



HYBRIS

Enhanced Hybrid Storage Systems

WP7. Stakeholder-oriented exploitation, dissemination, communication and training

Task 7.2

HYBRIS Communication

Deliverable 7.10

HYBRIS Workshop Series and Training





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ACKNOWLEDGEMENT

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 963652.



Project Data			
Project Acronym	HYBRIS		
Project Title	HYbrid Battery energy stoRage system for applications in advanced grid and behind-the-meter Systems segments		
Grant Agreement number	963652		
Call identifier	H2020-LC-BAT-2019-2020		
Topic identifier	LC-BAT-9-2020 Hybridisation of battery systems for stationary energy storage		
Funding Scheme	Research and Innovation Action		
Project duration	36 months (From 1 st of January of 2021)		
Coordinator	IDP – Mikel Borràs / Eduard Loscos		
Website	https://hybris-project.eu/		
Deliverable Document Sheet			
Deliverable No.	7.10		
Deliverable title	HYBRIS Workshop Series and Training		
Description	This deliverable describes i) the proposed workshops for stakeholders which will be held from now until the end of the project, and ii) the internal and external training activities that will be organized during the project.		
WP No.	WP7		
Related task	T7.2 – HYBRIS Communication		
Lead Beneficiary	11 - COMET		
Author(s)	Gisela Soley, Sergio Velasquez (COMET)		
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Type	R		
Dissemination L.	PU Public		
Language	English – GB		
Due Date	31/12/2021	Submission Date	30/03/2022

VER	Action	Owner	Date
V0.1	Written	Gisela Soley, Sergio Velasquez (COMET)	29/10/2021
V0.2	Table 1 and workshop 1	Gisela Soley, Sergio Velasquez (COMET)	21/03/2022
V0.3	Comments and review	Francesco Seri (CNR)	28/03/2022
V1	Final version	COMET	30/03/2022



EXECUTIVE SUMMARY

HYBRIS objective is the optimisation of advanced hybrid systems as high-performant, cost-effective and environmentally friendly solutions in microgrid applications. The project is an integrated industrially driven action, that will answer this challenge in 4 key points:

- 1) Viability and cost effectiveness: of the use and integration of novel HEES system coupled with innovative microgrid system local RREE generation and loads (residential, tertiary buildings and EV charges stations), achieved by the integration and validation of a suite of technologies, tools and methods enabling their easy application and massive deployment.
- 2) Technical: pursuing the technical optimization of the HEES system in three use case applications covering respectively:
 - 1) Energy services in island grids,
 - 2) Energy services in private grids,
 - 3) EV charging stations in e-mobility.
- 3) Optimization and integration.
- 4) Validation: by using the three demonstration sites as open case studies representing the three different use case applications and situations found throughout Europe, to leverage knowledge, key exploitable results, adapted business models and market-oriented dissemination for maximizing impact and wide adoption of these novel heating and cooling technologies and approach.

HYBRIS features a fully systematic, collaborative and integrated approach to the development of innovative battery-based hybrid storage system, coupling diverse and complementary breakthrough TRL 5-6 technology assets brought by leading industrials, universities and RTOs, plus ICT tools for viable and cost-effective optimization and further market introduction. All these technologies will reach TRL6 by the demonstration and validation of its concepts in three use cases applications deployed in three different pilot sites based in Italy, Netherlands and Belgium.

This deliverable (D7.10) is the main document describing in detail the series of workshops related to the HYBRIS industrial workshops and training activities (T.2.2).

The three workshops with the stakeholders involved in HYBRIS will serve as the basis to the development of the set of needs and market analysis (T7.1). They will be planned and executed by those partners involved in hosting each workshop and will be strategically timed to facilitate a more targeted stakeholder integration, taking place in either large Energy Storage Systems and Energy Industry events or demo sites and focusing on specific topics to maximize outreach and impact.



Organization of the workshops will be overseen by COMET and IDP to ensure consistency and quality and to integrate outputs into the exploitation reports under T7.1.

On behalf of the authors:

COMET Team



Table of Contents

EXECUTIVE SUMMARY.....	4
1 INTRODUCTION	7
2 WORKSHOPS SERIES	7
2.1 Workshop 1.....	9
3 HYBRIS INTERNAL & EXTERNAL TRAINING.....	10
3.1 External Training Activities.....	10
3.2 Internal Training Activities.....	10
3.2.1 1st exploitation workshop (January 25th, 2022)	10
4 CONCLUSIONS	11
REFERENCES	12

List of Figures

Figure 1. Example slides from the Exploitation training.....	11
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List of Tables

Table 1. Schedule for the HYBRIS Workshop Series.....	8
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1 INTRODUCTION

This document presents the initial plan for the series of workshops that will take place throughout the life of the project. The deliverable is being submitted in the month 15 of the project, 3 months before the start of the series of workshops that will take place until month 36. The document presents a joint and anticipated vision of what coordination and organizers foresee, expect and have planned so far with the current information available. However, as some of the events are also linked to the progress of the demonstration activities and the other technical work packages, it will be updated during each reporting period to better reflect the evolution and planning of the project and the results obtained.

The characteristics of the HYBRIS Workshop Series, the target stakeholders and the objectives to be achieved are also described in this deliverable for the series as a whole. Later versions of this document will also include this information specifically developed for each workshop.

The obligations of the workshop organizers regarding communication tasks, coordination and support for future reports, market analysis, business models and exploitation plans are also outlined.

2 WORKSHOPS SERIES

The HYBRIS Workshop Series consists of a set of three workshops aimed at stakeholders with a range of specific objectives, described below. The series is currently divided into two workshops held at two events (Building Digital Twin International Congress in 2023 and one event to be determined) bringing together a large number of targeted stakeholders, and at least one workshop which will take place at a HYBRIS pilot site (Messina), and which will focus on the HYBRIS technology and the Italian use case.

The stakeholders we plan to reach through the workshops are: small, medium and large companies interested and active in the field of energy, especially in energy storage, research centers, associations, construction clusters, academic institutions, public administrations, renewable energy stakeholders, experts or potential early adopters interested in hybrid energy storage systems. We also want to reach the general public, always seeking to maximize the impact of the project through the communication, dissemination and training activities.

The general objectives of the HYBRIS Workshop Series are as follows:

- To maximize project visibility;
- To communicate to a wide audience the information of the project, its potential and its progress through successive updates and greater engagement;
- To foster project impacts with key stakeholders and key actors;
- To establish contacts with other EU projects;



- To present our Hybrid Energy Storage System (HESS) and its Advanced Battery Management System (ABMS) and its different use cases applications through the results of our demonstration sites;
- To present the results and application of the HYBRIS project to stakeholders;
- To share and explain the technical concept and results of the HYBRIS system to stakeholders, particularly in the energy sector;
- To offer professional training courses;
- To encourage the exchange of knowledge between professionals, researchers and students;
- To promote social acceptance and market uptake;
- To collect data and findings for the future commercialization of the results and technologies developed in the project.

It is also worth mentioning that the results of the workshops will also provide necessary input which will help elaborate the preliminary and final business models which will be developed in Task 7.1.2 'HYBRIS business cases and exploitation roadmap', linked to the Exploitation activities (T7.1, WP7). The compilation of results from the workshops will therefore help to shape business models (D7.6, M24), which will incorporate business model canvas and SWOT analysis for each exploitable result identified in T7.1.1 'KER management, IP positioning and IP protection' for the large-scale adoption and sustainability of HYBRIS solution beyond the useful life of the project.

As far as the obligations of the workshop organizers are concerned, beyond the organization of the sessions, there are three main responsibilities related to communication, project coordination and future exploitation tasks: (1) inform the communication team before, during and after the workshops in order to disseminate the events beforehand and maximize the number of attendees, as well as support the general dissemination of the workshops by providing images and content for the HYBRIS website and social media, (2) fill in the relevant forms for future official reports ('HYBRIS Activities Report Form' & 'HYBRIS Workshops Report to be filled in by the organizers'), (3) be proactive during the workshops in collecting data and feedback from participants in order to support the development of HYBRIS business plans and facilitate their future exploitation.

The schedule for the HYBRIS workshop series is detailed below.

Table 1. Schedule for the HYBRIS Workshop Series

Month	Workshop	Suggested Topic	Linked Event	Organizer
M18	Workshop 1 + GA meeting	Innovation workshop for the EU ESS research community	HYBRIS Pilot Site (Messina, SAE) /	CNR, SAE
M24	Workshop 2 + GA meeting	Industry workshop for the Energy Industry stakeholders	Building Digital Twin International Congress https://buildingdigitaltwin.org/bdtic-2022/	IDP, COMET



Month	Workshop	Suggested Topic	Linked Event	Organizer
M34	Workshop 3	Exhibition to present results and products to industry, part of a Europe wide large-scale exhibition	Proposed: Energy Storage Europe (EASE)	tbd

Previous table is just a proposal, and it will be updated in the upcoming versions of the present document according to the project's needs and opportunities found.

Some opportunities for future workshops that must be taken into account are as follows:

- Workshop during [EERA JP Energy Storage](#) meetings (CNR is member of the EERA).
- Workshop in a pilot focused on the on-site demonstration of the HYBRIS technology and its results.

In addition, HYBRIS is member of the [FLORES](#) group, created under the Horizon Results Booster and set up by the [FlowCamp](#) project, which stands for a network of flow battery research initiatives that have received funding from the European Union's Horizon 2020 research and innovation programme. All projects share ideas and results and seek for joint dissemination actions. At the moment, HYBRIS is in contact with [HYFLOW](#), a 'cousin' project, for future collaboration in events and workshops.

2.1 Workshop 1

The first workshop will take place in one of the three pilots, the Italian one, in Messina. It will be focused on disseminating energy storage solutions for different use case applications through the particular case of the Messina pilot.

Draft title: HYBRIS 'Enhanced Hybrid Storage Systems'

Date & Venue: 21st-23rd June, Messina

Organizers: CNR, SAE

Workshop topic(s): Energy storage and its crucial role in the energy transition, with focus on hybrid solutions.

- Performance of the hybrid energy storage system (lifetime, efficiency, energy density, maintenance, cost)
- Level of maturity
- Potential for up-scaling
- Impact in society
- Case study: Italian pilot in Messina

Specific objectives:

- To boost project visibility



- To foster the project impact with main stakeholders
- To present energy storage solutions to the society
- To inform a wide research community audience about the project information and updates

Participants:

- Research community
- Stakeholders: small, medium and large companies from the energy sector
- Energy clusters
- General public

3 HYBRIS INTERNAL & EXTERNAL TRAINING

In order to boost the objectives established for the HYBRIS Workshops Series, a series of internal and external training activities will be put in place. These activities will allow the HYBRIS project to encourage the exchange of knowledge within the consortium and towards its potential stakeholders, professionals, researchers, students and the general public.

3.1 External Training Activities

External training activities will be organised during HYBRIS workshops to further the knowledge exchange towards professionals, researchers and students. Specifically, knowledge generated within the project will be included in academic and professional courses promoted by the partners.

Once the workshops series are fully defined, a specific training plan will be developed and included in M18 update of the Plan for the Exploitation and Dissemination of results (D7.4). Training will also be provided to demo users of HYBRIS becoming first adopters and champions. In further updates of this document, we will also outline the approach and tools that will be implemented to facilitate access to this knowledge to the interested stakeholders and partners.

3.2 Internal Training Activities

Internal training activities will be organised to promote cross-fertilisation and further the exploitation potential. Specifically, Innovation management and exploitation trainings for the project partners will be organised to optimize the potential use of the generated results during the project, focusing on IPR, commercialization of research results, - licensing-in and licensing-out, technology transfer, business planning, marketing management, financing of innovation: financial and cash-flow management.

To date, one internal training activity has been organized for the consortium within the frame of the general assembly meetings.

3.2.1 1st exploitation workshop (January 25th, 2022)

COMET imparted a workshop on Exploitation during the 2nd General Assembly. The objective of this workshop was to review the concepts linked to exploitation as it is an on-going activity throughout the project. It is important that partners get a clear idea of what exploitation results are and how to identify them. In this



sense, the workshop also allowed them to have the necessary knowledge and tools in order to keep on the process of identifying the key exploitable results and their definition towards future updates of the deliverable D7.5 (Exploitation Results Table).

The material and PPT presentation used for this workshop is available for partners in the project online repository (Teams).



Figure 1. Example slides from the Exploitation training

4 CONCLUSIONS

In this deliverable, the initial plan for the HYBRIS Workshop Series has been presented. The next steps include prior dissemination of each workshop to maximize the relevance and number of stakeholders attending, the communication of images and contents of the workshops to extend the reach through the project's web and social media, the detailed report of the different activities through the two forms indicated in this deliverable ('HYBRIS Activities Report Form' and 'HYBRIS Workshops Report to be filled in by the organizers'), and finally, the collection of data and significant information from the assistants for the successful development of the market analysis and future exploitation tasks.



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- European IPR Helpdesk

https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk_en