

Communicating and Disseminating the Platone Approach

Ludwig Karg | B.A.U.M. Consult GmbH

With our communication and dissemination strategy we aim to....

- make stakeholders aware of Platone
- **engage stakeholders** into the Platone demonstration design process
- disseminate our approaches into expert public, regulators and standardization bodies
- join forces by **cooperation and collaboration with other EU H2020 projects**
- **reduce barriers** regarding new flexibility solutions
- communicate our milestones and success stories to a professional public
- exploit the Platone **results into the market**



The Platone consortium ...

- is a well-established collaboration network in Europe and **links to many overarching networks**,
- **has contacts to many key players** of the depicted target audience and partners are involved in industry associations, standardization organisations, European energy governance (e.g. ETIP) and research networks (e.g. EERA, JPP ERA-Net Smart Energy Systems),
- provides an excellent base for impact generation activities and fostering the take-up and use of results.



Our multichannel approach increases the reach by...

- distributing Platone content through our social media platforms (LinkedIn, Twitter)
- proactively informing and engaging stakeholders through intermediaries
- hosting and promoting (digital) events
- continuously revising and expanding the project website
- contributing to channels of overarching associations such as BRIDGE, ETIP SNET or OPEN DEI
- expanding the Platone network by approaching further stakeholders with target-group-specific measures
- special focus: providing open access and a comprehensive share of networks for DSO-decision makers



Our current highlights for cooperation activities are...

- to **initiate a flexibility community** with other H2020 flexibility projects
- to **create synergies with sister projects** FEVER, edgeFLEX, DECIDE, kicking off with a **joint online event on Nov. 19**
- to kick-off our cooperation with Canada
- to lead the BRIDGE joint action on **“Harmonized, Electricity Market Role Model” (HEMRM)**
- to support the action on creating a **BRIDGE use case repository**
- to contribute to **OPEN DEI** aligning reference architectures, open platforms and large-scale pilots in digitizing European industry



Where it all merges: The flexibility community

- EU Horizon 2020 projects - FEVER, edgeFLEX, Platone, DECIDE - evolve around a similar approach: joint understanding of technical conditions including a common standard for describing and trading flexibilities



Where it all merges: The flexibility community

So why not:

- Bring work on flexibility solutions to a **new level of exchange**?
- Join forces in **reducing barriers** in regulatory and standardization bodies?
- Sustain discussion and **community beyond project life times**?
- Act as a (European) family of projects and **use project synergies**?
- Collaborate instead of compete on engaging stakeholders?
- **Link to latest legal and regulatory frameworks (including Renewable and Citizen Energy Communities)**



Joint online kick-off event

- To further align the project results, the joint BRIDGE and JPP SES taskforce on energy communities hosts a joint online event on **November 19th, 2020** under the title
 - **“Exploiting the potential of local flexibilities:
The role of energy communities”**
- The event addresses **flexibility communities** as being initiated and fostered by projects FEVER, edgeFLEX, Platone, DECIDE.
- Platone is co-organiser of the event.



Extract of the joint online event agenda



Energy communities as catalysts for harvesting flexibility: EU directives and national transposition, integration and role setting in the electricity market (**Andreas Türk**, Joanneum Research, BRIDGE Taskforce and X-Flex project)



Approaches to **flexibility management** in other EU and ERA-Net SES funded projects (**Kirsten Glennung**, E.DSO, Senior Sustainability & Projects Officer, Platone project; **Michele de Nigris**, RSE, JPP ERA-Net SES Knowledge Community)



Breakout sessions (moderated by B.A.U.M. using virtual visualisation)

- How to cooperate in developing standards and technical solutions?
- How to align efforts in communicating joint messages?
- How to set the stage for business eco-systems beyond the funded projects?

Highlight: Platone leads BRIDGE action

- May 2020: BRIDGE Working Group on Regulation started new action on “Harmonized, Electricity Market Role Model (HEMRM)”
- Platone was assigned the lead
- Goal: a common understanding of an electricity market model according to the new provisions of the Clean energy for all Europeans package between ...
- related EU projects, the BRIDGE initiative, the system operator’s associations, citizen energy communities and the EU institutional bodies like the European Commission, Agency for the Cooperation of Energy Regulators (ACER) and Council of European Energy Regulators (CEER)
- draft document is under revision

Highlight: Platone supports BRIDGE action on Use Cases

- Platone consortium members set up a website to implement an automatic translator from XML to other markup languages
- The translator allows for professional tools such as Enterprise Architect to develop a use case description and export as XML
- The output will be incorporated in our website
- Other BRIDGE projects use this tool (github-repository)

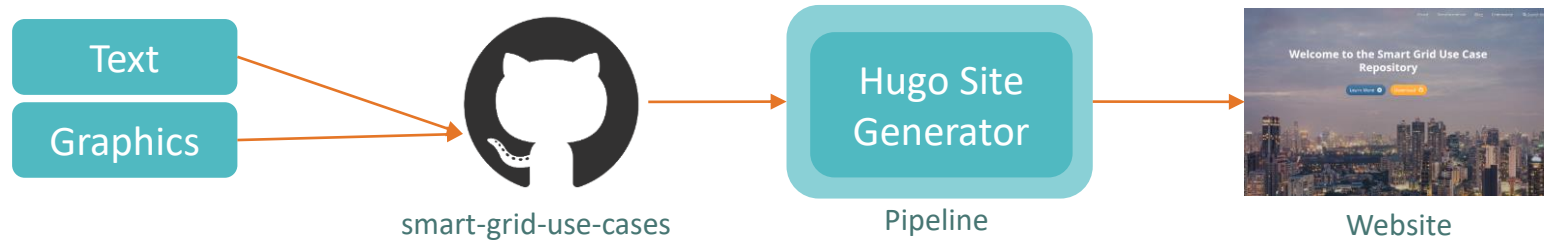


Use Case Repository (Platone BRIDGE)

- Develop (high-level / specific) use cases
- Apply **standardized IEC 62559-2 template for use case description**
- Create easily accessible use case repository: the Platone / BRIDGE use case repository has an open architecture, so that use cases generated by any other method (e.g. Enterprise Architect) can be stored there – no need for using a proprietary tool to write the UCs
- UCPs used to assess efforts for the implementation of use cases
- Use case repository is public and freely accessible

Use Case Repository (Platone BRIDGE)

- Content provided by the users can be validated & transformed automatically on every commit



- For example, XML documents of use cases can be converted to input for the website generation without requiring any user actions



We will increase our impact by...

- bringing the demo use cases on the website,
 - proceeding with **customer engagement**,
 - bringing the **flex community** up and running,
 - expanding the communication of our **cooperation and collaboration**,
 - creating **target-group-specific communication materials**,
 - developing high-quality graphics to visualize the Platone approach,
 - preparing Platone videos
- ... and continuously creating opportunities to connect with our stakeholders



Thank you!

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Agenda

- 09h30 Welcome - Antonello Monti
 - Introduction of Platone Advisory Board
 - Introduction to Platone project
- 10h10 Platone's platform architecture - Ferdinando Bosco
- 10h30 Use cases and Key Performance Indicators in the Platone demonstration sites - Kirsten Glennung
- 10h45 *10 min break*
- 10h55 Scaling-up and Replication and Cost-Benefit Analysis - Ilaria Losa
- 11h10 Communication and Dissemination of project results - Ludwig Karg
- 11h25 ***10 min break***
- 11h35 **Discussion between Platone Advisory members**
- 11h55 Feedback from Platone Advisory Board members
- 12h30 End of the Meeting

Contact

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