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Integrated local energy systems (Energy islands)

REnergetic

Community-empowered Sustainable Multi-Vector Energy Islands

Project N° 957845

D9.3 - 1st report on dissemination, communication and clustering KPIs and plans

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Executive Summary

The objective of the present document is to present the first results of the dissemination strategy followed for the first 18 months of the project. This is the third deliverable of Work Package 9, and it is D9.3 – 1st report on dissemination, communication and clustering KPIs and plans.

This deliverable provides an overview of the dissemination and communication activities that were carried out by the consortium members of the RENERgetic project during the first project period.

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 14 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), the University of Mannheim and the University of Passau (Germany), University of Stuttgart (Germany) and Seeburg Castle University (Austria).

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Table of Acronyms and Definitions

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 describes the communication and dissemination activities carried out by RENergetic project partners during the first period of activity in order to monitor the objectives of the project.

The document has been structured reporting the main channels of visibility of the project that address both an audience of experts and a general public according to the specific dissemination and communication activities following the KPIs organization. These are respectively:

- Website;
- Social media
- Industry Oriented events, Workshops and Conferences.
- Actions organized by regulators from local to European level.
- Entities which are members of energy-related associations and European initiatives.
- Scientific publications in conferences, events and journals.
- Posters, brochures and/or leaflets.
- Public events organized by RENergetic
- Press Release and articles.
- Academic presentation associations and European initiatives.
- Videos.

II. DISSEMINATION ACTIVITIES

II.1. Website

II.1.1. Website evolution

The design of the RENergetic web page (www.renergetic.eu) [1] was conceived by University of Pavia following the style guides described in Deliverable 9.1. The analysis of data traffic started in October (so it is only 6 months of collecting data) by google analytics used to track website performance and collect visitor insights.

The site was built on the WordPress platform (property of WordPress Foundation) and initially consisted by three pages (home, partners and news). Two more pages containing press releases and KPI achievement were recently added. The web site is updated monthly with project progress and results as well as the contribution from partners in order to achieve some of the dissemination KPI's.

II.1.1.a. Session

It is a group of interactions recorded when a user visits the website within a given period. Google Analytics session begins when a user visits a page on the site and ends after 30 minutes of inactivity or when the user leaves. The figure 1 shows 1300 sessions in 6 months.

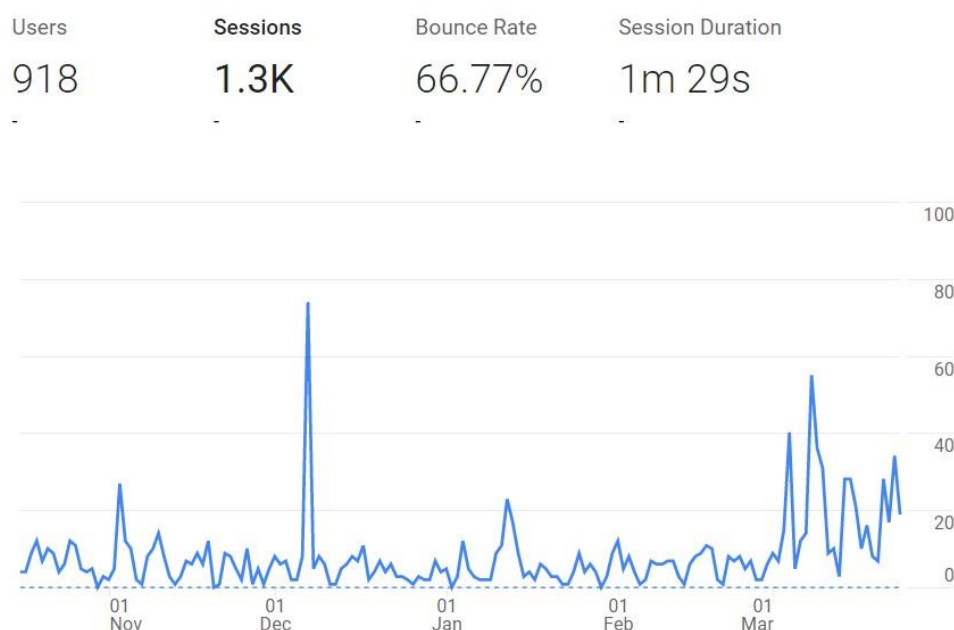
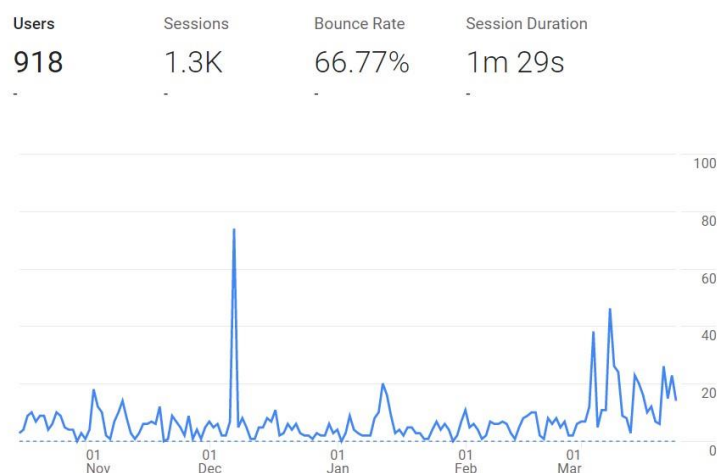


Figure 1 – RENERgetic sessions

II.1.1.b. Users

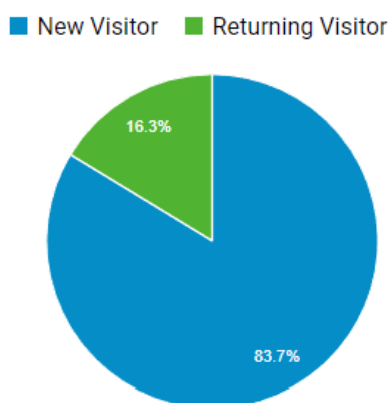
A user is a unique or new visitor to the website during a set period of time.

It is important to underline that the number of users counted is not totally real because the same person could still be counted as a new user, even if they access the site from a different device or through a different browser than the one they used the first time.

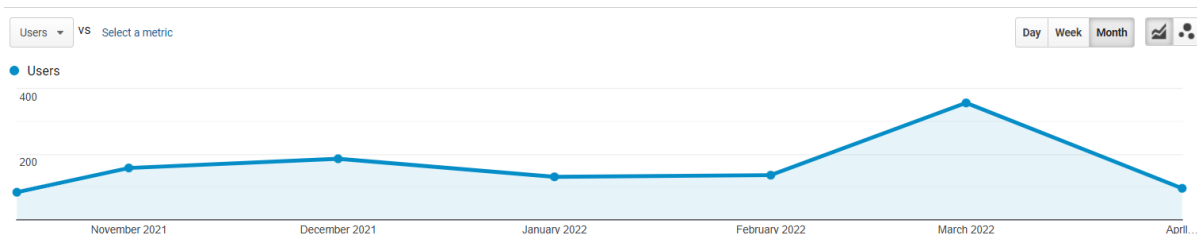
**Figure 2 – RENERgetic users**

Another important indicator is new and returning visitors.

Figure 3 shows new visitor increasing.

**Figure 3 – RENERgetic Visitor**

The graphic of Figure 4 shows the RENERgetic Users per month. It is possible to see a constantly average of users with an increasing in March.

**Figure 4 – RENERgetic Users/Month**

II.1.1.c. Organic traffic

It is used for referring to the visitors that land on the website as a result of unpaid (“organic”) search results.

The graphic shows that most of the traffic is organic and very little comes from social media.



Figure 5 – RENERgetic channels

Social Network	Sessions	% Sessions
1. Twitter	13	41.94%
2. Facebook	9	29.03%
3. LinkedIn	7	22.58%
4. Instagram	2	6.45%

Figure 6 – RENERgetic social Network

II.1.1.d. Page views

Page views is the total number of pages viewed. During this 6 months RENERgetic collected 2.895 page views.

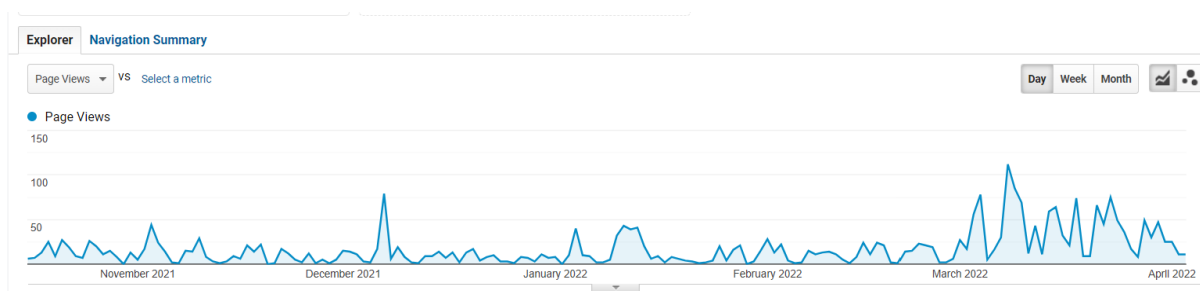


Figure 7 – RENERgetic page views

The top 3 of the most visited pages is: (1) home page with 44% (2) Partner with 13%, and (3) News with 11%.

Page Title	Page Views	Page Views
	2,895 % of Total: 100.00% (2,895)	2,895 % of Total: 100.00% (2,895)
1. RENergetic - Horizon 2020 Project	1,273	43.97%
2. Partner - RENergetic	385	13.30%
3. News - RENergetic	321	11.09%
4. Press Release - RENergetic	111	3.83%
5. 7Energy.at - Launch of a digital platform for Energy Communities in Austria - RENergetic	75	2.59%
6. Statement by RENergetic consortium on the Russian invasion of Ukraine - RENergetic	68	2.35%
7. Città di Segrate - RENergetic	62	2.14%
8. KPIs - RENergetic	60	2.07%
9. Pagina non trovata - RENergetic	60	2.07%
10. Veolia Energia Poznań - RENergetic	47	1.62%

Figure 8 – RENergetic page title views

II.1.1.e. Bounce race

It is expressed by a percentage. It counts sessions that have visited one page without visited the second page. If the bounce rate is too high, it probably means that the page is not meeting the expectations of users. On the contrary case, it could mean that visitors are satisfied with what they find in the first page but the definition of a “good” bounce rate is subjective based on the type of page, and the source of traffic.

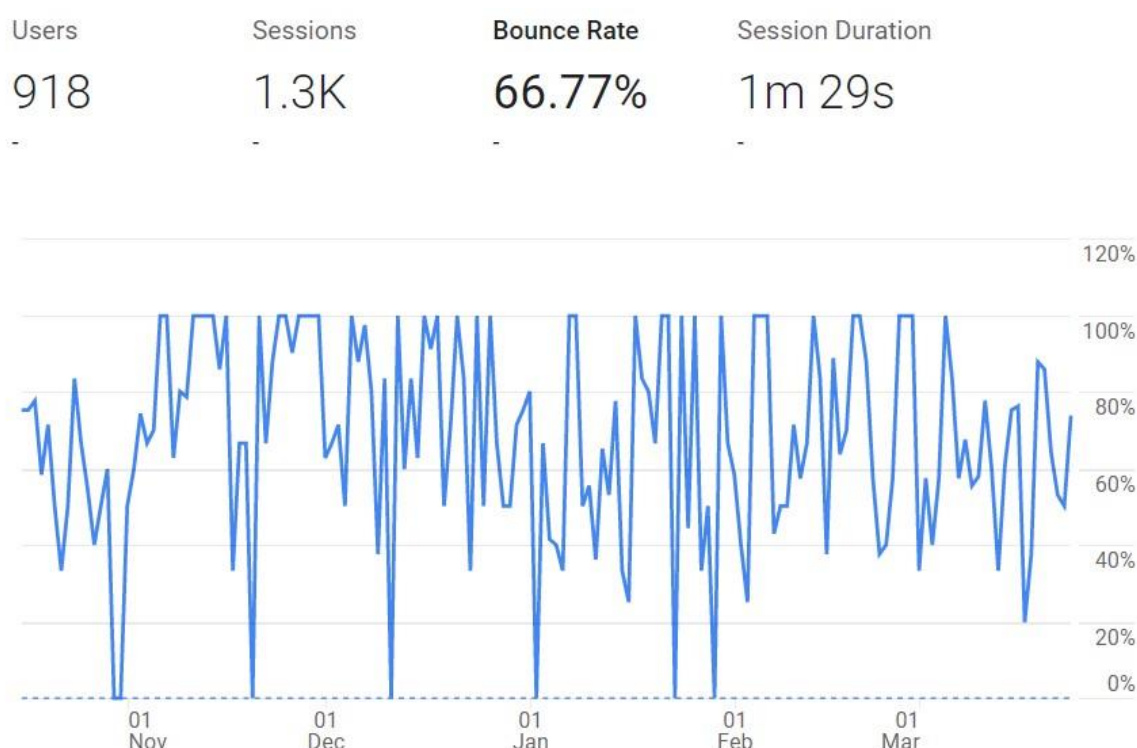


Figure 9 – RENergetic bounce race

II.1.1.f. Locations

It is determined from a visitor's IP addresses and it can be useful for targeting and understanding which countries RENergetic is reaching.



Figure 10 shows the top 10 of countries from which users visited the website. The number 1 position is taken by Italy.

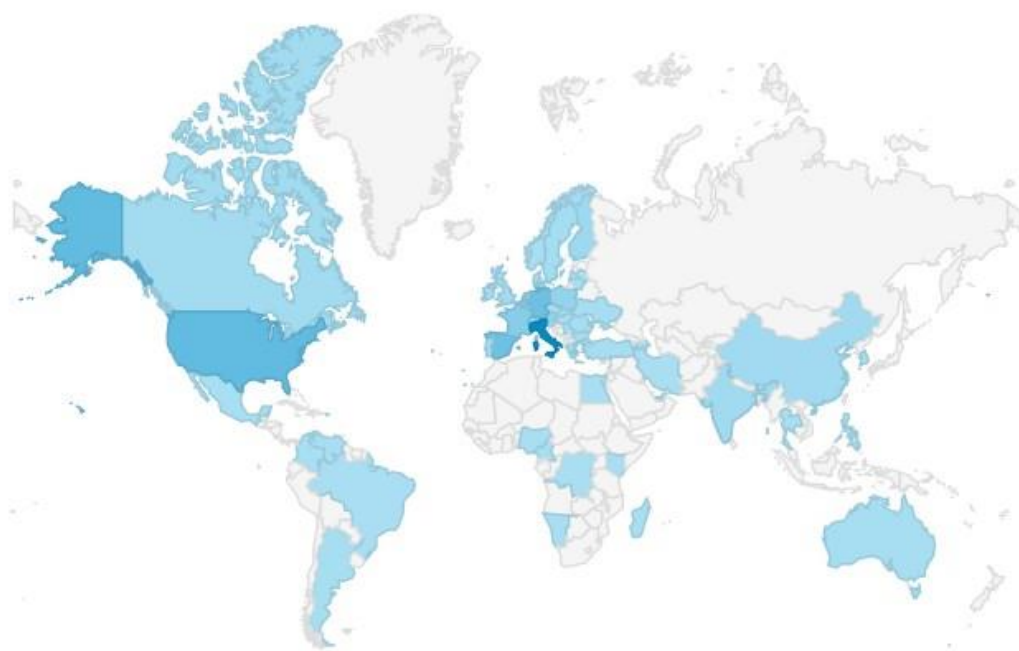


Figure 10 – RENERgetic Localization map

Country ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	917 % of Total: 100.00% (917)	912 % of Total: 100.11% (911)	1,306 % of Total: 100.00% (1,306)	66.77% Avg for View: 66.77% (0.00%)	2.02 Avg for View: 2.02 (0.00%)	00:01:30 Avg for View: 00:01:30 (0.00%)
1. Italy	236 (25.60%)	237 (25.99%)	385 (29.48%)	60.78%	2.35	00:02:15
2. United States	103 (11.17%)	102 (11.18%)	104 (7.96%)	95.19%	1.06	00:00:02
3. Germany	86 (9.33%)	84 (9.21%)	140 (10.72%)	64.29%	1.86	00:01:03
4. Spain	86 (9.33%)	86 (9.43%)	154 (11.79%)	59.09%	2.18	00:01:23
5. France	51 (5.53%)	50 (5.48%)	72 (5.51%)	68.06%	1.83	00:01:24
6. Belgium	50 (5.42%)	47 (5.15%)	79 (6.05%)	60.76%	2.11	00:02:04
7. Netherlands	37 (4.01%)	36 (3.95%)	42 (3.22%)	85.71%	1.45	00:00:19
8. Austria	35 (3.80%)	34 (3.73%)	44 (3.37%)	70.45%	1.68	00:00:46
9. Poland	32 (3.47%)	31 (3.40%)	50 (3.83%)	56.00%	2.80	00:02:02
10. United Arab Emirates	23 (2.49%)	23 (2.52%)	30 (2.30%)	30.00%	2.87	00:04:08

Figure 11 – RENERgetic top ten country

II.1.1.g. Referrals

It shows which external sources and social media channels the site has been benefiting the most from.

Figure 12 shows the first referral with almost 31% is Facebook. Second is LinkedIn with more than 23%.

Source	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	79 % of Total: 7.92% (998)	74 % of Total: 7.47% (991)	112 % of Total: 7.87% (1,424)	69.64% Avg for View: 66.64% (4.50%)	2.01 Avg for View: 2.03 (-1.18%)	00:00:41 Avg for View: 00:01:31 (-55.44%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. m.facebook.com	25 (30.86%)	24 (32.43%)	26 (23.21%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. linkedin.com	19 (23.46%)	18 (24.32%)	21 (18.75%)	85.71%	1.19	00:00:05	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. t.co	8 (9.88%)	7 (9.46%)	21 (18.75%)	38.10%	3.95	00:02:54	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. lm.facebook.com	7 (8.64%)	7 (9.46%)	8 (7.14%)	87.50%	1.12	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. l.instagram.com	5 (6.17%)	4 (5.41%)	8 (7.14%)	50.00%	2.88	00:00:31	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. uplab.unipv.it	4 (4.94%)	2 (2.70%)	5 (4.46%)	60.00%	1.60	00:00:11	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. l.facebook.com	3 (3.70%)	2 (2.70%)	12 (10.71%)	41.67%	2.25	00:00:09	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. facebook.com	2 (2.47%)	2 (2.70%)	2 (1.79%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. statics.teams.cdn.office.net	2 (2.47%)	2 (2.70%)	3 (2.66%)	66.67%	1.67	00:00:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. cleanenergyinvest.be	1 (1.23%)	1 (1.35%)	1 (0.89%)	0.00%	9.00	00:03:49	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Figure 12 – RENergetic top ten referrals

II.1.1.h. Technology

Figure 13 shows that about 74% of the traffic to the RENergetic website comes from desktop devices but the site is also designed to be mobile-friendly with 25% of the traffic.

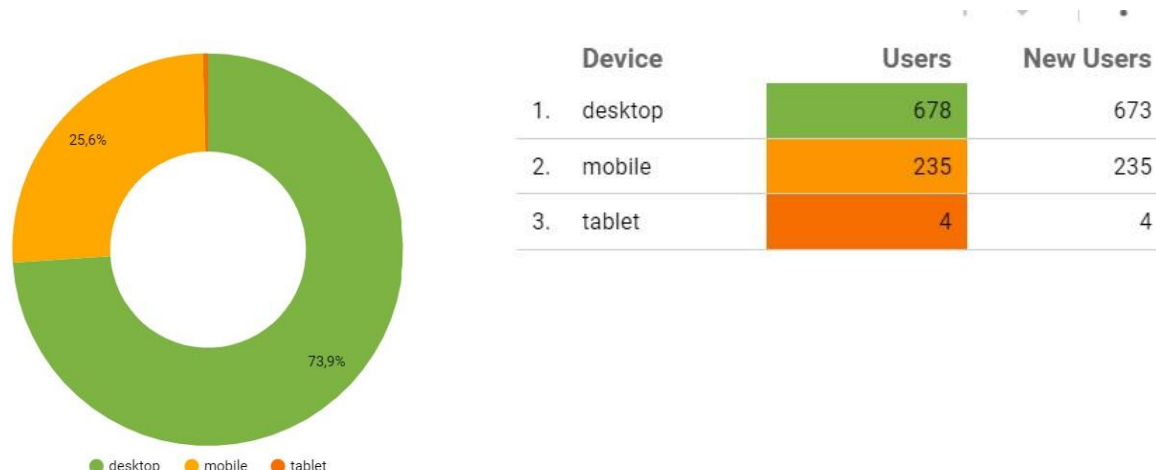


Figure 13 – RENergetic top ten referrals

II.1.2. Website analysis

The data obtained from Google Analytics gives some effectiveness indication of the project updates of the RENergetic website. We don't get a definitive overview in only 6 months of analysis, but these statistics show some interesting insights

- The number of visitors is growing from an average of 136 users/monthly in February 22 to 356 in March. And, in the same way, a similar trend can be observed in the number of page views;
- A high number of users visit the website directly, and are not redirected to the website via search engines or social media;

- Most visits to the website come from Italy. This can be explained by the presence of the task dedicated to dissemination.

II.2. Social media

Willing to raise public awareness about the RENERgetic project, different social network profiles were evaluated as the most suitable and created at month M1 on LinkedIn, Twitter, Facebook, YouTube and in the second time on Instagram. Associated links were added into the project website, and the profiles are being updated with posts once a month by UNIPV, based on the partners' contribution (updates about the project progress, photos from dissemination activities – fairs, conferences, workshops, etc.) or with info related to the project topic. These social media can potentially reach a higher number of persons and can arrive to a wider public.

Table 1 - Twitter


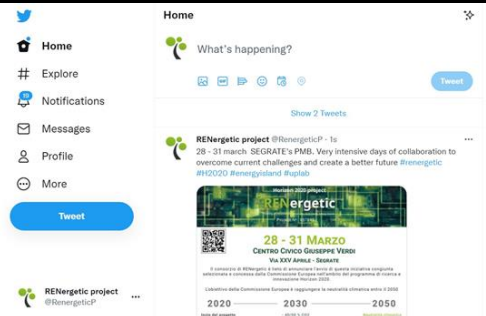
TWITTER	
 <p>Account: https://twitter.com/RenergeticP [2] 46 followers</p>	

Table 2 - LinkedIn


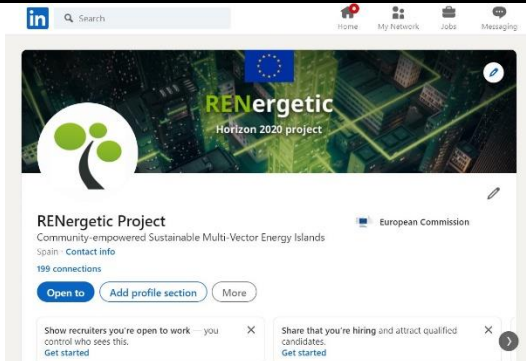
LINKEDIN	
 <p>Account: https://www.linkedin.com/company/renergetic-project/ [3] 194 followers</p>	

Table 3 - Facebook

FACEBOOK	
 <p>Account: https://www.facebook.com/ren.ergetic.92 [4] 281 friends Account: https://www.facebook.com/Renergetic-Empower-102917145157921/?ref=pages_you_manage [5] Community 46 likes</p>	

Table 4 - Instagram

INSTAGRAM	
	Account: https://www.instagram.com/ren_ergetic/ [6] 65 followers
	

II.2.1. Social media analysis

The performance of the social networks is quite good but far from the KPI target fixed in 500 each SN.


The data and statistics show that the interaction of the other partners needs to be increased.


It is necessary during next period to establish a concrete strategy for using social networks among partners to increase number of followers.

II.3. Industry Oriented events, Workshops and conferences


During the first period of the project, the consortium partners actively participated at 12 industry oriented events workshops and conferences that were relevant for the RENERgetic project to disseminate project results.


In chronological order:


	Title: BRIDGE		
Event Location: On Line			
Event Date: 02/03/2021			
Audience Size: 200 people		Audience Type: Scientific	
Partners Involved: INETUM, Veolia			


	Title: ETIP SNET 11th Regional Workshop
Event Location: On Line	

Event Date: 21/04/2021	
Audience Size: -	Audience Type: Scientific
Partners Involved: INETUM, Veolia	

	Title: Conferencia de energía - Smart Energy Congress
Event Location: Madrid	
Event Date: May 2021	
Audience Size: 1.000 – 2.000	Audience Type: Scientific
Partners Involved: INETUM	


	Title: 4th act4.energy Forum
Event Location: Stegersbach, Austria & online stream	
Event Date: 17/06/2021	
Audience Size: ~20 on site, ~150 via stream~	Audience Type: Industry, SME, Municipalities
Partners Involved: Energie Kompass GmbH	


	Title: Spankracht
Event Location: Vienna, online	
Event Date: 08/10/ 2021	
Audience Size: 40	Audience Type: Scientific, Industry
Partners Involved: Universitet Gent	


	Title: Smart Port inspiration session
Event Location: Hybrid	

Event Date: 22/10/ 2021	
Audience Size:50	Audience Type: Scientific, Industry
Partners Involved: Universitet Gent	

	Title: Modern Heat Seminar
Event Location: Novotel Poznań	
Event Date: 22/10/ 2021	
Audience Size:500	Audience Type: Engineers, city officials, energy companies
Partners Involved: Veolia Energia Poznan	

	Title: AI solutions in REnergetic What works, what won't
Event Location: On line	
Event Date: 25/10/ 2021	
Audience Size: 40	Audience Type: scientific, energy professionals
Partners Involved: San Raffaele Hospital	

	Title: UrbIng – the Italian network of engineering urban planners
Event Location: Salerno, Italy, in presence and on line	
Event Date: 27-30/10/2021	
Audience Size: 200 people	Audience Type: Academic
Partners Involved: University of Pavia	

	Title: REnergetic@Bridge
Event Location: On Line	

Event Date: 18/11/2021	
Audience Size: 16 people	Audience Type: Bridge Participants
Partners Involved: University of Mannheim, INETUM, Veolia Energia Poznan and Energy Kompass	


ComForEn 2021	Title: ComForEn Conference
Event Location: Vienna, online	
Event Date: 22 - 23/11/ 2021	
Audience Size:-	Audience Type: Researcher
Partners Involved: Energie Kompass GmbH	


	Title: Energy consulting for municipalities
Event Location: Hotel Andersia in Poznań	
Event Date: 01/12/2021	
Audience Size: 500	Audience Type: Mayors, energy companies
Partners Involved: Veolia Energia Poznan	


II.4. Actions organized by regulators from local to European level

	Title: Recovery sources in Poznań
Event Location: Town All	
Event Date: 11/03/ 2021	
Audience Size: 15	Audience Type: City officials
Partners Involved: Veolia Energia Poznan, Poznan University of Technology	

II.5. Entities which are members of energy-related associations and European initiatives

	Title: BRIDGE Consumer and Citizen Engagement WG KICK OFF MEETING
Event Location: On Line	
Event Date: 15/04/2021	
Audience Size: 30 people	Audience Type: Scientific
Partners Involved: INETUM, University of Mannheim, Ugent	

	Title: act4.energy Strategy Committee
Event Location: On Line	
Event Date: 07/05/2021	
Audience Size: -	Audience Type: Industry, Research Institutes
Partners Involved: Energie Kompass GmbH	


	Title: GKSD for Gruppo San Donato
Event Location: San Raffaele Hospital	
Event Date: 20/01/2022	


Audience Size: -	Audience Type: ESCO, Company
Partners Involved: San Raffaele Hospital, Segrate	

II.6. Scientific publications in journals, conferences and events


Papers and publications in national and international scientific and professional journals and conferences have been published journals of high standard, The publications are 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.

In this first period has been published five scientific publications.


 <p>ComForEn 2021 ICT Design for Community-empowered Sustainable Multi-Vector Energy Islands</p>	<p>Title: ICT Design for Community-empowered Sustainable Multi-Vector Energy Islands</p>
<p>Author(s): Stepan Gagin, Sonja Klingert, Michael Niderkofler, Hermann de Meer</p>	
<p>Publisher:</p>	
<p>Publish Type: Conference proceedings</p>	
<p>Publish Link: https://www.comforen.org/Program/ [7]</p>	
<p>Access: Open Access</p>	

 <p>Energy Informatics Quality of service and fairness for electric vehicle charging as a service</p>	<p>Title: Quality of service and fairness for electric vehicle charging as a service</p>
<p>Author(s): Dominik Danner & Hermann de Meer</p>	
<p>Publisher: Springer</p>	
<p>Publish Type: Conference proceedings</p>	
<p>Publish Link: https://energyinformatics.springeropen.com/articles/10.1186/s42162-021-00175-3 [8]</p>	


DOI: 10.1186/s42162-021-00175-3
Access: Open Access

	Title: Physics Informed Recurrent Neural Network for Control-Oriented Thermal Model of a Building
Author(s): Gargya Gokhale, Manu Lahariya, Bert Claessens, Chris Develder	
Publisher:	
Publish Type: Conference proceedings	
Publish Link: https://arxiv.org/abs/2111.12066 [9]	
Access: Open Access	

	Title: Boosting Interpretability of Non-Readable Deep Learning Forecasts: the Case of Buildings' Energy Consumptions Prediction
Author(s): Baranzini Daniele et al	
Publisher: Conference'13, June 2022, Online Event	
Publish Type: Conference proceedings	
Publish Link: -	
Access: -	

	Title: Energy Communities: Technical, Legislative, Organizational, and Planning Features
Author(s): De Lotto, Venco, Miccichè, Bonaiti, De Napoli	
Publisher: MDPI	

Publish Type: International Journal Paper
Publish Link: https://www.mdpi.com/1996-1073/15/5/1731 [10]
Journal: Energies
Access: Open Access

	<p>Title: Il PNRR, le politiche per l'energia e l'apertura alle comunità energetiche</p>
Author(s): De Lotto, Venco, Micciché	
Publisher: Munera 1/2022	
ISSN:2280-5036	
Publish Type: Scientific Journal	
Publish Link: https://www.cittadellaeditrice.com/munera/tutti-gli-articoli/munera-12022-roberto-de-lotto-calogero-micciche-elisabetta-maria-venco-il-pnrr-le-politiche-per-lenergia-e-lapertura-alle-comunita-energetiche/ [11]	
Access: Full paper: Payment; Abstract: Open Access	

II.7. Posters, brochures and/or leaflets

As part of the dissemination strategy of the project, some of the first steps were the design of a poster and a brochure, which was made with the involvement of all partners.

The poster also gives an overview of the scope and vision of RENergetic, as can be seen in Figure 14 and 15. The design of this poster is based on the website colours and logo, and should be printed in A1-format. The idea is to hang this poster up in every event in which the project is present. It is also available on the internal SharePoint of the project.

Flyers, banners, brochures, etc. have been distributed at various events, conferences, workshops, etc. to gain the project visibility with the general public.





Figure 14 – RENERgetic online poster (black background)




Figure 15 – RENERgetic printed poster (white background)

So far, the posters have been shown in the following dissemination events:


 SHARPER 24.09.2021	Title: Sharper night
Event Location: Pavia, Castello Sforzesco	
Event Date: 24/09/ 2021	
Audience Size: 200	Audience Type: Academics, publics
Partners Involved: University of Pavia	

	Title: Solar.one opening
Event Location: Stegersbach, Austria	
Event Date: 08/10/ 2021	

Audience Size: 95	Audience Type: Industry, SME, Municipalities, Research Institutes
Partners Involved: Energie Kompass GmbH	

	Title: PMB Meeting Milan
Event Location: Segrate, Italy	
Event Date: 28 - 31/03/ 2022	
Audience Size: 35	Audience Type: Industry, SME, Municipalities, Research Institutes
Partners Involved: All Partners	


II.8. Public events organized by REnergetic





	Title: Organisation of workshop as part of the SmartGridComm conference with invited presentations from several ongoing H2020 projects
Event Location: On line	
Workshop program: https://sgc2021.ieee-smartgridcomm.org/workshop/ws-01-workshop-artificial-and-human-intelligence-community-empowered-sustainable-energy-0 [12]	
Event Date: 27/10/ 2021	
Audience Size: 25	Audience Type: Scientific, Industry
Partners Involved: All REnergetic Partners	

II.9. Press Release and articles


This section details the press releases published by the project partners in their media.

Many articles have been published in the local language press to introduce the REnergetic project to a large set of stakeholders. An overview is given below.

 <p>KOMMUNIKATION</p> <p>Presseinformation</p> <p>Universität Mannheim erhält einen hohen EU-Zuschlag für wegweisende Energieprojekte</p> <p>Die wegweisende Studie über die Integration erneuerbarer Energien in das bestehende Stromnetz ist ein wichtiger Baustein für die Umsetzung der Energiewende. Das Projekt ist ein wichtiger Baustein für die Umsetzung der Energiewende. Das Projekt ist ein wichtiger Baustein für die Umsetzung der Energiewende.</p>	<p>„Unser Ziel ist es, die Energieeffizienz der Gebäude zu erhöhen und die Energiekosten zu senken. Wir werden dies durch die Installation von Solaranlagen und die Nutzung von erneuerbaren Energien erreichen.“</p> <p>Die Studie ist ein wichtiger Baustein für die Umsetzung der Energiewende. Das Projekt ist ein wichtiger Baustein für die Umsetzung der Energiewende. Das Projekt ist ein wichtiger Baustein für die Umsetzung der Energiewende.</p>	<p>Title (original language): UNIVERSITÄT MANNHEIM ERHÄLT EINEN HOHEN EU-ZUSCHLAG FÜR WEGWEISENDE ENERGIEPROJEKTE</p>
Institution: University of Mannheim		
Publish Date: 13/10/2020 Publish Type: Online		
Publish Link: http://www.renergetic.eu/press-release/ [13] https://www.uni-mannheim.de/newsroom/presse/pressemitteilungen/2019/juli/electrific/ [14]		
Abstract: Press release published by University of Mannheim		

 <p>21 October 2020</p> <p>PRESS RELEASE</p> <p>These islands are a model for the future of energy. They are a model for the future of energy. They are a model for the future of energy.</p>	 <p>These areas and the energy efficiency of local energy systems. Innovative technologies will be used to achieve this goal, including the creation of Digital Twins for facilities, real-time monitoring and intelligent control algorithms based on artificial intelligence.</p>	<p>Title (original language): RENERGETIC</p>
Institution: INETUM		
Publish Date: 26/10/2020 Publish Type: Online		
Publish Link: http://www.renergetic.eu/press-release/ [15]		
Abstract: Press release published by INETUM		
 <p>Pressemitteilung</p> <p>EU-Projekt RENERGETIC: IT-Lösung aus Passau für die Energiewende von unten</p> <p>Die Universität Passau ist ein wichtiger Baustein für die Umsetzung der Energiewende. Das Projekt ist ein wichtiger Baustein für die Umsetzung der Energiewende. Das Projekt ist ein wichtiger Baustein für die Umsetzung der Energiewende.</p>	 <p>These areas and the energy efficiency of local energy systems. Innovative technologies will be used to achieve this goal, including the creation of Digital Twins for facilities, real-time monitoring and intelligent control algorithms based on artificial intelligence.</p>	<p>Title (original language): EU-Projekt RENERGETIC: IT-Lösung aus Passau für die Energiewende von unten</p>

Institution: Universität Passau	
Publish Date: 25/03/2021	Publish Type: Online
Publish Link: http://www.renergetic.eu/press-release/ [16] https://www.uni-passau.de/forschung/aktuelles/meldung/detail/eu-projekt-renergetic-it-loesung-aus-passau-fuer-die-energie-wende-von-unten/ [17]	
Abstract: Press release published by Universität Passau	

	<p>Title (original language): Pilotprojekt für die Energiewende: Dem Traum von Energieautarkie ein Stück näher?</p>
Institution: Universität Passau	
Publish Date: 08/04/2021	Publish Type: Online
Publish Link: https://www.exklusiv-muenchen.de/news/pilotprojekt-fuer-die-energie-wende-dem-traum-von-energieautarkie-ein-stueck-naeher-56637 [18]	

	<p>Title (original language): Cop26, Segrate tra le tre città al mondo invitate alla conferenza sul clima grazie al «Kilometro verde»</p>
Institution: Comune di Segrate	
Publish Date: 31/10/2021	Publish Type: Online
Publish Link: https://milano.corriere.it/notizie/cronaca/21_ottobre_31/cop26-segrate-le-tre-citta-mondo-invitate-conferenza-clima-grazie-kilometro-verde-658d9ba6-3a16-11ec-850c-0c14b1133c9c.shtml [19]	

II.10. Academic presentation associations and European initiatives

Many of the partners come from academia so the project has many possibilities to be explained in this kind of context to create awareness of the project among the scientific community.

II.10.1. Lecture Units

Title: KI und Nachhaltigkeit	
Event Location: On Line	
Event Date: 15/03/2021	
Audience Size: 15 people	Audience Type: Academics
Partners Involved: Universitat Passau	

Title: ICT Design for Community-empowered Sustainable Multi-Vector Energy Islands	
Event Location: On Line	
Event Date: 22/11/2021	
Audience Size: 50 people	Audience Type: Academics&practioneers
Partners Involved: University of Mannheim, University of Passau, Energy Kompass	

Title: Eine Reise zur Energieinsel	
Event Location: On Line	
Event Date: 04/12/2021	
Audience Size: 50 people	Audience Type: Children 8-12
Partners Involved: University of Mannheim	

Title: Die Energiewende lebt vom Mitmachen	
Event Location: Unipassau	
Event Date: 15/12/2021	
Audience Size: -	Audience Type: Humanities
Partners Involved: Universitat Passau	

Title: Explainable AI for Energy Systems	
Event Location: Unipassau	
Event Date: 26/01/2022	

Audience Size: 21 people	Audience Type: Academic
Partners Involved: Universitat Passau	

Title: Energy data and AI: Research and data workshop	
Event Location: Unipassau	
Event Date: 10/02/2022	
Audience Size: 12 people	Audience Type: Academic
Partners Involved: Universitat Passau	

Title: Transformations for the Energy Turnaround	
Event Location: On Line/Texas	
Event Date: 15/02/2022	
Audience Size: 50 people	Audience Type: Academics
Partners Involved: University of Mannheim	

Title: RENergetic contents for physical installation in Segrate	
Event Location: In presence, Pavia	
Event Date: 8/03/2022	
Audience Size: 60 people	Audience Type: students
Partners Involved: University of Pavia	

Title: Energy Island in Urban Planning: the RENergetic project	
Event Location: In presence, Pavia	
Event Date: 21/03/2022	
Audience Size: 50 people	Audience Type: students
Partners Involved: University of Pavia	

Title: Project presentation of physical installation in Segrate

Event Location: In presence, Segrate	
Event Date: 28/03/2022	
Audience Size: 80 people	Audience Type: students
Partners Involved: Comune di Segrate, University of Pavia	

II.10.2. Master Degree Thesis

Title: Pianificazione urbana e fabbisogno energetico: un'isola energetica a Milano 2 (Student: Clarissa Romeo)	
Event Location: University of Pavia, on line	
Event Date: 11/06/2021	
Audience Size: 40 people	Audience Type: Academic
Partners Involved: University of Pavia	

Title: Valutazione e ottimizzazione degli aspetti urbanistico-edilizi per le comunità energetiche (Student: Luca Bellasio)	
Event Location: University of Pavia, on line	
Event Date: 11/06/2021	
Audience Size: 40 people	Audience Type: Academic
Partners Involved: University of Pavia	

Title: Comunità Energetiche: aspetti tecnici e organizzativi (Student: Stefano Zaccone)	
Event Location: University of Pavia, on line	
Event Date: 11/06/2021	
Audience Size: 40 people	Audience Type: Academic
Partners Involved: University of Pavia	

II.11. Videos

One of the key methods for the effective product dissemination is the creation and publication of videos. Video is the most popular format in online marketing. Promotional videos were created as a strategic and dynamic tool to explain the project and its result.

Title: MOMA news: Science Bench	
Media: Das Erste – TV channel	
Publication Date: 15/03/2021	
Audience Size: -	Audience Type: General public
Partners Involved: Universitat Passau	

Title: Nano	
Media: 3sat - TV channel	
Event Date: 13/09/2021	
Audience Size: -	Audience Type: General public
Partners Involved: Universitat Passau	

Title: RENergetic at COP26	
Media: Segrate channels, Italian national television	
Event Date: 15/10/2021	
Audience Size: -	Audience Type: General public
Partners Involved: Segrate	

Title: Transformations for the Energy Turnaround	
Media: on line	
Event Date: 20/02/2022	
Audience Size: -	Audience Type: General public
Partners Involved: University of Mannheim, Germany	

Title: What is RENergetic?	
Event Location: Youtube	
What is RENergetic? - YouTube [20]	
Event Date: 22/04/2022	










Audience Size: -	Audience Type: General public
Partners Involved: INETUM, PUT, PSNC, SEEBURG, UNIMA, OSR, Segrate and CEIP	





III. KPIs MONITORING

At the beginning of the project KPIs were planned as minimum standards to be achieved.

The table below provides a quick overview of the dissemination results of the activities that RENERgetic partners have done so far. The table shows the results to be achieved at the end of the project and the results obtained at M18, at the end of the first period.

The last column intuitively shows, through colours indicators, the attainment of the objectives.

D-KPI's		Planned	Achieved in 04/22	Status
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	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	1	
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	7	
D-KPI#4	Number of scientific publications in conferences, events and journals	At least 10 publications	5	
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	3	
D-KPI#7	Number of events in which brochures and/or leaflets will be distributed	At least in 20	3	
D-KPI#8	Number of public events organized by RENERgetic	At least 4	1	
D-KPI#9	Number of press releases published, translated into local language and	At least 6 (two per year)	5	

D-KPI#10	distributed among local media			
	Number of academic presentations, number of attendees, presentation context (lesson, course, etc) in which RENergetic will be presented		12	
D-KPI#11	Number of produced videos introducing the project and its results	At least 2	5	
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	Facebook 281 Linkedin 194 Twitter 46 Instagram 65	
D-KPI#13	Frequency of blog posts and news feed on RENergetic website on project topic	1 post per month	18	

IV. KPIs EVALUATION AND NEXT STEPS

Basing on the KPIs results of the first period of activity, the evaluation emerges as follows.

- They must be improved the following KPIs:
 - Number of entities which are members of energy-related associations and European initiatives that will be informed about the project and its results;
 - Number of white papers published;
 - Number of events in which brochures and/or leaflets will be distributed.

The not sufficient performance of the previous parameters is motivated basically considering that all the activities of RENergetic were only online for the first 12 months, and also later because of the objective well-known limitations due to the COVID-19 pandemic.

So, in example, it was not possible to diffuse brochures or to organize events in which to keep contact with associations, focus groups, local communities and so on.

That said, it is clear that in the next future these activities must be improved.

About the “white papers” it must be noted that the RENergetic group started publishing papers in journals and conferences basing on (not exclusively) the improvement of knowledge based on the whole project development.

It must be noted that by now, 18 month, following what clearly emerges from the various Deliverables, the RENergetic group worked mainly in the technical topics and started working in the social, organizational and legal aspects.

So, in the next few months, they will be available data and evidences specifically derived from the RENergetic analysis.

After that, it will be possible to prepare and diffuse white papers.

About the scientific production, the activities are strictly connected to the results that the Pilots will furnish.

About the next steps, the WP9 is organizing the “FIRST INTERNATIONAL MULTI-DISCIPLINARY CONGRESS ON ENERGY ISLANDS” to be held in Pavia in March-April 2023.

The “call for papers” will be prepared in month 19 and 20 together with:

- The scientific committee;
- The organizing committee;
- The key-note speaker selection and invitation;
- The thematic sessions;
- The Proceeding open-source editor selection.

The aim is to create a yearly International and multi-disciplinary congress about the main RENergetic topic that is the “energy islands” definition and implementation.

V. REFERENCES AND INTERNET LINK

- [1] Website URL: www.renergetic.eu created on February 05th 2021
- [2] Twitter profile: <https://twitter.com/RenergeticP> created on January 24th 2021
- [3] LinkedIn profile: <https://www.linkedin.com/company/renergetic-project/> created on January 24th 2021
- [4] Facebook profile: <https://www.facebook.com/ren.ergetic.92> created on January 24th 2021
- [5] Facebook page: https://www.facebook.com/Renergetic-Empower-102917145157921/?ref=pages_you_manage created on January 24th 2021
- [6] Instagram profile: https://www.instagram.com/ren_ergetic/
- [7] <https://www.comforen.org/Program/> (visited on April 01st 2022)
- [8] <https://energyinformatics.springeropen.com/articles/10.1186/s42162-021-00175-3>
- [9] <https://arxiv.org/abs/2111.12066> (visited on April 01st 2022)
- [10] <https://www.mdpi.com/1996-1073/15/5/1731> (visited on April 01st 2022)
- [11] <https://www.cittadellaeditrice.com/munera/tutti-gli-articoli/munera-12022-roberto-de-lotto-calogero-micciche-elisabetta-maria-venco-il-pnrr-le-politiche-per-lenergia-e-lapertura-alle-comunita-energetiche/> (visited on April 01st 2022)
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