

STORAGE 4 GRID



D7.1 – Communication and Dissemination Strategy

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0.2	2017-01-30	UNINOVA	First D7.2 version (without all partners' contributions).
0.3	2017-02-06	UNINOVA	Incorporated all partners' contributions. Version ready for internal review.
0.4	2017-02-23	UNINOVA	Comments by internal reviews aggregated and integrated.
1.0	2017-02-23	UNINOVA	Final version, ready for submission to the EC.

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Executive Summary

D7.1 - "Communication and Dissemination Strategy" presents the communication and dissemination strategy that will be adopted in Storage4Grid project. The main goal of this document is to identify the best measures to maximise impact, and to establish a strategic plan defining: WHO (target groups), HOW (dissemination tools), and WHEN (action timetable).

Firstly, two major measures to maximise Storage4Grid impact were identified: the identification of target groups for dissemination, and the connection to standardisation and regulation bodies. The selected target audience are industrial, academic, and general public, involved or interested in low carbon energy issues.

Following the identification of the target audiences, the communication and dissemination plan is established. It includes the use of the following tools:

- Project website;
- Social media;
- e-Newsletter;
- Flyer;
- Project video;
- Slide show presentation;
- Journalistic activities;
- Workshops and seminars;
- Scientific/Technical publications;
- Training activities;
- Competition activity;
- Participation in external events; and
- Storage4Grid conference.

The calendar for the communication and dissemination activities and its measurable indicators are also presented. According to it, each individual partner established its dissemination activities, showing that all project partners are committed in Storage4Grid results dissemination. Lastly, each dissemination activity was matched with the corresponding target audience for impact maximisation.

This deliverable is a guide for the consortium to know how and where the dissemination of the project is planned.

1 Introduction

D7.1 - “Communication and Dissemination Strategy” is a public report summarizing the high-level communication and dissemination strategy and plans of the Storage4Grid project. Its objective is to guide all communication initiatives implementing the dissemination of project outcomes.

The plan has been prepared by UNINOVA as Storage4Grid dissemination leader, supported by all partners, each for their area of expertise and work in the project. The Communication and Dissemination Strategy has been designed to maximise the project impact towards its key stakeholders, overall in compliance with the general strategy of the European Commission and the specific aspects of the LCE-01-2016 call, where the project is integrated.

1.1 Scope

This deliverable is intended to be used as a reference handbook for consortium members to know where and how the dissemination of the project must occur. Starting from the strategy outlined in this document, an active, “living” version of the plan is kept updated on the project wiki, collecting statistics about the status of dissemination KPIs, notes about the performed dissemination actions, suggestions and needs of the partners, the European Commission, and the project’s audience.

This deliverable documents the results generated by Work Package 7 “Dissemination, Exploitation and Standardization”, and more specifically by Task 7.1 “Outreach Strategy”.

No further official updates of this document are foreseen in the project plan. Any necessary update to be provided related to project communication tools, advertising materials, and dissemination strategy results, will be documented in deliverables D7.3 “Initial Project Advertising Materials and Results” (due at M24), and D7.4 “Final Project Advertising Materials and Results” (due at M36).

1.2 Related documents

ID	Title	Reference	Version	Date
[D1.1]	Project Management & Risk Management Plan	D1.1	1.0	2016-12-23
[D7.2]	Project Website	D7.2	1.0	2017-02-28

2 Communication and Dissemination Strategy

The Storage4Grid project foresees a continuous monitoring and evaluation of dissemination and exploitation activities, pursued in order to enhance these activities impact and to make the project foreground scalable and replicable. The overall objective is to maximise the project's impact through an active and professional 360 degrees marketing of the project results. Storage4Grid will rely on an early-defined approach to communication activities, including a comprehensive communication plan established in order to optimise dissemination.

The dissemination of the project will be addressed through the sharing of experiences, achievements and forecasted benefits with Smart Grid industry stakeholders, research communities (RTDs and universities), as well as system integrators and storage technology providers. A clear and tangible set of dissemination material will allow to evaluate and to better support the decision-making process on the implementation of such added-value improvements, which will also support the actual project outcomes exploitation.

A fundamental enabler to achieve high-performance dissemination is the structure of the Storage4Grid consortium, composed by 7 partners from 5 EU countries (Italy, Romania, Germany, Denmark, Portugal), since each partner will be committed to raise stakeholders at different levels, multiplying the dissemination effects in his country/region. The initial Storage4Grid dissemination draft and tools are shown in Table B.1 and Table C.1.

2.1 Measures to maximise impact

The communication and dissemination measures for promoting Storage4Grid and its results during the project period will focus on the creation and maintenance of the widest possible community of potentially interested stakeholders, and the connection to standardization and regulation bodies. The dissemination impact will be maximised with the External Stakeholder Group (ESG) creation, the participation at relevant scientific events and sectorial fairs, and the project promotion at common social and media channels. This will guarantee the dissemination to groups beyond the project's own community.

2.1.1 Target groups identification and action plan

The main goal of the communication and dissemination plan is to strengthen the desired impact of both the vision and results of the project. To maximise its impact, it is necessary to define the specific target groups (WHO) as well as the actions required to communicate with them. The identification of the right dissemination tools (HOW) is also relevant, e.g. considering the most adequate messages to be shared, the channels to be exploited, the geographical coverage of knowledge transfer and timing and level of intensity of all the dissemination activities by establishing an efficient actions timetable (WHEN).

2.1.2 Connection to standardization and regulation bodies

Standardization system constitutes an efficient information and knowledge transfer structure. The bidirectional implication of correspondent technical committees at international, European and national levels allows any information provided to reach an immediate widespread dissemination. Moreover, this type of dissemination is focused on the interested stakeholders in every country, providing a high visibility to the project itself and its outcomes. A second aspect of the contribution of standardization to dissemination of the project and the project results is to be considered at a longer term. If the results of the project are finally included in future standards, they will be available and ready for use to all the potential users in the European market.

2.2 Target groups for dissemination

The target audience for an innovation project is generally very broad. Table 2.1 presents the target audience for dissemination, namely: industrial, academic, and general public. Each target group is shortly described and associated to the main expected Storage4Grid outcomes of interest.

Table 2.1 - Target groups for dissemination.

Type ¹	Target group name	Description and Potential Group Members	Main Storage4Grid outcomes of interest
IND	ESS Providers	Manufacturer and providers of ESS technologies such as Fronius, EPS, Redflow, Bosch Storage Solutions, Green Energy Storage, etc.	<ul style="list-style-type: none"> Lessons Learned Pre-designed interfaces ESS control systems (both grid-side and user-side) DSF Predictive Models
IND	BMS Providers	Providers of Control Systems for ESS such as Lithium Balance.	<ul style="list-style-type: none"> Lessons Learned Pre-designed interfaces ESS control systems (both grid-side and user-side) DSF Predictive Models
IND	Smart Grid Systems Integrators	Integrators and Technology Providers of Smart Grid Systems and Tools for integrating systems in the Smart Grid e.g. Schneider, Bosch, ABB, Siemens	<ul style="list-style-type: none"> Lessons Learned Pre-designed interfaces DSF Connectors
IND	RES Technologies Providers	Manufacturer and integrators of RES Systems and Plants e.g. Schneider, Bosch, ABB, Siemens, SMA, Vestas, Gamesa	<ul style="list-style-type: none"> Lessons Learned Pre-designed interfaces DSF Predictive Models DSF Connectors DSF Simulation Engine Energy Router
IND	DSOs	Distribution Systems Operators e.g. Eniig, Alperia. (At larger scale, some of the interests could also indirectly become of interest for TSOs)	<ul style="list-style-type: none"> Lessons Learned Pre-designed interfaces DSF Predictive Models DSF Connectors DSF Simulation Engine Interfaces for Professional Users
IND	Energy Retailers	Energy retailers e.g. Enel Energia	<ul style="list-style-type: none"> Lessons Learned Pre-designed interfaces USM Interfaces for Professional Users Interfaces for Residential Users
IND	Energy Service Companies	Energy Service Companies e.g. companies represented by APESE (Energy Services Company Association for	<ul style="list-style-type: none"> Lessons Learned Pre-designed interfaces USM Interfaces for Professional Users

¹ Target Group type (IND = Industrial, ACA = Academic, GEN = General, POL = Policy Makers)

		Portugal)	<ul style="list-style-type: none"> • Interfaces for Residential Users
IND	EV Charging Infrastructure Providers	Any company operating an EV charging infrastructure e.g. Edyna.	<ul style="list-style-type: none"> • Lessons Learned • Pre-designed interfaces • USM • Interfaces for Professional Users • Interfaces for Residential Users
IND	Smart Grid Tools Providers	Companies developing planning and simulation tools for the smart Grid e.g. DlgSILENT	<ul style="list-style-type: none"> • DSF Predictive Models • DSF Connectors • DSF Simulation Engine
IND	Monitoring and Control Systems Provider	Companies delivering remote control systems with applications also outside the Smart Grid Domains e.g. PTC ThingWorx	<ul style="list-style-type: none"> • Lessons Learned • Pre-designed interfaces • USM
IND	Standardization Groups	Any related standardization group e.g. within CEN-CENELEC, ETSI, EmergeAliance, IEEE, etc.	<ul style="list-style-type: none"> • Lessons Learned • Use cases and Architecture • Pre-designed interfaces
IND	EU-wide Technology Platforms and other Industrial initiatives	Technology Platforms e.g. The European Technology and Innovation Platform Smart Networks for Energy Transition	<ul style="list-style-type: none"> • Lessons Learned • Use cases and Architecture • Experimental Evaluation Results
IND	Large Users of ESS	<ul style="list-style-type: none"> • Large industrial consumers owning small-scale RES plants • Large commercial Areas • Micro-grid owners or operators • Large campuses owners • Large Buildings managers/management companies where ESS can be installed 	<ul style="list-style-type: none"> • Experimental Evaluation Results • DSF • Interfaces for Professional Users
ACA	Smart Grid Research Community	Researchers active in the Smart Grid Sector	<ul style="list-style-type: none"> • Lessons Learned • Pre-designed interfaces • USM • DSF Predictive Models • DSF Connectors • DSF Simulation Engine
ACA	Power Systems Research Community	Researchers active in the Power Systems Sector	<ul style="list-style-type: none"> • Lessons Learned • Energy Router • USM • ESS control systems (both grid-side and user-side)
ACA	ICT-related Research	Researchers interested in	<ul style="list-style-type: none"> • Lessons Learned

	Communities	Internet-of-Things, Cyber-Physical Systems and Systems of Systems, remote monitoring and control aspects, etc.	<ul style="list-style-type: none"> • Use cases and Architecture • Pre-designed interfaces
GEN	General Users interested in Green Technologies and Sustainability	General Public.	<ul style="list-style-type: none"> • Use cases • Potential long-term impact of project outcomes in terms of sustainability
GEN	Private PV Users	Residential Users owning PV systems and considering small-scale ESS purchase	<ul style="list-style-type: none"> • Interfaces for Residential Users • Potential Energy and Economic Saving introduced by controlled ESS
GEN	Private EV Owners	Any users owning Electrical Vehicles and charging them at home or in the public infrastructure.	<ul style="list-style-type: none"> • Interfaces for Residential Users • Potential Energy and Economic Saving introduced by controlled ESS
POL	EU and National Authorities	Policy makers in the area of Energy and Sustainability e.g. Regulators like those represented in the Agency for the Cooperation of Energy Regulators (ACER)	<ul style="list-style-type: none"> • Potential long-term impact of project outcomes in terms of sustainability and creation of innovative businesses.

2.3 Standardisation and regulation bodies

Many task force groups are addressing the smart grid standardization. International standardisation organisations, such as IEC, NIST and the European organisations CEN, CENELEC and ETSI, have established Smart Grid task forces and implemented ambitious working plans. In accordance with the standardization mandate M/490 of the European Union 2011, CEN, CENELEC and ETSI were assigned to develop a framework to enable ESOs to perform continuous standard enhancement and development in the smart grid field. Taking into account existing standards within the project helps to guarantee that results will respect them and have a better market application. Monitoring, communicating and linking with standardization initiatives is considered by Storage4Grid a relevant way of enhancing the exploitation potential of the project outcomes. Thus, facilitating future commercialization and wide use, reducing market acceptance risks. Within the project, we will use existing CEN-CENELEC standards considered by the Smart Grid Coordination Group (SGCG), especially the IEC61850 and DLMS/COSEM standardisation, in order to be able to integrate the new solutions in existing SCADA systems. Moreover, the project will consider also the DLMS/COSEM to CIM (Common Information Model – IEC 61968-9) mapping according to the today IEC efforts within the technical specification TC 62056-6-9. With the focus on storage solutions, the project will consider recent efforts and will identify the gaps in standardisation.

Considering the effective adaptation of the Storage4Grid technologies in 5 to 10 years, contribution to standardization from the project results is to be considered at a longer term. Nevertheless, valuable project results and lessons learned which have potential value for future standards will be carefully highlighted and, in accordance with IPR rules, disseminated or proposed to relevant standardization initiatives.

In order to effectively contribute to the general development of standards, both project consortium members and ESG participants, either as members or actively involved in communication with such bodies, will help disseminating results towards relevant standardization initiatives. An important aspect will be to analyse national regulations such as the technical codes for distribution grid and for metering. UPB partner has several members directly involved in the standardization activities (nationally or internationally), providing input to regulators (Metering Code in Romania) or have been involved in drafting the Smart Metering Roadmap (SmartRegions - Promoting best practices of innovative smart metering services to European regions. IEE Project 2010-2013). UNINOVA is an active member in IES/IEEE and will ensure the link between IES Standard Committee and Storage4Grid activities. The DSOs in the consortium will have the role of promoting results towards their respective authorities and regulatory initiatives. On the ICT side, FRAUNHOFER and ISMB will contribute by disseminating relevant results towards initiatives defining open protocols. For example, ISMB will promote results towards the XMPP community (the community defining one of the two protocols at the base of OpenADR) and the Energy@home community.

3 General Communication and Dissemination Plan

The Storage4Grid communication and dissemination plan aims to reach the target groups identified in section 2.2 pursuing the following objectives: i) coordinate the project image for enhancing its visibility; ii) distribute the project results at larger scale; iii) create a coherent message that can inform the target audiences about project results; and iv) translate the scientific results into public outreach for the general public, to be distributed via web and social networks. The dissemination plan and its tools are detailed in the following subsections.

3.1 Project website

- *Description:* Main window where all the information about the project will be shown. The website [D7.2] will be regularly updated with news, events, materials and newsletters. It will also include the audio-visual materials as Storage4Grid videos.
- *Target audience:* General Public.
- *Calendar:* Starting at M3 with periodic updates and maintenance.
- *Total expected visits:* 15,000.
- *Link:* www.storage4grid.eu

3.2 Social media

- *Description:* Storage4Grid will have presence on social media to keep the public updated with the main project activities and results. Two social networking services will be used: Twitter and LinkedIn.
- *Target audience:* Industrial, Academic, and General Public.
- *Calendar:* Starting at M3 with periodic updates and maintenance.
- *Twitter Link:* https://twitter.com/storage4grid_eu
- *LinkedIn Link:* <https://www.linkedin.com/groups/12029575>

3.3 e-Newsletter

- *Description:* The newsletter will offer a view of the main activities of the project. It will be available on the project website and by e-mail. It will be provided a mechanism to actively enrol to receive it by e-mail (from the project website).
- *Target audience:* Industrial and Academic Public.
- *Calendar:* Starting at M6, updated biannually.
- *Total expected enrolled readers:* 200.

3.4 Flyer

- *Description:* Design of flyers containing the project information. The flyers will be specifically developed for the target audience.
- *Target audience:* Industrial Public.
- *Calendar:* M12.

3.5 Project video

- *Description:* Short project video to be published on the website and used in workshops, events and training sessions.
- *Target audience:* Industrial and General Public.
- *Calendar:* M24.
- *Total expected views:* 5,000.

3.6 Slide show presentation

- *Description:* Project presentation to be used by the consortium when presenting the project. It will be also included on the project website.
- *Target audience:* Industrial, Academic, and General Public.

- *Calendar:* M6.

3.7 Journalistic activities

- *Description:* Publication of journalistic articles, interviews and press/news releases in major information multipliers and/or online press, made also available in consortium countries and languages.
- *Target audience:* Industrial, Academic, and General Public.
- *Calendar:* Starting at M12.
- *Total expected outcomes:* 4 journalistic articles/interviews and 4 press and news releases.
- *Total expected views:* 30,000.

3.8 Workshops and seminars

Description: Organisation and participation in workshops and seminars to present Storage4Grid developed solutions and results. Table A.1 shows the foreseen workshops and seminars.

-
- *Target audience:* Industrial and Academic Public.
- *Calendar:* M24 and M36.
- *Total expected attendees:* 20 per event.

3.9 Scientific/Technical publications

Description: Publications in conference proceedings and peer reviewed journals with project results. The consortium should target open access sustainable publications. Table A.1 shows the foreseen scientific and technical conferences.

- *Target audience:* Academic Public.
- *Calendar:* Starting at M12 and when results are available.
- *Total expected publications:* 3 in conference proceedings and 3 in journals.

3.10 Training activities

- *Description:* 2 Training sessions about the project will be organised. Training material and an educational kit will be produced and distributed to attendees.
- *Target audience:* Industrial, Academic, and General Public.
- *Calendar:* M24.
- *Total expected attendees:* 20 per session.

3.11 Competition activity

- *Description:* Competition for the development of video and infographic materials, showing the holistic value brought by the use of storage in LV networks.
- *Target audience:* Industrial and Academic Public (Young Professionals).
- *Calendar:* M24.

3.12 Participation in external events (commercial and industrial)

- *Description:* Participation of the partners in fairs and conferences to represent the project and the consortium.
- *Target audience:* Industrial and Academic Public.
- *Calendar:* Starting at M12 and when results are available.
- *Total expected events participation:* 5.

3.13 Storage4Grid conference

- *Description:* Organization of the Storage4Grid conference targeting the possible larger audience to disseminate technical, scientific, and social project results.
- *Target audience:* Industrial and Academic Public.

- *Calendar:* Between M30 and M36.
- *Total expected attendees:* 80.

4 Individual Dissemination Tools

The following sections present the partners individual dissemination tools during the project lifetime. The consortium could allow slight modifications to the proposed activities and its calendar if a greater dissemination impact can be achieved.

4.1 ISMB

As the business strategy of ISMB is mostly focused on applied R&D and transfer of innovations to market, its dissemination strategy mostly targets industrial users at local, national and EU-wide level. Secondly, ISMB can leverage its strong connections with the local social fabric of the Piedmont region for selected dissemination actions targeting the general public.

The main ISMB driver for dissemination, beyond its general interest in being perceived as a proactive and successful project coordinator for innovative, high-impact initiatives, is the attraction of new business opportunities, namely industrially-funded collaborations and new publicly-funded projects.

Therefore, ISMB will use the following channels and tools to disseminate the project results and contribute to high visibility and impact.

4.1.1 ISMB website

ISMB will promote the project through its company website <http://www.ismb.it>, initially by a project description and by news updates during the project lifecycle.

4.1.2 Trade fairs and conferences

ISMB plans to disseminate results at relevant trade fairs and conferences such as M2M week, IoT week, etc. ISMB will contribute to the distribution of brochures and/or flyers among various events, e.g. trade fairs.

4.1.3 Scientific publications:

Scientific publications at relevant conferences and in journals are envisaged to strengthen the role as leading research group with focus on IoT and Pervasive Technologies in the domains of energy efficiency and smart grid. Furthermore, open access to the project's scientific results is foreseen, through deposition in repositories like the European openaire.eu, and local ones at the participant site.

4.1.4 Press releases and other publications

ISMB maintains a distribution list including representatives of all the main local and national newspapers, TVs and internet news sites. The list will be used to disseminate project results in form of official press releases. Publication of news in ISMB list is often the first step to be contacted by media (e.g. local and national News, TV shows focused on dissemination of research).

4.1.5 Energy@home

ISMB is an active member of Energy@home (<http://www.energy-home.it>) a non-profit association including several large industries active in the Smart Home and Smart Grid domains. ISMB plans to use its role as leader of the Reference Implementation Working Group to disseminate project results.

4.1.6 EU-wide initiatives on IoT

ISMB is strongly active in EU-wide initiatives in the area of IoT (Internet of Things), such as AIOTI – Alliance for Internet of Things Innovation (<http://www.aioti.org/>). ISMB plans to disseminate key results from Storage4Grid to related working groups and members.

4.1.7 Training activities

ISMB will include Storage4Grid outcomes as part of its offer of training and higher education events. In case any of ISMB's education customers will be interested in ESS offer, such events will be structured to maximize the dissemination benefits for the project.

4.1.8 Social media:

The following social media channels will be used to disseminate the project:

- <https://twitter.com/ismbonweb>
- https://twitter.com/storage4grid_eu
- <http://www.ismb.it/>
- <https://www.facebook.com/ISMBofficial/?fref=ts>
- <https://vimeo.com/ismbonweb>

4.2 UPB

The dissemination strategy of UPB takes into account the academic community and the industry as well, because of its position as a research institute with proximity to the market. Experience gained in the development of the project should strengthen the university from the technological perspective and also as experts in domain of smart grid integration.

Therefore, UPB will use the following channels and tools to disseminate the project results and contribute to high visibility and impact.

4.2.1 Conferences

UPB plans to disseminate results at relevant conferences. For this we realized an Excel document for a better organization. UPB considers more events, but we will select the most important on the way. At the moment, we already attended one Symposium – Smart Grids in Sibiu, where the project was announced and main activities presented. In the near future, the International Symposium Advanced Topics in Electrical Engineering is targeted (March 2017).

4.2.2 Our own website

UPB will promote the project through the institute's website, initially by a project description and by news updates during the project lifecycle.

4.2.3 Organization of special sessions

One round table per year will be organized together with IRE (*Institutul Național Român - Romanian National Institute*) and attendees from all DSOs, Regulator (ANRE - *Autoritatea Națională de Reglementare în domeniul Energiei – National Regulatory Authority for Energy*), and also storage stakeholders.

4.2.4 Organization of a Storage4Grid competition

The target audience is represented by the young professionals from the local or/and European area. The objective or the indicator consists in video and infographic on the holistic value brought by the use of storage in LV networks. UPB will consider as a point of reference and guidance the FameLab competition: <http://www.cheltenhamfestivals.com/about/famelab/>.

4.2.5 Exhibition stands in the industry innovation events

International Electric & Automation Show-IEAS is an excellent yearly event (organised in Bucharest) dedicated to the electrical engineering committee, well attended by professionals in power systems.

4.2.6 Scientific publications

Scientific publications at relevant conferences and in journals are envisaged to strengthen the role as leading research group with focus on user-centred computing in the domains of energy efficiency and smart grid (e.g. *Energies*, *IEEE Transactions on Sustainable Development*, *IEEE Transactions on Smart Grid*, *International Journal of Digital Signals and Smart Systems*).

4.2.7 Press releases and other publications

UPB will distribute project results through official press releases aimed at local press as well as international journals (e.g. IEEE Smart Grid Newsletters).

4.3 FRAUNHOFER FIT

The dissemination strategy of Fraunhofer FIT takes into account the academic community and the industry as well, because of its position as a research institute with proximity to the market. Experiences gained in the development of the project should strengthen the institute from the technological perspective and also as experts in domain of smart grid integration.

Therefore, Fraunhofer FIT will use the following channels and tools to disseminate the project results and contribute to high visibility and impact.

4.3.1 Institute website

Fraunhofer FIT will promote the project through the institute's website, initially by a project description and by news updates during the project lifecycle.

4.3.2 Trade fairs and conferences

Fraunhofer FIT plans to disseminate results at relevant trade fairs and conferences such as CeBIT and Hannover Fair.

4.3.3 Scientific publications

Scientific publications at relevant conferences and in journals are envisaged to strengthen the role as leading research group with focus on user-centred computing in the domains of energy efficiency and smart grid. Furthermore, open access to the project's scientific results is foreseen, through deposition in repositories like the European openaire.eu, and local ones at the participant site.

4.3.4 Press releases and other publications

Fraunhofer FIT will distribute project results through official press releases aimed at local press as well as European specialist journals (e.g. ERCIM news). Other types of local media coverage, e.g. radio or TV may also be promoted. Brochures and/or flyers will be designed for distribution among various events, e.g. trade fairs.

4.3.5 Social media

The following social media channels will be used to disseminate the project:

- <https://de-de.facebook.com/fraunhofer.fit/>
- https://twitter.com/fraunhofer_fit
- <https://www.xing.com/companies/fraunhofer-institut%C3%BCrangewandteinformationstechnikfit>
- <https://www.youtube.com/channel/UC7zn645uHUQk-fZ28y6-G0g>

4.4 UNINOVA

The main aim of UNINOVA is scientific research, technical development, advanced training and education. By working closely with industry and universities, technological innovations are transferred into profitable business concepts and, existing products further developed to match new industrial requirements.

UNINOVA, as leader of WP7 – "Dissemination, exploitation and standardisation", will be the main responsible for a multi target-oriented dissemination of Storage4Grid results. Moreover, as an active member in IES/IEEE it will ensure the link between IES Standard Committee and Storage4Grid activities. UNINOVA will contribute to the dissemination and communication plan with the following actions.

4.4.1 Electronic dissemination and communication tools

UNINOVA, as a member of the consortium, will provide updates for Storage4Grid website, twitter and LinkedIn, with relevant content to Storage4Grid project. An e-Newsletter will be provided biannually gathering the project outcomes.

4.4.2 Flyer

A flyer with Storage4Grid project information, specifically designed for commercial and industrial stakeholders, will be provided by M12. An initial version will be presented to the consortium in M9 at the general meeting.

4.4.3 Slide show presentation

The slide show presentation for project dissemination will be provided by M6.

4.4.4 Project video

A video with Storage4Grid description and highlights will be prepared by Fraunhofer FIT in collaboration with UNINOVA, and provided by M24. The main objectives and goals of the project should be understandable for all type of target audiences.

4.4.5 Journalistic activities

UNINOVA will contribute to this task through a news release in a national scientific magazine, between M18 and M24.

4.4.6 Workshops and seminars

UNINOVA, as a member of the consortium, will present the Storage4Grid developments and outcomes in field related workshops and seminars. It will organize the Storage4Grid special session "Trends in Energy Storage for Future Grids" at the 23rd ICE/IEEE ITM Conference 2017.

4.4.7 Scientific/Technical publications

UNINOVA aims to disseminate the Storage4Grid project outcomes in 1 conference article and 1 journal article.

4.4.8 Participation in external events (commercial and industrial)

UNINOVA will participate in KIC-Climate events where all type of activities contributing towards low or zero carbon economy are welcome to be presented to participants. These activities can include research, new commercial products and/or solutions, innovative industry procedures for lowering carbon emissions, etc.

4.4.9 Storage4Grid conference

UNINOVA will organise the final conference of Storage4Grid project. It is expected to be co-allocated with IEEE-IECON 2019 conference, which will be held in Portugal.

4.5 ENIIG

Eniig Forsyning A/S is a service and Distribution Service Operator (DSO) company. The dissemination strategy of Eniig takes into account the electricity sector and related industry. Experiences gained in the development of the project should strengthen the company and its visions to secure residential comfort and to be active in the green transition. Besides getting more knowhow of the needs in the future grid and private customers' engagement and expectations in future needs.

Therefore, Eniig will use the following channels and tools to disseminate the project results and contribute to high visibility and impact.

4.5.1 Eniig website

Eniig will promote the project through the website of the company, initially by a project description and by news updates during the project lifecycle. <http://eniig.dk/>

4.5.2 Conferences

Eniig plans to disseminate results at relevant conferences such as yearly Battery Day Danish Technological Institute, Member conferences at Danish Energy Association and Intelligent Energy Association. We also plan to present the project at the International conferences: European Utility Week. This will be coordinated with Lithium Balance and other relevant partners.

4.5.3 International Journals

Eniig will be co-author of publications written in the Strage4Grid consortium.

4.5.4 Press releases

Eniig will distribute project results through official press releases aimed at local and national press. Other types of local media coverage, e.g. radio or TV may also be promoted.

4.5.5 Newsletters

Eniig will distribute information and projects results through regularly newsletter to participating customers.

4.5.6 Social media

The following social media channels will be used to disseminate the project: LinkedIn.

4.6 EDYNA

Edyna is the principal Distribution System Operator (DSO) of the region Alto Adige (Italy) and is a controlled company of the Alperia Group, leader in energy production, distribution and selling since 1898. The dissemination strategy of Edyna/Alperia takes into account the electricity sector and related industries. Alperia Group is 100% owned by local public bodies, therefore can involve directly the regional local authorities for dissemination activities.

Experiences gained in the development of the Storage4Grid project should strengthen the company and its visions in the development of e-mobility, besides getting more knowhow of new technologies and new business/energy management models.

Therefore, Edyna/Alperia will use the following channels and tools to disseminate the project results and contribute to high visibility and impact.

4.6.1 Company websites

Edyna/Alperia will promote the project through their companies' websites www.edyna.net, www.alperia.eu, initially by a project description and by news updates during the project lifecycle.

4.6.2 Conferences and seminars

Edyna/Alperia plan to present the Storage4Grid developments and outcomes in field related workshops and seminars. Alperia is an active partner of the AEIT (Italian Association of Electrical, Electronics, Automation, Information and Communication Technology), the most important professional association in Italy for electrical engineering and electronics that organizes scientific conferences and workshops all over the country and publishes an important journal at national level ("L'Energia Elettrica"), Alperia is also a member of ASSORINNOVABILI the national Italian association of electricity producers from renewable sources.

4.6.3 International Journals

Edyna/Alperia will be co-authors of publications written in the Strage4Grid consortium.

4.6.4 Press releases and other publications

Edyna/Alperia will distribute project results through official press releases aimed at local and national press. Other types of local media coverage, e.g. radio or TV may also be promoted. Company Brochures including the Storage4Grid projects and its results may be designed for distribution among various events, e.g. trade fairs and seminars.

4.6.5 Social media

The following social media channels will be used to disseminate the project: LinkedIn and Facebook.

4.7 LIBAL

Lithium Balance A/S produces components and systems for the automotive and stationary battery industry. The dissemination strategy of Lithium Balance A/S takes into account the renewable energy industry and related industries. Experiences gained in the development of the Storage4Grid project should strengthen the company and its visions to provide products to the European energy storage market. Therefore, Lithium Balance A/S will use the following channels and tools to disseminate the project results and contribute to high visibility and impact.

4.7.1 Lithium Balance website

Lithium Balance A/S will promote the project through our company website <http://lithiumbalance.com/>, initially by a project description and by news updates during the project lifecycle.

4.7.2 Conferences

Lithium Balance A/S plans to disseminate results at relevant conferences such as yearly Battery Day Danish Technological Institute, Lithium Balance annual Battery Seminar and workshops arranged by the Danish Battery Society. Conferences at Danish Energy Association and Intelligent Energy Association and possibly international conferences such as European Utility Week and World Energy Storage Forum. International conferences and conferences at the Danish Energy Association will be in cooperation with Eniig.

4.7.3 International Journals

Lithium Balance A/S will be co-author of publications written in the Storage4Grid consortium.

4.7.4 Press releases

Lithium Balance A/S will distribute project results through official press releases aimed at local and national press.

4.7.5 Social media

The following social media channels will be used to disseminate the project: LinkedIn.

5 Summary

This deliverable presents the strategy to maximise the communication and dissemination impact on the target audiences. Table 5.1 maps the main target groups for dissemination versus the different actions planned.

Table 5.1 – Main actions for each target group.

Target group name	Type	Main actions and tools foreseen in the plan
ESS Providers	IND	<ul style="list-style-type: none"> • Project website advertising • E-Newsletter and Flyer distribution • Project video presentation • Workshops and seminars to present and discuss Storage4Grid approach and results • Technical publication to present project prototypes, business cases, and demonstrators • Training activities to provide training material • Competition activity for infographics development about storage in LV network • Participation in external events to disseminate the project • Storage4Grid conference to disseminate project achievements
BMS Providers		
Smart Grid Systems Integrators		
RES Technologies Providers		
DSOs		
Energy Retailers		
Energy Service Companies		
EV Charging Infrastructure Providers		
Smart Grid Tools Providers		
Monitoring and Control Systems Provider		
Standardization Groups		
EU-wide Technology Platforms and other Industrial initiatives		
Large Users of ESS		
Smart Grid Research Community	ACA	<ul style="list-style-type: none"> • Project website advertising • Social media project dissemination • E-Newsletters periodical distribution • Project video presentation • Workshops and seminars to present and discuss Storage4Grid approach and results • Scientific publication in journals and conferences • Training activities to provide training material and an educational kit • Competition activity for infographics development about storage in LV network • Participation in external events to disseminate the project • Storage4Grid conference to disseminate project achievements
Power Systems Research Community		
ICT-related Research Communities		
General Users interested in Green Technologies and Sustainability	GEN	<ul style="list-style-type: none"> • Project website and video advertising • Social media project dissemination

Private PV Users		<ul style="list-style-type: none"> E-Newsletters periodical distribution Journalistic activities to raise general public energy awareness Workshops and seminars to present Storage4Grid approach and results Training activities to provide basic knowledge about Storage4Grid solutions
Private EV Owners		
EU and National Authorities	POL	<ul style="list-style-type: none"> Workshops and seminars to present Storage4Grid approach and results Technical publication to present project prototypes, business cases, and demonstrators Storage4Grid conference to disseminate project findings

All partners of the consortium will participate in these strategic dissemination actions that are summarised in Table 5.2.

Table 5.2 - Storage4Grid dissemination activities summary.

Dissemination activities	ISMB	UPB	FRAUNHOFER	UNINOVA	ENIIG	EDYNA	LIBAL
Project website	✓			✓			
Social media	✓	✓	✓	✓	✓	✓	✓
e-Newsletter				✓	✓		
Flyer				✓			
Project video			✓	✓			
Slide show presentation				✓			
Journalistic activities	✓		✓	✓	✓	✓	✓
Workshops and seminars		✓		✓		✓	✓
Scientific/Technical publication	✓	✓	✓	✓	✓	✓	✓
Training activities	✓						
Competition activity		✓					
Participation in external events	✓	✓	✓	✓	✓	✓	✓
Storage4Grid conference				✓			

Acronyms

Acronym	Explanation
BMS	Battery Management System
DSF	Decision Support Framework
DSO	Distribution System Operator
ESG	External Stakeholder Group
EU	European Union
EV	Electric Vehicle
ESS	Energy Storage System
ICT	Information and Communication Technology
IoT	Internet of Things
PV	Photovoltaic
RES	Renewable Energy Sources
SGCG	Smart Grid Coordination Group
USM	Unbundled Smart Meter

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Appendix A. Initial Plan for Storage4Grid Dissemination Events

Table A.1 – Consortium expected dissemination events until M12.

Title	Event Type	Date	Location	Description
SMART GRID Symposium	Symposium	November 23-25, 2016	Sibiu, Romania	The Symposium is meant for specialists in the area of production, transport, distribution and supply of electricity, to users of electricity, to manufacturers of primary and secondary equipment that is integrable in smart grid solutions, to designers and academic institutions in the energy business involved in designing and optimizing the functioning of infrastructures of electrical grids, communications and technology information, as well as decision-making factors of public administrations.
Energy Storage Europe	Expo and Conference	March 14-15, 2017	Dusseldorf, Germany	EXPO: Offers a unique forum to the leading research institutes and companies of the storage industry. IRES & ESE CONFERENCE: The renowned science conference International Renewable Energy Storage presents the latest research results for the storage of renewable energies. The ENERGY STORAGE EUROPE Conference deals with all the issues, which arise on the way from research up to the market mature product.
CeBIT 2017	International forum	March 20-24, 2017	Hanover, Germany	Leading-edge technologies such as artificial intelligence, humanoid robots and applications of virtual reality shift the boundaries between humans and technology. CeBIT is the only event in the world to present the digital transformation in its entirety, showcasing real examples and best practice.
The 10 th International Symposium on Advanced Topics in Electrical Engineering	IEEE listed conference	March 23-25, 2017	Bucharest, Romania	ATEE is the forum that stimulates active and effective exchange of information between researchers in various areas of theoretical and applied electrical engineering. Key leaders from private and state owned companies involved in will also be in attendance.
World Energy Storage Forum 2017	International forum	May 8-12, 2017	Berlin, Germany	This event showcases products like renewable energy-based products, hydro energy-based products, energy equipment and energy-based products and services associated with energy storage.

IoT Week 2017	International forum	June 6-9, 2017	Geneva, Switzerland	The IoT Week will present emerging technologies and solutions related to the Internet of Things with pioneering research projects, SMEs and industries. It will also discuss the recent developments in the IoT standardization landscape.
International Conference on Modern Power Systems (MPS) 2017	International conference	June 6-9, 2017	Cluj-Napoca, Romania	The main purpose of the Conference is to throw a bridge between recent advances of research on modern power systems. Therefore, beside classical sessions on the progress of the theoretical research, an important accent will be paid on the industrial applications and solutions.
14 th International Conference on the European Energy Market (EEM)	International conference	June 6-9, 2017	Dresden, Germany	The EEM is a well-established conference in Europe, which brings together international representatives from science, industry and politics from different fields to discuss a wide range of issues related to energy markets. These include not only topics concerning methodological aspects of modelling, such as mathematical formulations and solution approaches, but also those related to market design, regulatory and climate policies. Additionally, the conference offers a platform for engaging discussions related to policies and challenges in the energy sector.
Power Tech 2017	IEEE Power & Energy Society (PES)	June 18-22, 2017	Manchester, United Kingdom	PowerTech is the IEEE PES anchor conference in Europe for researchers and engineering professionals working in various areas of electrical power and energy engineering and ICT and is typically attended by several hundred delegates from around the world. It will be an international forum for individuals, both in industry and academia, to network, exchange ideas, and discuss the results of their research and development work. The conference will also include a number of tutorials, industrial and academic panel sessions, and panel sessions dedicated to major EU FP7 and H2020 funded research projects.
ICE/IEEE ITM 2017	IEEE International Conference	June 27-29, 2017	Madeira, Portugal	ICE is the International Conference on Engineering, Technology, and Innovation. It developed from an early focus on the engineering method of concurrent engineering, to general organization of the engineering process and its organization within the corporation and in networks. The

				ICE conference discusses systems engineering as a socio-technical task with a focus on design of products and services, and the entrepreneurial innovation process for its adoption in society and economy.
Energy Storage North America 2017	Expo and conference	August 8-10, 2017	San Diego, California, USA	
International Electric & Automation Show, IEAS	Exhibition stands in the industry innovation events	September 19-22, 2017	Bucharest, Romania	International Electric & Automation Show, IEAS – event dedicated to energy systems, electrical equipment and automation. International Electric and Automation Show IEAS organized under the concept “Business is Sharing” offers the best B2B solutions, facilitates sharing information and creating an attractive business. Also in the same time, it will take place conferences dedicated to the targeted industries.
2017 IEEE PES Innovative Smart Grid Technologies Europe (ISGT Europe 2017)	IEEE International Conference	September 26-29, 2017	Torino, Italy	SGT 2017 Europe Torino will be a platform for the participants from the academia, electric utilities and industry to discuss the cutting-edge innovations in the smart grid and associated technical developments to transform the existing grid into a smart grid including an increasing number of distributed energy resources and storage facilities.
European Utility Week 2017		October 3-5, 2017	Amsterdam, The Netherlands	European Utility Week facilitates a collaborative process and encourages utilities, developers, regulators, startups, young talent and everyone in between to come together to discuss the sector challenges, reduce the complexities of the industry and drive the industry forward.
8 th International Conference on Energy and Environment	International conference	October 19-20, 2017	Bucharest, Romania	The aims of CIEM is to respond to challenges in the rapidly developing fields of Power Engineering and Environmental Engineering, and to inspire both research studies and practical applications by promoting interaction among scientists from universities, research institutions, and industry.

Appendix B. Draft Plan for Storage4Grid Dissemination Activities

Table B.1 – Storage4Grid dissemination activities draft plan.

Period	Activities	Target audience	Coverage	Objective, target and indicators
By M3	Spread of project objectives awareness	Consortium partners	European	Fixing and tuning of project ideas raised at proposal level, including the long term dissemination plan review and release with a detailed timetable.
Periodical (M3, M18, M30)	ESG meeting	Consortium partners + ESG	European	To spread Storage4Grid vision and results in the ESG group, also involving them in a co-design and early validation of the Storage4Grid components.
From M6 on	Mobilization with partners' associations and networking with other Associations	Stakeholders, Academia, General public	European, National, Local	Professional associations provide direct dissemination channels into the markets. Partners will directly mobilize their contacts at associations. Additional EU and national/local associations will be contacted.
From M6 on	Dissemination material	Stakeholders, Academia, General public	European, National, Local	Tools and contents to present the project and its results (flyers, presentations, fact sheets). Electronic tools will be preferred to printed materials. The latter will be kept to minimum quantities (500 brochures printed and distributed at events).
Periodical (M6, M12, M18, M24, M30, M36)	e-Newsletters	Stakeholders, Academia	European	e-Newsletters provide regular update on the Storage4Grid community about its progress. Distribution via email to registered users, the website, the partners' networks to a community of min. 200 people.
M24, M36	Workshops and seminars (or webinars) for presentation of prototypes / Business cases / Demonstrators	Stakeholders, Academia	European, National, Local	The workshops will target a selected audience of stakeholders, including the ESG, highly interested in taking up the Storage4Grid developed solutions. Expected attendees per workshop: min. 20, per webinar: min 10.
M24	Training for professionals	Stakeholders, Academia, End	European, National,	At least 2 training will be organized.

		users	Local	Training material and an educational kit will be produced and distributed. Attendees at training.
After M12, when concrete results are available	Participation in external Events Stakeholders,	Stakeholders, Academia	European, National, Local	Partners' participation in conferences and fairs to represent the project and network with key players and adopters. At least 5 major events to be attended.
After M12, when concrete results are available sessions:	Publications in technical literature and journals	Academia	Global, European	3 publications in conference proceedings and 3 article publications/papers targeting open access sustainable journal publications. Contributions to world-wide coverage Newsletters (example: IEEE Smart Grid Newsletters, IRENA).
In the last period of the project	Organization of a Storage4Grid conference	Stakeholders, Academia	European, National, Local	The event will target the larger audience possible made by stakeholders, including the ESG. Expected attendees: min. 80.
Throughout the project	Clustering activities	Stakeholders, Academia	European	Storage4Grid will link to other EU projects/initiatives for joint activities. Target: 2 joint events.

Appendix C. Draft Plan for Storage4Grid Communication Activities

Table C.1 – Storage4Grid communication draft plan.

Period	Activities	Target audience	Coverage	Objective, target and indicators
By M3	Spread of communication needs and plan	Consortium partners	European	Long term communication plan review and release with a detailed timetable.
From M3 on	Social Media	Stakeholders, Academia, General public	Global, European	Storage4Grid presence on LinkedIn Groups and Twitter.
From M3 on	Storage4Grid Website lunch and period update	Stakeholders, Academia, General public	Global, European	Major R&D channel, reinforced by pointers in social media and cross-linking with the partners' webpages (with an established visibility towards thousands of users). Total expected visits: 15,000.
From M3 on	Storage4Grid partners' Networks	Stakeholders, Academia, General public	Global, European, Local	Partners' existing communication channels and networks (such as newsletters, legacy websites and social media accounts) to disseminate Storage4Grid results. Outreach: 10,000.
From M12 on	Journalistic Articles, press releases and interviews	Stakeholders, Academia, General public	Global, European, Local	4 journalistic articles/interviews and to 4 press and news releases, to be distributed to major information multipliers, syndicated online press, and shared through social media. Languages: English, Danish, Italian, Portuguese and Romanian. Views: 30,000.
M24	Short action video	Stakeholders, General public	Global, European, Local	Short project video in English to be published on the website and used in workshops, events and training sessions. Views: 5000.
M24	Competition	Young professionals	European, Local	Video and infographic in English on the holistic value brought by the use of storage in LV networks.