poster shown (as far as physical presence is possible): n. 23.
6. D-KPI#7: Number of events in which brochures and/or leaflets will be distributed (as far as physical presence is possible): n. 19
7. D-KPI#8: Number of public events organized by RENergetic (partner leading the organization e.g. local communities): n. 15
8. D-KPI#11: Number of produced videos introducing the project and its results: n. 9.

All KPI's will be monitored using the following template, one for each partner:

					M5	M6	M7
					March 2021	April 2021	May 2021
	n	D-KPI	Target D-KPI	events			
	D-KPI#1	Number of industry-oriented events, workshops and conferences (w/o scientific publication) in which RENergetic will be presented	At least active participation (presentation) in 12	Title			
				Event Location			
				Event Date			
				Audience Size			
				AudienceType			
				Project Partner Involved			
	D-KPI#2:	Number of actions organized by regulators from local to European level to which RENergetic will participate;	At least in one meeting at 3 different entities	Title			
				Event Location			
				Event Date			
				Audience Size			
				AudienceType			
				Project Partner Involved			
	D-KPI#3	Number of entities which are members of energy-related associations and European initiatives that will be informed by the project and its results	100	Title			
				Event Location			
				Event Date			
				Audience Size			
				AudienceType			
				Project Partner Involved			
	D-KPI#4:	Number of scientific publications in conferences, events and journals	At least 10 publications	Title			
				author(s)			
				publisher			
				Publish Type			
				Publish Link			
				DOI			
				access			

Figure 9 – Monitor dissemination template

					M5	M6	M7
					March 2021	April 2021	May 2021
UNIVERSITÄT MANNHEIM	D-KPI#5	Number of white papers published	At least 3	Title			
				author(s)			
				publisher			
				Publish Type			
				Publish Link			
	D-KPI#6	Number of events where RENergetic will show a poster	At least 10	DOI			
				access			
				Title			
				Event Location			
				Event Date			
	D-KPI#7	Number of events in which brochures and/or leaflets will be distributed	At least in 20	Audience Size			
				AudienceType			
				Project Partner Involved			
	D-KPI#8	Number of public events organized by RENergetic	At least 4	Title			
				Event Location			
				Event Date			
				Audience Size			
				AudienceType			
	D-KPI#9	Number of press releases published, translated into local language and distributed among local media	At least 6 (two per year)	Project Partner Involved			
				Title			
				Event Location			
				Event Date			
				Audience Size			

Figure 10 – Monitor dissemination template (continuation I)

					M5	M6	M7
					March 2021	April 2021	May 2021
	D-KPI#10	Number of academic presentations, number of attendees, presentation context (lesson, course, etc) in which RENergetic will be presented		Title			
				Event Location			
				Event Date			
				Audience Size			
				AudienceType			
	D-KPI#11	Number of produced videos introducing the project and its results	At least 2	Project Partner Involved			
				Title			
				Event Location			
				Event Date			
				Audience Size			
	D-KPI#12	Social media channels for community building	To reach at least 500 followers in each SN, To post at least 2 posts per month in each social	AudienceType			
				Project Partner Involved			
				Title			
				Event Location			
				Event Date			
	D-KPI#13	Frequency of blog posts and news feed on RENergetic website on project topic	1 post per month	Audience Size			
				AudienceType			
				Project Partner Involved			
				Title			
				Event Location			

Figure 11 – Monitor dissemination template (continuation II)

IV. INTERNAL COMMUNICATION PLAN

Internal communications strategy is founded on the essential question of what results does an organization needs to achieve. The tools used for good internal communication are:

IV.1.1. E-Mail

E-mail communication is fast, free and useful to contact and update each partner.

For this communication channel, several mailing groups were created, following the work package distribution. This way, each WP has their own communication thread.

The mailing groups are as follows:

- **all_renergetic@gfi.world:** All members from the other mailing lists.
- **legal_renergetic@gfi.world:** To be used only for contractual and financial topics.
- **WP1_renergetic@gfi.world:** To be used for WP1 related topics.
- **WP2_renergetic@gfi.world:** To be used for WP2 related topics.
- **WP3_renergetic@gfi.world:** To be used for WP3 related topics.
- **WP4_renergetic@gfi.world:** To be used for WP4 related topics.
- **WP5_renergetic@gfi.world:** To be used for WP5 related topics.
- **WP6_renergetic@gfi.world:** To be used for WP6 related topics.
- **WP7_renergetic@gfi.world:** To be used for WP7 related topics.
- **WP8_renergetic@gfi.world:** To be used for WP8 related topics.
- **WP9_renergetic@gfi.world:** To be used for WP9 related topics.

IV.1.2. Telephone calls, Whatsapp group

Telephone calls and WhatsApp messaging are used in those cases when there is a need for a fast answer, as well as when using the email tool is not suitable in a given situation.

IV.1.3. Web conference system

This communication tool can be used for online meetings. Project partner meetings will occur on a regular basis, as reported in the project form. Those meetings will be set to discuss all the results, which have been reached during the last reporting period, as well as for planning the tasks and responsibilities for the next period.

The web conference system also allows to share documents and to work with them collectively, reaching shared and common text versions.

IV.1.4. Collaborative Working Environment

The Collaborative Working Environment (CWE) makes use of the SharePoint platform [4] which is a Microsoft product that allows to create websites, in which information can be stored, organized and shared safely.

The platform is used as central tool for project members and envelops the project and consortium information, internal communication, meeting minutes, encompassing a wide set of features in order to manage documentation repository, internal communication, planning, including milestones and tasks scheduling and progress Reports management. More

information can be found in the D1.1 - Collaborative Working Environment and its maintenance.

REnergetic
Gruppo pubblico

92 membri

Cerca

+ Nuovo Carica Modifica nella visualizzazione a griglia Sincronizza

Tutti i documenti

Nome	Data/ora modi...	Modificato da
Pilots	3 dicembre 2020	Klingert Sonja
WP1 - Project management	13 novembre 2020	Perez Maria
WP10 - Ethics requirements	19 dicembre 2020	Eduardo Agustin Vendrel
WP2 - Social science for energy island co...	13 novembre 2020	Perez Maria
WP3 - ICT for energy island communities	13 novembre 2020	Perez Maria
WP4 - Pilot site 1 Ghent - New Docks	13 novembre 2020	Perez Maria
WP5 - Pilot site 2 Poznan - University Ca...	3 dicembre 2020	Eduardo Agustin Vendrel
WP6 - Pilot site 3 Segrate - Hospital and ...	13 novembre 2020	Perez Maria

Documenti

Altri dettagli

Attività

Oggi

ammar Alyousef ha inserito commenti in [TechnicalSetup_POZNAN.docx](#) 5 ore fa

ammar Alyousef ha modificato [TechnicalSetup_POZNAN.docx](#) 5 ore fa

ammar Alyousef ha inserito commenti in [TechnicalSetup_POZNAN.docx](#) 5 ore fa

Figure 12 – RENERgetic’s Collaborative Working Environment

V. REFERENCES AND INTERNET LINKS

- [1] Effective communication goals for your business strategy
<https://www.deputy.com/blog/9-effective-communication-goals-for-your-business-strategy>
- [2] Target Audience <https://www.farmakom.it/trovare-target-audience-per-farmacia-online/>
- [3] Partner WP9 cooperation [LINK](#)
- [4] Microsoft Sharepoint <https://www.microsoft.com/es-es/microsoft-365/sharepoint/collaboration>
- [5] Website URL: <http://www.renergetic.eu> created on February 05th 2021
- [6] LinkedIn profile: <https://www.linkedin.com/company/renergetic-project/> created on January 24th 2021
- [7] Twitter profile: <https://twitter.com/RenergeticP> created on January 24th 2021
- [8] Facebook profile: <https://www.facebook.com/ren.ergetic.92> created on January 24th 2021
- [9] <https://spacestudies.co.uk/conference/space-international-conference-2021-on-city-planning-and-urban-design/> (visited on 2021 February 26th)
- [10] <https://waset.org/energy-and-efficiency-plus-houses-conference-in-january-2022-in-dubai> (visited on 2021 February 26th)
- [11] <https://waset.org/environmental-science-and-development-conference-in-january-2023-in-bali> (visited on 2021 February 26th)
- [12] <https://waset.org/renewable-energy-for-smart-cities-conference-in-january-2023-in-singapore> (visited on 2021 February 26th)
- [13] <https://waset.org/new-technologies-for-urban-regeneration-conference-in-february-2023-in-barcelona> (visited on 2021 February 26th)
- [14] <https://waset.org/agent-based-modelling-of-city-systems-and-energy-conference-in-june-2023-in-vienna> (visited on 2021 February 26th)
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- [19] <https://www.journals.elsevier.com/sustainable-cities-and-society> (visited on 2021 February 26th)
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