REACT

Renewable Energy for Self-Sustainable Island Communities

WP8

Targeted dissemination, communication and exploitation activities

D8.1 - Dissemination and Communication plan

REACT: Renewable Energy for self-sustAinable island CommuniTies, has received funding from the European Commission H2020 Programme under Grant Agreement No. 824395

REACT
Renewable Energy for
Self-Sustainable Island Communities

DISCLAIMER

ACKNOWLEDGEMENT

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 824395.

Project Data			
Project Acronym	REACT		
Project Title	Renewable Energy for self-sustAinable island CommuniTies		
Grant Agreement number	824395		
Call identifier	H2020-LC-SC3-2018-2019-2020		
Topic identifier	LC-SC3-ES-4-2018 Decarbonising energy systems of geographical Islands		
Funding Scheme	Innovation action (IA)		
Project duration	48 months (From 1st of January of 2019)		
Coordinator	VEOLIA – Ferran Abad		
Website	http://react2020.eu		
Deliverable Document Sheet			
Deliverable No.	8.1		
Deliverable title	Dissemination and communication plan		
Description	This plan should set the overarching implementation guidelines for all project communication and dissemination and outline the specific plan for the first reporting period.		
WP No.	WP8		
Related task	T.8.1 – Dissemination and communication strategy		
Lead Beneficiary	COMET		
Author(s)	COMET		
Contributor(s)	R2M		
Type	Report		
Dissemination L.	Public		
Language	English – GB		
Due Date	30/06/2019	**Submission Date**	22/07/2019

VER	Action	Owner	Date
V.1	Written	Fausto Sainz (COMET) Verónica Zerpa (COMET)	18/06/2019
V.2	Reviewed, Ammended. Sections completed.	Raymond Sterling (R2M) Giulia Carbonari (R2M) Fausto Sainz (COMET) Verónica Zerpa (COMET)	24/06/2019
V.3	Modification to table 3	Ignacio Lázaro (TEKNIKER)	16/07/2019

Executive Summary

This deliverable (D8.1) contains REACT's communication and dissemination plan, a guide that describes the actions, tools and channels to be used throughout the whole project life. The aim of the document is to outline the strategy, activities, and tools with which the this project will carry out an effective and market-oriented communication and dissemination activity to maximize the impact of the project, promote the use and awareness of renewable energy systems, energy efficiency in buildings, emission reduction and DR programs in general and ensure the largest possible exploitation of results.

The following document will initiate a first reporting period consisting of data collection by the consortium partners and will be subject to successive updates and modifications throughout the life of the project. In order to ensure the incorporation of new information as it emerges, as well as the results of the project itself, this plan should be reviewed every six months.

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1 Introduction

This document includes the communication and dissemination plan for results exploitation of the REACT project. The objective is to establish the strategy, to identify the target groups that will be the focus of the project results and to outline the dissemination tools. The document also defines the key performance indicators (KPIs) that will be used to assess the effectiveness of dissemination activities. The plan also describes the timing of the different phases and activities related to communication. This document will be modified and updated during the development of the project, in order to accord itself with the monitoring evaluation and the effectiveness of the communication activities, as well as with the emergence of results and new information.

1.1 Objectives

This deliverable helps establish the communication and dissemination strategy to reach the largest number of possible stakeholders, including general public, industry and academia.

This report is delivered in order to:

- Apply communication guidelines from H2020 and to ensure these guidelines are appropriately treated in REACT.
- Establish the framework and fundamental aspects of project communication and dissemination activities.
- Establish the processes to plan, implement, assess and report dissemination and communication activities across the length of the project in a strategic way.

This document also includes 2 annexes: one with the template and the initial identification of potential dissemination and communication events/targets and one summarising the communication/dissemination channels of the partners involved in the REACT project.

1.2 Terminology

In order to avoid misunderstandings, it is always advisable to review the meaning of the three key words in this document: Communication, dissemination and exploitation. The European Commission has reference terms database from which we extract the following definitions:

What is communication?

> It is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

What is Dissemination?

Means to make the results of a project public (— by any appropriate means other than protecting or exploiting them, e.g. scientific publications).

What is Exploitation?

The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.

	Communication	Dissemination	Exploitation
Definition	"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)
Objective	**Reach out to society and show the impact and benefits** of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.
Focus	**Inform** about and **promote** the project AND its results/success.	**Describe** and **ensure results available** for others to **USE** ➡ focus on results only!	**Make concrete use** of research results (not restricted to commercial use.)
Target Audience	Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.
Formal Obligations	• Rules for Participants • RIA & IA Proposal Template 2.2 b) • Grant Agreement Art. 38.1	• Rules for Participants • RIA & IA Proposal emplate 2.2 a) • Grant Agreement Art. 29	• Rules for Participants • RIA & IA Proposal Template 1.1, 2.1, 2.2 a) • Grant Agreement Art. 28

Figure 1. Table summarizing Communication, Dissemination and Exploitation definitions, objectives, focus, target audience and obligations. Extract from European IPR Helpdesk document: Making the Most of Your H2020 Project

1.3 Audience

The target of this report is twofold: on one side to inform the EU commission, the project officer and the project reviewers about the processes, objectives, performance indicators with respect to Dissemination and Communication activities. On the other side to guide the project partners in the process of making a relevant dissemination and communication during REACT.

2 Project Background

2.1 The REACT Project

To help find a solution to the current problems faced by geographical islands regarding the traditional electrical energy grid model is the main motivation for the project. As stated on the Grant Agreement, islands are highly dependent on the mainland energy market and the transmission of energy is costly and inefficient. This affects directly on energy security and in turn also increases energy costs of geographically dispersed islands by up to 400% higher than those of the mainland. Also islands connected to the mainland are highly dependent on the energy import and islands that are not grid connected are highly dependent on fossil fuels. In addition, many islands have significant population fluctuations, resulting in highly variable energy load profiles.

The ability to predict, control and manage intermittent energy sourcing to highly variable load profiles is the key point to deal with these obstacles. A fundamental point from the technological and social angles is providing a clean and reliable energy supply based on energy storage, especially electrical storage, enabling greater share of renewable energy and ensuring grid stability and resilience.

Islands have a great opportunity to become first adopters of innovative technologies and smart grid solutions as they can be independent from traditional grid constraints.

The barriers at the core of the problem will be confronted and dealt with in the project by helping establish island energy independency through maximal exploitation of RES potential and its optimal utilisation by the energy consumption and storage assets.

The complexity of energy management solutions, different stakeholders in the energy supply chain, intermittent nature of renewable energy, variety in end consumers' behaviour and habits, different underlying concepts that enable demand management activities, requires that REACT approach must be flexible, robust scalable and ethically compliant.

Considering all these factors REACT will follow a threefold project approach that is user-driven, technology-driven and ethics-driven.

In order to demonstrate the full potential of REACT solution and approach, three project demo sites (La Graciosa in Spain, San Pietro in Italy and Aran Island in Ireland) were preselected on which REACT solutions will be deployed and validated as part of the project activities. Demo sites were intentionally chosen at different geographical locations and climatic zones, having different underlying energy systems, different energy requirements and different population densities, thus providing a diversity of opportunities for project demonstration. Moreover, all three demo sites were chosen to be similar in size (smaller islands to achieve the meaningful impact), but which differ in the extent of already deployed RES based systems at the site (in terms of RES based supply share in satisfying the total energy demand), which sets the perfect test-bed for deployment and validation of REACT solution.

2.2 The REACT Mission

REACT actively considers the possibility of influencing the non-critical demand as well as it will offering a radically different approach that will be capable of holistic optimisation of both the supply and demand side by considering all available energy assets, both at multi-dwelling and district level. REACT will consider all the financial and technical parameters to achieve higher energy and cost savings for the end consumers, while respecting their comfort requirements.

The optimisation approach in the project integrates both supply and demand side management to effectively maximize the RES exploitation under the optimal control and demand response strategy. This approach will attain an improved degree of operation of grid and underlying energy systems within the given constraints. REACT leverages an integrative optimisation algorithm based on the Energy Hub concept that will be targeted to initiate and automatically perform optimal control and suggest appropriate demand management actions while minimizing the operation costs. By using data and measurements from real-life operating conditions it will be shown that simultaneously acting on both supply and demand can lead to a more advantageous operating profile over the selected temporal horizon.

Technical and business ecosystem will be developed to demonstrate the potential of the large-scale deployment of RES and storage assets on geographical islands to bring economic benefits, contribute to the decarbonisation of local energy systems reduce GHG emissions and improve environmental air quality.

These objectives will be achieved by meeting the following conditions for wide-scale replicability across EU island communities:

1. Integrating existing and emerging technologies to create the REACT cloud-based solution enabling an integrated and digitalised smart grid based on high flexibility services from distributed generation, demand response and the energy storage with the potential to support 100% energy autonomy of geographical islands.
2. Piloting the REACT solution on three islands in three market contexts in three different climates demonstrating its potential to reduce GHG emission and energy costs both by > 60%, achieve at least 10% of energy savings.
3. Develop partner-backed viable plans for the large-scale replication of the implementations of the REACT solution on five follower islands that measure the socio-economic benefits of enhancing islands' energy autonomy to the extent that existing fossil fuel generators shall be used only as security back-up in the long term.

Finally, in order to ensure maximal possible scalability of project results five islands were selected. The "follower" islands are Gotland in Sweden, Lesbos in Greece, Isle of Wight in U.K., Majorca in Spain and Reunion as part of France). These islands will validate the methodology, approach, analysis and benchmarking of optimal control and DR strategy, parts of the software development, interoperability design, and all practical and technical information for design, engineering, installing and commissioning REACT compliant solutions learned from the previous demonstration activities.

3 Scope & Strategy

The communication strategy aims at promoting targeted, effective and high-impact communication, dissemination and outreach activities. Main specific objectives are:

- To share and align the knowledge acquired in the initiative with different stakeholders from the industry and public sector. Whenever possible, a two-way communication approach will be used with stakeholders.
- To disseminate project results to relevant stakeholders and regulatory bodies.
- To promote REACT and it's benefits to the European public and contribute to create awareness in the domain of renewable energy systems and DR programs in general, as well as energy efficiency in buildings and emission reduction.
- The iterative assessment and improvement of communication and dissemination activities
- To organise external training programs and workshops for knowledge integration and transfer between scientific and industrial communities within REACT's scope. Particular attention will be given to the activities organised for island residents to ensure they become Energy Managers and take full ownership of REACT results after project ends

3.1 Methodology

3.1.1 Approach

The approach to communication and dissemination is based on five groups of activities, related to basic questions that must be answered throughout the course of the project.

Table 1. Communication activities and key questions

Activity	Questions	Chapter
Target audience identification	Who are we trying to reach, and why?	4
Contents	What are the main messages to be delivered?	5
Tools & Methods	How will we get our main messages across? Which tools should be used for each audience?	6
Timing	When should communication actions take place?	7
Evaluation	What was the impact of the communication activities?	8

The methodological approach to communication activities considers three levels, which, although they can be independent in the case of different audiences, can and will also be

cumulative when it comes to the same target. The higher the level of communication, the more involved we will be with the target and the more complex and precise the information we manage.

It is noteworthy that the table below is closely related to table 7 (Audiences and main objectives) and 8 (Staged Dissemination Strategy), since each communication level is associated with a stage of the project.

Table 2. Levels of communication activity

Category	Purpose
INFORM	Awareness: Raise awareness of the project: its nature, technological plan and features, objectives, team, tools and activities. Convey a general understanding of the purpose and benefits of the action.
EXPLAIN, TRAIN	Understanding: Provide technical and detailed explanations. Answer in detail key questions about the project's activities, methods & tools, phases and characteristics. Demonstrate the potential of the solar heat applications in European industry, educate and disseminate results.
ENGAGE	Action: Gain public trust; obtain stakeholders' engagement and collaboration. Involve the audience in the project's activities, goals and general mission.

3.2 Team Organization

Communication and dissemination activities will be led by the Communication Manager (COMET) with the help of the WP8 Leaders (R2M), although all consortium partners have an important role to play in WP8. It is also worth mentioning that WP4 (User context and socio-economic analysis), WP7 (Validation and replication plan) and WP10 (Ethics requirements) address non-technical aspects as the environmental, social, ethical and economical ones relevant for future dissemination and commercialization of the developed technology.

The following table shows the key people in the communication and dissemination activities:

Table 3. Key Contacts in communication activities

Partners	Contact for Communication issues	Main Contact
VEOLIA	Silvia Jané (Veolia) silvia.jane@veolia.com Lucia Mendes lucia.mendes@veolia.com	Silvia Jané silvia.jane@veolia.com
NUIG	Federico Seri federico.seri@nuigalway.ie	Marcus Keane marcus.keane@nuigalway.ie
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AIT	Veronica Vana veronica.vana@ait.ac.at	Übermasser Stefan Stefan.Uebermasser@ait.ac.at
FENIE	Rodrigo Lopez rodrigo.lopez@fenieenergia.es	Antonio Colino antonio.colino@fenieenergia.es
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REUNION	Dominique Grondin dominique.grondin@univ-reunion.fr	Michel Bonne michel.benne@univ-reunion.fr
COMMUNICATION TEAM		
COMET	Verónica Zerpa v.zerpa@comet.technology	Fausto Sainz f.sainz@comet.technology

3.3 Deliverables related to dissemination

The table below describes the deliverables that feed and structure the exploitation and dissemination effort, setting out its stages and the materials that will gradually be delivered.

The deliverables are shown in the table in chronological order, to better reflect progress, and include many partners. Nevertheless, it is also worth recalling that all partners are involved in the dissemination and exploitation activities, although not all of them are directly responsible for the deliverables.

Table 4. Project Deliverables related to dissemination

Del. No.	Deliverable Title	WP	Lead Partner	Type	Dissemination level	Due Date (month)
D8.1	Dissemination and communication plan	8	COMET	Report	Public	6
D8.2	REACT website and baseline communication material	8	COMET	Report	Public	6
D8.8	Data Management Plan	8	R2M	Report	Confidential, only for members of the consortium (including the Commission Services)	6
D8.3	REACT Key Exploitable Results	8	R2M	Report	Confidential, only for members of the consortium (including the Commission Services)	12
D8.9	Data Management Plan Update RP1	8	R2M	Report	Confidential, only for members of the consortium (including the Commission Services)	18
D8.4	REACT Market analysis	8	R2M	Report	Public	25
D4.3	Technology acceptance and desirability requirements	4	COM	Report	Public	27
D4.4	Socio-economic impact of decarbonising geographical islands' energy systems	4	TEES	ORDP: Open Research Data Pilot	Public	30
D6.4	Energy management dashboard	6	TEK	Report	Public	30
D8.10	Data Management Plan Update RP2	8	R2M	Report	Confidential, only for members of the consortium (including the Commission Services)	36

D6.5	Data protection and security	6	PUPIN	Report	Confidential, only for members of the consortium (including the Commission Services)	36
D8.5	REACT business models	8	R2M	Report	Confidential, only for members of the consortium (including the Commission Services)	42
D7.3	User engagement assessment		TEES	ORDP: Open Research Data Pilot	Public	46
D8.6	Best practices exchange strategy	8	VEO	Report	Public	48
D7.5	Best practices and lessons learned	7	FEN	Report	Public	48
D8.7	Plan for exploitation and IPR management	8	R2M	Report	Confidential, only for members of the consortium (including the Commission Services)	48
D8.11	Data Management Plan Update RP3	8	R2M	Report	Confidential, only for members of the consortium (including the Commission Services)	48
D7.5	Best practices and lessons learnt	7	FEN	Report	Public	48

4 Target Audiences & Objectives

This section should identify the audiences we need to reach and define the purposes for its contact. The main target audiences for REACT's communication and dissemination will be stakeholders, but it will also communicate with other groups. Here is an overview of the different categories that the project will target:

Table 5. Target audience categories

Category	Description
Direct and intermediate customers	Industrials, service providers to industrials, ESCOs, investors…
Communication nodes and multipliers	Networks, associations, influential nodes, EU circuit.
Media	General media such as TV, radio or press (local, national and international) and specialized media.
Research and academia	Scientific community, universities and research centres.
Other relevant stakeholders	Government, municipalities, policy makers (standardization bodies), general public.

With regards to stakeholder-oriented communication, the communication team will be asking partners for detailed information on the stakeholders, the objectives to be achieved and the actions and channels we will use at international, national and local levels. This will feed our database of contacts and our network much more precisely, while the different targets will be linked to specific communication objectives. After that, a regular monitoring and evaluation of communication data and actions will take place.

Therefore, the first step will be data collection. The communication and dissemination team will send a form to all partners requesting data in order to develop the common database of contacts, stakeholders, networks and multipliers. The opinion of the partners will also be requested regarding the objectives to be achieved by each stakeholder and the means or channels that are suitable for them to achieve them.

Some of the categories that members will be required to complete in the near future are the following:

- PARTNER: Partner's name / Partner's country / Partner's activity / Partner's contact details

- CONTACT: Name of contact provided / Type of contact & description: general public, media (TV, press), scientific community (university, researcher), stakeholder … / Contact details (address, telephone, email, URL…) / Contact interest
- STAKEHOLDER: If a stakeholder: Name of stakeholder / Stakeholder group / Type of stakeholder / Possible stakeholder interest in REACT / Results that can be exploited by the stakeholder
- COMMUNICATION LEVEL: Partner's suggested level of communication: (1) inform/ awareness, (2) enlighten/ understanding or (3) engage/ action (multiple options are allowed)
- OBJECTIVES: Objectives suggested by the partner
- CHANNELS & TOOLS: Suggested Channels and Tools (Twitter, TV, Event xxx, E-mail or phone call, Newsletter…)
- MESSAGES: Suggested Messages
- ACTIVITIES: Suggested Activities
- TIMING: Suggested Dates
- NETWORKS: Communities or Networks to which the contact belongs / Is contact a potential multiplier? / If yes, what is its scope as a multiplier? (Number of members of its own audience, Type of audience, visibility, etc.)
- ATTACHED MATERIALS: Yes (description of the materials provided) / No

And later:

HISTORY OF COMMUNICATIONS AND NOTES:

- Communication actions carried out
- Effectiveness and impact of the actions carried out
- Feedback from contacts and stakeholders
- Notes for the improvement of the communication strategy

We will collect and record all this information during months 6 to 8. In the meantime, this table reflects our starting point, with the different stakeholders, the objectives we intend to achieve and the appropriate dissemination tools.

Table 6. Stakeholders and means to reach them

Type	Examples	Means to reach them
Technology providers	Component manufacturers and system providers for renewable energy sources, energy storage, energy conversion and heating and cooling on the demand side (e.g. heat-pump manufacturers).	Visits. Partner networks. Targeted literature. Associations and trade fairs. Social media. Sustainability consulting.

Energy Utilities	Companies involved in production and sale of energy. EDF, Enel, Engie, E.on are examples of European Utilities. Fenie Energia and ESBN represent utilities in the consortium.	Professional networks. Associations.
Energy Service Companies (ESCOs)	Companies providing energy as a service. Veolia and R2M Energy are examples within the consortium. Siemens and Scheneider Electric are other big names.	Eu.ESCO, AssoEsco, FederEsco Training programs, webinars, invitations to key events.
Distribution System Operators (DSOs)	Operating managers of energy distribution networks. ESBN is a DSO in REACT. Others include Endesa, Iberdrola, etc.	Training programs, webinars, invitations to key events.
Sector Associations	Associations representing part of the REACT value chain like ESCos associations, Utilities Associations, RES manufacturers associations, etc.	Attendance to events / conferences. Memberships. Positions of responsibility.
Government/ Policy Makers/ Island communities/ Municipalities	National bodies responsible for energy & environment policies. Industrial manufacturing. Renewables. Employment. Pilot sites.	Invitations to key project events. Information letters. Publications on policy-oriented publications. Participation in standards.
Scientific Community	Universities, research centres (students, researchers, etc.)	Academic publications; Demonstration cases; Training courses; Website.
Public	Promote and educate on the benefits of the potential of solar thermal applications in European industry. To transmit the possibilities for direct improvement in the environment, energy management and quality of life.	Web Platform; Social Media; Communication material.
Type	Examples	Means to reach them

As stated earlier, REACT will also work with three communication lines and levels, depending on the audience we are targeting and also depending on the stage we are, and the level of progress we are making in both technological development and communication.

Table 7. Audiences and main objectives

Audiences	Objectives	Activity
General public	Awareness	INFORM
Scientific community & stakeholders	Understanding	EXPLAIN, TRAIN
Companies, professionals, authorities, policy makers & stakeholders	Action, engagement	ENGAGE

Our communication strategy has been conceived also as a staged one whose progress will be parallel to that of the project development. This staged approach aligns itself directly with the activities planned for results exploitation by first raising awareness and educating the stakeholder on developments and pilot outcomes and then enforcing the business planning towards actual market uptake.

Table 8. Staged Dissemination Strategy

Dissemination Stage	Purpose	Communication media
Stage 1. Awareness (Month 1-12)	Make stakeholder groups aware of REACT mission. Educate potential users of REACT outputs on benefits, possible roles and business opportunities the project will unlock.	Website; Social media; Press releases; Industrial events; Academic publications.
Stage 2. Understanding (Month 12-24)	Within the wide target audience to which the dissemination for awareness activities is targeted, there is a narrower set that will directly benefit from the project in significant ways. For this group, an important function of the dissemination plan is to deliver targeted messages for a deeper understanding of the project's work. In this stage, we will use the REACT Dissemination Network.	Website; Social media; Press releases or press kit; Academic conferences & journal publications; Industrial exhibitions; conferences; webinars, trainings and workshops. Newsletter.
Stage 3. Action (Month 24-36)	A more engaged group of stakeholders needs to be identified and empowered through skills, knowledge and action plans to achieve a real impact/uptake of REACT systems.	All the above and additionally: Demonstration cases (visits, webinars, workshops). Direct communication. Newsletter.

4.1 REACT contact database

A confidential database will be created and made available to partners on the shared workspace for tracking the development lifecycle of REACT exploitable results and mapping the results to potential market leads and communication channels. Importance is given to connecting those developments with relevant stakeholder groups, events, publications and news updates that can contribute to market uptake.

The contact base with which to manage the communication, especially of the stakeholders provided by the different partners, will be developed by R2M and COMET and will require the participation of all partners. In order to carry out effective communication and achieve the objectives set out in the project, it will be necessary to request, in this first stage, data on the different stakeholders that each partner will identify. To do this, the communication and dissemination managers will send a form to everyone that must be completed and returned as soon as possible. For further additions, the communication team will make a form available to the partners so that the database can continue to be implemented during the course of the project and be kept up to date.

5 Messages & Style

In order to facilitate the transmission of content by all project members, the following key messages are presented here, which, because they are concise and clear, will help to answer the fundamental questions of society and the market, following the basic and current parameters of marketing and communication:

Table 9. Communication elements and key messages

Communication elements	Key messages
Context **What exactly is REACT?**	REACT is a 4-year research project funded by the EU's Horizon 2020 Programme. Its objective is to achieve island energy independency through maximal exploitation of renewable energy sources, its optimal utilisation by managing the energy consumption and available storage assets and engaging end-users as key players in a local energy community.
Challenge **What is the problem addressed by REACT?**	**Geographical islands are highly dependent on the mainland energy market: this affects their energy security and increases energy costs by up to 400% with respect to the mainland.** Additionally, many islands have significant population fluctuations between the high and low tourist seasons, resulting in highly variable energy load profiles.
Solution **How will REACT help solve the problem?**	**The REACT solution joins Renewable Energy Sources (RES) technologies with innovative energy storage solutions and the necessary know-how to set up a scalable ICT platform that will enable an integrated and digitalised smart grid based on high flexibility services from distributed generation and demand response.** This will provide islands communities and DSO/ESCO the ability to predict, control and manage variable load profiles within a more stable, resilient grid and gain ownership of their business ecosystem.
Differences & Singularities **What makes REACT special?**	**REACT is driven by users, technology and ethics to provide a solution that is flexible, robust, scalable and ethically compliant**. User Centred Design (UCD) principles will help deliver a solution that is easy-to-use and of added value to both island communities and DSO/ESCOs. It's modular approach to design and integration will ensure the replicability of its core services in different contexts, locations and infrastructures. Compliance with the European ethical

	standards and legal framework (aligned with GDPR) will minimize privacy risks and build trust with the end user.
Impact **What effects will REACT have?**	Our objective is to develop **a technical and business ecosystem** that will demonstrate that the largescale deployment of Renewable Energy Sources (RES), storage assets and **a cooperative energy management strategy** can bring important economic benefits and contribute to the decarbonisation of local energy. **Our goal is to provide 100% energy autonomy, reduce by 60% GHG emissions and energy costs and allow 10% energy savings in geographical islands.**
Call to Action **What can the audience and the stakeholders do?**	**Anyone can REACT! All it requires is to get involved and help spread the word**. Island communities can help by creating awareness and engaging in a successful management strategy; DSO/ESCO, local governments and associations can help by realising the advantages, business possibilities and helping with dissemination.

6 Channels, Tools & Activities

Here are the different communication materials in relation to the objectives and levels of communication.

Table 10. REACT communication tools

Tools	Activity & Communication level
Website	1. Inform / 2. Educate / 3. Engage
Newsletter	1. Inform / 2. Educate / 3. Engage
Brochure	1. Inform / 2. Educate / 3. Engage
Videos	1. Inform / 2. Educate / 3. Engage
Leaflet	1. Inform / 3. Engage
Poster	1. Inform / 3. Engage
Social Media	1. Inform / 3. Engage
Press Kit	1. Inform / 2. Educate
Infographic	1. Inform / 2. Educate

6.1 Visual identity

REACT's visual identity has been built on its main and differentiating technological and management concepts: (1) Renewable Energy Sources (RES) and Energy Storage, (2) ICT platform and Smart Grid, (3) Community energy management strategy and (4) Energy independence for geographical islands. In addition, to simplify the visual understanding of the project, three essential concepts have been extracted to reflect these essential dimensions of the project: Renewable Energy / Ecology, Islands and Holistic.

The visual identity has been summed up in a corporate manual that was delivered in month 3 to serve as guideline for the correct use of the visual identity to guarantee its consistency during the project's lifespan. It was made available to all partners on the project repository.

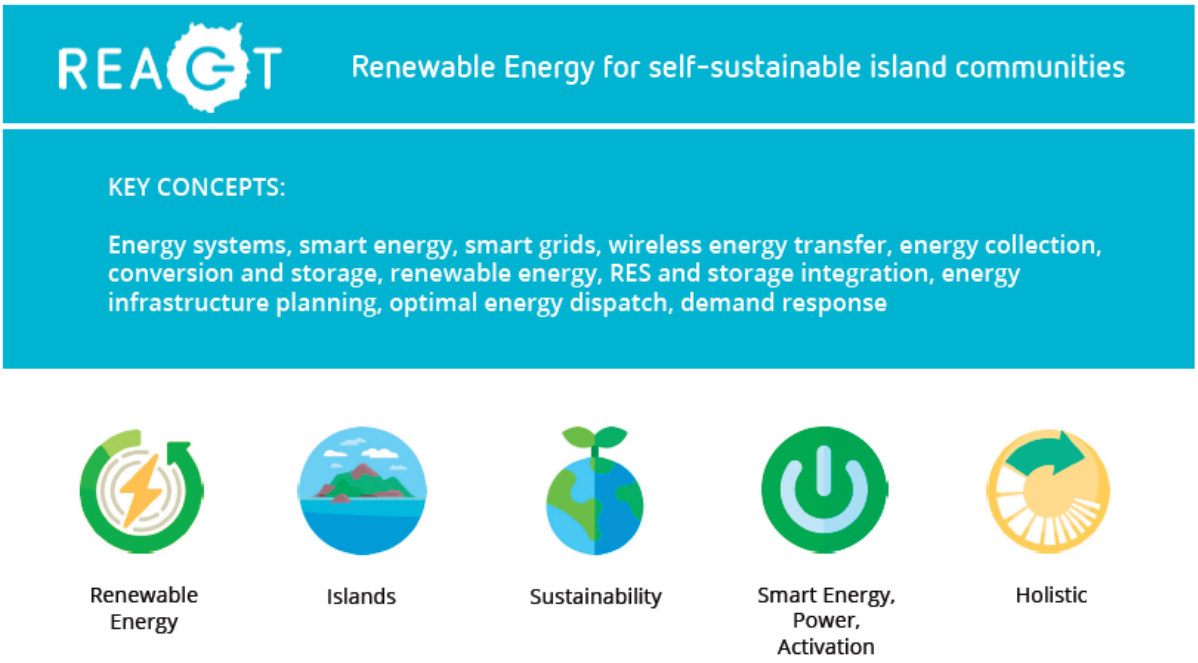


Figure 2. Key concepts for the construction of the visual identity

6.1.1 Logo

The logo has three main parts as follows:

REACT
Renewable Energy for
Self-Sustainable Island Communities

Figure 3. REACT logo

Element	Explanation
Emblem	A power icon that has been turned 90 degrees act as the letter « C » in the word REACT. This icon is enclosed within the outline of an island, to represent both the idea of energy as well as the idea of giving power to the island.
Name	REACT, acronym for: **R**enewable **E**nergy for self-sust**A**inable island **C**ommuni**T**ies
Slogan	The project name also acts as the project slogan as it sums up it's main technology concepts : Renewable Energy for Self-sustainable Island Communities

Figure 4. Horizontal variables of the logo

6.1.2 Colour pallet

The corporate colour palette is based on three main colours: green, blue and grey. Both green and blue are vibrant colours that are linked to nature – plants, mountains, sky, sea- and that are associated to ecology, sustainability and Renewable Energy Sources. Grey acts as a contrast to the first two and brings the idea of technology into the palette.

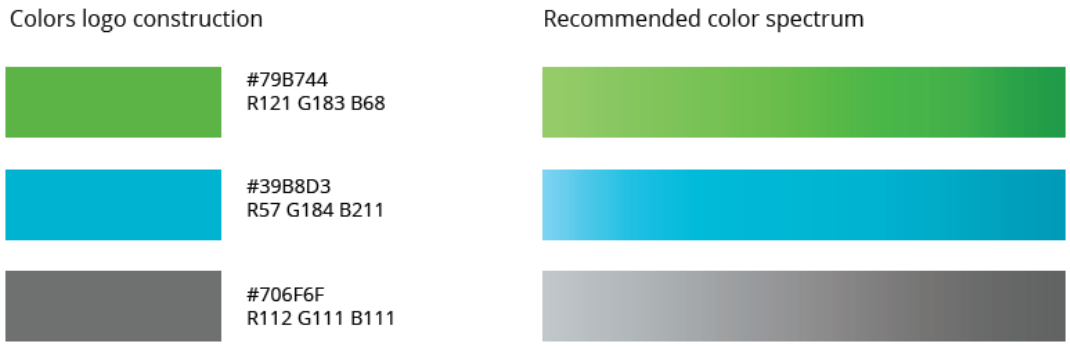


Figure 5. REACT Colour Pallet

Colour	RGB	Hexadecimal
Green	R121 G183 B68	#79B744
Blue	R57 G184 B211	#39B8D3
Grey	R112 G111 B111	#706F6F

6.1.3 Typographic fonts

The logo and slogan have been built with the FF Netto OT font. For all corporate communications, the Open Sans family is the recommended font.

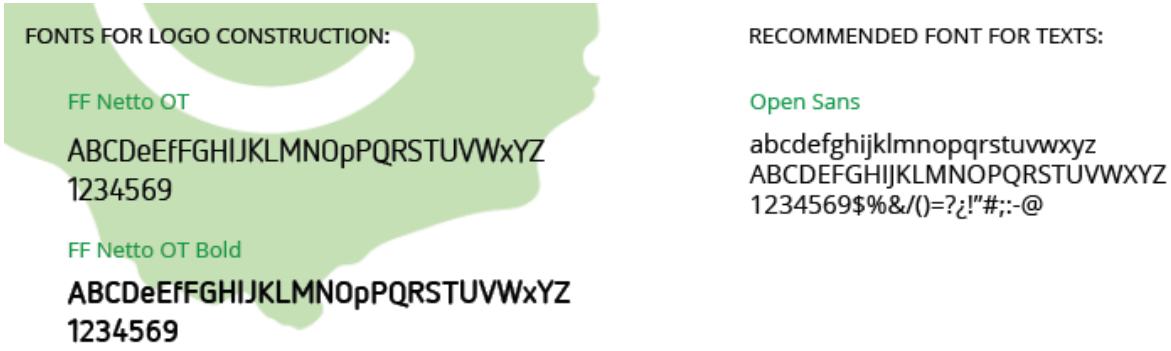


Figure 6. REACT Colour Pallet

6.1.4 Templates

Three internal templates have been developed using the visual elements explained in the previous sections. These templates are to be used by partners when creating REACT documentation and presentations. The templates are:

- The Project Deliverable document template (this deliverable uses it)

- The PowerPoint presentation template available in Standard (4:3) and Panoramic Ratio (16:9)
- The Meeting Minutes template

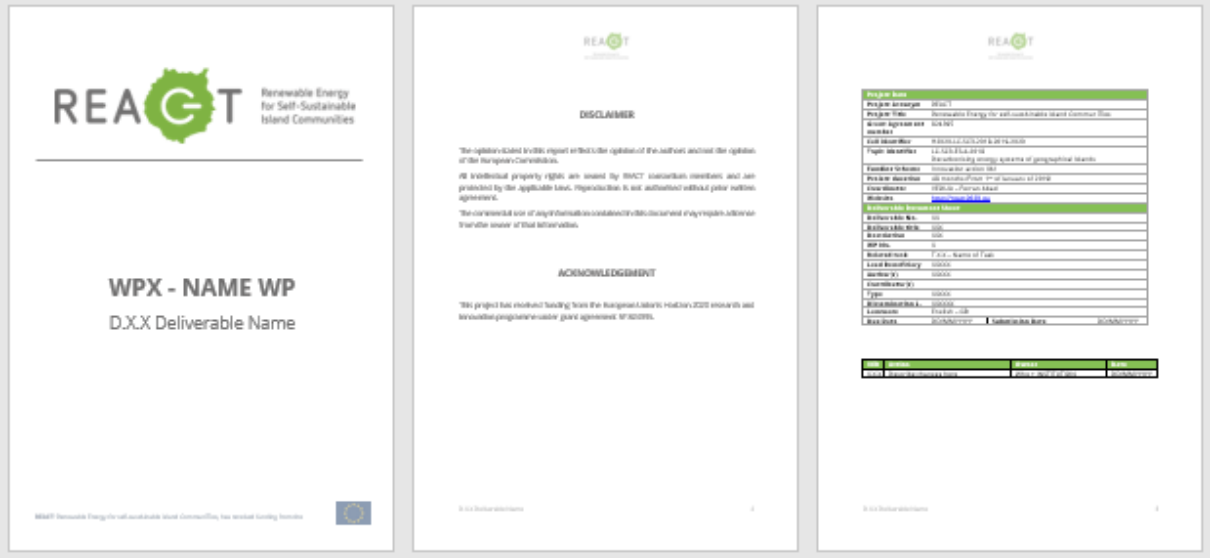


Figure 7. First pages of Project Deliverable template

Figure 8. PowerPoint templates (4:3 ratio)

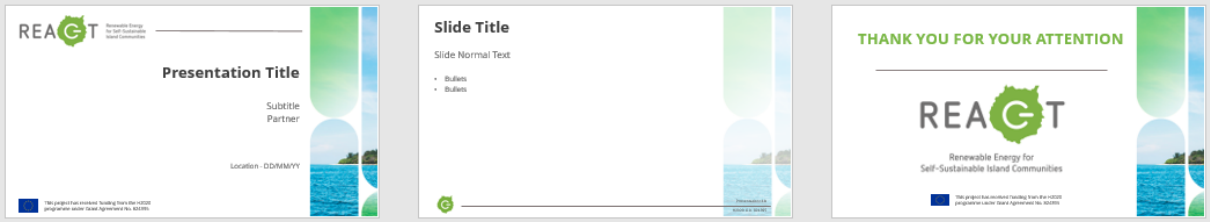


Figure 9. PowerPoint templates (16:9 ratio)

Figure 10. First pages of Meeting Minutes template

6.2 Website

The website is part of deliverable 8.2 and will be published in month 6. In general, it should serve as the axis to inform about the projects aims and objectives and to disseminate information about project activities and results. It will be reinforced by the project's social media and press actions to generate 30,000 visits by the end of year 4. As part of D8.2, a separate document will be submitted to detail the construction of the webpage with the main elements that conform it.

Planning: 30,000 visits.

Metrics: traffic, visit duration, bounce rate, web positioning.

6.3 Newsletter

REACT will issue a series of yearly newsletters to inform about the project's progress and outcomes. It will be created and distributed among the stakeholder community and dissemination network and in relevant events. The newsletter will include a small editorial, news, presentations from project members, visual and educational materials on the progress of the project and its results, past and future events and links to social networks, among other elements.

Partners will encourage their networks to subscribe to the newsletter in order to help construct the project's database, which in turn will help grow the community and impact around REACT.

Planning: 4 issues, 500 recipients

6.4 Graphic materials

Graphic materials will be created and made available in order to give physical and visual support to the project and are scheduled to be delivered in month 6 with D8.2. It will consist of the following materials:

6.4.1 A3 Poster / Roll-Up banner

To give visibility to REACT, a project poster will be designed and adapted to the roll-up format. Widely used for trade fairs, conferences and exhibition material, this display has gained status over the years for being particularly user friendly, with plenty of space to attract attention to the message and increase corporate recognition. In this sense it will be much more adapted to the type of use that the project partners will need to inform and promote the project.

6.4.2 A5 Leaflet / Brochure / Infographic

A brochure, a leaflet and infographics will be designed to promote and explain the REACT project as well as support its dissemination on both the pilot sites and the events. The choice of the type of printed material used will be decided based on the purpose, the context of the dissemination and the target audiences. Once designed and upon request, they may also be tailored to fit an event or demonstration to better adapt the key messages and impact that wish to be conveyed to the audience

6.4.3 Video

Videos will be made during the project lifespan for public communication purposes and for their use in media (such as TV, radio, press, online platforms, etc.) and to broadcast key messages during events and demonstration activities. As they will be made available via the project website and social media, this will allow the partners to easily share these contents and aid in the dissemination of key project messages and results via their own platforms and networks.

At present, we expect to produce two videos for this purpose as detailed below. However, we expect that as results and demonstration activities advance, new contents may be envisioned and developed.

- **REACT presentation video**: produced early in the project to help introduce the project, it's key messages and the consortium.
- **REACT end of project video**: delivered at the end of the project to aid in the path to market, a final project video will be created to explain the project's results and impact.

6.5 Social media

The objective of REACT's outgoing social networks is to achieve an active and broad promotion. The aim will be to create a dialogue, to establish a community of "followers", to announce events and news, and finally draw visitors to the project's website and blog. REACT will publish content on LinkedIn and Twitter and will be connected to the social networks of partners and stakeholders respectively. Videos will be created and uploaded to YouTube and linked to other social networks.

Part of the commitment to the project will involve all partners actively supporting REACT's communication, including that which takes place on social networks, i.e. collaborating by extending the network, helping to broaden dissemination and supporting communications throughout the four years of the project to ensure, firstly, acceptance and validation of the project and, secondly, the growth of its digital and media presence.

Twitter and LinkedIn accounts have been set up since M3. The Youtube or Vimeo account will be set up by M12, when more audio-visual contents will be developed.

Planning:

- **Twitter:** 300 followers. Posts about the content lines detailed before. **Metrics:** Number of posts and re-posts, number followers.
- **LinkedIn:** 200 followers. Identification and active contribution in the groups associated and related to the main project's interests, topics and keywords. **Metrics:** contributions to the groups.
- **YouTube/Vimeo:** Sharing videos related to REACT. Informative videos can be created as the project unfolds. **Metrics:** number of views.

6.6 Traditional media

Traditional media such as TV, radio or press may be used for public communication of the project to disseminate key project messages and also to broadcast key events during demonstration activities. The effort to communicate through the mass media will be predominantly concentrated on the last part of the project, when the three pilots will be implemented. If major media impact is expected beyond having a local impact (i.e.: potential for national and international outreach) the European Commission will be notified as indicated in article 38 of the Grant Agreement.

Metrics: the number of publications in the mass media (articles, radio or TV programmes), their length and depth, impact and the audience reached by each media event, number of distributed promo material.

6.7 Press releases & Press kit

The project will prepare a press kit for journalists, which will contain a presentation of the project, press releases, background information and suggested articles. In this way, the media and specialized publications can be contacted with press kits, once we have in the database the list of communication contacts.

For dissemination of press releases, we will make available to the partners a form to be filled out and sent to the communication team.

6.8 Public events & Activities

All partners will perform dissemination activities complying with the procedures on communication spelt out in the Consortium Agreement and considering the guidelines

elaborated by the Communication and dissemination plan. Specific actions to be carried out are: (1) Fairs and Workshops, (2) Clustering & Community events, (3) Scientific publications.

The involvement of the partners in this field is therefore necessary for the successful development of the project's objectives and will involve the following obligations:

- **Prior to the event:** The partner(s) should notify the communication team as early as possible of events relevant to the project. They must also inform about the agenda of the event and their intentions, in the case of participating, organizing, etc. If partners need support during the course of the event from the communications team, they should also notify them in advance and specify what elements they will require. Advance notice will also feed into the overall schedule of project communication, which will help to optimise both the strategy and its impact.

- **During the event:** It may be useful and usable for the communication team if attendees, participants or organizers of the event provide information, photos and contacts during the course of the event. In this way, events can be exploited to create networks, join social networking trends while active and gain audiences.

- **After the event:** The partners must send the communication team a completed report (see figure below), which will be used for the project documentation to be submitted to the European Commission, and which will also provide very useful feedback for the dissemination and exploitation of the results.

REACT Renewable Energy for Self-Sustainable Island Communities

ACTIVITY REPORT FORM

Title of event / activity: [text]
Partner: [Partner Name]
Date(s): [dd.mm.yyyy]
Location: [text]
URL of the event website: [URL]

Please indicate the type of activity (mark with an X):

	Organisation of a conference		Website
	Organisation of a workshop		Participation to a conference
	Press release		Participation to a workshop
	Non-scientific & non-peer reviewed		Participation in joint H2020 activities
	[illegible]		Participation in other event
	Flyers		Communication Campaign
	Training		Video / film
	Social media		Brokerage event
	Trade fair		Pitch event
	Other: [text]		

Please indicate the type of audience reached (mark with an X, multiple choices are possible

	Scientific Community		Policy makers
	Industry		Medias
	Civil Society		Investors
	General Public		Customers
	Other: [text]		

REACT: Renewable Energy for self-sustained island communities has received funding from the European Commission H2020 Programme under Grant Agreement No. 824395

Please indicate the approximate number of people who have attended the event and have been able to get to know the project:

[Number]

Please let us know the approximate cost in € of organising or attending the event:

[0,00 €]

Agenda of the event / activity:

[text or image]

Projects and initiatives connected:

- [Project & brief description]
- [URL]

Please leave your comments and observations here; your feedback will be of great help:

[text]

Signatory's contact details:

[Name and last name], [Company]

[Telephone]

[E-mail address]

If pictures of the activity are available, please annex to this form or send them as an attachment to the communication team: Giulia Carbonari (R2M - giulia.carbonari@r2msolution.com) or Verónica Zerpa (COMET - v.zerpa@comet.technology)

REACT - Activity Report [illegible]

Figure 11. Activities Report Form

Project-long opportunities will be sought and developed to connect to other like research activities; specific screening of past and ongoing industrial. Contributing, upon invitation by the INEA, to common information and dissemination activities to increase the visibility and synergies between H2020 supported actions.

Furthermore, in order to tackle the barriers for innovation and enhance the impact for dissemination and exploitation, REACT envisions collaboration with several ongoing EU initiatives as follows :

6.8.1 BRIDGE initiative

URL: https://www.h2020-bridge.eu

REACT will analyse the obstacles to innovation under the current context and policy relevant issues through this initiative and has allocated 4% of its resources. It's goal is to contribute to common information and dissemination activities to increase synergies between, and the visibility of similar H2020 actions. REACT envisions participation in the activities organised by the BRIDGE initiative and contribution as part of BRIDGE Working Groups.

6.8.2 Clean Energy for EU islands

URL: https://euislands.eu/

Represented in the REACT consortium are 6 of the 14 EU countries who joined this initiative. Through the activities undertaken by it, the project will be engaged to conduct a targeted exploitation campaign to promote project results. These activities will be mainly undertaken as part of WP8 and will be aligned with tasks of the initiative as follows: promote energy self-reliance of islands, encourage the reduction of the dependency on costly fossil fuel imports, deliver best available, tailor-made solutions to boost renewable energy in the islands.

REACT will also provide insights into the relevant information about the solution and lessons learned, contributing to the information exchange on best practices on the energy transition in EU islands which is a goal of the initiative.

6.8.3 Smart Islands Initiative

URL : http://www.smartislandsinitiative.eu/

REACT will also be dedicated to outreach the other potential stakeholders via Smart Islands Initiative, whose goals are collinear with the REACT project endeavours. In this regard, REACT will aim to cooperate with the Smart Islands Initiative under its main pillars: Smart Islands Forum, Smart Islands Conference, and Smart Islands Platform.

Région Réunion (FR), Region of North Aegean (EL), Autonomous Region of Sardinia (IT), Regional Government of Canary Islands and Mallorca Insular Council (ES) are all part of this initiative, where the project will be engaging in demonstration activities.

6.9 Workshops & Training

Whenever possible, experiencing the project first-hand will be the preferred approach with the groups that have been identified as particularly relevant stakeholders for the project. For this purpose, a specific task has been put in place (T8.3) whose objective is to establish best practice exchanges and methodology workshops to outreach to all potential stakeholders starting from the island communities, energy providers and demand aggregators, while raising the awareness about the best practices and lessons learnt from REACT. According to this approach, both participation at workshops/events, and organization of the REACT workshops, will also ensure the bi-directional flow of communication between the project consortium and the community itself.

Activities in this task will be performed in close collaboration with Task 8.1 as dissemination activities of best practices will be conducted through traditional channels (e.g. web pages, brochures, newsletters, conferences, workshops, seminars, etc.)

The activities developed by this task will include:

- Trainings and workshops with island residents to ensure they become Energy Managers and take full ownership of REACT results after project ends.
- Involving the partners in best-practice and methodology exchanges and workshops.
- Defining specific guidelines to assure the dissemination of the best practices and follow-up of the replication plan (T 7.4) to all relevant private and public organizations identified by the project partners over the course of the project.

Other dissemination events and channels will also be used during the duration of REACT as detailed below:

Table 11. Dissemination events and target metrics

Dissemination events	Targeted Metrics
Workshops and conferences - to additionally facilitate dissemination toward stakeholders and researchers in EU and to ensure the communication between the consortium and community.	At least 9 workshops/ conferences

Expert group meetings - to organize knowledge exchange and trainings with stakeholders from pilot site countries and EU (energy industry, SMEs, academia, etc.).	2 meetings per year for each pilot site country
Meetings with regional and EU stakeholders - to resent the demo sites and deployed system, and to further disseminate acquired theoretical knowledge and "know-how".	2 meetings at each demo site
Thematic meetings (replication planning) - organized with targeted industry clusters in "follower" sites to facilitate cooperation with stakeholders following REACT's replication plans.	2 meetings per year for each "follower" site country

A detailed plan and schedule for these activities will be developed in the following months and will be included in the next update of the strategy.

6.10 Scientific Dissemination

REACT pursues and offers excellent science. For appropriate scientific dissemination, the results are expected to be disseminated through the following conferences, exhibitions, journals, associations and media nodes:

Table 12. Scientific Dissemination

Congresses & Exhibitions	Targeted Journals	Associations & Media Nodes
IEC Island Energy Conference	Journal of Cleaner Production	Smart Islands Inititative
Greening the Islands Conference	Renewable and Sustainable Energy Reviews	Clean Energy for EU islands
IEEE PES Innovative Smart Grid Technologies (ISGT) Europe Conference	Energy Policy	
ICREN International Conference on Renewable Energy	Energy	
Electrical Energy Storage (EES) Europe Conference	IEEE Transactions on Smart Grids	

IEEE Int. Conference on Smart Grid and Clean Energy Technologies		

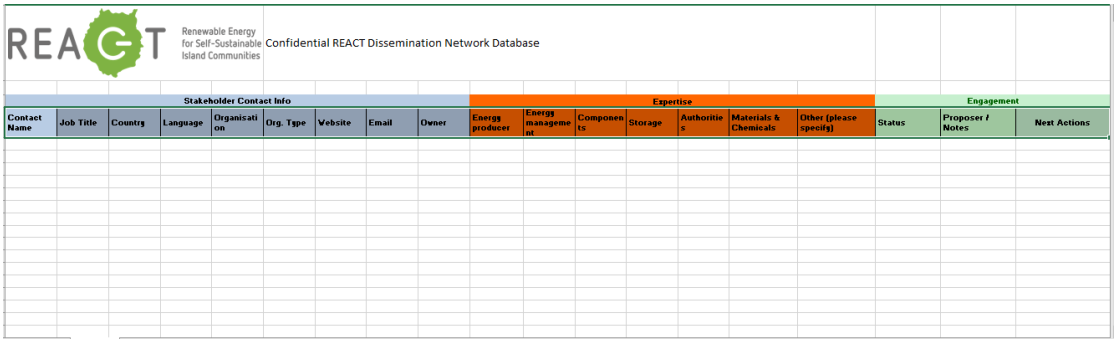
The publication of peer-reviewed papers in journals and/or peer-reviewed conference will be in line with the data management plan (open access).

Planning: 6 peer reviewed publications

In order to facilitate the achievement of the objectives set, the communication team will send a form to the partners requesting recommendations for appropriate scientific publications to disseminate about REACT (see annex 1) , as well as possible contacts that can help us with both the editorial content and the effective publication of the same.

6.11 Networks & Multipliers

The strategic use of networks and other communication multipliers is essential to the success of the project's communications and dissemination effort. For this purpose, the REACT Dissemination Network will be set-up: to serve as a database of project stakeholders for visualizing, mapping and strategically managing operational channels. A first version will be delivered in M12 and updated in each periodic report. The Dissemination Network aims to become a dynamic community that grows with the progress of the project and manages to include around 100 members at the end of the project, among which will be potential users of REACT results.


REACT Renewable Energy for Self-Sustainable Island Communities Confidential REACT Dissemination Network Database

Stakeholder Contact Info									Expertise						Engagement		
Contact Name	Job Title	Country	Language	Organisation	Org. Type	Website	Email	Owner	Energy producer	Energy management	Components	Storage	Authorities	Materials & Chemicals	Other (please specify)	Status	Proposer / Notes	Next Actions

Figure 12. Template for Dissemination Network Database

7 Time Schedule

As soon as the bulk of the data relating to events, stakeholders and other communication parameters are collected and made available in the database, we will develop an overall communication plan outlining the detailed activities for the four years.

Communication and dissemination activities planned for the first year are as follows:

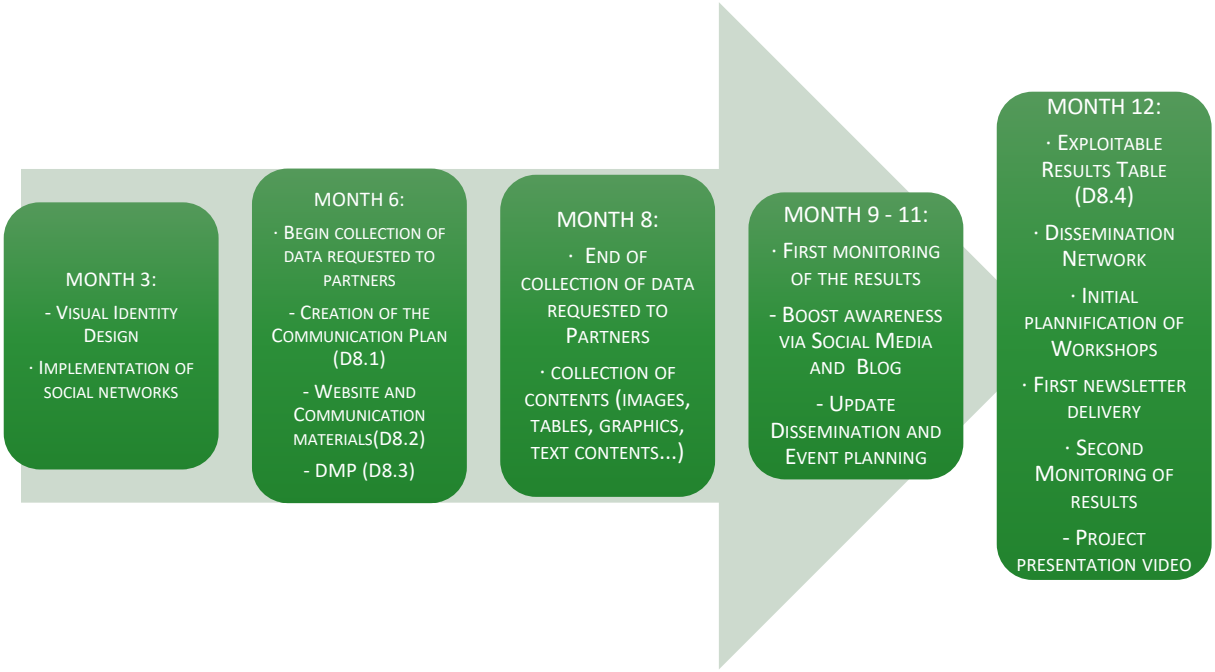


Figure 13. Plan for the first year of communication activities

8 Monitoring and evaluation

Below is a forecast of the communication and dissemination Key Performance Indicators (KPIs). This table may be expanded and reviewed during the project lifespan based on the evolution and needs of the project.

Table 13. WP8 Key Performance Indicators (KPIs)

Key Performance Indicators	Target value	Means of verification
Visits to the REACT website (page views)	30,000	Analytics monitoring software / Google Analytics
Subscribers to the newsletter	500	Newsletter system dashboard, complying with the new GDPR
Followers of the REACT Twitter account	300	Details on the Twitter account
Members of the REACT LinkedIn group	200	Details on LinkedIn
Articles or appearances in the media	10	Monitoring and reporting by WP8 team and project partners
Publications in high-impact journals	7	
Workshops organised by REACT	6	
Workshops & conferences attended by the REACT partners	9	
Expert group meetings	2 meetings per year for each pilot site country	
Meetings with regional and EU stakeholders	2 meetings at each demo site	
Thematic meetings (replication planning)	2 meetings per year for each “follower” site country	
Printed communication materials distributed	2000	
Number of repositories available	1	

8.1 Open Access and Data Management

REACT data governance approach is defined in D8.8 Data Management Plan. The project adopts the FAIR principles (Findable, Accessible, Interoperable, Reusable) for data and Open Access for research articles and data however not all data and results will be made publicly available. Each result and dataset developed as part of the project will be analysed by the

consortium to define whether it should be disseminated or exploited and protected through suitable protection mechanisms.

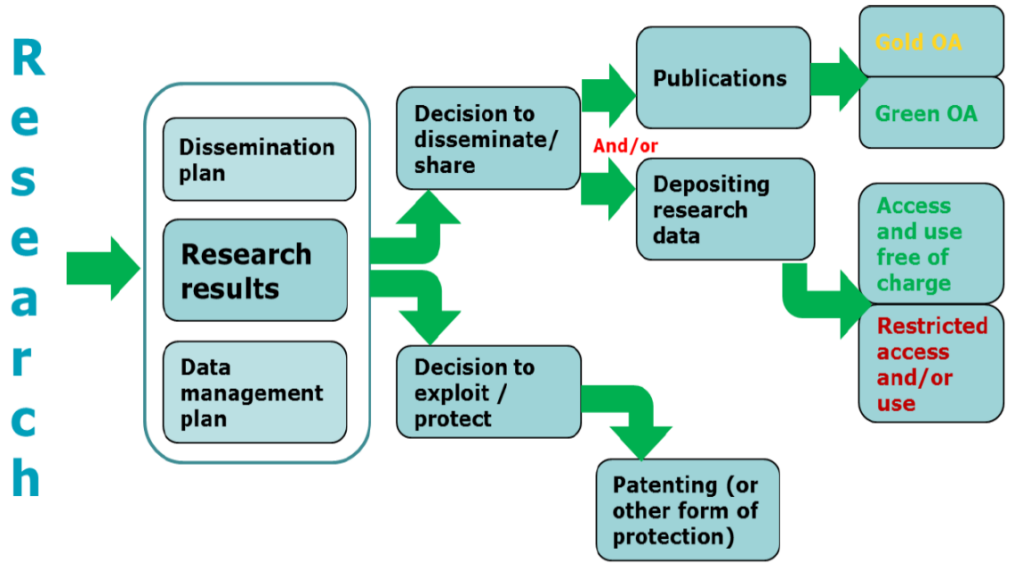


Figure 14: Open access to scientific publication and research data in the wider context of dissemination and exploitation. Source. European Commission.

The Data Management Plan (D8.8) and Exploitable Results report (D8.3 due at M12) provide details on the approach to the single dataset and project result and will be regularly updated throughout the project. Before making any data/result publicly available partners should liaise with the Communication Manager (COM) and Exploitation Manager (R2M) to ensure there is no requirement to protect the data/results due to confidentiality, security or any other relevant obligation.

9 Exploitation of results

REACT exploitation approach will aim to maximise islands energy independency through RES potential and optimal utilisation of energy and storage assets. The project exploitable results identified at the proposal stage will be cyclically reviewed as part of T8.2 by the Exploitation and Innovation Manager (R2M) and the consortium partners.

The dissemination activities for the project results will aim at encouraging further use both in research and business terms, in accordance with the EC Grant Agreement.

10 Outline for first reporting period & Conclusion

This communication plan starts the first reporting period, which will consist of the following points and tasks:

- Progressively complete the communication plan as we implement it.
- Check the website. The communication team and partners have to report errors and help to enrich the web platform and optimize it.
- Activate social networks and integrate them in the website
- Activate networking with the help of all partners (who will connect to the project, connect to each other and also connect the project to their own contacts).
- Start common databases.
- Begin dissemination as far as possible.
- Start collecting data (contacts & stakeholders) from partners.
- Create a precise map of stakeholders in this first phase of the project, in order to provide a clear picture of communication actions that will effectively involve stakeholders.
- Collect content for the website, social media and so on (images, text contents, graphics…)

When the information request form will be sent to partners, they will be requested to provide the information below and deliver it to the communication and dissemination team (from month 6 to month 8):

- Stakeholders and contact details
- Forecast of communication activities
- Events in which they will participate or which are relevant to the project
- Possible local, national and international media (TV, radio, generic press, magazines) to publish or communicate about the project
- Specialized journals and scientific publications to disseminate the results
- Press releases
- Requests for the communication team
- Specific contents requested

As the project progresses, we will be completing the common files and databases, as well as the communication plan, and, in parallel, a systematic review and update of the project and the strategy will be carried out every six months.

11 References

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12 Annex 1: Identification of potential and relevant dissemination/communication venues

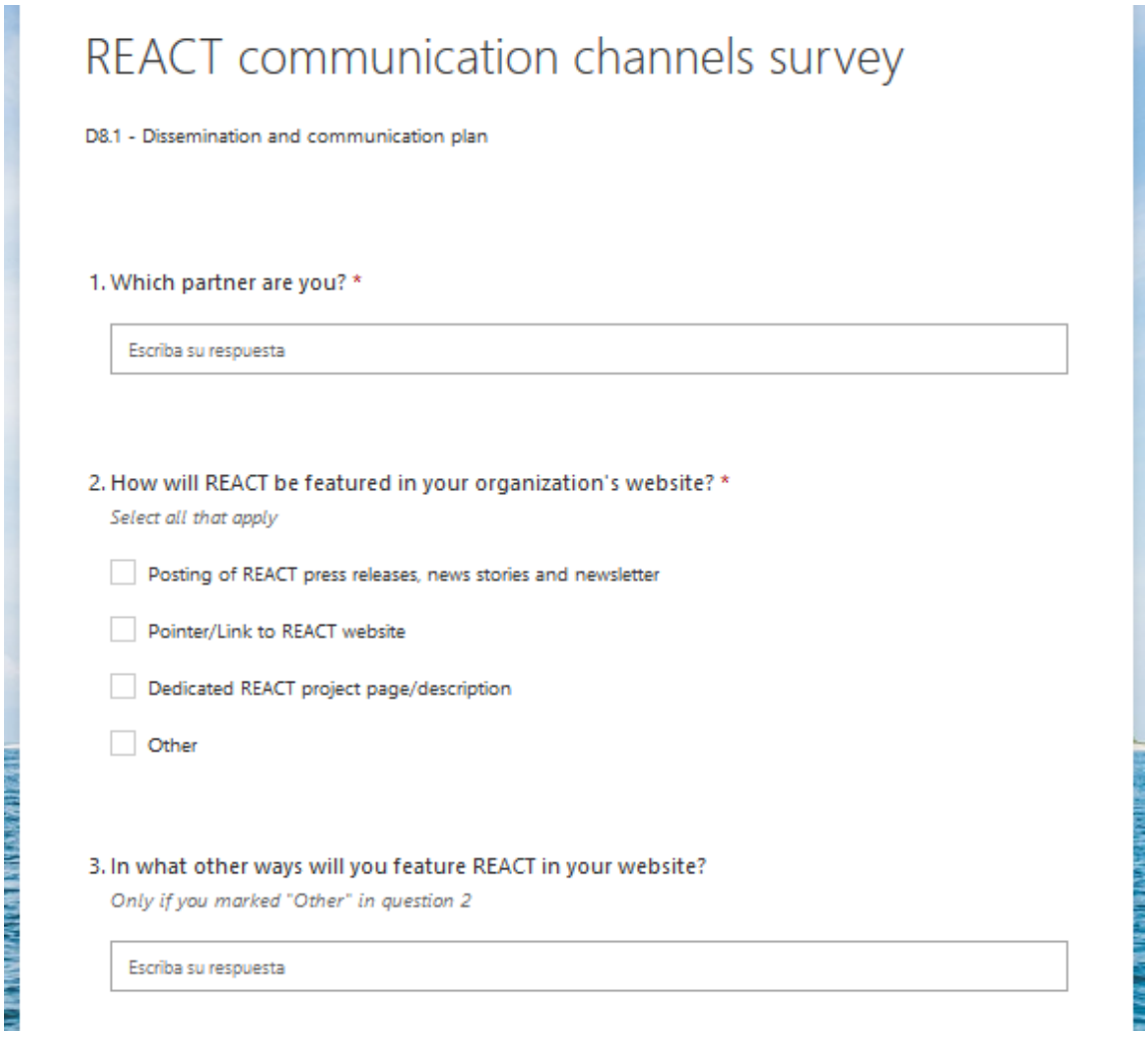
The table below shows the initial list of events in which REACT partners plan to participate. It will be updated regularly for the duration of the project and will be available to all partners in the project repository.

REACT Renewable Energy for Self-Sustainable Island Communities

PUBLICATIONS (JOURNALS, CONFERENCES, WHITE PAPER, POSTER, MAGAZINES, PRESS, ETC.)

STATUS	DATE	LOCATION	EVENT TYPE	TITLE OF EVENT	WEBSITE	AUDIENCE SIZE	AUDIENCE TYPE	PARTNER
confirmed	10/10/2019	SANTANDER (CANTABRIA)	CONGRESS	CONGRESO NACIONAL DE FENIE	http://www.fenie.es/actividades/congreso	900	Asociations and Electric Inst	FENÍE ENERGÍA
planned	20/10/2020	MADRID	CONGRESS	MATELEC Salón Internacional de Soluciones	http://www.matelec.ifema.es/es/home/50,000 VISITORS		Companies, Electric Installer	FENÍE ENERGÍA
planned	10/4/2020	MADRID	CONGRESS	DÍA DEL ACCIONISTA	https://www.fenieenergia.es/dia-del-accio	200	Electric Installers	FENÍE ENERGÍA
planned	20/05/2020	NOT DECIDED YET	CONGRESS	CONVENCIÓN DE VENTAS	https://www.fenieenergia.es/convencion-v	600	Electric Installers	FENÍE ENERGÍA
confirmed	5/6/2019	CAGLIARI (Italy)	Conference Series	SUSTAINABLE PLACES 2019	https://www.sustainableplaces.eu/	200	European Projects	R2M Solution
planned	23/10/2019	Iceland	Conference	Sustainable District Energy Conference	https://sdec.is/	150?	Mixed	AIT
confirmed	30/01/2019	Middlesborough	Workshop	Industrial Strategy Series: Energy Evolution Event		50	academics and industry exp	TEES
confirmed	5/6/2020	CAGLIARI (Italy)	Conference Series	SUSTAINABLE PLACES 2019	https://www.sustainableplaces.eu/	200	Mixed	TEES
planned	5/6/2020	Aix les Bains	Conference Series	Sustainable Places 2019	https://www.sustainableplaces.eu/	200	Mixed	TEES

13 Annex 2: Communication and dissemination channels survey



REACT communication channels survey

D8.1 - Dissemination and communication plan

1. Which partner are you? *

Escriba su respuesta

2. How will REACT be featured in your organization's website? *

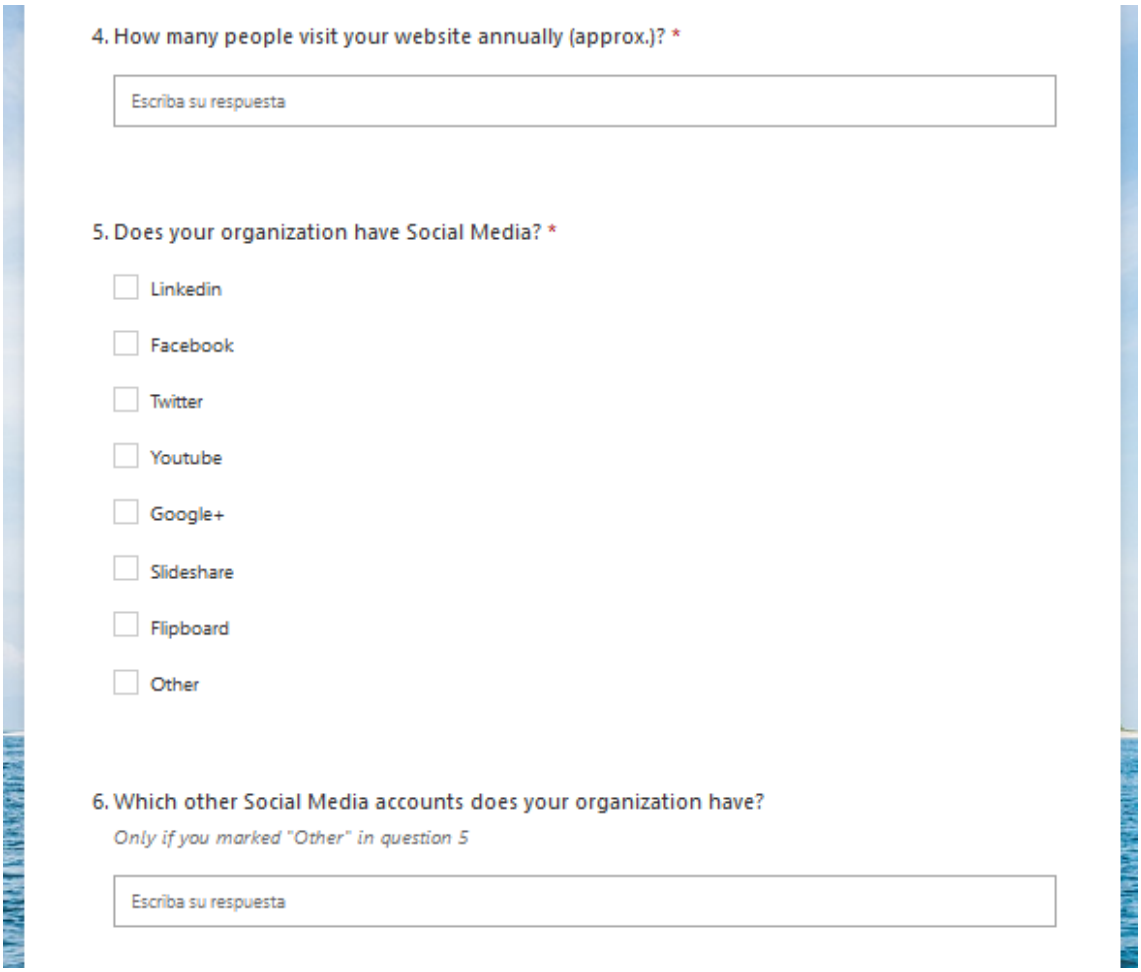
Select all that apply

- [ ] Posting of REACT press releases, news stories and newsletter
- [ ] Pointer/Link to REACT website
- [ ] Dedicated REACT project page/description
- [ ] Other

3. In what other ways will you feature REACT in your website?

Only if you marked "Other" in question 2

Escriba su respuesta



4. How many people visit your website annually (approx.)? *

Escriba su respuesta

5. Does your organization have Social Media? *

- [ ] Linkedin
- [ ] Facebook
- [ ] Twitter
- [ ] Youtube
- [ ] Google+
- [ ] Slideshare
- [ ] Flipboard
- [ ] Other

6. Which other Social Media accounts does your organization have?

Only if you marked "Other" in question 5

Escriba su respuesta

7. Choose your number of followers (approx.)

	<100	101-500	501-1.000	1.001-5.000	5.001-10.000	10.001-50.000	>50.000
LinkedIn	○	○	○	○	○	○	○
Facebook	○	○	○	○	○	○	○
Twitter	○	○	○	○	○	○	○
YouTube	○	○	○	○	○	○	○
Google+	○	○	○	○	○	○	○
Slideshare	○	○	○	○	○	○	○
Flipboard	○	○	○	○	○	○	○
Other	○	○	○	○	○	○	○

8. Does your organization have a "newsletter"? *

- ○ Yes
- ○ No

9. If yes, how many issues do you publish per year? And how many people do you reach?

Escriba su respuesta

10. What unique communication channels can your organization link to REACT? *

i.e Habitual media contacts, technology showroom, youtube channel, relationship with journal or conference, etc.

Escriba su respuesta

11. From your point of view, which could be a proper communication message(s) for REACT? *

Please write your ideas and add which target group might be interested

Escriba su respuesta

12. Which are the closest stakeholder communities to your organization's activities? *

- [ ] Professionals (designers, ICT installers, energy advisors...)
- [ ] ESCOs/ESC
- [ ] Manufacturers and developers (ICT, BMS, equipment, HVAC)
- [ ] Government, municipalities, policy makers and stardardisation bodies
- [ ] End-users and general public
- [ ] Industry / Umbrella associations
- [ ] Academia and scientific community
- [ ] Other

13. Which other stakeholder communities are close to your organisation's activities?

Only if you marked "Other" in question 12

Escriba su respuesta

14. Do you have any suggestions or ideas to help boost the impact of the communication & dissemination strategy?

Escriba su respuesta

14 Annex 3: Template for Dissemination Network Database

The table below shows the template that will be used in the creation of the Dissemination Network (Section 6.11). It will be updated regularly for the duration of the project and will be available to all partners in the project repository.

REACT Renewable Energy for Self-Sustainable Island Communities — Confidential REACT Dissemination Network Database

Stakeholder Contact Info									Expertise							Engagement		
Contact Name	Job Title	Country	Language	Organisation	Org. Type	Website	Email	Owner	Energy producer	Energy management	Components	Storage	Authorities	Materials & Chemicals	Other (please specify)	Status	Proposer / Notes	Next Actions