

## Big Data for OPen innovation Energy Marketplace

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## Abbreviations and Acronyms

Acronym	Description
<b>Cag</b>	Consortium Agreement
<b>Gag</b>	Grant Agreement
<b>DoA</b>	Description of Action
<b>EC</b>	European Commission
<b>GA</b>	General Assembly
<b>CG</b>	Core Group
<b>PC</b>	Project Coordinator
<b>PO</b>	Project Officer
<b>QM</b>	Quality Manager
<b>FM</b>	Financial Manager
<b>TC</b>	Technical Coordinator
<b>EDM</b>	Ethics & Data Manager
<b>DCM</b>	Dissemination & Communication Manager
<b>IEM</b>	Innovation & Exploitation Manager
<b>SAB</b>	Security Advisory Board
<b>AB4DE</b>	Advisory Board for Dissemination and Exploitation
<b>TL</b>	Task Leader
<b>ToC</b>	Table of Content
<b>WP</b>	Work Package
<b>WPL</b>	Work Package Leader

## 1 Executive summary

The overall scope of BD4OPEM is to create an open innovation marketplace where, based on an AI-driven analytic toolbox crunching Big Data, unique and innovative services will be made available to stakeholders to improve among other things the monitoring, operation, maintenance and planning of electrical distribution grids.

The objective of dissemination and communication is to ensure that the results of the project are disseminated appropriately to defined stakeholders and target groups. A multi-channel approach will be adopted to engage stakeholders and target groups, with awareness-raising activities being carried out to reach all other project beneficiaries. The planned strategy outlined in this document will:

- Raise awareness among target groups and stakeholders
- Demonstrate project outcome impact on services, employment and economy.
- Strengthen internal and external communication
- Support post-project sustainability and market uptake of solutions produced.

The Dissemination and Communication Strategy (Deliverable 8.1) contains a plan required to fulfil project communication objectives. The document describes all actions to be taken, partner and collaborator responsibilities, timelines and communication guidelines. It also presents an initial list of Stakeholders and Target Groups, an initial list of products and services to be developed during the project and it identifies both project service providers and project data providers. Further, it provides guidelines about using various repositories. Finally, there are sections on European Commission events and meetings to attend, in particular, the BRIDGE initiative; the Advisory Board for Dissemination and Exploitation; and general characteristics of large-scale events such as conferences/seminars.

## 2 Introduction

BD4OPEM will develop an open innovation marketplace where, through an AI-driven analytic toolbox crunching Big Data, unique services will be available to DSOs and other stakeholders to improve their network management, i.e. the monitoring, operation, maintenance and planning of electrical distribution grids (see appendix 1). Each of the partners plays a key role in the project reflecting the dynamics of the energy “micro-marketplace”, where DSO data providers (appendix 2) feed huge quantities of data into the analytics toolkit, and where service providers (appendix 3) will be able to develop unique services based on the resulting data.

The BD4OPEM Dissemination and Communication Strategy document aim at guiding all partners towards a common approach to communication and an appropriate dissemination schedule to achieve the project goals. Tables are presented describing schedules, activities to be performed during the project; stakeholders to be addressed, related activities, activities schedule, KPIs and resources, and establishing how and when each partner should participate (see table 1).

### 2.1 Scope of this document

The implementation of an integrated dissemination and communication campaign (nationally and internationally), is a key success factor of the consortium activities to increase awareness about the benefits of BD4OPEM, to promote the pilot regions and to foster replication of all services/solutions created and available on the Open Energy Marketplace. Efficient dissemination and communication planning is crucial to ensure awareness, visibility and reliability of the BD4OPEM solutions and the successful exploitation of the project’s outcomes.

The purpose of elaborating the BD4OPEM dissemination and communication strategy is to specify the objective, approach, target group, key actors, channels and tools to ensure the smooth implementation of all communication and dissemination related activities of the BD4OPEM project during and after the project life cycle. Execution of all elements of the strategy will be geared to the business opportunities and products and services resulting from the project.

This deliverable corresponds to Task 8.1 of the Technical Annex. For practical purposes, *dissemination actions* should spread information about results obtained during the project, i.e. conclusions, recommendations and objectives accomplished. Here, feedback from the target audience is not required.

In contrast, *communication actions* should send messages about our current status, benefits, challenges faced and intentions and that requires feedback from potential stakeholders, advisory groups and target audiences in general.

There is a close alliance between Dissemination, Communication and Exploitation. Many of

the activities presented in this document will influence many Exploitation activities (WP 9), for example, Stakeholder analysis, leading to sustainable business solutions and business modelling issues of the project. A detailed Exploitation plan will be produced by M18 at the latest. However, feedback from the BRIDGE initiative meeting in February 2020, indicated strongly that exploitation issues should be initiated as early as possible in the project. Therefore, we will begin outlining the exploitation plan during Q3 and Q4, 2020. Further, the Exploitation plan will identify potential products and services, which will be communicated and disseminated to potential and relevant Target Groups. Exploitation activities will also combine with Diss Comm activities in order to identify potential opportunities for Target Groups such as SMEs, investors and Venture Capitalists.

This document has been prepared during Q1, 2020, influenced by the current Coronavirus pandemic and its associated significant impacts on working life all around the world. This means that all physical meeting activities we envisaged would be carried out during the first six months of the project have been postponed until the third and fourth quarter of 2020. In truth, we are uncertain about the virus impact of all planned activities during 2020. This document assumes that we will return to a normal situation after the summer. There will however be a revision of the Communication and Dissemination time plan in M6, including the way, in which some activities are being carried out.

## **2.2 Dissemination objectives**

Dissemination objectives are:

1. Spread the results and the benefits achieved.
2. Explain the barriers and difficulties found.
3. Disseminate the project's outcomes at national and EU level to achieve replicability and scalability of solutions.
4. Promote a more business orientation to marketing materials and activities.

## **2.3 Communication objectives**

Communication objectives are:

1. Create awareness of the project's objectives, activities and results.
2. Encourage active engagement with stakeholder group.
3. Ensure a business orientation when reaching out to target audiences.
4. Iterate with target audiences about perceived benefits and collect feedback.
5. Reach out to external partners to join the network in order to benefit from the solutions after the project.

## **2.4 Long term vision**

The strategic long-term objective is to ensure the business sustainability of the BD4OPEM project outcomes, so that the impact is not limited to the project's lifetime, but also after the funding period ends.

### 3 The Communication Team

Sustainable Innovation will coordinate dissemination and communication activities in collaboration with UPC (Diss Comm Working Group) and with strategic input from the Advisory Group. All partners will contribute to dissemination and communication actions. Explicitly, all partners and the corresponding contact persons are responsible to collaborate in these activities; Newsletters, Workshops, Demonstration pilot sites and Project promotion events, both national and international.

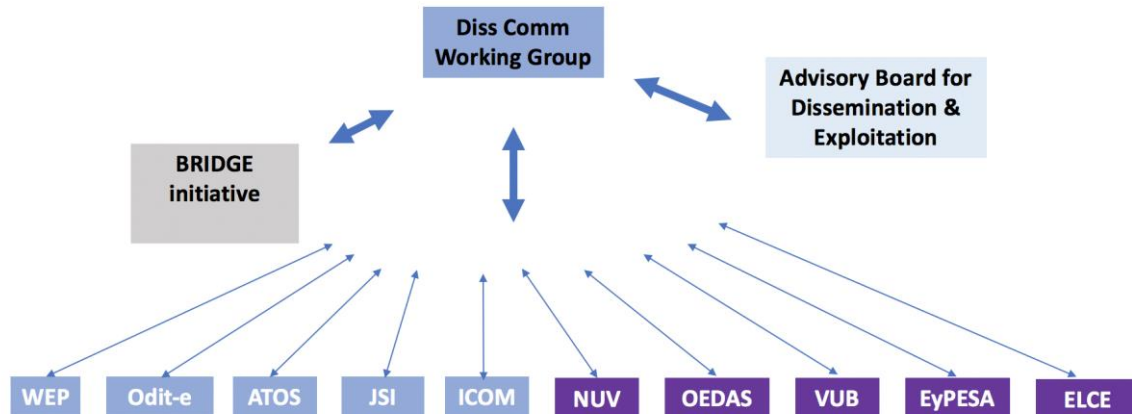


Fig 1. Communication team structure

The objective of the Working Group is to identify and provide detailed input, technical information and key selling points and messages, for effective dissemination and communication to key target groups. The Working Group will consist of representatives from SUST and UPC, but will interact regularly with work package leaders and representatives from the pilots when necessary.

The BRIDGE initiative is a key activity to foster continuous knowledge sharing amongst Horizon 2020 Smart Grid and Energy Storage projects. Task 8.5 requires that we participate actively in this initiative and to this extent, UPC, JSI, EyPESA, ICOM, VUB and SUST will participate in the four working group activities. The working group activity cover issues such as Data Management, Customer Engagement, Business Modelling, Replicability and Scalability analysis and Joint Communication. Results from activities within the BRIDGE initiative will be fed back to our partners. Please see a more detailed description of the BRIDGE initiative in 6.8.

The Advisory Board will be set up before M6 of the project and will consist of both internal and external partners. The Board will act in an advisory capacity, being consulted by the project regarding relevant dissemination and exploitation activities. Please see a more detailed description of the Advisory Board in 3.1

Each Consortium partner will participate in most dissemination and communication activities, distributing information both internally within the organisation and externally towards key stakeholders and the general public. Partner contributions at a high level are



identified in the table below.

Project Partner	Country/City	Expertise
<b>1</b> UPC	<b>Barcelona, Spain</b>	<b>University, Project Coordinator</b>
Activity in social networks LinkedIn and Tweeter as well as an active member in dissemination events and the BRIDGE initiative. UPC will also be promoting BD4OPEM through their communication channels (printed, electronic publications, press releases, industry conferences and fairs), as well as publish scientific articles in conferences and in journals.		
<b>2</b> WEP	<b>Torino, Italy</b>	<b>SW Developer, Technology provider</b>
WEP will actively participate in workshops that will be organized by the project and/or within any cluster activities. WEP will also contribute to various publications, participate in related events and conferences on a national and EU basis. Promotion of the project will be done through WEP's website, LinkedIn, Facebook, Papers, Poster(s), flyers and brochurs.		
<b>3</b> Odit - e	<b>Meylan, France</b>	<b>Digitization of the low voltage network. Technology provider</b>
Odit-e will promote the project in France and Spain, and will be promoting BD4OPEM through their various communication channels; social media, website and via different events (such as EUW and CIREd).		
<b>4</b> ATOS	<b>Barcelona, Spain</b>	<b>Big Data and Cybersecurity. Technology provider</b>
Will raise awareness of the project across European ICT industry and promoting the project through the participation and actively contribute to the liaison with other similar projects and initiatives, especially with BRIDGE. Atos will also promote BD4OPEM through their media channels (printed, electronic publications, press releases, industry conferences and fairs).		
<b>5</b> JSI	<b>Ljubljana, Slovenia</b>	<b>Technology provider</b>
JSI will disseminate project results through presentations in major European and international conferences, exhibitions and stakeholder workshops, its academic and business network around Europe and publications in well-known scientific journals. JSI will also take an active role with the BRIDGE initiative.		
<b>6</b> Intracom Telecom (ICOM)	<b>Athens, Greece</b>	<b>Technology Provider</b>
As a member of AIOTI (Alliance for Internet of Things Association), ICOM will participate and promote BD4OPEM in Big Data and IoT related events, conferences and exhibitions. ICOM will also participate in the events organized by the European Commission and other European Union bodies, such as the BRIDGE initiative.		
<b>7</b> NUVVE	<b>Copenhagen, Denmark</b>	<b>Vehicle Grid Integration, Vehicle to Grid. Pilot Site</b>
Nuvve will present the project and share the results in attended events and workgroups. Nuvve will contribute to the various publications of the project's partners, actively participate to conferences and events and will be promoting BD4OPEM through their communication channels (printed, electronic publications and newsletters).		
<b>8</b> OEDAS	<b>Istanbul, Turkey</b>	<b>Pilot Site</b>
OEDAS will raise awareness across the Turkey ICT industry in different dissemination event. OEDAS will also be promoting BD4OPEM through their communication channels, such as social media and press releases.		
<b>9</b> Vrije Universiteit	<b>Brussels, Flanders, Belgium</b>	<b>Urban Mobility and Sustainable Energy Communities. Pilot site</b>
VUB (The research tema MOBI) will promote BD4OPEM through their official website, social media accounts and newsletters. Also, they will circulate press releases to local networks through official VUB and MOBI channels (websites, local and national news sites and channels etc) and project promotion would take place through participation in events (conferences, exhibitions etc).		
<b>10</b> Estabanell & Pahisa	<b>Granollers, Spain</b>	<b>Pilot Site</b>
EyPESA will be demonstrating the toolkit application and service solution provided to key target groups both within the project and internationally. EyPESA will also take part in the production of a pilot video and various conferences organised by the project.		
<b>11</b> Elektro Celje	<b>Celje, Slovenia</b>	<b>Pilot Site</b>
ELCE will promote the project by publishing articles in relevant journals, magazines newsletters and web portals in Slovenia. ELCE will also promote BD4OPEM on fairs, conferences and exhibitions in the field of energy and power systems. Elektro Celje will provide experience in the field of electricity measurements and experience gained from the completed H2020 pilot project; Flex4Grid.		
<b>12</b> Sustainable Innovation	<b>Stockholm, Sweden</b>	<b>Demonstration, dissemination and exploitation. Work package leader</b>
SUST will manage and co-ordinate the dissemination and communication activities. SUST has extensive experience working with private public and cross-sector ownership, creating unique potential to realise sustainable energy solutions with leading companies, entrepreneurs and scientists. SUST will be a link between this project and the BRIDGE initiative.		

Table 1. List of Partner Contribution

### 3.1 Advisory Board

An Advisory Board for Dissemination and Exploitation (AB4DE) will be set up to provide strategic guidance to the project regarding all dissemination and exploitation issues. Experts will be selected based on their individual knowledge and experience and ability to contribute during the project. The Board members will follow the project during the whole period and will attend at least four AB4DC meetings either digitally or physically depending on arrangements (M10, M20, M30, M40). The Board will also provide feedback on documents produced and activities carried out.

It is envisaged that the Board will contain no more than seven members.

The Board will act in an advisory capacity, being consulted on relevant dissemination and exploitation strategies and activities. The main purpose of the Board is to follow developments and explore the key marketing and dissemination priorities across the sector and support their implementation post-project. Board members will be paid for their travel and accommodation expenses including daily allowances.

The group will be set in M6 at the latest and the proposed Board Members to date are outlined in the table below.

Name	Organisation
Nigel Claridge (Chairman)	Sustainable Innovation -- SUST
Susanne Winge	Sustainable Innovation -- SUST
Jan Snygg	Partner and Chairman at Place Consulting
David Agustin	UPC
Matthias Resch	Researcher Fraunhofer Institute
Rafael Cossent	Comillas University (coordinator scalability and replicability in BRIDGE)

*Table 2. List of potential Board Members to AB4DE*

## 4 Approach to activities

An integrated, iterative approach and bi-directional communication process is proposed including messages, actions, materials and tools, as well as website and social media resources aiming at:

- Disseminating the project scope and results while promoting the BD4OPEM pilots.
- Assuring feedback channels in order to gather input from the Target Groups.
- Ensuring fluid internal communication.

The BD4OPEM Dissemination and Communication Strategy is based in three phases strictly linked to the project life cycle as defined in WP8 and related tasks:

1. A “development” phase, where BD4OPEM visual identity material will be designed and communication messages defined.
2. A “dissemination” phase, where a range of activities will be carried out aimed at spreading BD4OPEM messages through EU and national dissemination campaigns.
3. A “sustainability” phase, where a roadmap will be designed to promote the replication of BD4OPEM pilot sites, expansion of the Open Energy marketplace platform and continued development of solutions.

In addition, the consortium will commit to keeping the BD4OPEM platform alive and to recommend the BD4OPEM model into Regional Sustainable Energy strategies and promote it into EU Energy policy.

### 4.1 Dissemination and Communication phases during the project

The following table outlines the planned dissemination and communication phases during the project based on information available at this early stage of the project. It provides an overview of our Dissemination and Communication strategy and it will be reviewed and adjusted with regular intervals.

	1st Q '20	2nd Q '20	3rd Q '20	4th Q '20	1st Q '21	2nd Q '21	3rd Q '21	4th Q '21	1st Q '22	2nd Q '22	3rd Q '22	4th Q '22	1st Q '23	2nd Q '23
<b>Development phase</b>														
Launch of the BD4OPEM project														
<b>Dissemination phase</b>														
Promoting the BD4OPEM concept														
Engaging stakeholders														
Demonstrating solutions with pilot														
Promoting toolkit/marketplace														
Communication of results														
Dissemination of results														
<b>Sustainability phase</b>														
Motivation for solution replication														
Exploiting project results														

Table 3. Dissemination and Communication Timeline

## 5 Target groups and Stakeholders

The scope of Task 8.2 is to identify the needs and expectations of Target Groups and Stakeholders. An initial list of likely Target Groups and Stakeholders is presented below.

This list will be reviewed, enriched and prioritized in a stakeholder analysis. A key part of the stakeholder analysis will be to identify and describe how each Target group will benefit from participating in, or taking part of the outcome the BD4OPEM results. It will also describe what channels will be used to reach each Target Group.

Groups/Stakeholders	Descriptor
Technology providers	Companies, especially SMEs, engineering and realizing software and/or hardware for integration.
Service providers	Creating awareness of the open marketplace and promoting technology and knowledge transfer.
Financial providers	Business Schools, Business Angels, Accelerators, Incubators, Business Angels and Venture Capitalists.
Policy makers	Supporting a shift towards sustainable policy processes and products in the energy sector and providing financial incentives to realize this.
End-users	Creating useful and usable tools and services to meet the needs and expectations of this target group.
Energy clusters	Promoting technology and knowledge transfer between the project and similar relevant clusters (i.e. BRIDGE initiative).
Potential clients/customers	Raising awareness about the Open Marketplace to encourage usage (targeted business modelling).

Certification and Standardization bodies	Collaborating with certification and standardization bodies to ensure the smooth transfer to new technology found in the open Marketplace.
General Public	Creating awareness of the Open Marketplace platform and how it contributes to their everyday life to their benefit.
ESCOs - Energy Service Companies	Raising awareness of business modelling to provide an effective delivery mechanism to maximize energy efficiency resources.
Environment authorities	Impacting on climate change and new clean energy production strategies.
Academia	Providing input for new areas of research and competencies.
Prosumers	Creating awareness of the Open Marketplace and how it can contribute and benefit their everyday life.

Table 4. List of Target Groups and Stakeholders

## 6 Dissemination and Communication actions

Dissemination and communication will focus on spreading project results internally to partners and pilot sites, as well as externally to the wider audience of other EU member countries not represented in the consortium.

### 6.1 Dissemination and Communication Channels

BD4OPEM will exploit traditional dissemination and communication channels (national and international) social media and video solutions to engage target audiences and disseminate the project results. Furthermore, the project will operate as a communication channel to support relevant European Commission Energy Directives and legislation.

The following table summarises the dissemination and communication channels.

ID	Channels	Description	Target date	KPI	Who
1	Website	The key channel to raise a common understanding of the project goals and outcomes and to create an image of the project. It will be the central point of access to project progress and available documentation. It will link to project partner websites and will embed social media access and content. Internal communication will be supported by a diary feature where partners will be able to submit information and pictures about activities carried out.	Ready M6 BD4OPEM project website: www.bd4opem.eu	The website will be evaluated on a six monthly basis, using a standard questionnaire to obtain visitor feedback on user experience (through wammi.com). The target is to achieve at least visitor satisfaction score of 50.	SUST, WEP
2	Social media	A close interplay between the website and the social media accounts will be created.	Regular actions on social media.  Social media strategy ready by M6	Number of links/followers/interactions with external entities on Social Media will be measured quarterly.	ALL Partners
2a	LinkedIn account		Account set up M4	1-2 posts per week	ALL Partners
2b	Facebook profile		Account set up M4	1-2 posts per week	ALL Partners
2c	Twitter profile		Account set up M4	1-2 posts per week	ALL Partners
3	Attending conferences	National or international events. Attending and/or presenting details related to the project. We will encourage several partners to attend the same conference. Attending means visiting or having a stand.	During the course of the project	18 attended conferences	ALL Partners
4	Attending exhibitions/trade fairs	National or international events. Attending means visiting or having a stand. We will encourage several partners to attend the same trade fair.	During the course of the project	6 trade fairs/exhibitions attended	ALL Partners
5	Project events	2 large-scale events organised by the project. The first will be an internal conference with European Commission and BRIDGE representatives. The second will be open to a wider audience.	One mid-term One in the end	2	ALL partners attending
6	BRIDGE	Individual project partners will liaise with the BRIDGE Initiative (T8.2) during the entire course of the project, contributing to common information and dissemination activities to increase the visibility and synergies between H2020 supported actions.	Participation in one BRIDGE forum per year and associated work groups.	Min: 2 partners as members of Regulation and Data Management;	See section 6.8 below
7	Stakeholder analysis (T8.2)	Review and update the current list of stakeholders, group and prioritize them, which will provide valuable input to the design and implementation of the stakeholder workshops.	Start M3 and plan to be completed by M7. It be reviewed in Q3, 2021	One survey per partner. One digital workshop with each partner.	Working Group with feedback from all partners
8	Stakeholder workshops (T8.2)	Organization of 10 workshops with stakeholders within the BD4OPEM project, in order to understand their needs and expectations of the project, both for product development within the project and in order to tailor dissemination and communication materials and tools.	By M17-18 & M39-40	Targets; N° of attendees, at least a total of 150 attendees.	Primarily pilot sites, all partners will be given opportunity to participate
9	National product/services presentations	Each partner will present the BD4OPEM product/service to at least three different Target Groups in their country. This is in preparation for product Exploitation of the project.	Between M36-42	All partners will hold 3 product/service presentations by M42.	All partners
10	AB4DE Advisory Group	7 representatives (max), see section 3.1 above.	First meeting M10.	4 meetings	see section 3.1 above
11	EU Standards meetings	Following and contributing to relevant EU policy and standards in the European Energy sector. Relevant standards will be identified primarily and then action taken.	Continuously	TBD, after individual survey with each partner.	SUST, UPC
12	Liasion with professional communities and networks	The BRIDGE seems to cover all of this, but we will look outside the BRIDGE to see if there are clusters that are relevant.	Continuously	TBD, after individual survey with each partner.	SUST, UPC
13	Liasion with EU project clusters in the domain	The BRIDGE seems to cover all of this, but we will look outside the BRIDGE to see if there are clusters that are relevant.	Continuously	Contact at least 5 other project and clusters in the domain.	SUST, UPC

Table 5. List of dissemination and communication channels

## 6.2 Dissemination and Communication Tools

ID	Tools	Description	Target date	KPI	Who
1	Corporate Identity	New logo and graphical profile will be developed.	Ready by M4		SUST
2	Press releases	Press releases will be prepared in English and released if and when required. It will be up to partners if these need to be translated for effective dissemination in their respective country.	2 per year or as required	7 press releases	SUST produce, ALL Partners distribute locally
3	Project videos	Professionally produced project videos, with clips from the pilot sites, highlighting the vision, challenges and expected outcomes.	Prepared at M17-18. Reviewed and updated M42.	2 videos	SUST
4	Marketing material: Brochures, Leaflets, Roll-up design, ppt presentation	Presenting key insights about the project in printed form to be handed out at conferences, to colleagues and to engaged or interested stakeholders. Electronic versions will also be provided and encouraged to use.	Ready by M6. Updated by Q3 and Q4, 2022.	Brochures & Leaflets:1200 copies distributed (12 partners x 50 copies x 2 eds.)	SUST produce, ALL Partners distribute locally
6	Conference poster	BD4OPEM project poster in English. Partners will provided with material to print and to be displayed locally.	Ready by M6. Updated by Q3 and Q4, 2022.		SUST produce, ALL Partners distribute locally
7	Newsletters	Two newsletters per year will be generated in order to announce the project, give regular updates on project progress, develop a profile, and get buy-in. These newsletters will be sent out to people that have specifically signed up to receive information from the BD4OPEM project.	Newsletters sent twice yearly	6 newsletters, distributed to 500 persons (min) per send-out	SUST produce, ALL Partners distribute locally
8	Scientific Papers, Journal articles	During the project, at least 10 scientific papers will be submitted.		10	ALL Partners

Table 6. List of dissemination and communication tools

## 6.3 Timeline

Below is a timeline for all the communication activities planned.

	1st Q '20	2nd Q '20	3rd Q '20	4th Q '20	1st Q '21	2nd Q '21	3rd Q '21	4th Q '21	1st Q '22	2nd Q '22	3rd Q '22	4th Q '22	1st Q '23	2nd Q '23
<b>CHANNELS</b>														
Website														
Social media														
Attending Conferences/Fairs														
Organising project events														
Stakeholder analysis														
Stakeholder workshops														
National product/ services presentations														
Cooperation with BRIDGE														
Advisory Board														
EU Standards meetings														
Liason with communities and networks														
Liason with EU project clusters														
<b>TOOLS</b>														
Corporate Identity														
Press Releases														
Project videos														
Marketing Material														
Conference poster														
Newsletters														
Scientific papers, journal articles														

Table 7. Timeline of planned dissemination and communication activities

## 6.4 Journal and congress publications guidelines

Acknowledgement for all journal and congress publications is mandatory. The following sentence, or similar is recommended:

“This work has been supported by the BD4OPEM H2020 project, which has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 872525”. In all cases, project name and number, Horizon 2020 and the European Union are compulsory and must be mentioned. Without the acknowledgement, the publication cannot be considered as a project activity.

All journal and congress publications must be included in the repository on Dropbox.



## 6.5 Newsletters guidelines

Newsletters will provide updates about all important project milestones and achievements. All partners must contribute with updates for the newsletters. Newsletters will be published in English and it is up to each local partner to determine if a translation to the local language is required.

## 6.6 Press releases guidelines

The consortium will adopt broad coverage in selected national and international press and media throughout the project. Press releases will be published in English and it is up to each local partner to determine if a translation to the local language is required. All partners will distribute them through relevant local channels. During the project period, there will be at least seven formal announcements created and distributed to national and international press and media, covering the start and end of the project and highlighting achievements of severe significance. Press releases will be made visible and promoted through BD4OPEM channels; website, social media platforms and newsletter. Additionally, each partner of the BD4OPEM consortium will promote the press release in own website, social media accounts and newsletter by referring to press release on the BD4OPEM webpage.

## 6.7 Social media guidelines

Social media strategy and guidelines will be presented by M6, as defined in the Technical Annex.

## 6.8 Dissemination and Communication repositories

A Dissemination and Communication activities repository document aims to collect all Dissemination & Communication activities during BD4OPEM from all partners according to the following instructions:

1. Complete all mandatory fields in the table.
2. Keep the table updated
3. Each partner is responsible for adding their own activities
4. Tweet with a picture about the activity and add the link (desired)

In addition to the activities repository:

- A separate repository will be used for scientific papers.
- A separate repository for pictures and videos taken by all members of the project.
- A separate event calendar where we can keep track of all relevant conferences, trade fairs, exhibitions etc. locally, European and worldwide.

The documents location are/will be at \Dropbox\BD4OPEM\WP8.Dissemination and Communication

## 6.9 EU events and The BRIDGE Project

The main goal for participating in EC events is the successful integration of BD4OPEM into existing European projects landscape and fruitful contribution to events organised by the European Union bodies.

Project partners will participate in **the EC programme workshops** organised by the European Commission and other European Union bodies, to sum up, and exchange the experiences and the output of the different projects. The BD4OPEM consortium will contribute actively to regulatory, research, policy formation sessions, and workshops or other events relevant to the European energy efficiency initiatives.

The project will link with other H2020 projects as it is important to look for complementary activities. We will investigate all projects funded by Horizon 2020, and having identified all relevant projects, we will discuss with them the most suitable ways of collaboration and knowledge exchange. Clearly, the BRIDGE initiative can support these activities, as all relevant projects are registered there. Examples of such projects are given below, but specific work will be carried out to detect opportunities with other projects in different topics:

- SYNERGY H2020: <https://cordis.europa.eu/project/id/872734>
- PLATOON H2020: <https://cordis.europa.eu/project/id/872592>
- SOGNO H2020: [https://www.sogno-energy.eu/About/The Project](https://www.sogno-energy.eu/About/The_Project)

Specifically, individual project partners will liaise with the BRIDGE Initiative (T8.2) thus contributing to common information and dissemination activities to increase the visibility and synergies between H2020 supported actions.

**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 amongst 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:

- **Data Management:** Communication Infrastructure; Cybersecurity and Data Privacy; Data Handling.
- **Business Models:** Framework for business model description; evaluation of innovative business models; development of a simulation tool comparing the profitability of different business models.
- **Regulation:** energy storage regulations (ownership, competition, technical modalities and financial conditions); smart grids regulatory challenges (demand-side response, commercial arrangements, cooperation with TSO and DSO, smart meter data, etc.)

- **Customer Engagement:** Customer Segmentation; Value systems; Drivers for Customer Engagement; Effectiveness of Engagement Activities; Behavioural triggers; Regulatory Innovation empowering consumers.

There are other sub-groups of Energy communities, Replicability, Scalability and Joint communication. The applicable outcomes of existing projects relevant to BD4OPEM and results from projects that join the cluster in the future will be accessible to BD4OPEM and will be exploited. The following representatives have been nominated to work actively with BRIDGE working groups.

Last name	First name	Mail contact	Working group
Aragüés	Mònica	<a href="mailto:monica.aragues@citcea.upc.edu">monica.aragues@citcea.upc.edu</a>	Regulation
Claridge	Nigel	<a href="mailto:nigel.claridge@sust.se">nigel.claridge@sust.se</a>	Business Models
Kokos	Isidoros	<a href="mailto:isik@intracom-telecom.com">isik@intracom-telecom.com</a>	Data Management
Gabrijelčič	Dušan	<a href="mailto:dusan.gabrijelcic@ijs.si">dusan.gabrijelcic@ijs.si</a>	Customer Engagement
Ramon	Gallart	<a href="mailto:RGallart@estabanell.cat">RGallart@estabanell.cat</a>	Customer Engagement
Message	Maarten	<a href="mailto:maarten.message@vub.be">maarten.message@vub.be</a>	Energy Communities
David	Agustín	<a href="mailto:david.agustin.ripoll@upc.edu">david.agustin.ripoll@upc.edu</a>	Business Models
Coral	Chloé	<a href="mailto:ccoral@estabanell.cat">ccoral@estabanell.cat</a>	Replicability/Scalability Analysis
Ganse	Yasmina	<a href="mailto:yasmina.ganse@sust.se">yasmina.ganse@sust.se</a>	Joint Communication

Table 8. BD4OPEM representatives to engage in BRIDGE activities

How project partners will interact with BRIDGE, will be determined by M6.

## 7 Use of the EU logo

Beneficiaries of EU funding shall use the European emblem in their communication to acknowledge the support received under EU programmes.

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the programme. The minimum height of the EU emblem shall be 1 cm.

The emblem shall be associated with a sentence. It should look something like this (whenever feasible):



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872525

The European emblem can be downloaded from [the Europa website](#).

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.

Please do not use the European Commission's logo (it is different from the EU logo)!

## Appendix A - Services for the Open Energy Marketplace

There are six key areas to be addressed across the energy spectrum (ARENA):

Generation – Transmission – Distribution – Consumption.

- Improved wind and solar generation forecast (generation)
- Grid stability and reliability maintenance (transmission/distribution)
- Improved demand forecast (consumption)
- Efficient demand-side management (consumption)
- Optimised energy storage management (all)
- Optimised market design and operation (all)

16 potential services/solutions have been identified for the Open Energy Marketplace platform.

1. **Topology** - Network topology service so that DSO's can perform a topology study without prior development, with predictive electrical grid parameter information available in the event of no data or no realistic data.
2. **Observability** - Data collection service for DSOs reflecting the actual state of the network (thanks to smart metering). Low voltage networks operated based on fact rather than current theoretical and curative ways. GDPR issues need to be observed.
3. **Predictive maintenance** - Risk matrix combined with a predictive failure model to enable DSO's to decide on maintenance scheduling and grid reinforcement investments, based on probability and consequence of failure.
4. **Grid disturbances** – Simulation service to understand grid disturbance origins and evaluate their risks and to improve electricity supply quality, avoid malfunctioning and component destruction using existing simulation tools.
5. **Impact study PV, EV & new loads**. A before/after analysis Impact study of the network performed via the open energy platform once DSO customers are prepared to install a new photovoltaic / EV infrastructure facility on the network.
6. **Inconsistencies in energy balance and power-voltage** – A service to perform a Non-Technical Loss study. Incoming data from smart meters reflect the actual state of the network and all data inconsistencies (energy balance/ power-voltage link).
7. **Fraud patterns detection** - Non-technical loss analysis service for energy balance in LV networks. The target is to identify patterns in the losses curves in order to detect faults and defects.
8. **Flexibility forecast** - Service to predict flexibility available from small generators, prosumers and energy storage systems or any combination of these three. If the flexibility required is not provided, economic penalties and displeased clients result.
9. **Flexibility aggregation** – BRP service using algorithms to make decisions based on technic and economic criteria. The technology is based on an aggregator that gathers flexibility data from different end-users to create a flexibility portfolio for different BRPs.
10. **Flexibility aggregated services** - Primarily congestion management and voltage control services for DSOs based on algorithms to make decisions based on technical

and economic criteria. The technology will create a flexibility portfolio for different DSOs.

- 11. EV to Grid** - Service for the grid and buildings by aggregating behind the meter kilowatt scale resources (electric vehicles) by collecting huge amounts of data on driver's energy needs, charging patterns and on grid's needs to estimate the flexibility EVs can bring.
- 12. Loads, generation, energy storage management at individual household or at community level.** Customers' behaviour service using smart meter information to enhance demand response by identifying the best potential customers to respond to a curtailment order with the minimum deviation and comfort loss.
- 13. Demand estimation.** A service to support consumer awareness for those equipped with a new generation smart meters on the impact of their behaviour to load profile, and spatial-temporal flexibility potential assessment at the MV/LV transformer level.
- 14. Asset and investment planning.** A service to model technologies contributing to grid reinforcement during a specified planning horizon and their estimated cost for achieving specific expansion planning objectives, while meeting the forecasted demand.
- 15. Asset estimation optimization** - A service specific to highly reliable and redundant local microgrids, such as hospitals, assessing future capacity and remaining useful life (battery prognosis) and enabling investments to be forecasted, planned and optimised.
- 16. Indicator generation** - Several indicators to provide information at different time horizons about grid status and its assets (measurement errors, network stability indicators, power losses, number of faults).

## Appendix B - Data Providers

Data providers within the project may either need a service that currently does not exist, in which case a new service demand goes to the Service Provider, who will develop this new service and provide it through the Marketplace. Alternatively, a data provider may request an existing service on the Marketplace, in which case the Data provider can provide a secure and authorized flow of data to the Analyst/Service provider via the analytics toolkit. All big data providers in the table below are project partners.

Data providers (Pilots)	Data source
OEDAS (Turkey)	<ul style="list-style-type: none"> <li>- PV, Hydro, Geothermal, Wind generation</li> <li>- EV and EV charging infrastructure</li> <li>- Energy storage infrastructure</li> <li>- SCADA, GIS, Analysers</li> <li>- Topology and observability of the LV network</li> </ul>
Estabanell Energia (Spain)	<ul style="list-style-type: none"> <li>- Smart meters</li> <li>- Topology and observability of the LV network</li> <li>- SCADA, GIS, Analysers</li> <li>- Client clustering and consumer profiles in terms of patterns and consumption</li> <li>- PV micro-hydro generation</li> </ul>
Elektro Celje (Slovenia)	<ul style="list-style-type: none"> <li>- Smart meters</li> <li>- Topology and observability of the LV network</li> <li>- SCADA, GIS, Analysers</li> <li>- Client clustering and consumer profiles in terms of patterns and consumption</li> <li>- PV micro-hydro generation</li> </ul>
VRIJE UNIVERSITEIT BRUSSEL (VUB)	<ul style="list-style-type: none"> <li>- Smart meters</li> <li>- Topology and observability of the LV network</li> <li>- SCADA, GIS, Analysers</li> <li>- Microgrid</li> <li>- PV generation + Energy storage + EV charging</li> </ul>
NUVVE	<ul style="list-style-type: none"> <li>- EV and EV charging infrastructure data</li> </ul>

Table B1. Data providers list

## Appendix C - Service Providers

Data providers within the project may either need a service that currently does not exist, in which case a new service demand goes to the Service Providers, who will develop this new service and provide it through the Marketplace. Alternatively, a data provider may request an existing service on the Marketplace, in which case the Data provider can provide a secure and authorized flow of data to the Analyst/Service provider via the analytics toolkit. All service providers in the table below are project partners.

Service Providers	Category	Service provided
Odit-e CITCEA-UPC VUB JSI	Operation and Maintenance	<b>Topology and Observability of LV networks</b> - S1: Topology - S2: Observability - S3: Predictive maintenance
CITCEA-UPC VUB ICOM	Operation and Maintenance	<b>Detection of measurement errors</b> - S1: Detection of measurement errors
Odit-e CITCEA-UPC VUB WEP	Operation and Maintenance	<b>Network stability: Load detection and network impact</b> - S1: Grid disturbance - S2: Impact study PV, EV and new loads
CITCEA-UPC VUB ICOM NUVVE JSI	Flexibility and demand response  Smart houses, buildings and industries	<b>Aggregator flexibility calculations</b> - S1: Flexibility forecasts - S2: Flexibility aggregator for BRP - S3: Flexibility aggregator for DSOs - S4: EV to Grid <b>EMS for houses, buildings and industries</b> - S1: Loads, generation and storage - S2: Demand estimation
ATOS CITCEA-UPC	Fraud detection  Trading	<b>Non-technical losses and fraud detection</b> - S1: Cyberattacks detection - S2: P2P trading
ATOS	Flexibility and demand response	<b>Distributed Ledger Technologies for Energy</b>
Odit-e CITCEA-UPC VUB JSI WEP WEP CITCEA-UPC	Planning	<b>Asset and investment planning</b> - S1: Asset and investment planning
WEP CITCEA-UPC	Monitoring	<b>Indicator generation</b> S1: Grid KPIs

Table C1 Service providers list



## BD4OPEM TEAM

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**CITCEA-UPC - Project Coordinator**



**We Plus S.p.A.**



**Odit – e**



**Atos**



**Jozef Stefan Institute**



**Intracom S.A. Telecom Solutions**



**Nuvve**



**Osmangazi Electric Distribution**



**Vrije Universiteit Brussel**



**Estabanell & Pahisa**



**Elektro Celje**



**Sustainable Innovation**

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