

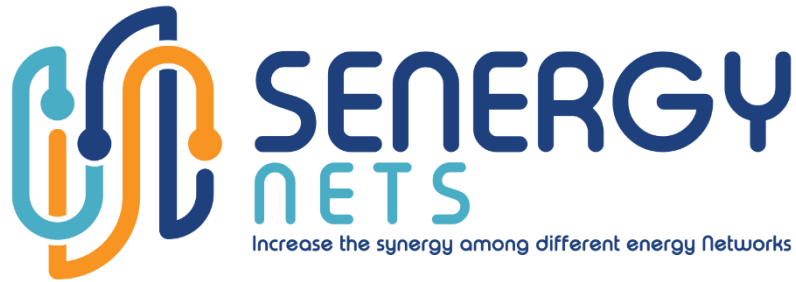
D9.1

Communication and Dissemination Plan



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D9.1 – Communication and Dissemination Plan

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Executive Summary

The Communication and Dissemination Plan (CDP) is a deliverable of the SENERGY NETS project, funded by the EU Horizon Europe Funding Programme, under Grant Agreement No. 101075731. It constitutes the outcome of *Task 9.1 Development of the Communication and Dissemination Plan* under the project's *Work Package (WP) 9: Communication, dissemination, and exploitation*. The CDP is a detailed document outlining the project's strategy for dissemination and communication activities aimed to achieve a high level of visibility of the project outcomes. It also acts as guidelines for the implementation of the strategy, which covers the whole project's lifetime. The dissemination strategy targets specialized audiences and mostly through knowledge transfer events. In particular, SENERGY NETS will organize a series of webinars and workshops focusing both on the technical aspects of the project work and the policy side. Dissemination activities include as well scientific publications and participation in external events. In parallel, the communication strategy addresses a wider audience and is based on more inclusive communication channels such as the project website, social media and press activities. The CDP identifies the target groups and defines the communication tools and channels. Furthermore, the CDP defines the role of the Dissemination Board and assigns precise responsibilities to consortium partners. It includes also a set of Key Performance Indicators (KPIs) used for monitoring and assessing the progress and impact of the strategies.

Table: Summarising table with KPI objectives, their target and occurrence.

KPIs	Target	Timing
External events to present project results Per partner	19 (at least) 1	
Organisation of own events:		
Technical webinar	3	M10, M18, M28
Policy webinar	2	M18, M30
Technical workshop	3	M12, M24, M36
Policy workshop	2	M24, M40
Stakeholder workshop	1	M36
Final event	1	M48
Peer-reviewed publications	8 (at least)	throughout the project's lifetime
Meetings with Policy-related stakeholders	5 (at least)	throughout the project's lifetime
Collaboration and exchange with sister projects	4	throughout the project's lifetime
Participation in BRIDGE activities	2 WGs (at least)	throughout the project's lifetime
Communication measures & materials:		
Project website	1	M6
Videos	2	M24
Digital brochure & factsheet	2 (at least)	M12
Social media audience	600 (at least)	throughout the project's lifetime
Newsletters	8	2 per year

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List of Acronyms

Abbreviation / Acronym	Description
CDP	Communication and dissemination Plan
GA	Grant Agreement
WP	Work Package
KPI	Key Performance Indicator
D	Deliverable
EU	European Union
EC	European Commission
SAB	SENERGY NETS Advisory Board
WG	Working Group

1 Introduction

The Communication and Dissemination Plan (CDP) sets out the strategy that will be implemented during the lifetime of the SENERGY NETS project by the Consortium partners. The CDP and its strategy reflect the objectives of Work Package 9: Communication, dissemination, and exploitation; their implementation is instrumental in achieving the WP9 goals.

The strategy will be coordinated and supervised by Euroheat & Power (EHP) as the leader of WP9 with the assistance of the Dissemination Board, a body consisting of selected project partners. The implementation of the CDP and all its activities will be carried out with the support and contribution of the whole SENERGY NETS consortium, led by Euroheat & Power.

The CDP outlines the dissemination and communication objectives and describes in detail the measures for enhancing the project's impact. Its content involves the activities of the whole Work Package 9 as such it is closely connected with the rest of the WP9 Tasks. If and when considered necessary by the WP9 Leader and the Dissemination Board, the CDP will be adjusted to align with the project progress and adapt to the external conditions (e.g. pandemic-related meeting restrictions).

1.1 Purpose and audience of the document

The CDP outlines the dissemination and communication objectives and describes in detail the measures for enhancing the project's impact. It focuses on the methods, tools, channels and activities that will be deployed to disseminate and communicate the scope, aim, messages, key learnings and outcomes of the project to all relevant external stakeholders. It also includes the target audiences for the SENERGY NETS outcomes and the groups of key stakeholders for the project's exploitation and identifies how to address and engage them. It defines the standardized and common dissemination protocols to be followed by the partners, as well as their responsibilities within the project consortium, along with the role of the Dissemination Board. Last, the CDP sets up an activity calendar and a monitoring procedure of the dissemination KPIs to evaluate the actual impact of the Dissemination and Communication campaign.

1.2 Relation to other activities

Even though the CDP constitutes the output of Task 9.1: Development of the Communication and Dissemination Plan, it is closely connected to the rest of the WP9 tasks, as it defines the guidelines for the execution of those tasks, namely Task 9.2: SENERGY Promotion and public Outreach, Task 9.3: Dissemination and Knowledge Transfer, Task 9.4 Lessons Learnt, Task 9.5: Contribution to Policy Development and Task 9.6: Exploitation strategy.

In the frame of Task 9.5: Contribution to Policy Development, at least five meetings with key stakeholders from the EU or national policy level are envisaged. These meetings are considered part of the dissemination and are included in the relevant tables of the CDP.

The CDP is closely related to the D9.5 Stakeholder Engagement and Dissemination report, which will be delivered at the end of the project (M48). That deliverable will report on and include documentation of the performed activities and achieved KPIs, which are stated in the CDP.

On a project level, the communication and dissemination activities are directly linked to the output of other Work Packages. The findings and results of WPs will compose the subjects and content of the various CDP activities. For instance, the learnings from the use cases or the evaluation of the transferability and replicability of the SENERGY NETS solutions are important project results and as such, they will be featured in the communication campaigns.

1.3 Structure of the document

The CDP introduces the dissemination and communication strategy, its aim and objectives and the target groups of the SENERGY NETS project. It describes in detail the planned activities under the dissemination and communication campaigns. It provides also information about the partners' roles and responsibilities as well as an overview in the form of a timeline.

2 General strategy

The CDP outlines the strategy to promote SENERGY NETS to the targeted audiences and ensures that the key exploitable results will be diffused to the key stakeholders to achieve the expected outcomes on all Scientific, Economic/technological, and Societal levels as described in the Grant Agreement. The detailed measures of the strategy will secure the project reaches maximum impact within the available timeframe and budget. The entire consortium is included in the Plan’s activities and the successful implementation of the strategy entails the efficient involvement and contribution of all the project partners. The strategy’s objective is to assign precise responsibilities to the partners and with detailed measures to facilitate them conducting their roles. The dissemination and communication strategy, where all channels support and complement one another to maximise impact, is described in this CDP and outlines concrete measures to be deployed, to promote the project’s objectives and outcomes, by detailing:

- | | |
|------------------------------|---|
| • Aims and objectives | Why disseminate and communicate? |
| • Target groups | Whom to disseminate and communicate to? |
| • Key messages | What to disseminate and communicate? |
| • Guidelines | How to disseminate and communicate? |
| • Timeline and calendar | When to disseminate and communicate? |
| • Roles and responsibilities | Who will disseminate and communicate? |
| • Evaluation and monitoring | How impact will be assessed? |

2.1 Dissemination objectives

The dissemination activities will target specific audiences, which include scientific, professional, industrial, and political stakeholders. The objective is to reach out to these groups through organising workshops and webinars, participating in external events and publishing key exploitable results, and engaging them in sharing their views on and utilising the project findings. The dissemination objectives are accompanied by a set of key performance indicators, defined in this strategy to evaluate the activities.

2.2 Communication objectives

Communication activities aim to impact and engage broader audiences by reaching the general public, including EU civil societies and citizens. The objective is to increase project visibility and raise awareness about SENERGY NETS’ mission, achievements, and outcomes by using broader communication channels and non-scientific, more accessible language.

2.3 Target audiences

The table below provides an overview of the target audiences. For each category, a set of activities are identified in order to facilitate contact, communication and engagement with these groups.

Table 1: overview of the target audiences.

Target audiences	Means of contact and engagement
Energy industry: Utilities, TSOs, DSOs, Energy suppliers, Manufacturers	<ul style="list-style-type: none"> • Involvement of industry representatives (e.g. members of EHP and DHC+ platform) in the project events • Participation of SENERGY NETS partners in industry-oriented events (e.g. ENLIT) and presentation of the project activities, achievements and results • Dissemination through the website, promo material and press releases • Communication through networks like ENGERATI (a Global network for power and utility professionals)
EU and National Energy Regulators and Policymakers, Standardization bodies	<ul style="list-style-type: none"> • Dissemination of project results through networks and associations (e.g. Eurelectric, EHPA, EPEE, EASE, ETIP SNET, Eurogas, EHA) • Exploitation of existing contacts of EHP / Establishment of direct contacts for dialogue with representatives from the energy sector (incl. heating, gas and electricity) • Dissemination of the SENERGY NETS policy recommendations through meetings (addressing the long-term trends and developments, regulations, standards and new market designs propositions for integrated electricity, heating and gas sectors) • Contribution to the European Energy Research Alliance in the Joint Program on Smart Grids, Smart Cities, and EEGI • Dissemination of the results to the IEC System Committee on Smart Energy
Scientific community	<ul style="list-style-type: none"> • Involvement of the scientific community in SENERGY NETS events • Scientific peer-reviewed publications (open access) and other publications in journals • Organizing special issues on topics about MES in Applied Energy and Advanced Applied Energy • Presentation of SENERGY NETS results in scientific conferences – • Public deliverables and project resources (available on the website)
Other projects funded under the same or similar call(s)	<ul style="list-style-type: none"> • Participation in BRIDGE Working Groups on i) Data Management (to disseminate the project use cases and business processes), ii) Regulations (to disseminate the project recommendations in terms of market designs and regulatory frameworks), iii) Business models, iv) Consumer and Citizen Engagement • Synergies with similar projects with direct collaboration
Consumers and the public at large	<ul style="list-style-type: none"> • Participation in the yearly Citizen's Energy Forum • Direct exchange with consumers through FEDERCONSUMATORI

2.4 GDPR Considerations

The General Data Protection Regulation (GDPR) is a common regulation for all European countries in terms of data privacy and protection. In the scope of SENERGY NETS, there are three main areas regarding the application and enforcement of GDPR: i) Data used within the project's execution and validation, ii) Data collected from interactions between the consortium's partners and other, third-party entities, and iii) Contact details and personal information collected through the dissemination and communication activities (e.g. event registrants, newsletter subscribers).

For the data collected, processed, and analysed during the project, a specific Data Management Plan will be delivered, (*D1.4 Data Management Plan*), that will include guidelines for complying with the GDPR rules throughout the project's lifetime.

Regarding information generated from interactions within the consortium and with third-party entities outside the consortium, whether through the organization or attendance of meetings, physical or virtual (e.g., email addresses, telephone numbers, photos and pictures of participants etc.), the main guideline will be to never identify individuals in photos, in the case of physical events, and to use blurring or other masking methods to protect individuals' privacy, in the case of virtual events. Nevertheless, before any capture of imaging information, the participants of the events will be asked for their permission for the collection of such information.

2.5 Language

The language of this project is English and as such, all the activities will be carried out in English. However, depending on the target audience the project results can be translated into other languages. For example, if activities shall occur on a local or national level, the dissemination can take place in the language of the hosting country.

For purposes of consistency, it is recommended to adhere to British English spelling conventions, as this is the version EC uses. The relevant EC English Style Guide will be available on the project collaborative platform.

3 Communication strategy

The communication strategy aims to inform broader target audiences beyond the project's community, such as the media and public, about the project's mission and promote its results. The strategy essentially embodies *Task 9.2 SENERGY Promotion and public outreach* and includes the production and use of promotional and information materials that feature easy-to-access language and terms to be comprehensible by non-expert audiences as well.

3.1 Project branding

A simple and aesthetically appealing visual identity will be developed at the beginning of the project which will include all the necessary visual elements (project logo, icons, graphical charter and templates) for boosting project branding and ensuring visual consistency in all communication and outreach activities. Key features include:

- Project logo
- Graphical charter
- Colour palette
- Templates (Deliverable, Report, Presentation slides, Poster)

All project partners must comply with the visual identity guidelines and the graphical charter and make use of all visual elements that will be available. It is imperative that the logo is shown on all documents, events and results related to the project so that a sense of brand identity is built up early amongst the target audiences. Additionally, all communication and dissemination materials must display the EU emblem, the funding source and, if appropriate, a disclaimer.

All materials and accompanying guidelines will be available on the template section of the project collaborative platform as described in *D1.1 Project collaborative platform* and *D1.2 Project management plan*.

3.1.1 Visual Identity

EHP commissioned an external provider of graphic design services for the creation of the project logo. Several logo options and versions were sampled. EHP in consultation with the project coordinator asked the consortium to indicate preferences in the form of an online vote. Finally, EHP and EIFER agreed on the version that will be the SENERGY NETS logo, font and color palette. They are all depicted below.



Figure 1: SENERGY NETS icon logo



Figure 2: SENERGY NETS logo

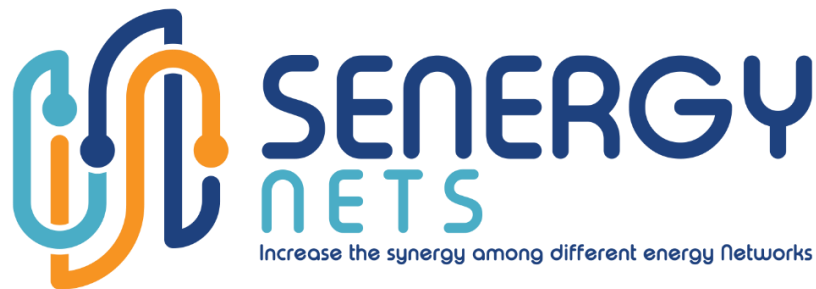


Figure 3: SENERGY NETS logo with project's title



Figure 4: Palette of the basic colours of the logo and visual identity

The logo icon illustrates three intertwined lines that represent the three energy sectors that SENERGY NETS focuses on (heating & cooling, power and gas). The three lines differ in colour. As they intersect and continue one another the logo icon symbolizes the sector integration approach and the synergy across the different networks.

Project templates will be created according to the visual identity, and used as the basis for all documents, deliverables and presentations. All materials will be available on the template section of the project collaborative platform as described in *D1.1 Project collaborative platform* and *D1.2 Project management plan*.

3.1.2 Funding acknowledgement and disclaimer

According to Grant Agreement No. 101075731, communication activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and all major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Figure 5: European flag and funding statement (horizontal version) in English language



Figure 6: European flag and funding statement (vertical version) in English language

Furthermore, the Grant Agreement imposes that all communication and dissemination activities must be accompanied by the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”

Instructions to correctly reference the funding source and to integrate the disclaimer will be available also on the template section of the project collaborative platform.

3.1.3 Institutional presentation

A set of PowerPoint slides, containing basic information about the project’s identity, scope mission and expected results will be created at the beginning of the project. These slides will be available to all partners to present the project and raise awareness from the early stages before the first results will be ready. This set of slides will be based on the general description of the project presented during the KoM on the 13th of September 2022.

3.2 Website

A project website will be developed and managed by EHP (D9.2 *SENERGY NETS website* due in February 2023) and will be accessible on the domain: **senerynets.eu**. The website will be designed according to the visual identity of the project to ensure consistency in all communications and to build up awareness. The project website will be fully scalable and expand as the project develops and will integrate with other strategic communications. Its content will be updated throughout the project’s lifetime. Its structure will be adjusted accordingly as it expands, to enhance the visibility of new results and upcoming events.

The objective of all outreach activities should be to direct people toward the project website. Project results and resources, public deliverables, news and events, publications and articles, and other project-related content such as the digital factsheet will be published on the website. The website will function as a major communication and dissemination channel for the project activities and results.

The website is instrumental for dissemination to target audiences. It will be used as the main interface to inform about progress and developments and will act as a platform for providing direct access to project resources. All partners are to contribute content to the website. The website will be maintained for at least 2 years after the completion of SENERGY NETS so that the project's results and findings are easily available to key stakeholders. As such it will support achieving the expected impact.

3.3 Social Media Strategy

Social media will be an essential tool for promoting the project. The social media strategy aims at encouraging stakeholders to follow and interact with the project, through social media channels. Social media posts should highlight the activities of the project, why the work is relevant, and create interest in project results.

The social media strategy has been developed to provide guidance and structure to the outreach activities to be carried out by the project partners. The implementation of the social media strategy requires input from all partners and will be guided by EHP.

Social media activity will complement the project website's informative and promotional function and will prompt users to visit the website and increase its traffic. It aims to grab the reader's attention with interesting content and encourage them to visit the website for more detailed information.

Apart from creating new accounts and profiles on the social media platforms for SENERGY NETS (Twitter and LinkedIn), social media communication will be augmented via the existing accounts of project partners. The online networks of the project partners have been built up over many years. Individuals have chosen to "connect" or "follow" these organisations and are thus interested in their activities and the content they produce. By redirecting followers to the SENERGY NETS accounts the partners will help build up an online community for the project. The social media strategy of SENERGY NETS will seek to capitalise on these extensive networks to disseminate information to an appropriate audience and to actively engage individuals from the target groups. This means that the project can engage with a much larger number of individuals, when the consortium assists with interacting, sharing and reposting from the SENERGY NETS accounts.

The strategy is based and focused on Twitter and LinkedIn as the most appropriate social media platforms for disseminating and communicating SENERGY NETS activities and outcomes, and the most suitable for reaching out to the target audiences' purposes, consisting of professionals, scientists, policymakers and other interested actors. Twitter should be updated more frequently than LinkedIn, with LinkedIn used mainly for significant milestones and detailed explanations of important updates.

As the project will be promoted also via partners' accounts, it is important to build up a sense of brand recognition. In this sense, apart from making the necessary tag, it will also help to use the dedicated hashtag of SENERGY NETS for all social media: **#SenergyNETS**. The consistent use and promotion of the hashtag will make sure that the audience immediately recognises, and engages with, content related to the project.

3.3.1 Twitter

Twitter is the most widely used social media platform by professionals, for messaging and news. Maximising the number of re-tweets together with consistent use of hashtags will be crucial to the impact and reach of the Twitter campaign.

As WP Leader, EHP created and will manage the official Twitter account @SenergyNETS (<https://twitter.com/SenergyNETS>) which will promote the projects' activities and news. Nevertheless, all project partners shall tweet and share news and results from their accounts. In all cases, all other partners shall retweet or quote tweet from their accounts to help SENERGY NETS gains momentum on the platform

and increase outreach. Furthermore, it is recommended to tag the most relevant partners as a means to notify them so they can retweet faster and give timely momentum.

3.3.2 LinkedIn

As the social media platform dedicated exclusively to professional networking, LinkedIn will be a crucial tool for reaching the target audiences of industry professionals, companies, researchers, and academia. The dissemination on LinkedIn relies on sharing updates as posts about project results and events, with a professional audience that is likely to be interested in this content. EHP created a showcase page for SENERGY NETS: <https://www.linkedin.com/showcase/senergy-nets>, that will be used to publish these posts. For partners to stay updated with the LinkedIn activity of SENERGY NETS and be able to react and boost each post's impact on the platform, it is essential they follow the account and the dedicated hashtag **#SenergyNETS**.

Since there are many individuals with their own LinkedIn profiles among the consortium, they are encouraged to also tag partners on their posts (or on the attached pictures) in order for other partners to be notified and react timely. The content shared on LinkedIn, along with the accompanying messages should be more detailed and more technical than on Twitter, due to the nature of the audience and the higher character limit of posts. LinkedIn users expect more detailed and technical information compared with other social media platforms. It should be viewed as peer-to-peer information sharing.

3.4 Promotional and Information Materials

EHP is responsible for the creation of promotional and information materials (brochure, factsheet, roll-up banner and videos) with the support of the consortium in terms of content input and review. In the execution of these tasks, EHP will be assisted by technical support from external vendors such as professional designers, filmmakers etc. All materials will be available on the collaborative project platform. Additionally, they will be released digitally on social media and be accessible on the project website. Considering a priority to be an environmentally conscious project, SENERGY NETS does not intend to produce printed materials in unnecessary amounts. Instead, materials will be printed if and when considered needed (e.g. on-site events, workshops, representation in conferences etc.). In such cases, the partners shall seek to minimise the environmental footprint of SENERGY NETS by considering the appropriate amount of hard copies needed, printing on recycled paper, using environment-friendly inks, using local print shops to reduce shipping, etc.

3.4.1 Brochure and Factsheet

A digital brochure and factsheet containing a general overview of SENERGY NETS, its mission and expected outcomes and results will be created and designed according to the graphical charter. It will be especially useful during the early stages of the project before the first results are ready.

3.4.2 Roll-up banner

A roll-up banner will be designed and printed to be available for all physical activities and events of SENERGY NETS, creating a frame for the project and boosting its visibility. Due to the considerable cost of printing, the partners will assess whether shipping it to one another is an economically preferred option. For instance, the banner can be printed and kept by two partners, who will ship it upon request, instead of every partner printing one.

3.4.3 Videos

There will be two short promotional videos produced throughout the project duration to present the SENERGY NETS solutions for energy system integration and display the project results and achievements.

3.5 Press activities

Press activities are planned to share results via scientific and specialised media such as DHC+ and EHP newsletters, Energy sector magazines, and EU research platforms such as Cordis, and Horizon results portal. Key results, the contribution of SENERGY NETS beyond the state of the art, the upgrading of tech innovations and the implementation in pilot cases will be shared with journalists directly whenever possible and, if relevant, written up as press releases and sent to the partners' media contacts. A digitized press kit will be created to be used for media outlets. It will be accessible on the project's website and contain press releases, publishable images and infographics.

3.5.1 Press Releases

During the project's lifetime, at least four press releases will be issued to specialised and general media channels to communicate major achievements, the latest results and event recaps.

3.5.2 Newsletters

The project newsletter will be issued every six months by EHP, with content input by the consortium. Subscriptions to the SENERGY NETS newsletter will be done through a selected newsletter facility, managed by EHP. The newsletter will feature information on project progress and results, links to public deliverables, articles, interviews, and videos as well as updates on events and activities. After being sent to the subscribers, the consortium partners and SENERGY NETS Advisory Board members, each newsletter edition will be published on the project website and shared with the SENERGY NETS community through social media.

4 Dissemination strategy

Dissemination essentially constitutes the transfer of knowledge and results produced by the project to the targeted audiences, which will allow for uptake and exploitation. The strategy is directly linked to and illustrates *Task 9.3: Dissemination and Knowledge Transfer*. As such, the focus of the dissemination strategy is results and the specific audiences that are likely to make use of these results.

4.1 Knowledge Transfer Events

These events are a set of diverse dissemination activities where expert and specialised audiences participate actively. Apart from the consortium partners, the members of the SENERGY NETS Advisory Board will be also engaged. The workshops and webinars will be organised by EHP with the support of the consortium. If considered appropriate, the workshops can be organised in the frame of international events, or in collaboration with other relevant projects in order to reach a larger audience and achieve a wider discussion.

4.1.1 Co-Creative Webinars

SENERGY NETS will organise five in total webinars on the technical and the policy side in a participatory and co-creative context. The goal is to gather ideas and feedback, which in turn will be discussed during the physical corresponding workshops that will follow. In particular, three co-creative technical webinars and two co-creative policy webinars dedicated to the SENERGY solutions testing to initiate a discussion on the main objectives and innovations of the project.

4.1.2 Validation Technical Workshops

Three validation technical workshops will be carried out to inform and gain feedback on the research results from experts and professionals in the field of energy systems integration.

4.1.3 Policy Workshops

Two policy workshops will be held to disseminate the preliminary policy recommendations developed on the base of the project's results towards the EU and National/local decision-makers about the potential of SENERGY solutions in accelerating energy systems integration.

4.1.4 Stakeholder Workshop

One testing workshop will be organised by EIFER and EHP with selected potential replication stakeholders.

4.1.5 Final Event

The closing project event will be the last physical workshop and will feature all the key exploitable results and outcomes, the tech solutions, and the contributions of SENERGY NETS.

4.1.6 Guidelines for event organisation

When organising events related to the project, partners should follow specific guidelines to maximise the impact of the event, which are described in the Project management guideline on the project collaborative platform under section 7 “Dissemination of project results”. These events include project meetings, workshops, site visits and conferences. Although it will depend on the size, nature and intended audience of the event, generally organisers should begin to plan events approximately three months in advance. All partners must notify the WP leader about the organisation of an event as soon as possible. This will allow EHP to maximise the impact of, and attendance at, the event. This can be achieved by organising joint events with other projects/initiatives, strategically promoting the event well in advance or providing general support to the organiser.

The most important step in the planning of an event is the selection and reservation of the venue. Cost, accessibility, and functionality are all important considerations when choosing a location. When choosing a venue, organisers should consider where the majority of attendees will be travelling from, to maximise convenience and reduce the environmental impact of travelling to the event. Another consideration is the availability of appropriate accommodation close to the venue. In line with the spirit of the project and the values of the European Union, the event should be organised and carried out as sustainably as possible in terms of transport, catering and the materials used.

When inviting speakers and setting the agenda for an event, partners should seek assistance from the rest of the consortium. By making use of the consortium’s combined networks of professional contacts, the panel of speakers at all dissemination events should be balanced, with a diverse range of knowledge and experience. Organisers should pay particular attention to the gender balance of the agenda and should strive for a 50:50 male-to-female ratio of speakers. Once the venue has been selected and booked, partners should begin promoting the event approximately three months in advance. This should be done on the project website, and via partners’ social media accounts. All project partners should promote the event within their professional network and contact appropriate individuals that might be interested in attending. A draft agenda should be made available as soon as possible, ideally one month before the event and no later than two weeks before the event. All graphics, tweets, images, and agendas produced for events should align with the project’s visual identity and display the SENERGY NETS logo. Monitoring is an essential aspect of any event to assess its impact. The number of attendees is an obvious quantitative method of measuring the success of an event. Organisers should outline the number of attendees they expect at an event during the planning stage. This can then be compared with the actual number of attendees (to be confirmed via signature) to assess how effective the promotion of the event was. Equally important to the number of attendees is also their affiliated organisation to identify the target group they belong to. The success and impact of the event itself can be assessed qualitatively through satisfaction surveys, to be completed online following the event.

4.2 Publications in Journals

Scientific publications are targeting experts and researchers. The project will publish at least eight articles in international peer-reviewed journals with a high impact factor (e.g. Applied Energy Journal, Metering International, IEEE Transactions on Smart Grids, Renewable Energy, Renewable & Sustainable Energy Reviews, International Journal of Electrical Power & Energy Systems, Renewable Energy). The publications will be performed by academic and technological partners, who will ensure that the scientific articles can be accessed freely by anyone, in line with Horizon Open Access rules. The guidelines for scientific publications are available in the *D1.2 Project Management Plan*, while the upcoming *D1.4 Data Management Plan* will provide information about the open access repository where all scientific publications and the accompanying data sets will be deposited.

4.3 External Events

The purpose of participating in external events is to actively raise awareness of the project and engage in a dialogue with SENERGY NETS target audiences, increasing the exploitation potential. These external events involve a wide variety of activities that includes delivering presentations, participating in meetings with key stakeholders, providing information at exhibition stands and networking. The strategy requires that all project partners promote SENERGY NETS whenever possible. First and foremost, they shall seize every advantageous and feasible opportunity to participate in external events, fairs and conferences. An indicative non-exhaustive list of such events includes:

- International Conference on the European Energy Market (EEM)
- International Conference on Smart Energy Systems and 4th Generation District Heating
- International Conference on Applied Energy (ICAE)
- IEA-DHC International Symposium on District Heating and Cooling
- Euroheat & Power Congress and Conference
- DHC+ Events
- International Symposium for District Heating and Cooling
- EU Sustainable Energy Week
- IEEE PES Powertech Conference
- International Federation of Automatic Control - World Congress (IFAC)
- IEEE International Energy Conference (Energycon)
- International Conference and Exhibition on Electricity Distribution (CIRED)
- Symposium Energie Innovation
- Internationale Energiewirtschaftstagung (IEWT)

The scientific conferences listed above can also be used for presenting research papers, which would later proceed to be publications in peer-reviewed journals and magazines, as described in paragraph 4.2.

4.3.1 Guidelines for monitoring activities

The Project collaborative platform contains a dedicated page for documenting all the dissemination activities, and in particular the participation in external events. It is titled 'Dissemination activities by project partners' (available [here](#)) and all partners are invited to add a new item for every new activity they perform. In particular, each partner will have to provide a set of information for every event they participate. The list will include:

- Responsible Partner
- Date
- Event name and location
- Type/topic of presentation or other contribution
- Target audience
- Number of Participants
- Objective of the event
- Outcomes following participation
- Link to presentation or event if available

The file with the presentation shall be also uploaded to the SharePoint page and saved with the following naming format: 'yyyyymmdd_Event name_ Org_'.

5 Synergies and cooperation with EU initiatives

In the frame of *Task 9.3: Dissemination and Knowledge Transfer* SENERGY NETS will actively seek cooperation and share knowledge with other EU projects with a similar focus. Such projects can come from the same call as SENERGY NETS; ELEXIA and FEDECOM, or other calls; FlexCHESS, BeFlex, ENFLATE, STREAM. The aim of this cooperation is the exchange of experiences with other sister projects mainly in the field of electricity, sector coupling, and buildings and to disseminate the project findings through existing networks. By identifying overlaps and commonalities between dissemination strategies of related projects and by clustering activities with them, SENERGY NETS will be benefitted. At least four synergies will be pursued and fostered with projects from the same call and through the partners' networks, which would facilitate the access of SENERGY NETS outcomes to a wider audience. Additionally, SENERGY NETS will explore the opportunities offered by the EC's free-of-charge dissemination and exploitation services, such as the Horizon Magazine, Dashboard, Impact Award and Results Platform, and utilise them in appropriate ways.

5.1 Participation in BRIDGE

SENERGY NETS will prioritise the collaboration with the BRIDGE Initiative's projects and activities such as participation in the BRIDGE working groups, joint workshops, presentations, promotions etc. BRIDGE is a cooperation group currently gathering 88 projects in the areas of Smart Grid, Energy Storage, Islands, and Digitalisation, involving 1009 organisations from 40 countries for a total EC funding to all projects of 846 M€. BRIDGE aims to foster the exchange of information, experience, knowledge, and best practices among its members. The BRIDGE Initiative is structured with four Working Groups (Data Management, Business Models, Regulations, and Consumer and Citizen Engagement), charged with preparing reports and formulating recommendations for the European Commission on various themes linked to the future of the energy sector.

SENERGY NETS will participate in all four Working Groups of BRIDGE with one or more partners representing the consortium in each WG. Additionally, the Project Coordinator and the WP9 Leader will be involved in the coordination actions with the Initiative and the shared communication activities respectively. The participation of SENERGY NETS in BRIDGE will contribute to increasing its visibility, establishing collaborations with related projects and being aware of the state of the art and progress in fields related to those addressed in the project.

6 Roles, Management and Procedure

A joint effort with active involvement from all consortium partners is necessary to maximise the project's impact. EHP as WP9 leader, with the support of the Dissemination and Communication Board, will ensure an efficient and effective implementation of the dissemination and communication strategy. The successful and impactful execution of the CDP is also dependent on the commitment of all partners.

6.1 Dissemination and Communication Board

The Dissemination and Communication Board is a centralised body, consisting of the project coordinator (EIFER), the WP9 Leader (EHP) and partners with a major role in the tasks of WP9 and a proportional staff effort. These partner organisations are: Electricite de France (EDF), Associazione Italiana Riscaldamento Urbano (AIRU), Cybergrid GmbH & Co Kg (CYBER), Federconsumatori Milano (FEDER).

The Board is responsible for the smooth implementation of the Plan, assigning precise roles and responsibilities to the consortium partners and coordinating their dissemination activities. Furthermore, the body will oversee and coordinate the relationship and interaction with external target groups. The Board will convene in virtual meetings, taking place in intervals of four to five months to coordinate activities and provide an overview of the dissemination and communication efforts. Other project partners may be invited to attend these meetings, where appropriate.

7 Timeline and Calendar

The table below includes those activities (events or material deliveries) that are planned to be implemented once during the project timeline. It does not include recurring activities (e.g., newsletters, Board meetings etc.) or those that are not scheduled yet (e.g., publications and press releases, participation at external events etc.). The timing is based on the GA and is subject to changes and adjustments after a decision is made between the WP9 Leader, the Project Coordinator and the Dissemination Board.

Table 2: Calendar of scheduled communication and dissemination activities and deliverables

	Month	Activity
M1	2022 September	Press release on kick-off
M3	2022 November	Project branding & visual identity
M3	2022 November	Communication & Dissemination Plan (D9.1)
M6	2023 February	Project website (D9.2)
M10	2023 June	1 st Co-Creative Technical Webinar
M12	2023 August	Digital brochure & factsheet
M12	2023 August	Roll-up banner
M12	2023 August	1 st Validation Technical Workshop
M18	2024 February	2 nd Co-Creative Technical Webinar
M18	2024 February	1 st Co-Creative Policy Webinar
M21	2024 May	Stakeholder Workshop
M24	2024 August	Videos
M24	2024 August	2 nd Validation Technical Workshop
M24	2024 August	1 st Policy Workshop
M28	2024 December	3 rd Co-Creative Technical Webinar
M30	2025 February	2 nd Co-Creative Policy Webinar
M36	2025 August	3 rd Validation Technical Workshop
M36	2025 August	Testing Workshop with Stakeholder
M40	2025 December	2 nd Policy Workshop
M45	2026 May	Lessons Learnt (D9.3)
M48	2026 August	Final Event
M48	2026 August	Policy Recommendations (D9.4)
M48	2026 August	Stakeholder Engagement and Dissemination report (D9.5)
M48	2026 August	Plan for the Exploitation and Dissemination of Results (D9.6)

8 Evaluation and Monitoring

Regular evaluation and continuous monitoring are essential for assessing the effectiveness of the dissemination and communication channels and tools outlined in the Plan. The evaluation of the results will help the WP9 Leader and the Board to adjust the activities, if and when necessary, in order to achieve the dissemination and communication objectives, always in compliance with the overall aims of the strategy. The table below lists the dissemination and communication activities along with the KPI target set for each of these.

Table 3: KPIs for activities and their targets

KPIs	Target
External events to present project results Per partner	19 (at least) 1
Organisation of own events:	
Technical webinar	3
Policy webinar	2
Technical workshop	3
Policy workshop	2
Stakeholder workshop	1
Final event	1
Peer-reviewed publications	8 (at least)
Meetings with Policy-related stakeholders	5 (at least)
Collaboration and exchange with sister projects	4
Participation in BRIDGE activities	2 WGs (at least)
Communication measures & materials:	
Project website	1
Videos	2
Digital brochure & factsheet	2 (at least)
Social media audience	600 (at least)
Newsletters	8