D7.2– Communication and Dissemination plan and strategy

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RENAISSANCE Consortium

RENAISSANCE "Renewable Integration & Sustainability in Energy Communities" (Contract No. 824342) is a Collaborative project) within the H2020-LC-SC3-2018-2019-2020/H2020-LC-SC3-2018-ESSCC. The consortium members are:

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Executive summary

Dissemination constitutes one of the core activities of the RENAISSANCE project. The maximisation of the information spreading is based on identifying the different groups of key stakeholders who may be interested in the project findings, and tailoring the communication message to fit the stakeholder characteristics in terms of content, style and information support.

This document presents the Dissemination Plan developed to promote the project and its results properly. The document illustrates the dissemination goals, the overall dissemination approach and identifies the dissemination actions planned for the project duration; it is designed to be a practical framework for day-to-day communications activities and it will be updated in accordance with the evolution of the project.

The document is organised into four sections. Section 1 is an introduction of the project and illustrates the high-level goals of the project and the main action lines. Section 2 is dedicated to the role of dissemination in the RENAISSANCE project and the description of the dissemination strategy. Section 3 presents the dissemination actions, subdivided in offline dissemination, online dissemination and live dissemination activities. In Section 4, each partner specifies its individual dissemination plan, in accordance to listed actions. Section 5 presents how the project intends to measure the success of the dissemination actions and keep track of the communication impact and Section 6 illustrates post-project actions envisioned to promote results and raise stakeholders awareness beyond the project lifetime.

Table of Contents

List of figures

List of Tables

Acronyms

DSO	Distribution System Operators
IEEE	Institute of Electrical and Electronics Engineers
LEC	Local Energy Communities
LLCOE	Local Levelised Cost of Energy
TSO	Transmission System Operators

1. Project Overview

Connected energy communities are the key players in the RENAISSANCE project, which explores and tests innovative business models and technologies in real-life conditions for a prosumer-consumer future energy market.

The RENAISSANCE project will develop a comprehensive benchmarking model to significantly improve the uptake of local integrated energy grids and likely reduce consumer prices by at least 10% to 15%. The underlying concept is to combine novel micro-grid design and management tools with existing energy generation and storage technologies, to allow the identification of business cases and subsequent operational solutions, to maximise value capturing and energy delivery for end-users. Using an indicator like Local Levelised Cost of Energy (LLCOE), comparing the costs of implementing and running local smart grids with current centralised energy systems is now possible. This approach is expected to help create market opportunities (for hardware, software and services) driven by economic value, increased community engagement and compliance with public policies.

2. Dissemination Overview

Dissemination, communication and networking activities represent an important aspect of the RENAISSANCE project. The dissemination of RENAISSANCE results to a broader community of potential users and to European institutions is an inherent objective of a Innovation Action dealing with many different stakeholders, from end-users in the energy sector, to policymakers, to green energy industries, Distribution and/or Transmission System Operators and the general public.

The implementation and management of innovative and integrated Local Energy Systems and the creation of committed Local Energy Communities (LECs) must be properly promoted and communicated. This fosters the use of best practices and policy recommendations for policymakers, regulators, municipalities and public energy operators

Work Package 7 (WP7) is entirely dedicated to the dissemination tasks, aiming at:

1. Raising awareness of RENAISSANCE's activities and results and the value this will bring to all the relevant stakeholders and policymakers, e.g. in the relevant scientific communities related to Energy and Environment, in the energy industry, among Distribution and/or Transmission System Operators (DSO/TSO), as well as within the potential user communities;
2. Engaging local communities and stakeholders in the different phases of the project, within and outside Europe, to collect needs, expectations and levels of acceptance of RENAISSANCE solutions.
3. Promoting the exploitation of the project results to further create LECs with stable and mature business models for a peer-to-peer and citizen-to-citizen decentralised energy production and market.

The dissemination task spans the whole project duration (36 months), consistently communicating the project's progress and results, and engaging and involving all the categories of target audiences identified at the beginning of the project.

The RENAISSANCE dissemination activities are designed to match the messages to be communicated with the right target audience and delivery, with the end goal of achieving awareness across a multi-layered community. To do so, the dissemination plan is based on five pillars, each one detailed in this document:

1. **Define the key messages and the goals of dissemination**: identify the desired outcomes and the ways to achieve them. See section 2.1.
2. **Identify the different stakeholders**: identify groups of stakeholders who may be interested in the project findings (general public vs. experts; internal audience vs. external audience). See section 2.2.
3. **Tailor the information**: personalise the communication message based on the interests and needs of the stakeholders. Depending on the characteristics of the target audience, the communication message may vary in term of content, style and information support. Avoid the dissemination of sensitive/confidential information. See section 2.3.
4. **Identify, plan and perform the communication and coordination activities**: identify a clear and coherent strategy for the project communication that

takes into account the goals, the target and the proper communication means for each type of audience; the strategy will help the consortium in reaching the dissemination goals and ensuring continuity and consistency in the communication. See section 3.

5. **Measure the impact of communication and dissemination:** identify a set of indicators to keep track of the dissemination activities performed by the project and to monitor the progress of the dissemination. These indicators will help to determine if the dissemination strategy is achieving the expected results. See section 4.

2.1   Dissemination Goals

From the European Commission's point of view, the role of the dissemination in research projects should aim at showing the relevance of the innovation outcomes, making better use of the concrete project achievements, and reaching the key stakeholders in relevant sectors as well as policymaking to ensure follow-up. The RENAISSANCE dissemination goals aim to maximise the communication effectiveness and the exploitation of the project results by decision-makers and other relevant stakeholders in the energy domain.

RENAISSANCE focuses on state-of-the-art of innovation in the energy sector, creating advanced tools, smart grid systems and business models to implement new market solutions for decentralised and local energy production and consumption. The project aims at becoming the one-stop gateway for knowledge and best practice in the energy sector of the future. So not only do the relevant stakeholders have to be aware of the project results, they also have to trust them implicitly. These are the key challenges to be achieved through the dissemination.

The success of the dissemination tasks is also related to the extent of the communication to the widest possible audience of stakeholders, in the energy industry and distribution, in local communities that will adopt and validate the proposed energy production and consumption business model, and in the smart grid and renewable energy R&D domains.

Depending on the phase of the project and on the stakeholders expected involvement, the dissemination activities intend to achieve four main reactions:

- **Raising awareness** of the project and its work, making an impact on the target audience. This activity starts at the beginning of the project and lasts for the whole project duration. The consortium works to promote the project, illustrating its objectives, scope and the value it will bring to all the stakeholders and research activity. A successful outcome could be a wide audience being exposed to the dissemination and receiving information on the project. The audience is expected to use the information provided in a conceptual way, meaning that the communication will affect levels of knowledge, understanding, or attitudes towards the topic of the project.

- **Generating understanding** around the project activities, in the form of transferring key messages to the target audience, verifying that the messages are correctly received and that the project is fully understood. This activity can be considered as a follow-up to raising awareness. After the first contact, the consortium periodically communicates the progresses and achievements of the project, offering. The achievement of this communication goal is reflected in follow-up discussions on the contents of the communication, requests for further information or users' project materials (documents, reports or dissemination material) for other research activities.

- **Engaging** the target audience in the use of the project results and findings and in further interaction between stakeholders, showing the relevance of the work in their own practices and collecting feedback and comments. This is the natural next step in the communication process. The audience is actually involved in the RENAISSANCE project and spends its own time and effort to use or promote the communicated content; increasing the resonance of the communication.

- **Ensuring long-term impact** of the project research on the target audience. This is the most ambitious target of dissemination and consists of getting key messages to key decision-makers (e.g. funding organisations, decision-makers and regulatory agencies) so that the RENAISSANCE findings and results are taken up and could have an impact on future policies or practices. Long-term impact could be measured by stakeholders' and regulators' research agendas and research programmes. The communicated message is used in a strategic way and influences the definition of policies and broad research topics.

Figure 1 - RENAISSANCE dissemination goals

2.2 Target Audience

The communication and networking activities are an important facet of the RENAISSANCE project. The communication of RENAISSANCE results to a broader community of users is an inherent objective of a project that wants to create local communities of energy prosumers.

As previously stated, strategic communication relies on the clarification of targets, audience and message before deciding on which media to use to transmit the message. The RENAISSANCE dissemination plan is designed to match the messages to be communicated with the target audience and the means used, with the end goal of achieving awareness across a multi-layered community. This is fundamental to tailor the communication and increase the possibility of reaching the dissemination goals.

The RENAISSANCE target audience has been categorised under three main clusters, each having a different level of interest in the topic:

1. **General Public**: this cluster includes people/groups interested in the topic in general, such as citizens as consumers of energy. An audience with this level of interest acknowledges the importance of the topics dealt within the project and the benefits that may derive from the project research, even if it is not primarily involved in technical activities related to the topic. This audience looks for clear, useful, non-technical information: the project website and brochures are usually the main source of information for this audience.

2. **Specialised Audience**: this audience is made up of people directly affected by the outcomes and results of the project in their work, study, researches, etc. This target audience can be further broken up into several stakeholders segments such as:
   a. **Research community**, which may gain from the RENAISSANCE lessons learnt and findings in similar or complementary research areas;
   b. **Industrial associations and industries in the energy sector**, such as DSOs, TSOs, Energy Service Aggregators (ESAs), conventional and renewable energy producers, that will have new integrated smart grid technologies, mature and validated local energy systems with clear and sound business models;
   c. **LEC policymakers, managers and representatives**, who could use the RENAISSANCE findings to increase and enhance energy production and sustainability, have more affordable prices and suitable business models and engage the local population more effectively;
   d. **Other research and innovation actors (RIAs) and innovation actors (IA) in the energy sector.** They could be interested in networking activities in order to identify novel and widely supported research topics to consider as input for future work programmes, or to coordinate dissemination activities, as well as to exploit the opportunities and results achieved in RENAISSANCE that could contribute to their research and innovation activities;

3. **Decision-Makers**: they are responsible for the aligning of the end users and researchers. This category includes:

   a. **EU and other funding organisations** (e.g. representatives for which RENAISSANCE would be useful for the preparation and management of the research work-programmes:

      i. H2020 Programme committee

      ii. Life Programme committee

   b. **Regulatory agencies** (European agencies and institutions in the energy and environment sectors):

      i. Agency for the Cooperation of Energy Regulators (ACER)

      ii. European Environmental Agency (EEA)

      iii. European Research Council Executive Agency (ERCEA)

      iv. European Atomic Energy Community (EURATOM)

   c. **National Energy Authorities and Environment Ministries**, to which RENAISSANCE would provide relevant information concerning the results of the most recent research initiatives.

   d. **Politicians, policymakers and decision-makers** (e.g. municipalities and decision-makers of metropolitan areas, company management) to which RENAISSANCE would provide an overview of the research and what it could mean for major policies:

      i. EU Commissioners and members of all cabinets specialised in Energy/Climate Change/Transport/Research

      ii. European Political Strategy Centre (EPSC)

      iii. Directorate Generals for Energy, for Mobility and Transport, for Climate Action, for Research and Innovation

      iv. Joint Research Centre (JRC)

      v. Secretariat General (SG)

      vi. Members of the European Parliament Committees on Industry, Research and Energy; on Budgets; on Transport; on Environment, Public Health and Food Safety

      vii. Intergroup on Climate Change, Biodiversity and Sustainable Development
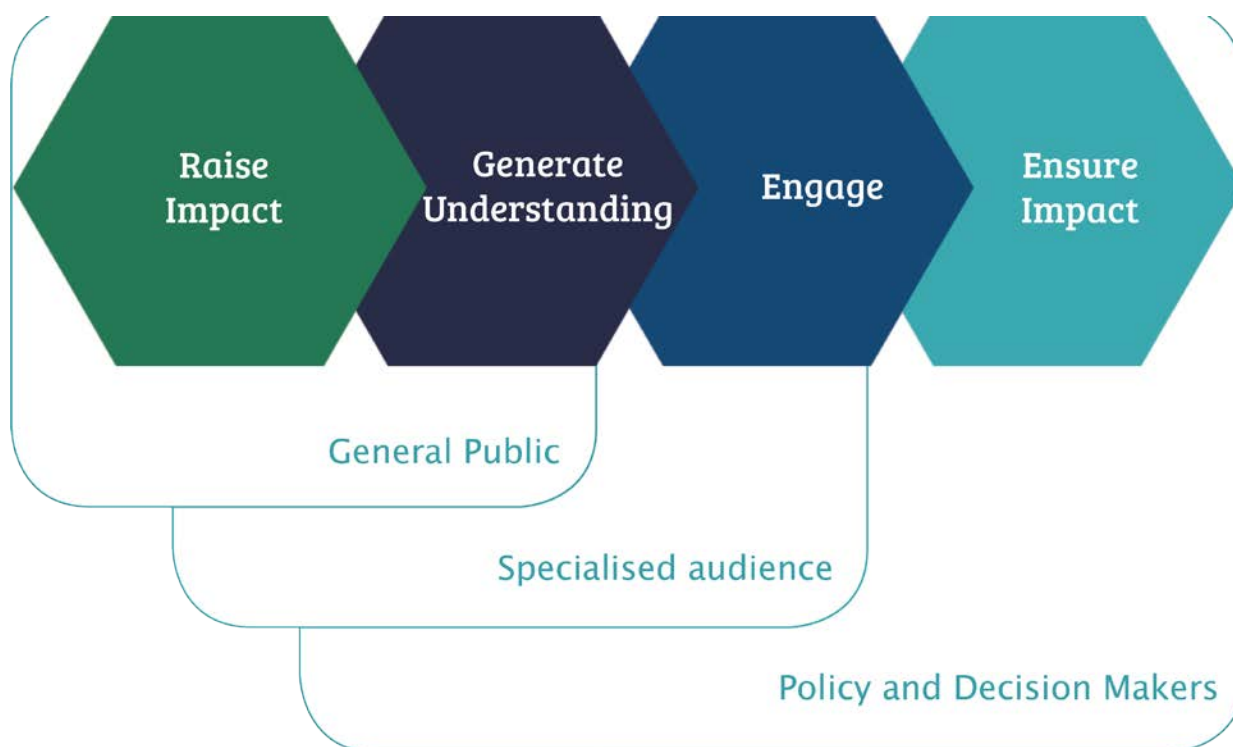
Figure 2 - Mapping between dissemination goals and target audience

The three categories of audience are expected to use the RENAISSANCE information in different ways.

A *conceptual use* of information, affecting levels of knowledge or attitude towards a research topic, is expected by the general public.

The specialised audience will use the communication in an *instrumental way*, influencing their own activity, research and practice.

Finally, an effective RENAISSANCE dissemination is expected to produce a *strategic use* of the communication by the decision-makers, affecting the definition of policies and broad research themes.

As a result, even different roles in the same organisation may require different dissemination means and activities, using different languages, content types and levels of detail for each specific target. In such a way, the dissemination and networking strategy will ensure that the dissemination effort touches the target audience and produces a specific type of utilisation.

2.3   Dissemination Approach

An effective and efficient communication requires that results are personalised for the different categories of stakeholders, in terms of content, style, format and information use. Personalisation will not be limited to information content, but it will also consider the style of the message and the means through which it is disseminated (e.g. document, report, website, seminar, etc.). The RENAISSANCE dissemination plan will identify the most appropriate set of means for each category of stakeholders. Once the dissemination goals are defined and the target audience identified, the next step is to accurately match:

- ‣ the target audience's characteristics and needs,
- ‣ the selection of the results to be communicated (tailored to the target needs),
- ‣ the identification of the proper content, means, formats, and language style to get the desired outcomes from the target audience segments.

The dissemination strategy has to be planned and carried out as a long-term activity to allow the community of reference to mature their knowledge along with the evolution of the project.

A key role in the dissemination strategy is played by the **project's graphical identity**. Each communication from the project has to be clearly recognisable and easily associable to the project itself. The Consortium designed a dissemination pack for internal and external communication containing the project logo and logotype, deliverable, presentation and poster templates. Coherent communication is particularly important for external dissemination.

The main steps considered in the RENAISSANCE dissemination strategy concern:

- ‣ The analysis of the peculiarities and interests of the three main clusters of stakeholders presented in section 2.2, and the identification of the reactions intended to be achieved through the project communication. This will help the consortium in fitting the information to broadcast to the stakeholders' characteristics and expectations, in particular considering the fact that the communication is directed towards both technical and non-technical people, coming from different countries and cultures. It is also

necessary to prepare promotional material in various forms, to ensure that each different category of stakeholder can access them in the most suitable format without losing consistency and credibility in the communication.

- ▸ The definition of the content to promote related to the findings of the project. The content of the dissemination will evolve during the project, as will the means supporting the communication; in the initial phases of the project, the focus will be on the project promotion through informative means such as brochures and the website, while the communication of technical results deserves more specialised support, such as scientific articles, presentation at conferences and seminars.

- ▸ The implementation of dissemination activities based on the status of the project and target audience, with the formulation of tailored dissemination messages for clusters of stakeholders, and the use of proper communication means per stakeholder in accordance with the needs and evolution of the project. Communication should always be conducted at different levels using the appropriate means: interpersonal communication should come along with social and mass-media communication.

Based on these premises, the map of stakeholders has been matched with the map of products considered as the most effective for each group of stakeholders; this match will be updated during the project, based on the project's evolving communication needs. The most appropriate possible communication means for each stakeholder have been identified as follows:

- ▸ **General Public**: website, video, online articles, flyers and brochures.
- ▸ **Specialised Audience**:
  - ▸ **Research community and research projects on Smart Grids and LECs**: website, video, flyers and brochures, scientific articles, presentation and posters, workshops, seminars and conferences.
  - ▸ **DSO/TSO, Industrial Associations and Industries**: website, video, flyers and brochures, presentations and posters, workshops.
  - ▸ **LEC policymakers, managers and representatives**: workshops, scientific articles, policy papers, presentations and posters, seminars and conferences, ad-hoc reports.

- **Other EU funded initiatives on similar topics**: joint workshops, website, presentations and posters, joint events towards the EU and other research projects.
    - **Decision-makers:**
        - **EU and other funding and advisory organisations:** website, scientific articles, policy papers, presentations and posters, workshop, seminars and conferences.
        - **Energy and Environmental agencies and Ministries**: website, online articles, scientific articles, policy papers, presentations and posters, workshop, seminars and conferences.
        - **Politicians and high-level decision-makers**: website, video, online articles, flyers and brochures, presentations and posters, policy papers, workshop and conferences.

Some indicators have been identified to evaluate the effectiveness of the RENAISSANCE dissemination. These indicators, presented in Figure 3, are discussed in detail in section 4. The indicators are needed by the project to assess the achievement of expected reactions from the stakeholders with respect to the dissemination activities.

Figure 3 - Mapping between dissemination goals and indicators of goals achievement

2.3.1 Coordination and networking with the Bridge Initiative

RENAISSANCE will ensure continuous coordination and effective exchange of information with the BRIDGE initiative (HTTPS://WWW.H2020-BRIDGE.EU/).

BRIDGE is a European Commission initiative which unites Horizon 2020 Smart Grid and Energy Storage Projects to create a structured view of cross-cutting issues which are encountered in the demonstration projects and may constitute an obstacle to innovation.

The BRIDGE process fosters continuous knowledge sharing among projects, thus allowing them to deliver conclusions and recommendations about the future exploitation of the project results, with a single voice, through four different Working Groups representing the main areas of interest:

- ‣ WG 1 – Data Management;
- ‣ WG 2 – Business Models;
- ‣ WG 3 – Regulations;

‣ WG 4 – Customer Engagement.

The Renaissance consortium will foster synergy with the BRIDGE initiative through the following activities:

‣ Involvement of BRIDGE partners in the pan-European workshops;

‣ Participation in BRIDGE Working Groups, in particular WG2 – Business Models and WG4 – Customer Engagement; this activity will be carried out by selected partners in the consortium;

‣ Potential contribution to BRIDGE newsletter;

‣ Collaboration on joint deliverables and/reports: since other BRIDGE projects will compile similar deliverables that target similar objectives. RENAISSANCE will investigate with the BRIDGE projects if it would be possible to produce joint reports.

2.3.2 Coordination and networking with other EU funded action

This task will ensure coordination with other similar initiatives/projects, such as the RIA, IA and CSAs dealing with the same topic and ongoing research projects on smart grids and LECs. These networking activities seek to create real synergies, exploring the possibility of coordinating the dissemination activity or better organising the research.

A preliminary list of potentially interested research and innovation project includes the ones already reported in the RENAISSANCE DoA, additional ones will be monitored during the project lifetime, thanks also to the interactions with the BRIDGE initiative (see Section 2.3.1):

List of R&I projects monitored by RENAISSANCE
1. ACCESS   https://northsearegion.eu/access/
2. BestRES   http://bestres.eu/
3. BioVill   http://www.biovill.eu/
4. CELSIUS

https://celsiuscity.eu

5. CoolHeating

http://www.coolheating.eu

6. Co2mmunity

http://co2mmunity.eu

7. Crosbow

http://crossbowproject.eu/

8. DREEAM

http://dreeam.eu

9. ELSA

https://www.elsa-h2020.eu/

10. EU-SysFlex

http://eu-sysflex.com/

11. Flexitranstore

http://flexitranstore.eu/

12. Go-Flex

https://goflex-project.eu/

13. Gridsol

http://www.gridsolproject.eu/

14. Heat4Cool

www.heat4cool.eu

15. InterFlex

https://interflex-h2020.com/

16. NETfficient

http://netfficient-project.eu/

17. NobelGRID

https://nobelgrid.eu/

18. PV-Prosumers4Grid

   https://www.pvp4grid.eu/

19. SMILE

   http://www.h2020smile.eu/

20. STORY

   http://horizon2020-story.eu/

21. Sustainable Project

   http://www.sustainableproject.eu/

22. TILOS

   https://www.tiloshorizon.eu/

23. WinWind

   http://www.winwind-project.eu/

Table 1 - list of R&I initiatives followed by RENAISSANCE

2.3.3 Dissemination Towards the External Stakeholders

To broaden the impact of RENAISSANCE project, there is the need to increase external stakeholders participation and involvement. To this end, a RENAISSANCE External Stakeholders Group is going to be set up. The External Stakeholders Group members are invited to participate in ad hoc meeting reviews and provide feedback to (intermediate) project results thus steering the overall work of the project.

RENAISSANCE has planned three plenary 1-day External Stakeholders Group meetings at locations with good transport connections. External Stakeholders Group members might also be asked to participate in questionnaires or short phone interviews.

A preliminary list of potential stakeholders includes:

▸ Agoria – HTTPS://WWW.AGORIA.BE/

- Anthology Ventures HTTPS://ANTHOLOGYVENTURES.COM/ – Start up Studio and Business Angels interested in funding/search for funding novel business models in the energy sector
- Association of Energy Auditors HTTPS://ZAE.ORG.PL/ABOUT/
- AzzeroC02 – HTTPS://WWW.AZZEROCO2.IT/
- Banc – HTTPS://WWW.KBC.BE/RETAIL/
- Diputación de Orense – (HTTP://WWW.DEPOURENSE.ES/)
- Distribution network operator for electricity and natural gas – HTTPS://WWW.SIBELGA.BE/EN/
- Distribution of gas and electricity in Flanders – HTTPS://WWW.FLUVIUS.BE/NL
- Enel X – HTTPS://WWW.ENELX.COM/EN
- EnerGent – HTTPS://ENERGENT.BE/
- European Distribution System Operators – HTTPS://WWW.EDSOFORSMARTGRIDS.EU/HOME/
- European Federation of Local Energy Companies HTTP://WWW.CEDEC.COM
- European Smart Metering Industry Group HTTPS://ESMIG.EU/
- Federacion des energies renouvelables – HTTPS://WWW.EDORA.ORG/
- Flemish Government – HTTPS://WWW.VLAANDEREN.BE/EN
- Flux50 – Smart Grids Flanders – HTTPS://FLUX50.COM/ABOUT/MEMBERS
- Independent authority of the Flemish energy market – HTTPS://WWW.VREG.BE/EN
- Intervest – HTTPS://WWW.INTERVEST.BE/NL
- KRITON ENERGY HTTPS://WWW.KRITON-ENERGY.COM/EN/ – Consultancy in Design and implementation of Energy Projects
- Legambiente Italia – HTTPS://WWW.LEGAMBIENTE.IT/
- Priva – HTTPS://WWW.PRIVA.COM/BE
- Region of East Macedonia and Thrace HTTP://WWW.PAMTH.GOV.GR/
- SAPE Polska – National Association "Respect for Energy and the Environment" (HTTPS://SAPE.ORG.PL/ABOUT/)
- SmartEn Association – HTTPS://WWW.SMARTEN.EU/OUR-ASSOCIATION/
- SYMPRAXIS HTTP://SYMPRAXIS.EU/CMS/WORKS/ – Communicator Disseminator with EU funded projects in the energy sector
- Synergrid – HTTP://WWW.SYNERGRID.BE/
- Union of the Electricity Industry HTTPS://WWW.EURELECTRIC.ORG/
- Xunta de Galicia – HTTPS://WWW.XUNTA.GAL/PORTADA

Some Letters of Support have already been signed and are in ANNEX I to this deliverable. Additional ones will be annexed in a further deliverable at M12.

3. Dissemination Actions

The dissemination of the RENAISSANCE project will be a collaborative activity managed by Deep Blue and supported by the whole consortium, to ensure the greatest diffusion of information possible. Partners will help to identify the different target audiences and domain-specific channels in their countries. Pilot site leaders will help inform local communities about planned activities and events. Tailored messages will enhance engagement, for example, translated brochures and invitations will be created in order to better involve local communities.

Moreover, all listed dissemination means can be easily updated throughout the duration of the project, and the contents and tone of messages can be adapted to the specific dissemination activity, since each dissemination mean is expected to have a different impact on the target audience and will be used to achieve different dissemination goals.

The dissemination and networking actions are divided into:

1. Offline dissemination: brochures, flyers and multimedia products that can be easily sent, printed or saved. All these materials will also be uploaded as digital resources on the project website.
2. Online dissemination: all the content developed and issued via web channels such as websites, social networks and other online platforms either hosting contents or offering online tools for dissemination (e.g.newsletter and survey tools, scientific articles platforms).
3. Dissemination activities: live events organised by the project or attended by consortium members.

3.1 Offline Dissemination

Distribution of branded multimedia products will be pursued during organised presentations, public events, forums and conferences. Simultaneously, the same products will be accessible via the website, ensuring shareability and readability to the largest audience.

3.1.1 Dissemination Pack

The dissemination pack is composed of a set of products associated with the project image: the logo, the style guide and the font kit. It is developed to ensure consistency to the project communication. It will be a practical framework shared with all RENAISSANCE partners and updated throughout the project duration.

1. The project logo
2. The fonts typekit
3. The document templates

Firstly, the logo was designed to offer a conceptual representation of the project, meaningful to its objectives and aesthetically appealing. In principle, colours and fonts used also determine those used in the document templates and all dissemination products. The creative process has been carried out as a co-design activity, with different iterations and feedback on proposals. The requirement was for it to be versatile so it could be easily applied to the majority of media and applications, thus it is developed in a vectorial format which allows full scalability and legibility.

The final version of the logo was chosen by partners during the kick-off meeting in May 2019. Partners voted on the following three proposals, with a strong majority choosing the first one (1st proposal:14 votes; 2nd proposal: 9 votes; 3rd proposal: 4 votes).

   ‣ 1st logo proposal:

‣ 2nd logo proposal:
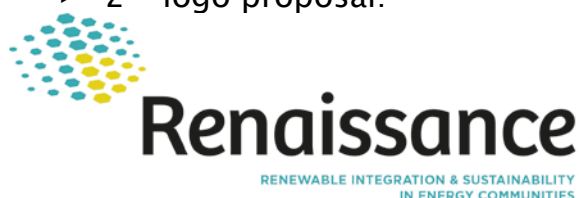
‣ 3rd logo proposal:

The first proposal was welcomed by partners since the splash-icon properly underlines the value of connected energy communities, key players in the RENAISSANCE project, to exploring and testing the innovative business models and technologies in real-life conditions for a prosumer-consumer future energy market. The hexagonal shape, made up of six differently coloured triangles, underlines the high-level goals of the project: interoperability, scalability and replicability of its results in terms of optimisation and efficiency for energy communities.

The logo, the type-kit and the overall visual identity have been applied to document templates. Working templates are crucial to reinforce the common language used by the project and they are easily adapted to needs of consortium partners. Templates for deliverables, presentations, and posters have been provided, together with the visual identity materials that will be used among the whole project duration. The materials provided include:

‣ the logo in .png format
‣ the Bree Serif typekit
‣ the A4 vertical word template (24cm x 19cm)
‣ the A4 4:3 horizontal Power Point presentation (19cm x 24cm)
‣ the A0 vertical poster template (size 84cm x 119 cm)

Figure 4 - RENAISSANCE word template preview

Figure 5 - RENAISSANCE presentation template preview

Go to ANNEX I to find templates repository for download.

3.1.2 Brochures and flyers

In connection to public events, printed flyers and brochures will be produced throughout the project to present project's goals, methodology and findings. The structure of the brochures can be adapted to the type of conference and objective

of the communication; they will be developed to be easily adaptable in terms of content and style. The textual content will be agreed with the partner attending the conference, so to be as tailored as possible to the conference and its public.

The RENAISSANCE brochures and flyers will always be up to date and available for download on the website.

3.1.3 Presentations

Presentations will be prepared for the participation in conferences, workshops and facilitation events. The presentations for external events should contain less textual information and will have a predominantly graphical aspect to attract the target audience. They will always include the main project references such as the link to the project website and the contacts.

The public presentations will be made available in the resources section of the project website, to be distributed via link or QR code or autonomously searched and downloaded.

3.1.4 Roll-Up

A roll-up project poster will be designed, based on the content used in the brochures, extended and detailed in order to better inform casual passers-by. The poster will also contain QR codes, linking to further information available online, such as pilot sites' pages, videos or other resources.

3.1.5 Videos

Two project videos will be produced in order to disseminate project objectives and results. Videos are very well-suited to deliver information in a very effective and immediate way and are often considered one of the best options to raise awareness. A first promotional video informing about the main concepts of RENAISSANCE will be distributed through various channels (e.g. social networks, project and partners' websites) and, whenever possible, shown to the general public during events or conferences. A second video will focus more on the activities, the stakeholder engagement and eventually report about project results.

3.2 Online dissemination

3.2.1 Website and news blogpost

The RENAISSANCE website provides a comprehensive overview of project objectives, planned activities and results. It also introduces partners of the consortium and offers references to linked projects. The website will be updated constantly and will represent the main dissemination activity channel: news, progresses, events, incoming workshops and any other announcement will be issued via its news section. The project partners will support this task by sharing updates about publications, conferences or new project results. Interested visitors will be able to easily read through the content, download resources and get engaged via the newsletter form or social media links. Deep Blue is responsible for the design, realisation, maintenance and update of both the website and the social network profiles, while all content must be approved by the Project Coordinator before publication.

Both the structure and the external appearance of the website are developed considering the highest usability standards, ensuring a clear and easy navigation for all kinds of users and from all devices thanks to responsive design. From an accessibility point of view, it will respect W3C (HTTPS://WWW.W3.ORG/) provisions and will be tested using online accessibility testing tools such as WAVE (HTTP://WAVE.WEBAIM.ORG/) or W3C Validation of CSS (HTTP://JIGSAW.W3.ORG/CSS-VALIDATOR/).

The website structure and contents can be summarised as follows:

- ▸ Homepage – general information, disclaimer and contacts
- ▸ About
  - Context – the context in which the project is situated
  - Challenge – the main challenges tackled by the project
  - Objectives – conceptual framework and main objectives
  - Methodologies – the different methodologies used to reach goals
  - Outcomes – the expected results

- Pilot Sites – the access page to each pilot site's details and current activities; it will also be the section where information on virtual demonstrators is issued;
- Team – the links to Project Coordinator and consortium members official websites;
- News and Events – the section containing all the latest news about the project and incoming events, both as participants as organised by the project itself;
- Resources – the online repository where downloadable products and digital media will be collected (e.g. brochures, deliverables, publications and link to videos).
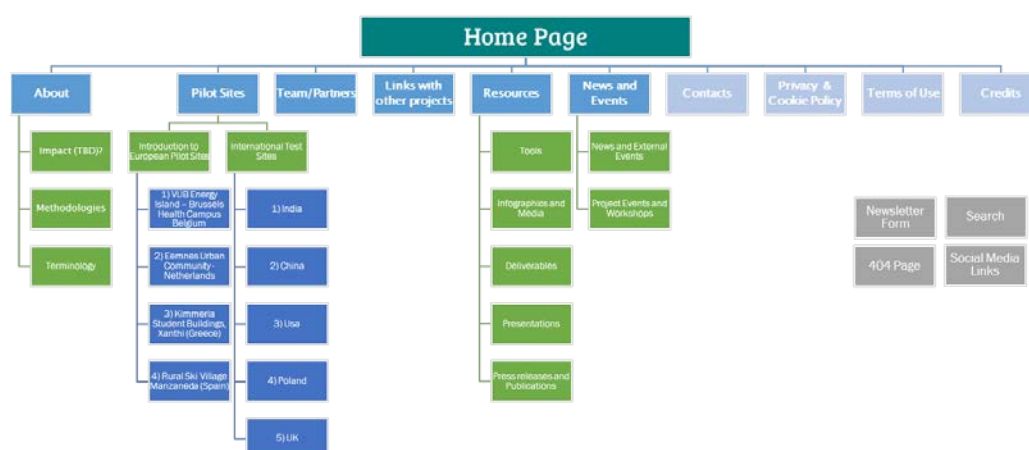
Figure 6 - RENAISSANCE website architecture

The following images offer a preview of the Homepage, News area, and the Pilot Sites section:
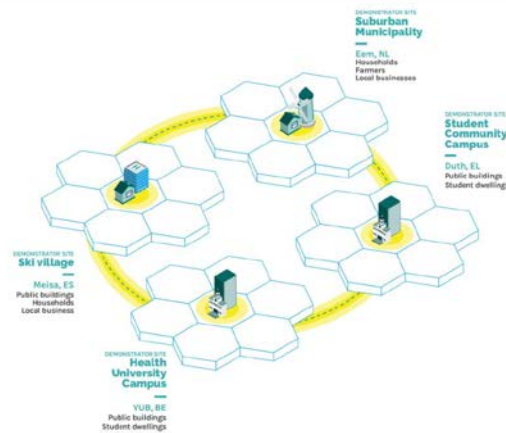
Figure 7 - RENAISSANCE website home page

Figure 8 - RENAISSANCE website news section

Figure 9 - RENAISSANCE website Pilot Sites section

From a technical point of view, in order develop a secure, reliable and dynamic website, a professional hosting service providing a database service (MySQL) and backup features was chosen. The website has been developed using a Content Management System (CMS) technical platform that allows for an easy management of the contents and the sections of the website. The CMS is an extendible platform, allowing the integration of future functionalities and tools, for example slideshows and photo galleries. A CMS provides an easy-to-use interface to directly modify structure, contents and images. It represents a powerful tool for managing different type of users (editors, administrators, etc.) and the automatic management of dynamic contents. Moreover, it helps ensure a technically reliable website, in terms of data security, available bandwidth, etc. Among the CMSs available, we selected the one considered the most reliable, supported from a documentation point of view and flexible, Wordpress (WWW.WORDPRESS.ORG).

In order to improve the RENAISSANCE website positioning on the major search engine (such as Google, Bing!, Yahoo, etc.), Search Engine Optimisation (SEO) functionalities were enabled. This functionality increases the possibility of being correctly identified and proposed to users by search engines.

To monitor the website usage and accesses, an analysis tool is used, Google Analytics. It provides statistical information about the website: visitors, traffic

sources, most viewed content, etc. It is a helpful tool to identify possible issues, increase efficiency, and evaluate the website's impact and effectiveness.

Concerning GDPR (Eu regulation 2016/679) compliance, the website will refer to Iubenda (HTTPS://WWW.IUBENDA.COM) with Deep Blue acting as data controller. Among the types of personal data that this application collects there are: email addresses; first name; last name; usage data and cookies. The website only collects the personal data strictly necessary, freely provided by the users, or, in case of usage data, collected automatically when navigating the website.

3.2.2 Interactive Reports

After the two pan-European workshops two interactive reports of the events will be published on the project website in M19 and M35. The reports will include documentation of the event and the materials presented.

3.2.3 Social Networks

In defining the channels for disseminating the project outcomes, the consortium has chosen to use social media applications such as LinkedIn and Twitter.

These channels help open up discussion around the project topics, not only among an interested public but also a more general public. However, the effectiveness of these dissemination means will be periodically evaluated in order to compare communication strategies against existing successful and failed attempts.

The two social media were chosen with different aims:

▸ LinkedIn, as a professional social network, attracts a group of interested professionals that can exchange information and discuss about the project and its findings. Beyond the partners of the Consortium, this group may also involve members of the External Stakeholders Group.

▸ Twitter supports short and focused communication to promote news about the project (e.g. participation to events, deliverables released) and giving it global visibility. It can also be used to follow relevant actors for the project,

giving the possibility to retweet their status in case it is of interest for RENAISSANCE. Project partners will engage in public or direct private conversations with strategic people in EU clusters, policy groups and industry positions related to microgrids and local energy systems (also through the BRIDGE initiative, the Advisory Board members and the Global Exploitation Group).

As the two channels strongly differ from each other, they have to be used in different ways. To ensure a consistent behavior, according to the agreed project's tone of voice which should be friendly and slightly technical, towards a plain attitude but still authoritative. Consortium members will refer to the guidance provided in the ANNEX III:

3.2.4 Newsletter

Four project e-newsletters will be developed and issued (at M12, M24, M30, M36) with the aim of keeping all interested stakeholders informed about activities and results, without them needing to actively follow the project's social profiles or website blogposts. For the delivery and management of contacts – including their privacy in compliance with the GDPR regulation (EU 2016/679) – a MailerLite account will be opened. MailerLite (HTTPS://WWW.MAILERLITE.COM/) is a reliable and secure tool which guarantees transparent opt-in/opt-out choices to subscribers and supports a simple customisable design and effective delivery. In order to boost the number of subscribers, a link to a subscription form will be available on the project's website homepage. Moreover signed consent will be also asked of participants during workshops and other activities, increasing the impact of dissemination.

3.2.5 Press releases

Press releases are official statements that are sent to targeted members of the news media to announce newsworthy contents or results to be promoted. A press release is a short, compelling news story, whose goal is to catch the interest of a journalist or publication. At least two press releases will be shared during RENAISSANCE: one at M6 and the other at M33 (i. e. at the end of the project). When feasible, press releases will be translated in the national languages of the

four pilot sites and will be distributed to press agencies of their countries to ensure proper circulation of the information.

3.2.6 Scientific Articles

At least six scientific and technical publications in peer-reviewed journals and participation in 10 international conferences will be targeted in the lifespan of the project, to generate a wide understanding on the project (to see a full list of KPIs, see Table 4 in section 5).

RENAISSANCE will follow the European guidelines on the large-scale accessibility of project findings. Open access publishing ('gold' open access) will be granted to all scientific publications resulting from the project. At first, all articles resulting from RENAISSANCE will also be available on the project website, the consortium will then identify the appropriate open access repositories. The consortium will make every effort to ensure open access to these articles within six months from the date of acceptance for publication. That will include both the final published articles (publisher's final version of the paper) and the final peer-reviewed manuscripts.

	Scientific Press
1.	ACS Energy Letters
	https://pubs.acs.org/journal/aelccp
2.	Applied Energy
	https://www.journals.elsevier.com/applied-energy
3.	Electric Power Systems Research
	https://www.journals.elsevier.com/electric-power-systems-research
4.	Energy
	https://www.journals.elsevier.com/energy/
5.	Energy & Environmental Science
	https://pubs.rsc.org/en/journals/journalissues/ee#!recentarticles&adv

6.	Energy Conversion and Management
	https://www.journals.elsevier.com/energy-conversion-and-management
7.	Energy for Sustainable Development
	https://www.journals.elsevier.com/energy-for-sustainable-development
8.	Energy Policy
	https://www.journals.elsevier.com/energy-policy/
9.	Energy Research & Social Science
	https://www.journals.elsevier.com/energy-research-and-social-science
10.	IEEE Transactions on Energy Conversion
	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=60
11.	IEEE Transactions on Industry Applications
	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=28
12.	IEEE Transactions on Smart Grid
	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5165411
13.	IEEE Transactions on Sustainable Energy
	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5165391
14.	IET Electric Power Applications
	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=4079749
15.	IET Renewable Power Generation
	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=4159946
16.	International Journal of Electrical Power & Energy Systems
	https://www.journals.elsevier.com/international-journal-of-electrical-power-and-energy-systems

17.	International Journal of Energy and Environmental Engineering
	https://link.springer.com/journal/volumesAndIssues/40095
18.	International Journal of Energy Economics and Policy
	http://www.econjournals.com/index.php/ijeep
19.	International Journal of Renewable Energy Research-IJRER
	https://www.ijrer.org/ijrer/index.php/ijrer
20.	Joule
	https://www.journals.elsevier.com/joule/
21.	Journal of Energy Storage
	https://www.journals.elsevier.com/journal-of-energy-storage
22.	Renewable & Sustainable Energy Reviews
	https://www.journals.elsevier.com/renewable-and-sustainable-energy-reviews/
23.	Renewable Energy
	https://www.journals.elsevier.com/renewable-energy
24.	Renewable Energy Focus
	https://www.journals.elsevier.com/renewable-energy-focus
25.	SGCE – International Journal of Smart Grid and Clean Energy
	http://www.ijsgce.com
26.	Smart Grid and Renewable Energy
	https://www.scirp.org/journal/AllArticle.aspx?JournalID=135
27.	Sustainable Energy & Fuels
	https://pubs.rsc.org/en/journals/journalissues/se#!recentarticles&adv
28.	Sustainable Energy, Grids and Networks
	https://www.journals.elsevier.com/sustainable-energy-grids-and-networks

29.	Sustainable Energy Technologies and Assessments
	https://www.journals.elsevier.com/sustainable-energy-technologies-and-assessments
30.	Sustainable Energy, Grids and Networks
	https://www.journals.elsevier.com/sustainable-energy-grids-and-networks

Table 2 - List of provisional scientific press

3.2.7 Interactive Surveys and Online Debates

Within the first year of activity, the RENAISSANCE partners will engage local communities in public surveys during the technical work for WP5. To make the most of this activity, we'll use the same surveys to collect information about the audience, helping us better target dissemination and keep them involved and informed. Whenever possible, interactive online tools will be used to collect responses, since they have been proven to be secure and effective. Depending on the specific need, the most suitable tool will be selected from among the following or similar tools: SurveyMonkey (WWW.SURVEYMONKEY.COM), MentiMeter (HTTPS://WWW.MENTIMETER.COM), Poll Everywhere (HTTPS://WWW.POLLEVERYWHERE.COM/).

In addition, considerations about the potential of LECs could be collected among partners and oustanding results of the different work packages could serve as a basis for questions to ask and kick-start at least one conversation on the "Debating Europe" platform. "Debating Europe" is a tool supported by the EU commission, where discussions are open to citizens, experts and policymakers (an example can be found at: HTTPS://WWW.DEBATINGEUROPE.EU/2017/05/31/SMART-HOUSES-HELP-DRIVE-YOUR-ENERGY-BILL/). This activity will be promoted through a website blogpost and shared on the project's social media, in order to encourage stakeholders participation.

3.2.8 Webinars

In the final stages of the project, three short webinars will be developed, to present results and target the dissemination to selected stakeholder groups. Webinars will be promoted, issued and recorded and attendants will have time for

a Q&A. Afterwards, extracts will be shared on social media (e.g. using SlideShare tool in LinkedIn) and disseminated on the official project website.

3.3 Dissemination Activities

3.3.1 Public Events

Workshops are effective means for involving end-users in an integrated campaign about energy communities' impacts and barriers. Feedback from these sessions will be used to improve RENAISSANCE methodology and end-users' participation.

- ▸ A series of events at both pilot sites and virtual demonstrator sites (10-15 small workshops) will showcase the RENAISSANCE approach and solutions to key stakeholder groups, unlocking business opportunities in established and emerging markets worldwide. Not only will RENAISSANCE have the chance to demonstrate the system operation to the local communities, thus raising awareness about the project, but it will also have the opportunity to collect feedback and validate results, as planned in WP2 and WP5.
- ▸ Three External Stakeholders Group workshops will be organised to steer the project activities and validate project outcomes at M12, M24 and M36. The first physical meeting with the first pool of stakeholders will be done through the MAMCA-related workshops in WP2. All relevant stakeholder groups will be invited to attend key project events and demonstrations, discussing RENAISSANCE activities and results from their specific perspectives and gathering their feedback. VUB will lead the task and support the creation of the ESG pool and will conduct local workshops. DBL will design the workshops and support their execution.
- ▸ Two pan-European workshops will take place at M18 and at M34 targeting both at the general public, research/academia world and the interested stakeholders including the BRIDGE community. The BRIDGE initiative will involve other projects in the area and, in agreement with the EC, aim to end-up with specific tangible synergies of mutual interest between them in all anticipated layers (technical, business, dissemination).

‣ Four workshops will be facilitated at Virtual Pilot Sites, in order to first assess and finally promote the RENAISSANCE approach replicability potential.

3.3.2 External events and conferences

All consortium members are commited to look for, take part and/or present a workshop or a keynote in several European networking events, in order to disseminate RENAISSANCE activities and results. The objective is to help raise awareness of the project among a specialised audience and enlarge the pool of stakeholders. A preliminary list of events can be found below. Further events will be identified during the remainder of the project.

	External Events and Conferences
1.	Barcelona City Expo World Congress 2019. 19–21 Nov
	http://www.smartcityexpo.com/en/home
2.	Behaviour, Energy and Climate Change Conference 2020 6–9 Dec USA
	https://beccconference.org/
3.	China Heat Pump Annual Conference
	http://www.chpia.org/
4.	Climate Action Summit 21–23 september 2019
	https://www.un.org/en/climatechange/
5.	Congreso SmartGrid 2019, 2020, 2021
	https://www.congreso-smartgrids.es/
6.	COP 25 – Chile 1–14 December 2019
	https://unfccc.int/event/second-sessional-period-2019
7.	CPEEE 2020 18–20 February Japan
	http://www.cpeee.net/

8.	Energy Efficiency Conference
	http://www.energyefficiencyconference.gr/
9.	Energy Storage International Conference and Expo
	http://www.esexpo.org/
10.	EU GREEN WEEK 2020
	https://www.eugreenweek.eu/
11.	EU Sustainable Energy Week 2020 or 2021
	https://eusew.eu/
12.	European Conference on Power Electronics and Applications, Sept. 7-11, 2020
	https://epe-ecce-conferences.com/epe2020/
13.	IEEE Conference on Technologies for Sustainability, April 23-25, 2020
	http://sites.ieee.org/sustech/
14.	IEEE Innovative Smart Grid Technologies, Feb. 17-20, 2020
	https://ieee-isgt.org/
15.	IEEE International conference on Power Electronics, Smart Grid and Renewable Energy, Jan. 02-04, 2020
	http://pesgre2020.org/
16.	IEEE International Conference on Blockchain, 2020
	https://icbc2020.ieee-icbc.org/
17.	IEEE International Energy Conference (ENERGYCON)
	http://ieee-energycon2020.org/http://ieee-energycon2020.org/
18.	IEEE International Smart Cities Conference
	https://ieee-isc2.org
19.	IEEE Texas Power and Energy Conference
	http://tpec.engr.tamu.edu/

20.	International Conference & Exhibition on Electricity Distribution
	http://www.cired2021.org/
21.	International Conference on Applied Energy ICAE 2020 – Istanbul
	https://www.conferenceindex.org/event/international-conference-on-applied-energy-icae-2020-may-istanbul-tr
22.	International Scientific Conference on Energy and Climate Change 9-11 October 2019
	https://promitheasconference.wordpress.com/
23.	New Material Industry Show
	http://nmis.ciif-expo.com/
24.	PEMD International Conference on Power Electronics, Machines and Drives
	https://events2.theiet.org/pemd/about.cfm
25.	SET plan conference 2019, 2020, 2021
	https://setis.ec.europa.eu/calendar/13th-set-plan-conference-2019
26.	Thermomodernization Forum 2019
	https://zae.org.pl/forum-termomodernizacja-2019/
27.	World Green Building Week 23-29 September 2019 UK
	https://www.worldgbc.org/worldgreenbuildingweek

Table 3 - List of external events and conferences

3.3.3 Internal dissemination

The internal communication strategy will focus on raising interaction and knowledge transfer between partners and ensure the success of the project. Partners will interact and organise regular teleconferences (e.g. a teleconference will take place every month) and other multi- and bi-lateral contacts will be held with other partners. Furthermore, the project will make use of a number of project management tools to maximise the effectiveness of internal communication and collaboration between partners:

- the EMDESK tool will be used as a file management tool (EMDESK was developed for FP7 collaboration projects and to support the projects under the Horizon 2020 framework)
- a set of appropriate project mailing lists (e.g. Steering Committee, General Assembly, whole consortium, Liaison Committee with India, Global Exploitation Group) that facilitate the smooth implementation of the project;
- teleconferences and video conferences systems (eg. GotoMeeting, Skype, etc).

Efficiency, timeliness and ease of interaction are the main objectives of this activity: any issues and inconveniences will be promptly addressed and solved to ensure continuity.

3.3.4 Links with education

The project consortium has set a specific objective towards the capacity building for market-driven curricula in sustainability and circular economy, with a focus on innovative technologies and modern renewable energies, relevant to the target stakeholders, especially local communities. At pilot sites, educational institutes (primary and secondary schools) will be informed and involved, using targeted dissemination activities to raise awareness about the importance of developing new expertise required for future jobs in the domain and to inform them about project results and demonstration site achievements. Such activities will be agreed with WP leaders in advance (e.g. online lectures, pilot site tours guided by project members, virtual tours, role-play activities, or other targeted "awareness raising" questionnaires). At the academic partners, several Master and PhD theses will be defined on the research carried out in the framework of RENAISSANCE. Conclusions and best practices will be integrated in the curricula of the university students.

4. Individual partner dissemination plans

In RENAISSANCE, communication campaigns at local level to support and foster pilot activities are a key success factor for the overall project dissemination, thus special attention will be given to partners' individual dissemination plans.

Each RENAISSANCE partner is committed to engage in dissemination activities leveraging its own networks and its organisation's communication means, as detailed in the following sub-sections.

4.1 VUB

VUB will focus its dissemination strategy on three target audiences. First of all, it will address the international scientific community by publishing at least three peer reviewed international journals and presenting at three international conferences. Secondly, it will attend several local events that target the Belgian and Flemish energy industry in collaboration with e.g. Agoria (HTTPS://WWW.AGORIA.BE/) and Flux 50 (HTTPS:/FLUX50.COM/). In addition, it will organise a local workshop in which it will present the RENAISSANCE results to the local stakeholders. Lastly, being based in Brussels, and being the coordinator of the project, it will target the European Commission by participating in events that are organised and supported by the EC, such as the EU Sustainable Energy Week.

4.2 IKL

IKL is the leader of WP3 Business models and Smart contracts. From the technical point of view, IKL is responsible to develop the smart contracts which will manage the economic transactions of the project's identified business models. Taking advantage of this work, IKL, in collaboration with the rest of the partners (T7.2), will lead the development of at least three scientific papers (1 M1–M12, 1 M12–M24 and 1 M24–M36) to be published on relevant journals (IEEE Transaction on Power System, IEEE Transactions on Sustainable Energy) about the implementation of collective Self–Consumption (SC) and Peer–to–Peer (P2P) energy interchange modalities at Local Energy Communities (LEC) level.

The papers will present the development of SC and P2P concepts using blockchain and smart contract technologies. Simulations together with experimental validations at laboratory and demo sites level will be the main issues of these works. Also related with this subject, IKL will participate on relevant conference to

disseminate the results of the project (The Congreso SmartGrid 2019, 2020, 2021 and the IEEE International Conference on Blockchain, 2020).

Furthermore, IKL will collaborate on the development of technical journals leading by other partners.

4.3 ATOS

Atos, as the platform provider for RENAISSANCE, will develop communication activities in three main areas, namely, 1) supporting the communication manager in the activities to raise awareness of RENAISSANCE across European energy and ICT industries, taking advantage of the numerous contacts in this respect, 2) promote the project by participating in different events, presenting the relevant contributions, aligned with the identified list of actions defined in this report, and 3) contribute in the collaboration with BRIDGE and other relevant EC initiatives in which RENAISSANCE is involved.

4.4 DBL

DBL is in charge of the coordination of all the Dissemination and Communication Activities being WP7 leader. In particular DBL supports the definition of a Dissemination and Communication Strategy and Plan and defines the project's coordinated image (i.e., logo, fonts, styleguides, etc.) by producing templates for presentations, reports, brochures and posters. DBL will design, implement and maintain the project website (with the support of all the consortium for content production) and will manage the project's social media channels. DBL will contribute to scientific dissemination by writing papers for journals and participate in conferences and workshops in collaboration with other academic partners. DBL will also produce short videos presenting the RENAISSANCE results and other dissemination materials as described in this deliverable. Finally, DBL will support the organisation of project events and workshops.

4.5 MEISA

MEISA represents the Manzaneda Ski Resort Pilot Site in Spain, thus it will support the monitoring of stakeholders' awareness and the dissemination of targeted communication campaigns at a local level, working closely with Exeleria.

Taking advantage of its public ownership (Xunta de Galicia and Diputación de Orense), MEISA will share the results of the project with Spanish public bodies

related to energy regulations to spread effectively the lessons learnt regarding the potential legal framework changes needed to make LEC feasible.

Furthermore, MEISA is hosting every year around 4.500 primary, grade and vocational training students from all over Galicia. During their stay, MEISA will involve them in activities and inform them about the RENAISSANCE general results and Manzaneda achievements.

4.6   CIRCE

CIRCE collaborates by working in the benchmarking of the business case, development of smartcontracts and the validation of energy agreements and business cases. Besides, within the infrastructure implementation and integration working package, led by CERTH, CIRCE contributes in all tasks, with a special focus on the RENAISSANCE security access control network and the integration and interconnection phase.

Taking advantage from this role within the project, CIRCE will contribute in the dissemination field by widespreading the projects results whether in general description or from the organization's own collaboration within the project from the abovementioned points. In this sense, CIRCE will support the communication manager in the activities to raise awareness of the project, promote the project participation and support the organization of project events and, explore, together with the coordination and exploitation team, synergies with other similar oriented project in the field. As spanish partner, CIRCE will support the general aknowledgement of the project in logistic and technical terms within the spanish framework (events, press releases).

Although no budget is foreseen for scientific paper development, CIRCE will collaborate on the development of technical journals leading by third partners. This, in order to reach the target of at least 6 scientific publications and 10 participations in international conferences); support to the organisation of project events.

4.7   DUTH

Beyond the general support to the dissemination activities and contributions expected by all consortium members, DUTH will support the capacity building for market-driven curricula in sustainability and circular economy, informing and

involving local educational institutes (primary and secondary schools) at the pilot site, in order to raise awareness about the importance of developing new expertise required for future jobs in the domain. Such activities will be agreed with WP leaders in advance.

4.8   CERTH

In the RENAISSANCE framework, CERTH will contribute as a technology provider on a variety of topics, namely RENAISSANCE platform (RIP) development, system simulation and optimisation, end user application development etc. This variety dictates the appropriate range of the chosen dissemination activities, in order to achieve the desired impact on most of these subjects. Besides contributing to scientific dissemination by the publication of journals and conference papers, CERTH will organise events in Greek universities to gain the academic community's interest in the project and, more specifically, the Greek demonstration site's goals and achievements. Furthermore, CERTH will get in contact with the major Greek energy companies and present them the business opportunities that an LEC will enable as well as the financial, social and environmental benefits. Lastly, CERTH will take part in all of the relevant workshops in Greece, representing the project.

4.9   EXE

In the RENAISSANCE framework, Exeleria will exploit its international network to disseminate project activities and results. Beyond Europe, it has an operational presence in the United States, Mexico, several countries in South America and Angola. Exeleria belongs to the most important associations committed to Energy Efficiency, Transportation and Mobility, Sustainability and Environment in Spain and is a founding member of ANESE (Asociación Nacional de Empresas de Servicios Energéticos) and the International Platform Green Building Factory.

Moreover, Exeleria is member of the following:

- ‣ Green Building Council of Spain since 2010.
- ‣ BREEAM Spain since 2010.
- ‣ Tecniberia.
- ‣ Asociación Española de la Carretera.
- ‣ ITS Spain.

Exeleria is also part of the main Technical Committees of Standardization AENOR in the following areas of activity:

- ▸ AEN CTN 198 Aenor – Sustainable construction.
- ▸ AEN CTN 216 Aenor – Energy and Climate Change.
- ▸ AEN CTN 178 Aenor – Smart Cities.

Exeleria will use this network to disseminate the project results, organising workshops and events in addition to spreading the word by other means like direct contact. As WP5 leader, Exeleria will also support the dissemination documentation, project events and workshops with regard to the pilot site information, implementation and outcomes.

4.10   BAX

Bax & Company is responsible for a number of exploitation-related tasks, including business case analysis, regulatory barriers analysis, replication and in particular the global exploitation and market entry strategy.

As part of these activities, Bax will develop a number of communication products, tailored workshops, and market briefs related to project products, use cases and broader potential economic impact. These products and activities will be focused on engagement of policymakers, local authorities / LEC decision-makers and in particular the businesses that could exploit these results – both at European as well as global level. The development of such products will be done in close collaboration with IP owners and pilot sites, whilst the strategic partnership developed for the exploitation programmes will be used to reach the intended target groups. Broader communication activities will be followed by specifically targeted dissemination activities and 1-on-1 exploitation collaborations.

Moreover, BAX will support the External Stakeholders Group creation and management and provide general support to the dissemination activities, especially concerning the coordination with the BRIDGE initiative.

4.11   SDM

Concerning dissemination, global exploitation and market entry strategy, SDM will participate and give presentations at larger conferences in order to create clear links with virtual demonstrators and selected local stakeholders.

4.12   NAPE

NAPE is a known company in the Polish and European energy sector. NAPE will share the objectives and awareness of project activities within the Polish energy–business environment. NAPE will support the monitoring of stakeholders' awareness level and the dissemination of targeted communication campaigns developed to trigger a positive attitude towards RENAISSANCE approach as well as support the External Stakeholders Group creation and management. Stakeholder groups to be targeted include: energy auditors, energy agencies, legislation bodies, and property managers. Stakeholders groups will be reached through newsletters, publications in journals, direct meeting and presentations on national conferences where the project outcomes and progress will be presented.

4.13   ABB

In different phases of the project, ABB will provide content to be published and disseminated, as well as review the material produced. It will support the dissemination of targeted communication campaigns developed to trigger a positive attitude towards RENAISSANCE approach. ABB will also support the organisation of international events and/or presentations at conferences and sectorial fairs or events.

4.14   SUN

Sunamp is a thermal storage solution technology provider, as its heat batteries will be used in the pilot plants to ensure the optimal performance of the heating and cooling systems. Sunamp's unrivalled super–compact heat battery technology has been intelligently designed to provide a clean, efficient and cost–effective heat energy storage solution. Sunamp will be involved in the sizing and design of the thermal storage technology, integration with other technologies, installation and monitoring of the thermal stores for the pilot site operations.

Even if with a minor role, SUN will provide general support to the dissemination activities by participating in scientific events and providing contributions to technical–scientific publications. It will also support the organisation of project events.

4.15   EEM

The municipality of Eemnes is responsible for the realisation of a local (virtual) peer-to-peer energy trading network. To achieve such a local network, Eemnes will make the tenders for the necessary technical equipment, including the relevant services required for the proper functioning of the system. Eemnes will focus on dissemination and communication at local level, actively working to engage and involve local stakeholders ensuring that there will be enough participants (individuals, companies and organizations) in the project. Eemnes will also (indirectly) collect the data needed for a proper evaluation of the project.

5. Monitoring of Dissemination RENAISSANCE

Communication is not an exact science and it is very difficult to measure success as it is intangible in many ways. However, we consider it important to set some measures which will be used to know if this dissemination strategy is achieving its aims.

Several indicators have been identified to keep track of the progress of the dissemination and infer the communication success, in order to determine if the dissemination strategy is achieving the expected results. These measures and, whenever possible, quantitative indicators, can be refined, updated and integrated during the project evolution.

Table 4 below presents a cumulative list of all dissemination and communication Key Performance Indicators for the RENAISSANCE project, corresponding to activities and measures presented above.

Application focus	Key Performance Indicators for Dissemination & Communication	Phase 1 M1–M12	Phase 2 M11–M24	Phase 3 M24–M36	Overall
	Number of events organized for external audiences	5	5	5	15
	Number of events attended representing the project	2	3	3	10
	Presence at tradeshows and business events	0	1	2	3
	Communications with SMEs	2	4	4	10
	Communications with medium to large corporate organizations	1	2	3	6
	Communications with representatives of users at a local, regional and national level	2	4	4	10
Outreach focus	Number of scientific publications in peer-review journals	1	2	3	6
	Number of scientific publications in peer-review international conferences and workshops	2	4	4	10
	Number of general press/magazine articles published	1	1	1	3
	Number of special sessions/workshops co-located at conferences	0	1	1	2
	Number of press releases delivered to traditional media	1	0	1	2

Number of unique visitors to the Website (based on Google Analytics)	1000	1000	1000	**3000**
Number of references of RENAISSANCE in other websites	2	3	4	**9**
Number of multimedia material downloads (website)	10	15	20	**45**
Scientific publications as Open Access	1	2	3	**6**

Table 4 - RENAISSANCE Dissemination and Communication KPIs

Other relevant indicators of the success of our dissemination and communication activities are the feedback collected by the RENAISSANCE Advisory Board members and the actual changes in the research, in the policy agenda and in the practice reflecting the project's work and findings.

6. Post-Project Dissemination

After the project end, the website will be updated with the latest information and resources available. It will be maintained for two more years. Similarly, the social media profiles will follow-up communication about most recent results and newsworthy updates for about six months. Moreover, a closing blogpost will inform the audience about the project's legacy.

ANNEXES

I. Letters of Support from External Stakeholders

AzzeroCO2 srl – Italy

LoS_EF.pdf

Polish Association of Energy Auditors – ZAE – Poland

LoS_ZAE.pdf

National Association "Respect for Energy and the Environment – SAPE – Poland

LoS_SAPE.pdf

II. Emdesk: templates folder location

After login to your Emdesk account at https://emdesk.eu, select RENAISSANCE project and find the templates in the Documents Manager > Dissemination Material and Templates.

III. Guidelines for a correct and common use of Social Media

RENAISSANCE in a nutshell:

"Renaissance will deliver a community-driven scalable and replicable approach supporting clean production and shared distribution of energy. Connected local energy communities are key players in RENAISSANCE project, which explores and tests in real-life conditions the innovative business models and technologies towards a prosumer-consumer future energy market."

Handle: **@H2020_Ren**

RENAISSANCE's chief tweeter is Rebecca Hueting (DBL)

Contact: rebecca.hueting@dblue.it

TWITTER GUIDE for Partners:

▸ LET OTHERS KNOW WE'RE OUT THERE: <u>INFORM</u> ABOUT THE RENAISSANCE ACCOUNT **@H2020_REN**

▸ WHEN YOU ARE AWARE OF RELEVANT EVENTS OR PUBLICATIONS WHICH COULD BE TWEETED, <u>LET REBECCA KNOW</u> **OTHERWISE WE MAY LOSE IT**!

▸ <u>FEEL FREE TO PUBLISH TWEETS ABOUT THE PROJECT</u> OR SEND BRIEF TEXT TO REBECCA WHICH SHE CAN TURN INTO A TWEET TO PROMOTE ACTIVITIES, BE AWARE THAT THE WORD **LIMIT IS 280 CHARACTERS**!

▸ <u>USE RELEVANT #HASHTAGS</u> (PICK FROM LIST OR FIND NEW ONES) AND <u>ALWAYS ADD A PICTURE, IMAGE, VIDEO CLIP</u> OR GIF TO DRAW MORE ATTENTION ON TWEETS THAN JUST TEXT.

▸ ALWAYS TRY TO <u>ENGAGE</u> AT LEAST TWO PARTNERS OR SPECIFIC STAKEHOLDERS <u>USING THEIR @HANDLES</u> EITHER IN THE TWEET, IN THE COMMENTS, OR IN ATTACHED IMAGES.

Partner handles:

#	PARTNER	TWITTER	LINKEDIN
1	VUB	@MOBI_VUB	https://www.linkedin.com/in/mobi-vub-b62689b2/
2	IKL˙	@IKERLANofficial	https://www.linkedin.com/company/ikerlan/
3	ATOS	@Atos	https://www.linkedin.com/company/atos/
4	DBL	@dblue_it	https://www.linkedin.com/company/deep-blue-s-r-l-/
5	EXE	@everis_ing	https://es.linkedin.com/company/everis-ingenieria
6	MEISA	@manzaneda_EM	NA
7	CIRCE	@fCIRCE	https://www.linkedin.com/company/circe-research-centre-for-energy-resources-and-consumption/
8	DUTH	@EEAGRANTS_DUTH	NA
9	CERTH	@CERTHellas	https://www.linkedin.com/company/certh
10	BAX	@baxcompany	https://www.linkedin.com/company/865832
11	SDM	NA	NA
12	NAPE	@NAPE_pl	https://www.linkedin.com/company/narodowa-agencja-poszanowania-energii-s-a-
13	ABB	@ABBgroupnews	https://www.linkedin.com/company/abb/
14	SUN	@sunampltd @mauz81 @li_tianyue	https://www.linkedin.com/in/tianyue-li-sunamp/ https://www.linkedin.com/in/mauriziozaglio
15	EEM	@Gem_Eemnes	NA

Table 5 - partners social media handles

Official Project Hashtags (use a combination of hashtags when referring to more than one topic):

#Demonstrator

#EnergyIsland

#MAMCA

#PilotSite

#platform

#RenaissanceH2020

#ReplicatorTool

Most Used Energy Hashtags:

#CitizensEngagement

#Climateambition

#ClimateChange

#Decarbonisation

#Energyefficiency

#EnergySystems

#EnergyTransition

#Environment

#Geothermic

#Greentech

#Prosumer

#RenewableEnergy

#RenewablePower

#Renewables

#SmartCity

#SmartGrid

#SmartGridSystem

#SocialAcceptance

#Solarenergy

#Solartechnology

#SustainableEnergy

#Windenergy

Do's and Don'ts Table		
	LinkedIn	**Twitter**
Dos	Provide periodical updates on the project activities (especially those where you are currently engaged) publishing at least one update on your personal/ company profile every month to be shared by the project page to ensure continuity. Remember to inform us otherwise we may lose it!	Tweet often about the project activities (twice every week) to let your followers be aware of your engagement.
	Make sure you can include at least an image, link to a video or web page to increase visualizations.	Make sure you always include an image, a picture, a link to a video or a link to a web page, this will improve likelihood to be viewed and retweeted.
	Always share and repost contents published by RENAISSANCE in your personal or company profile.	Always retweet contents published by RENAISSANCE in your personal or company profile.

	Share interesting content from other sources (profiles or pages), somehow related to RENAISSANCE, to involve audience.	Use #hashtags to define the field of the communication and ease the information search by twitter users. A list of #hashtags is provided in this ANNEX.
	Respect the agreed tone of voice, using professional yet friendly expressions.	Plainness and a light nuance of humour are welcome, but keep in mind the agreed tone of voice.
	Feel free to suggest connections to which RENAISSANCE could send invitations, or invite them to join our network.	Agree in advance the communication strategy and the relevant accounts to be followed, being as linked as possible to the project topics.
	Use your LinkedIn profile and actively participate to other users' discussions, posting comments or reposting contents to spread project awareness.	Be active, publish at least two/three actions (tweets, retweets) per week.
		Participate to other users' discussions with tags, like and retweets.
	When commenting in other pages or profiles, be sure it's worthwile and constructive. Don't be too long and refer to RENAISSANCE results, if possible.	When commenting other users tweets, remember to be short, clear and friendly. Refer to our results whenever possible.

	LinkedIn	Twitter
Don'ts	Avoid discussion groups solely composed by people directly involved into the project.	Avoid formal communication and technical terms as much as possible. Use abbreviations and short explanations.
	Avoid being too critical or engage in too long discussions that are not fruitful as expected.	Avoid tweeting or retweeting negative posts or angry critics.

Table 6 - Do's and Don'ts table for Social Media