Platone

PLATFORM FOR OPERATION
OF DISTRIBUTION NETWORKS

Platone

PLATform for Operation of distribution NEtworks

D8.7

Communication and Dissemination Plan (v1)

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Abstract

The deliverable D8.7 **"**Communication and Dissemination Plan (v1)**"** is the second of four editions of the communication and dissemination plan for Platone. This plan summarizes and structures all running and upcoming communication and dissemination activities according to the development stage of the project. It covers a comprehensive overview on the communication and dissemination strategy, the derived measures and implementation and the collaboration and cooperation activities with focus on the project months 15 - 26. Furthermore, it outlines the controlling of the planned activities. Each updated edition integrates the lessons learned of the past and ongoing activities. It as well takes into account all changes and improvements of the Platone project and of external circumstances adapting the communication and dissemination strategy accordingly where appropriate. The communication and dissemination plan is updated annually.

Keyword list

Communication, Dissemination, Exploitation, Project design, Project logo, Marketing, Cooperation, Collaboration, Community

Executive Summary

Innovation for the customers, innovation for the grid" is the vision of project Platone - Platform for Operation of distribution Networks. Within the H2020 programme "A single, smart European electricity grid", Platone addresses the topic "Flexibility and retail market options for the distribution grid". Modern power grids are moving away from centralised, infrastructure-heavy transmission system operators (TSOs) towards distribution system operators (DSOs) that are flexible and more capable of managing diverse renewable energy sources. DSOs require new ways of managing the increased number of producers, end users and more volatile power distribution systems of the future. Platone is using blockchain technology to build a platform to meet the needs of modern DSO power systems, including data management. The platform is built with existing regulations in mind, and will allow small power producers to be easily certified so that they can sell excess energy back to the grid. The platform will also incorporate an open-market system to link with traditional TSOs. The Platone platform will be tested in three European field trials and within the Canadian Distributed Energy Management Initiative (DEMI).

Deliverable D8.7 provides the communication and dissemination plan for Platone. It represents tasks of the work package 8 on dissemination and exploitation of the project´s description of the action and outlines how Platone communicates and disseminates the project´s activities and results. In addition to the communication and dissemination plan, in the second part of the project's duration a detailed elaboration for the commercial exploitation will be given with the deliverable "Exploitation and Marketing Plan for the involvement of partners and future customers".

The document is the second edition of four of the communication and dissemination plan for project. It summarizes and structures - based on an overall strategy - all running and upcoming communication and dissemination activities according to the development stage of the project for every upcoming project year. The annually update integrates lessons learned of the past and ongoing activities and takes into account all changes and improvements of the Platone project as well as of external circumstances.

Communication as well as dissemination aspects like cooperation and collaboration efforts are merged in an overall communication and dissemination strategy and related measures and tools. The strategy determines how to convey messages to stakeholders in order to achieve the strategic goals of Platone. For obtaining the communication objectives, suitable interest groups and stakeholders to be approached are identified. Communication and dissemination objectives give guidance on what measures have to be implemented. The strategy also takes into account that the communication and dissemination activities especially in close to market projects need a change of focus in parallel with the project progress. Therefore, different emphasis is put on communication and dissemination activities and the addressed stakeholders during the project lifetime. A clear organization of the communication processes ensures an effective implementation of the measures.

All communication and dissemination activities are supported by high-quality marketing material, stakeholder specific information and publications and communication tools like a project website and social media channels.

To spread Platone content, a multichannel approach is chosen by using synergy effects wherever possible. Channels of networking and cooperation partners play an essential role to distribute and disseminate later Platone results. All channels are regularly updated with non-sensitive and publicly available information on the progress and outcomes of the project and serve as a means for engagement with even more stakeholders. Platone ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

Virtual or physical events of all kinds are an indispensable channel to distribute information about Platone, a place to initiate cooperation and collaboration activities and to make contact with potential stakeholders, potential users and customers. At events, most of the communications tools and channels merge - including presentations, moderation, co-organization with partners and intermediaries, booths, media presence etc. Besides knowledge transfer and one-way distribution of information, different kinds of interactive events are a very effective way to attract, involve and link relevant stakeholders.

The community approach forms a central part of the strategy. The community is open for all stakeholders, who are interested in flexibility issues. The aim is to bring together stakeholders, who are interested in flexibility issues, to share knowledge round about flexibility issues in order to foster transnational learning and maximize impact aiming to develop a market for flexibility. Furthermore, it

focusses on collaboratively finding approaches and solutions to cross-cutting topics affecting many of the flexibility actors in order to achieve a maximum impact and create a cross-project, cross-border learning effect.

The Platone consortium has an excellent starting point to connect to intermediaries and for cooperation due to its well-established collaboration network in Europe and beyond (e.g. Canada), with contacts to many key players of the depicted target audience and partners involved in industry associations, standardization, European energy governance and research networks as well as an active role in other H2020 projects or initiatives. This network is continuously established for Platone to connect stakeholders on different levels and purposes. Intermediaries and cooperation partners can facilitate the communication and dissemination activities on different levels and purposes by being multipliers within specific stakeholder groups, by having influence on regulation and standardization activities, by providing their channels for distribution of content or event related collaboration etc. There is an expected overlap between the groups involved in collaboration and cooperation and is closely related to the community approach.

Finally, an annual controlling of effectivity and efficiency of the implemented measures and budget ensures an adjustment in strategy and measures where necessary. Therefore, specific, measurable, attainable, relevant and time-bound key performance indicators are outlined.

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1 Introduction

The project “PLATform for Operation of distribution Networks – Platone” - aims to develop an architecture for testing and implementing a data acquisitions system based on a two-layer approach (an access layer for customers and distribution system operator (DSO) observability layer) that will allow greater stakeholder involvement and will enable an efficient and smart network management. The tools used for this purpose will be based on platforms able to receive data from different sources, such as weather forecasting systems or distributed smart devices spread all over the urban area. These platforms, by talking to each other and exchanging data, will allow collecting and elaborating information useful for DSOs, transmission system operators (TSOs), customers and aggregators. In particular, the DSO will invest in a standard, open, non-discriminating, economic dispute settlement blockchain-based infrastructure, to give to both the customers and to the aggregator the possibility to more easily become flexibility market players. This solution will see the DSO evolve into a new form: a market enabler for end users and a smarter observer of the distribution network. By defining this innovative two-layer architecture, Platone removes technical barriers to the achievement of a carbon-free society by 2050 [1], creating the ecosystem for new market mechanisms for a rapid roll out among DSOs and for a large involvement of customers in the active management of grids and in the flexibility markets. The Platone platform will be tested in three European trials (Greek, Germany and Italy) and within the Distributed Energy Management Initiative (DEMI) in Canada. The Platone consortium aims to go for a commercial exploitation of the results after the project is finished. Within the H2020 programme “A single, smart European electricity grid” Platone addresses the topic “Flexibility and retail market options for the distribution grid”.

Under Horizon 2020 it is essential that the society benefits from the investment in these projects. Therefore, there is a clear accent on the beneficiaries’ obligations to exploit and disseminate the outcomes of the funded activities [2],[3]. To meet the obligation of exploiting and disseminating the outcomes of Platone the workpackage on dissemination and exploitation – WP8 – was designed. The main objective of WP8 and its related tasks is to maximise the scientific, industrial and societal impact of Platone by organising its engagement with a broad range of stakeholders.

1.1 The Tasks within Work Package 8

WP8 comprises six tasks and related deliverables to accomplish dissemination and exploitation:

- Task 8.1: Designing and implementing communications tools (M1-48) with its deliverables
    - D8.2 Website with interactive community platform (M3)
    - D8.3 High quality videos explaining the approaches in the 3 trials (M24)
- Task 8.2: Fostering adoption of Platone results (M1-M48).
- Task 8.3: Organizing Platone dissemination and uptake events (M1-M48).
- Task 8.4: Preparing long-term adoption of Platone solutions
- Task 8.5: Contribution to European Joint RDI efforts with its deliverable
    - D8.6 Summary of Platone contribution to BRIDGE WGs (M48)
- Task 8.6: Exploitation of the results (M1-M48) with its deliverable
    - D8.5 / D8.10 Exploitation and Marketing Plan for the involvement of partners and future customers (v1 (M24)/v2 (M40))

The four editions of the deliverable “Communication and Dissemination Plan” D8.1, D8.7, D8.8 and D8.9 covers at least the tasks 8.1, 8.2, 8.3 and 8.5.

The tasks 8.4 and 8.6 are raised but will be outlined in the two editions of the deliverable on “Exploitation and Marketing Plan for the involvement of partners and future customers”, which will focus on the commercial exploitation, D8.5 and D8.10, due in August 2021 and December 2022.

D8.4 “Intermediate report on the stakeholder engagement, exploitation, dissemination, communication and standardization activities”, due in August 2021, covers the whole work package.

1.2 Objectives of the Work Reported in this Deliverable

The objectives of the reported activities regarding communication, dissemination and exploitation are to maximize the take-up of the elaborated knowledge, both for commercial purposes and for policy making, to boost research and innovation among participants within the programme as well as among other actors, who could benefit from the research conducted, to make the expenditures on the research and development activities accountable and transparent and to show how the EU citizens benefit from the results.

1.3 Outline of the Deliverable

The “Communication and Dissemination Plan” for Platone outlines the strategy and measures to communicate and disseminate the project´s activities and results. Following the introduction, chapter 2 describes how the communication and dissemination aspects are merged in an overall communication and dissemination strategy for the Platone project with its strategic approach, the communication and dissemination objectives and main stakeholders.

The strategy takes into account that the communication and dissemination activities, especially in projects that are close to the market, need to change their focus in parallel with the project progress. Therefore, different emphasis is put on communication and dissemination activities during the project lifetime, following the three main phases of the Platone framework development: For the first project phase, the activities have focused on raising awareness for the project and getting in touch with selected key stakeholders. In Phases 2 and 3, the activities will focus more on the demonstrations and associated interim results as well as establishing the cooperation and collaboration with stakeholders and joint research, development and innovation (RDI) efforts and, later on, on the preparation of the commercial exploitation. Chapter 3 outlines the measures and tools to accomplish the objectives and the implementation of the measures. An action plan in chapter 4 gives an overview on the upcoming steps. Chapter 5 is about controlling of the activities in form of key performance and further indicators. An annual controlling of effectivity and efficiency of the implemented measures ensures that an adjustment in strategy and measures can be made where necessary. The plan is updated annually to take all these aspects into account. The conclusion of the deliverable is provided in chapter 6. The Annex covers a template for the stakeholder specific communication matrix and an overview on planned and earmark events.

1.4 How to Read this Document

This deliverable provides a comprehensive overview on the communication and dissemination activities Platone is implementing and planning. D8.7 is second of four editions of the communication and dissemination plan. It follows the deliverable D8.1 which was delivered in project month three (November 2019) and will be followed by two updated editions for project years three and four.

D8.7 replaces D8.1 as it takes into account first steps of implementation and lessons learned and shifts the focus towards the now upcoming Phases 2 and 3 of the project. Above that, the current edition takes into account the state of the art regarding new collaboration and cooperation opportunities, framework conditions (e.g. national or international regulation, conventions, funding programmes or other incentives), activities within the bodies of the European Commission or the exceptional occurrences as the COVID-19 pandemic which affects the worldwide society.

The communication and dissemination plan is a public report. In some parts it refers to internal documents and concepts, which are not to be meant for public. Where worthwhile an example or a template is shown in the Annex.

2 Communication and Dissemination Strategy

The communication strategy determines how to convey messages to stakeholders in order to achieve the strategic goals of Platone. For reaching the communication objectives and approaching suitable interest groups, the different stakeholders are identified and defined.

The strategic approach describes how to convey the right messages to the key stakeholders and determines specific, measurable, attainable, relevant and time-bound targets. Beyond that, the focus of the communication and dissemination activities will be adapted to the project progress. Communication is successful when it exactly meets its target group. Specific key messages for the key stakeholders are linked to suitable tools and channels of communication and per project phase. Also, appropriate style and tonality are taken into account for a stakeholder specific communication. A clear organization of the communication processes ensures an effective implementation of the measures.

2.1 General Strategic Objective

The needs of DSOs for real-time insight into the operation of their networks while unlocking new flexibility markets in a fair and open way is growing. The Utility Challenges that Platone addresses are

- the need for DSO's to secure power supplies in the context of ever-increasing RES penetration, decreasing network outages,
- the need for DSO's to gain near real-time insight into the operation of the networks and to can optimise them in near real-time,
- the need to unlock local markets of flexibility to address local congestions and voltage stability issues and
- the need to effectively support TSO system-level operation through providing flexibility for ancillary services

To meet these challenges Platone's strategic objective is to provide a two-layer platform for distribution network operation and market operation enabling a seamless integration of local prosumers in an open market structure.

Therefore, Platone will develop a cost effective two-layer platform where edge cloud technology supported by blockchain mechanisms provides an easy and secure access to customer level data for operation and flexibility markets. The Platone solution will be developed integrating also advanced monitoring data-driven algorithms for increased observability up to the low voltage level and allowing the inclusion of low-cost high-precision measurement devices. The Platone platform will be a scalable solution for the distribution operator provided as a turnkey service.

2.2 Stakeholders

Those stakeholders with the most relevant influence on reaching the Platone strategic objective are the main stakeholders of communication and dissemination activities. The main stakeholders comprise also later target groups for the preparation of a commercial exploitation of Platone results.

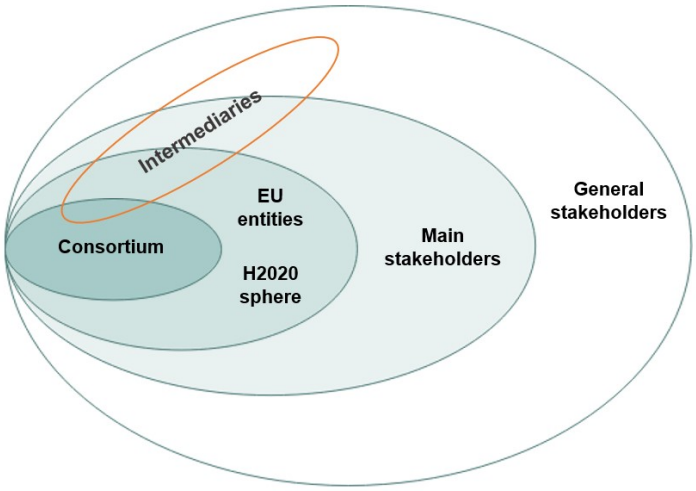


Figure 1: Platone Stakeholders

Beyond that, stakeholders in the context of H2020, such as other H2020 projects on smart citizen-centred energy systems, and further institutions within the programme and the funding body, the European Commission, are important, especially for cooperation and joint dissemination activities (e.g. BRIDGE H2020, ETIP SNET and OPEN DEI working groups). There is a flowing transition between programme related, main stakeholder group intermediaries and interest groups. To that end, the consortium is using the projects, groups and channels that partners are directly involved in.

Additionally, general stakeholders like the “green public” and consumer organizations, which shape public opinion regarding ecological sustainability and safety of energy supply, can be crucial for future wide-spread implementation of the Platone framework. Further, general stakeholders include universities and research institutes, practitioners in the energy domain, industry experts and executives or venture capitalists.

The following main stakeholders are identified having a reasonable relevance for the Platone project:

- The DSO community delivers the key target for an uptake of the Platone project solutions. Three DSOs are already involved in the project.
- The TSO community is closely linked with the DSO community. Improved coordination between transmission and distribution system operators becomes essential to integrate distributed energy resources and gain maximum system flexibility. Platone solutions can facilitate DSO support to TSOs at system level. Platone will assess the interface with this type of stakeholders simulating the interactions in the demo and also thanks to the participation of some of its partners in two of the recent TSO-DSO interaction projects (e.g. CoordiNet, SmartNet) offering full alignment with the most recent result as by product.
- National energy associations connect players within the energy field and can provide aggregated feedback on Platone solutions based on specific national conditions. They are central for the dissemination of the Platone results, especially in maximising the acceptance of Platone enabling software-modules and applications based on the field trial learnings and spreading Platone prototypes and recommendations.
- All types of European and national bodies who are in charge of defining roadmaps and frameworks for the development of the European energy system becomes essential to pave the way for a possible implementation of Platone solutions.

- Regulators on national and European level can have a relevant impact on the exploitation phase of the Platone solutions as they can enforce regulations which can affect the implementation of Platone solutions. Beyond that they can provide incentives to DSO/TSO market-related bodies to offer flexibility products.
- Academia and research centres have insights on the most recent innovative solutions and transfer these into the Platone consortium and deliver valuable feedback. They help to disseminate Platone results and link them to ongoing research activities. Above that they help to build bridges to other ongoing relevant activities.
- Standardization bodies support the exploitation of Platone results and lessons learned since Platone aims at delivering universal solutions.
- Bodies of the European Commission help to connect with other EU projects responding to the same call as Platone and give guidance on current state of the art within the EU family of research projects.
- Strategic partners in preparation of a market rollout like:
    - Business oriented institutions on European level
    - Manufacturers and service suppliers
    - Service oriented innovation community of Small and Mid-sized Enterprises (SME's)
    - Start-ups
    - Investors
    - Intermediaries in energy industry organisations / Industry initiatives with energy focus

A detailed description of the main stakeholders and their specific opportunities and challenges is part of the - for internal use only - comprehensive stakeholder specific communication matrix (non-public, for a template see Annex A.1).

2.3 Strategic Approach

With its comprehensive communication and dissemination strategic approach, Platone fosters the growth and promotes integration of its solutions among not only DSO operators, but also towards all the other market operators involved, unlocking new opportunities for a wider and more efficient flexibility market.

To meet the strategic goals and the challenges and opportunities regarding the main stakeholders a multi-track strategic approach with the following elements is chosen:

- Information and knowledge transfer to all stakeholder groups,
- Barrier reduction e.g. for regulators and Standardization bodies,
- Target group development and contact initiation especially for customer engagement in the trials
- Stakeholder relationship management including target group development and contact initiation especially customer integration e.g. within the trials, active involvement of stakeholders e.g. for a Platone community, lateral project cooperation and as well as a basis for later preparation of exploitation.

Communications activities cover the whole project from the beginning and target multiple audiences, including media and general public. Dissemination activities focus mainly on the results and target audiences that may use the results in their own work, including peer groups, industry, professional organizations or policymakers. Therefore, the communications activities are in the focus of the first phase of the project. Dissemination activities gain impact once results (or interim results) are available. For Platone a fast forward dissemination concept is chosen: having a well-established collaboration network in Europe, with contacts to many key players of the depicted target audience and partners involved in industry associations, standardization, European energy governance (e.g. ETIP) and research networks (e.g. EERA, ERA-Net Smart Grids Plus) the Platone consortium has an excellent base for impact generation activities and to foster the take-up and use of results.

The Platone framework development will follow three main phases, as shown in Figure 2.

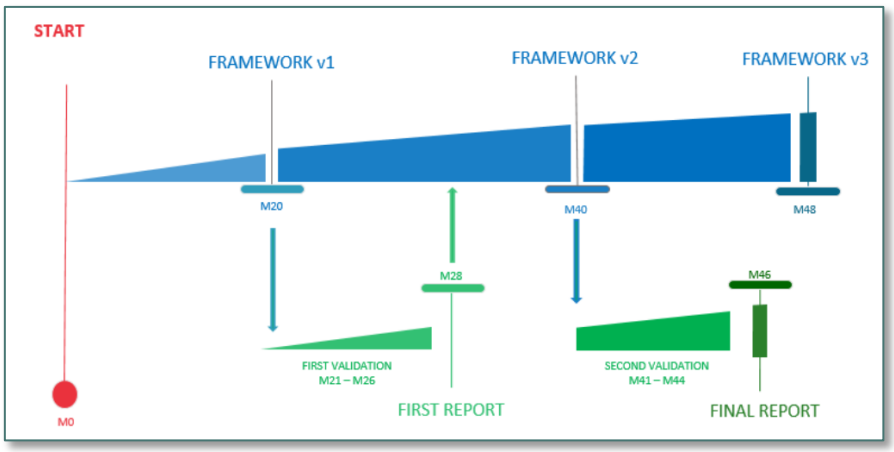


Figure 2: Development and evaluation phases

Phase 1 spans over the first 20 months (M1-20) of the project. It includes definition of the scenarios, use cases, the elicitation of user requirements and system requirements, dynamic assessment modelling, definition of system architecture and data models. At the end of Phase 1 the first integrated prototype will be released. Evaluation will start via prototyping and testing referring to the three trials, to identify potential limitations and drawbacks involving a group of selected users.

The communication and dissemination activities in Phase 1 focuses on raising awareness for the project and getting in touch with selected key stakeholders, especially regarding user centric and customer integration. The main communication materials, tools and channels are being set up to (e.g. project flyer, project website and mailing lists). Customers are involved in the trials from the beginning. The Platone community is promoted and established and the Platone project is represented at stakeholder relevant events by selected consortium members. Activities occurring in Phase 1 are heavily impacted by the COVID-19 pandemic. Due to the worldwide COVID-19 situation communication and dissemination are adapted and rearranged where needed.

Phase 2 (August 2021 (M21) – December 2022 (M40)) is based on the feedback from Phase 1. The scenarios and both user and technical requirements will be refined and a new version of the platforms will be integrated in an intermediate version of the framework, functionally complete. The framework will be evaluated at both usability and performance levels. Testing will be increased, including a user evaluation with a wide group of users. This planning likewise depends on the COVID-19 impact and duration of the pandemic.

The communication and dissemination activities in Phase 2 will focus on the trials and associated interim results. Among other things, a set of high-quality videos explaining the approaches of the trials will be developed and released, and the Platone community will be extended. First steps of preparing the commercial exploitation of the Platone results like organizing exploitation workshops will be started.

Phase 3 (January 2023 (M41) – August 2023 (M48)) is based on the evaluation results of Phase 2, leading to the refinement of component and system level technology consolidation, enhancing the final prototype. Usability, user behaviour evaluation and impact creation will be analysed and assessed. Furthermore, this phase will take into account the preliminary simulation results, using them as feedback for the final prototype release.

The activities in Phase 3 will focus on preparation of the commercial exploitation and market take up of the results, rollout and take-up of the Platone solution after the project. A business plan for the each of the individually exploitable results will be elaborated.

The activities in Phase 3 will focus on dissemination activities supporting the commercial exploitation and market take-up of Platone solution after the project.

Nevertheless, all basic and further communication as well as dissemination activities are running over the whole project lifetime.

2.4 Communication and Dissemination Objectives

Communication and dissemination objectives give guidance on what measures have to be implemented. They are checked regularly on how effectively and efficiently input and outflow correlate. The controlling of communication activities is based on related key performance indicators, which are specific, measurable, attainable, relevant and time-bound and are outlined in detail in chapter 5.

A detailed elaboration for the commercial exploitation will be given with the deliverable “Exploitation and Marketing Plan for the involvement of partners and future customers”, due in August 2021 and December 2022 (M24 and M40).

2.4.1 Knowledge Transfer and Barrier Reduction

Information and knowledge transfer give general and specific information on all Platone contents and activities. The Platone framework may encounter user, stakeholder or regulatory barriers. Not all players in the energy sector may see a general need for new flexibility products. E.g., the business of equipment producers may be disrupted. For other players Platone opens new opportunities. DSOs will gain e.g. an open-source DSO Technical platform. To open options for actions, convince, gain synergy with and support the determining stakeholders is an essential step to later exploitation.

Communication and dissemination objectives:

- Direct involvement of DSOs to allow Platone to find the best way to make the sector aware of the advantages offered by the new solutions.
- Provided understanding of the Platone framework as a base for removing potential barriers making the advantages of the new solutions clear per specific stakeholder.
- Impact on target groups who highly emphasise regional renewable energy (usually smaller utilities and regional DSOs and energy communities).
- Impact on target groups who potentially have an impact on Europe’s leadership in ICT solutions for Flexibility.
- Impact on all types of European and national bodies in charge of defining roadmaps and frameworks for the development of the European energy system to allow for and foster deployment of that new technology.
- High visibility of the project in professional circles as well as to the general public.
- Understanding of Platone framework and exploitation implications, as a base for scalability and replicability.
- Demonstration of the Platone framework in different contexts (three running trials).
- New set of innovation driven research regarding monitoring and optimization services in the energy sector.
- Standardization processes on concepts and solutions for worldwide use of the Platone framework.
- Impact on developers of the new Strategic Energy Technology Plan (SET-Plan) to consider the new opportunities.

2.4.2 Target Group Development

Target group development focuses on approaching potential users for the Platone framework. An early integration of future target groups to specify future needs and requirements is an essential part of the development of the Platone framework. As many as possible DSOs shall as soon as possible get in contact with these future proof solutions. A high overlap of involved stakeholders and later target groups is given.

Communication and dissemination objectives:

- Share information on Platone within business networks for decision makers at DSOs.
- Test and use of Platone functionality by a new generation of grid operators, students and Energy Sector professionals.
- Introduce Platone technology into the products of established and new suppliers of the energy industry to motivate them to build new products and services.
- Investors considering the new technology for seed investment.

- DSOs ready for creating “local flexibility markets” where they can place their needs of flexibility and aggregators participate putting together TSOs’ and DSOs’ needs.
- New products and businesses of established and new suppliers of the energy industry.
- Successful integration of users and further potential user in the trials (The strategy for the integration of customers in the trials is not part of this deliverable but will be addressed by e.g. work package 1).
- Visibility of scaled up and replicated trials.
- Launch Platone community.

2.4.3 Stakeholder relationship management

The stakeholder relationship management proposes an active management of the key stakeholders and is based on successful information and knowledge transfer. Stakeholder relationship management integrates a sustainable approach, which aims at a take-up of the project results during the project or after its end.

- Establish Platone community including a concept for continuation after the project.
- Collaboration with intermediaries, such as energy related national associations and institutions, mainly in the countries involved in trials and European entities.
- Successful involvement of prosumers and smart customers in the trials.
- Successful lateral project networking.
- Interest of companies in using the Platone platform.
- Uptake of the Platone platform by service providers.
- Scaled-up and replicated trial experiments.

2.5 Stakeholder-specific communication

Every main stakeholder needs an own communication approach regarding communication challenges and opportunities, objectives and special requirements. Success in this means that a communication measure converts into action of the targeted stakeholder like declaring interest to engage in trials, joining the community or participating in an event. Following the communication and dissemination strategy, the communication tools and channels will be chosen (and adjusted) very carefully to get the wanted action by the target groups and to bring the right message to the right audience via the appropriate channel in a matching style and tonality.

Also, the place of action is relevant. Therefore, a wide communication mix is adopted in Platone. One of the main reference documents for the communication and dissemination activities will be a stakeholder specific communication matrix (non-public). For every target group, it will be checked where to find the respective target group (e.g. at which event), which access to the target group exists (e.g. special network media, intermediaries), if direct contact is necessary (e.g. for the customer integration), what channels are used by the target group (e.g. website, mailings) etc.

Therefore, for every main stakeholder the desired outcomes are outlined, specific key messages developed and linked to suitable tools and channels of communication per project phase (see the template in Annex A.1).

Beyond the main target group further stakeholders, who have potential influence on Platone, e.g. press, politics, potential users or critics are addressed by appropriate tools and channels, related to the context.

3 Measures and implementation

3.1 Organization and coordination of activities

Every person in the consortium acts directly or indirectly as a communication and dissemination actor e.g. at events, in dialogue with cooperation partners etc. The hub for all activities is the dissemination team, coordinated by consortium member B.A.U.M. in close collaboration with the task leaders RWTH and E.DSO. The communication and dissemination team is responsible for initiation, implementation and evaluation of the measures. In order to safeguard an interdisciplinary exchange within the consortium in belonging of these targets, WP 8 task leaders B.A.U.M, E.DSO and the RWTH meet on a regular basis in task leader meetings (TLM). Simultaneously, WP 8 participants all meetings (PAM) are set up quarterly, following thematic focal points.

Beyond that, the dissemination team collects, validates and forwards cooperation, media or community inquiries, collects and/ or coordinates event participations and reviews. Therefore, it is essential for a joint dissemination that all consortium members share their dissemination activities with the dissemination team, like event participation, contact inquiries, publications and press reviews but also special needs.

A general contact with e-mail and phone number for external inquiries of all kinds is managed by the dissemination team.

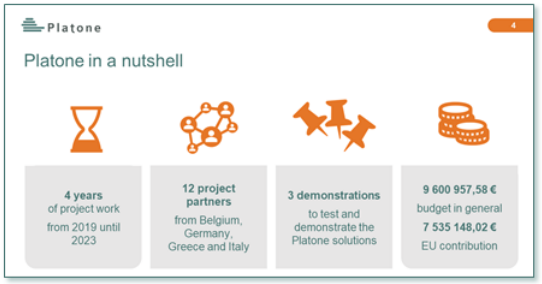
For further project management structure and procedures see D9.3 Project Management Plan, V1.

3.2 Project Identity

3.2.1 Logo and project design

The project design guarantees that everything realized within Platone is recognized as part of it. The logo is included on every type of marketing material (e.g. project folders, presentations) and is used for every type of template and publication (e.g. deliverables). The logo is used for external as well as internal communication and it may in no case be adjusted or changed. The colour scheme and fonts are centrally considered in every type of digital or print material and online tools like the project website.

Figure 3: Project logo design



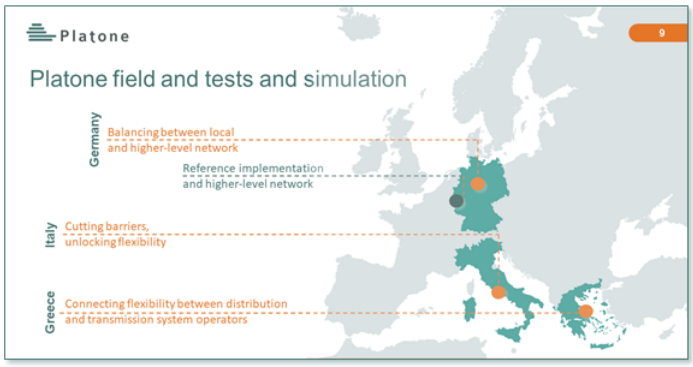


Figure 4 Platone Design transferred to Presentation

3.2.2 Slogan and keywords

The project keywords and a set of slogans were prepared by a co-creation process within the consortium.

For general project information currently, the following key slogan will is used:

Smart integration for market innovation –
Innovation for the customers, innovation for the grid

Keywords are essential for the communication of content and in the context of stakeholder specific communication. The internal stakeholder specific communication matrix, as mentioned in chapter 2.5, includes stakeholder specific keywords and key messages. Keywords are also used to find the right “hashtags” in the context of social media activities (see chapter 3.5.3).

3.2.3 Visualization/ Graphics

Visualizations of Platone issues help to transport messages, e.g. through visualization of the interaction of market actors via Platone or close to everyday live use cases of the Platone technology.

Graphics and visuals are used on the website, for presentations and posters at events etc. Depending on the focus of the project phase (see chapter 2.3), the graphic material is expanded and further developed. The Platone project identity (see chapter 3.2) delivers the foundation for all visual and graphic material.

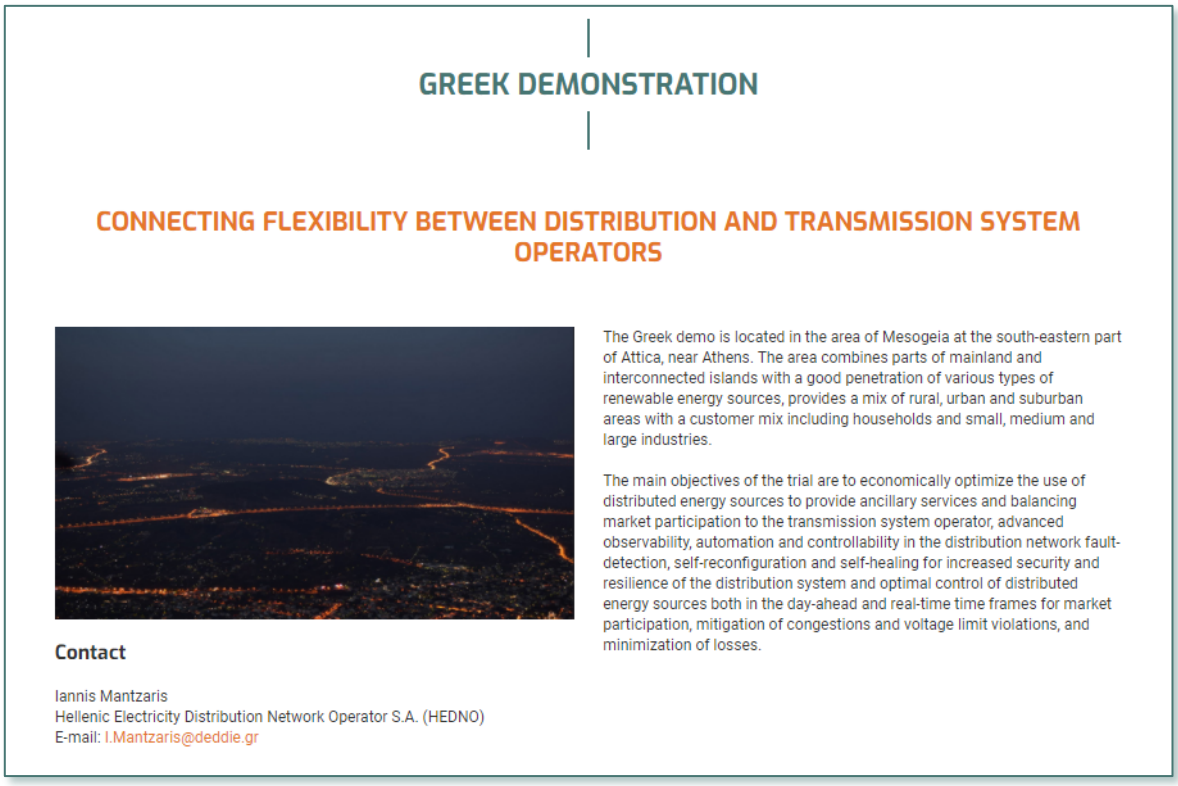


Figure 5 Photo visualisation of Greek Demo Site

3.3 Communication Material and Tools

All activities are supported by high-quality marketing material, publications, stakeholder specific information material and communication tools like a project website and social media channels.

3.3.1 Website

The project website serves as central information platform for Platone. The purpose is to inform interested stakeholders about the project and it includes all main information on the project, its progress, project related news and events. Different information levels take into account different stakeholder needs.

Off page and on page search engine optimization (SEO) ensures high visibility for online content.

The Uniform Resource Locator (URL) for Platone is:

www.Platone-h2020.eu

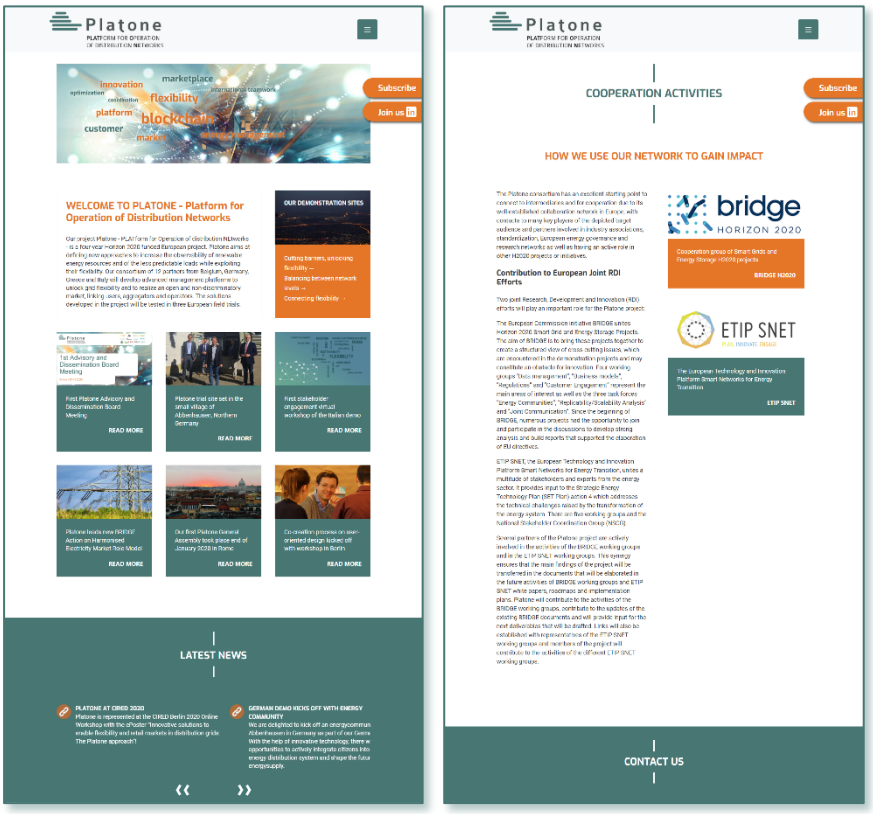


Figure 6 Platone website

An annual revision of the website ensures its topicality and focus. In addition, partial extensions are implemented as ready or as needed (e.g. ADB section, Use Cases demonstrations).

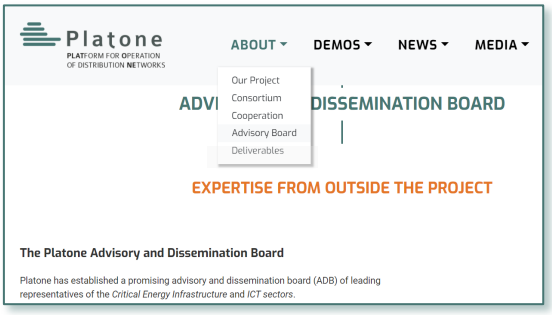


Figure 7 Website Extension Advisory Board Section

3.3.2 LinkedIn group

The online professional network LinkedIn allows to reach a wide but also targeted audience in a professional context. Therefore, a Platone LinkedIn group was created to share content and actively connect with already established groups and professionals on Platone specific topics. The activities on the LinkedIn group as part of the social media activities are described more detailed in chapter 3.5.3.

The LinkedIn group was opened on 1st October 2019.

Name: Platone - PLATform for Operation of distribution NEtworks (H2020 funded project)

URL: https://www.linkedin.com/groups/13766819

Official members: 43 (October 2020)

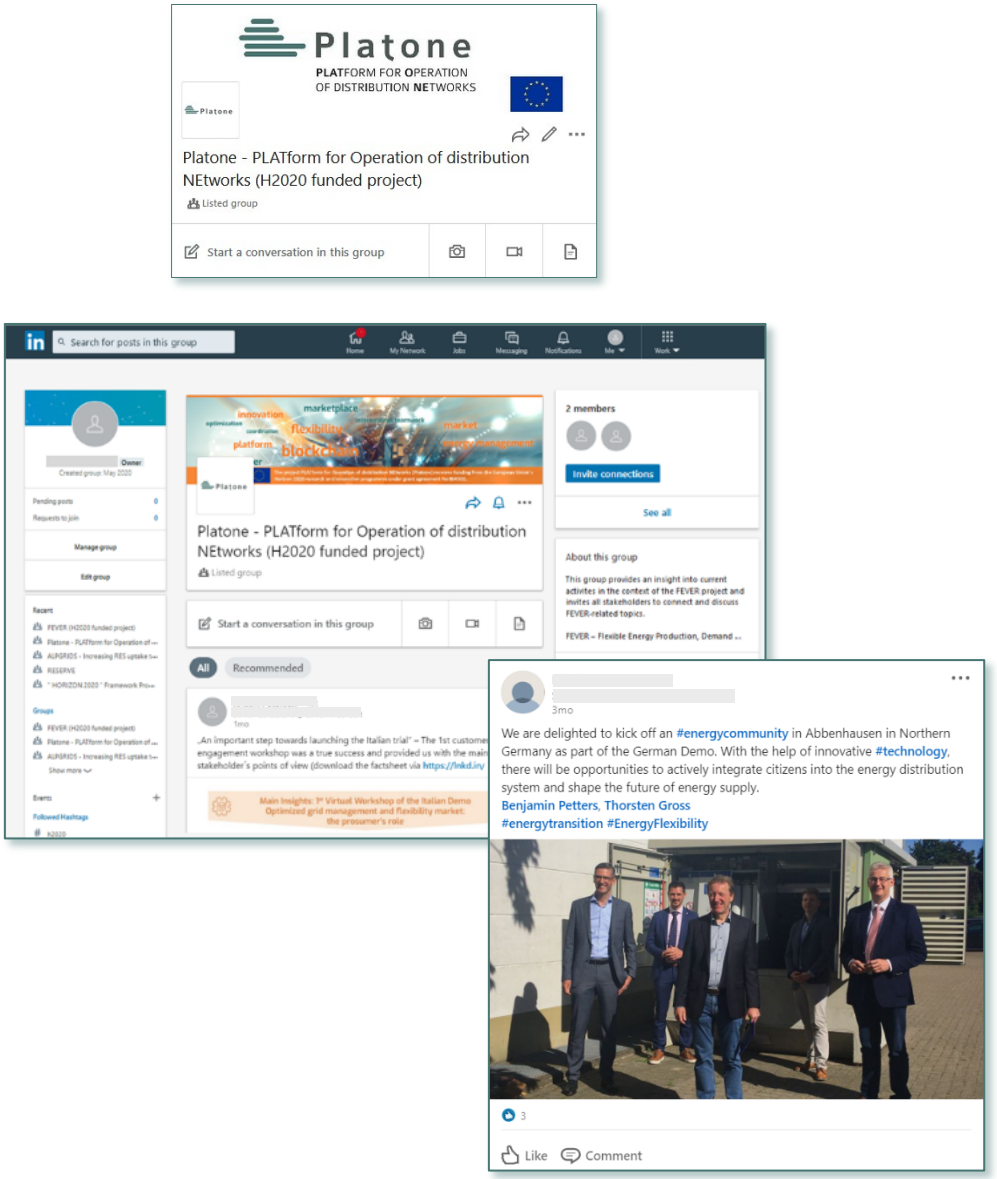


Figure 8: Platone LinkedIn group

3.3.3 Twitter

The social media platform Twitter allows for a broad audience of potential stakeholders of the Platone project like for example international and national media and press or representatives of the research-environment. Twitter is a good supplement to LinkedIn since LinkedIn focuses more heavily on a professional context whereas Twitter allows for a more grounded communication.

The Twitter profile of Platone was opened in June 2020.

Name: PlatoneH2020 (@PlatoneH2020)

URL: https://twitter.com/PlatoneH2020

Official followers: 29 (October 2020)

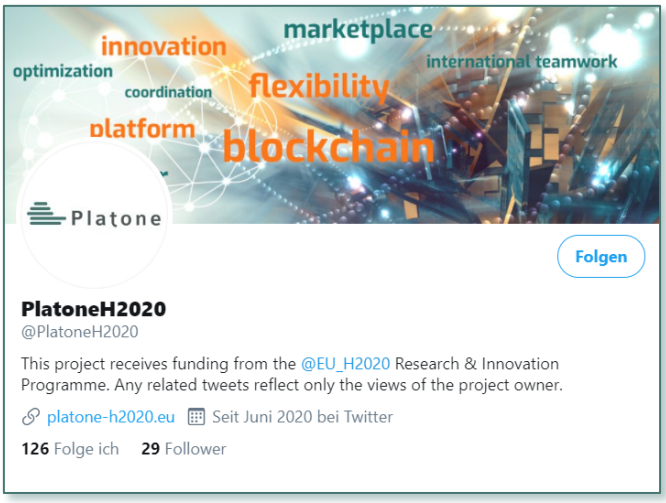


Figure 9 Platone Twitter

3.3.4 Print and digital materials

Based on the project design the following templates and materials were created and yet under active usage of all consortium members:

- Template for slides, deliverables and milestones;
- Set of basic slides;
- Templates for Social Media posts

The following materials are planned either solely digital or as a printed material, strongly depending on how the situation with the COVID-19 pandemic will evolve and if face-to-face events will be possible again. The current situation (November 2020) makes it more likely to continue with a strong focus on digital versions of the following materials:

- An attractive large size banner presenting a general image of the project aiming to capture a first interest/attention will be prepared
- One stand-up (Kakemono) presenting a general image of the project aiming to capture a first interest/attention
- Flyer/brochure to spot the trials; they will be used at fairs etc. to attract experts to our web-site and events
- Giveaways
- Poster – one general, one per trial as well as an overview on the trials.

3.3.5 Video

In order to present the project, high quality videos will be orchestrated, describing the general project context, the technologies developed and tested in the Platone trials, the expected results. The videos will show the similarities as well as the uniqueness of the three trial approaches.

The conception and production of the videos will start in Q1 2021. The delivery date of the videos is August 2021 (project month 24).

The COVID-19 pandemic poses an uncertain risk to a possible live shooting at the Platone trials. Thus, it is likely that the videos will not mainly rely on live material that is captured in situ but rather on animated material. The COVID-19 situation has to be taken into account when the concept for the production of the videos is developed.

The videos will be available on the Platone web site and social media and will be used e.g. at booths in fairs or as openers for events or adequate digital formats.

3.3.6 Publications

Besides articles, reports on the Platone websites, newsletter features, posts on social media or advertising material, key project and scientific publications are published during the project. Unlike the marketing materials the main intention of publications is not to communicate specific messages to stakeholders, but to publish project results in a scientific manner. Completed project publications include formal information such as author, editor, date of release and imprints.

Examples for (scientific) publications:

- Creation of tailor-made articles and interviews for publications as well as other targeted media channels (e.g. EC newsletters, IEEE SmartGrid Newsletters, specialised national magazines etc.). Focus: Success stories.
- High-quality scientific papers are submitted to renowned conferences and to scientific journals (e.g. ePoster at CIRED Berlin 2020 Online Workshop).
- Deliverables and reports.

Platone ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications related to its results.

The publications will be distributed through appropriate channels, which comply with the publication terms of each consortium partner, the download area on the website, announcements via mailings and, if possible, specialist magazines or media, depending on subject and target group.

3.3.7 Policy briefs

Consortium partners will introduce solutions to associations and framework setting institutions on national, European and worldwide level, mainly in Phases 2 and 3 of the project. For that purpose, a link between the task of WP8 “Fostering adoption of Platone results” (Task 8.2) and the subtask “Comparison of demo activities with the state of play in the regulatory framework at national and EU level” (Subtask 1.2.2) of WP1 will be established and used as a base for the policy briefs. In addition, E.DSO continuously monitors policy developments at the European stage and informs consortium partners on topics relevant to Platone project.

3.3.8 Media kit

A Platone media kit provides relevant information for general media inquiries. It includes

- Contact (general, trial sites);
- Press release(s);
- Boiler plate;
- Message blocks;
- Images to portrait Platone approach and related content like demo sites;
- Relevant links (e.g. in future project videos (see chapter 3.3.5)).

The media kit is continually updated following the project progress.

For all further media inquiries, the dissemination team provides the appropriate information and contacts within the consortium, e.g. for interviews etc.

The media is addressed by the dissemination team as well as by the Platone consortium partners, especially in relation to results of the trials by addressing local media.

3.3.9 Toolbox for consortium members

The toolbox for consortium members supports current communication activities. The set comprises and will be enlarged among others:

- Project design guide including logo
- General presentation with a project overview
- Template for presentations
- A graphical resume of the project
- Templates and setting copy for general project material like poster, roll-up
- Checklist for event management
- Media kit with tutorial and template press release, boiler plate etc.
- Template for reports on visited events
- Standard project description
- Leaflet/brochures summarising the main features of Platone.

3.4 Editorial plan

An editorial plan helps to coordinate the generation and distribution of content. Milestones and events are accompanied by communication measures like mailings, press releases, social media postings, news items at the project website, interviews etc.

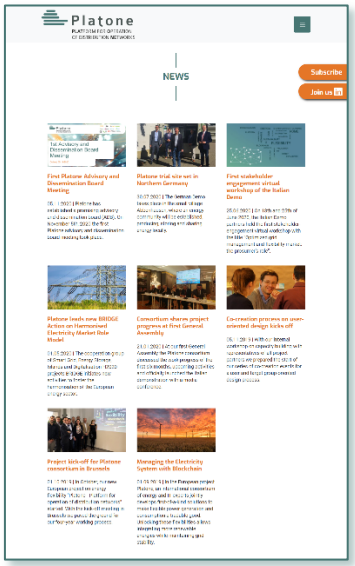


Figure 10 News items at Platone Website

Therefore, the editorial plan comprises i.e. project milestones or planned events to prepare the envisaged content per appropriate channel. A planning of topics to be placed/ agenda setting (e.g. in preparation of milestones, results) is included. For important events, where representatives of Platone are present the news item at the project website and further channels is created.

3.5 Distribution

To spread Platone content a multichannel approach is chosen by using synergy effects wherever possible. Networking and cooperation play an essential role to distribute and disseminate later Platone results (see chapter 3.7). Information on Platone gains a broader scope of public interest by promoting

it through a number of web-based channels, channels of intermediaries like newsletter, backlinks, events, cooperation and bi- or multilateral dialogues. These channels are regularly updated with non-sensitive and publicly available information on the progress and outcomes of the project and serve as a means for engaging with even more stakeholders.

3.5.1 Mailing list/ Data base (subscribers, community, partners)

One key enabler for the distribution of information, invitation or announcements is a comprehensive contact database. A general as well as stakeholder specific mailing lists will be established from the beginning fully respecting the data protection ordinance. Interested parties can subscribe to the list at the Platone website.

3.5.2 Mailings

Contextual mailings announce e.g. physical or virtual events in general, news about publications or milestones. Platone cooperates with partners to multiply the reach of distributed information, for instance with BRIDGE H2020 and other (see chapter 3.7).

An editorial plan (as mentioned above) helps to keep up a continuous spread of information on all relevant events, milestones and other highlights.

3.5.3 Online and social media activities

Beyond being active on the project´s own website and social media networks other groups and personal, project or issue channels will be checked by the communication and dissemination team and used where appropriate, e.g. LinkedIn groups of BRIDGE (@BRIDGE_H2020), H2020 and flexibility projects, consortium members etc. Every member of the consortium is welcomed to share issues round about Platone within their own networks where target groups are represented.

Social media networks deliver effective and in comparison, to other communication channels easy to maintain means to engage with Platone stakeholders and target group. In the future course of the project an increased focus will be found on social media activities. The social media strategy will be revised and adapted in a co-creational process within the WP8 TLM and PAM (see chapter 3.1).

3.5.3.1 LinkedIn

Besides being active in the Platone LinkedIn group, all Platone consortium members and other actors who are active on LinkedIn are invited to share Platone content to their contacts or in other LinkedIn groups where target groups are represented. The dissemination and communication team is fully incorporating LinkedIn posts in the editorial plan (see chapter 3.4) and supports partners with notifications on posts or providing input for posts. This includes the investigation and recommendation on appropriate project topic-related hashtags or occasion-related hashtags (e g. for special events) and handles (e.g. cooperation partner, speaker etc.).

3.5.3.2 Twitter

Besides activities concerning LinkedIn, all Platone consortium members and other actors who are active on Twitter are invited to share Platone content to their contacts. The dissemination and communication team is fully incorporating Twitter posts in the editorial plan (see chapter 3.4) and supports partners with notifications on posts or providing input for posts. This includes the investigation and recommendation on appropriate project topic-related hashtags or occasion-related hashtags (e g. for special events) and handles (e.g. cooperation partner, speaker etc.).

3.5.4 Media

The consortium wants to ensure good visibility of Platone in the media, especially related to the trials at local media level, but also in specialised media. The media are addressed by the dissemination team at transnational level as well as by the Platone partners, esp. in relation to the trials and by addressing local media. Press releases inform about key steps and results especially of the trials. Media activities will be focus on project findings that can tell a “story”.

At local level, the trials can attract media attention very well by organizing trial related events, including press conferences and press releases (e.g. detailed report on German demo site in local German press "Weser Kurier"[1], describing the demo site and the role of Avacon but also explaining the Platone approach).

To attract technical and research related media at national or transnational level addressing the Platone stakeholders the following input can be provided: results of the project; invitations to events including press conferences, photos and graphics; articles written by Platone experts, interview partners; and organized visits for journalists.

Most obviously, extended events at demo sites involving external media partners are difficult to realise during the COVID-19 pandemic. Nonetheless, media can be directly contacted by each partner, by using existing media contacts of Platone partners and approaching other journalists and magazines working on Platone related issues.

For media requests, a transnational contact as well as national contacts of partners and trials is provided.

Press reviews are listed and reported as clipping reports for internal interest (not publishable due to copyrights).

3.5.5 BRIDGE

BRIDGE is a European Commission initiative which unites Horizon 2020 Smart Grid and Energy Storage Projects. Participation in BRIDGE increases the profile of projects and provides dissemination opportunities. Platone is represented in all four BRIDGE H2020 Working Groups (see chapter 3.8.2). Platone is introduced like all involved projects at https://www.h2020-bridge.eu/participant-projects.

A BRIDGE Newsletter reports every six months (spring and autumn) about all project news. Platone contributes to this newsletter. Project news, event announcements etc. are shared on BRIDGE Social Media channel Twitter @BRIDGE_H2020 and the LinkedIn Group "BRIDGE (Horizon 2020, LCE 6-10)".

In November 2020, the Platone communication and dissemination team is one of organising parties of a joint online event hosted by BRIDGE and the SES taskforce on energy communities (see chapter 3.8.3).

3.5.6 Channels of intermediaries

Thanks to the well-connected Platone consortium, Platone has a good starting position to place Platone content at channels of intermediaries and cooperation partners (e.g. EERA, ERA-Net Smart Grids Plus) as well as an active role in other H2020 projects or initiatives (e.g. BRIDGE, OPEN DEI). This network is continuously established for Platone to use it on different levels and purposes (see chapter 3.8.5). Intermediaries and cooperation partners can facilitate the communication and dissemination activities on different levels and purposes by being multipliers within specific stakeholder groups, by having influence on specific activities, by providing their channels for distribution of content or event related collaboration etc. Also, projects and groups where partners are already directly involved in are analysed and used for cooperation and distribution activities.

3.6 Events

Given the contact restrictions in place due to the COVID-19 pandemic, and the likelihood that most of the project participants will continue to avoid travelling until a vaccine might be found, the possibility of organising "real-life" events with multiple participants is very reduced, if existing at all during the next project period of Platone. Larger trade events scheduled for 2020, such as European Utility Week (re-branded as Enlit Europe), have all been cancelled and rescheduled to 2021. Others, like E-world 2021, are likely to be turned into digital events, rather than being held as trade fairs with an accompanying conference programme. BRIDGE meetings of European projects are also likely to be organised virtually.

[1] https://www.weser-kurier.de/region/syker-kurier_artikel,-energie-der-zukunft-_arid,1926078.html

Events of all kinds – whether they take place on- or offline, are an indispensable channel to distribute information about Platone, a place to initiate cooperation and collaboration activities and to make contact with potential stakeholders, potential users and customers. At events, most of the communications tools and channels merge - including presentations, ePoster sessions, moderation, co-organization with partners and intermediaries, booths, media presence etc.

Besides knowledge transfer and one-way distribution of information, different kinds of interactive events are a very effective way to attract, involve and link relevant stakeholders.

Therefore, the consortium is organising interactive virtual meetings for both small and large numbers of participants to reach the relevant stakeholder groups and target audiences.

An event-planning document, based on the event plan in Annex A.2 but with extended information, serves as a planning tool for internal and external events. This event-planning document will be shared within the consortium and serves as an overview of relevant events with priorities. It will be continuously updated with support of all partners to coordinate attendance and to avoid conflicts of dates. Major events will be announced per website, mailings etc. Special interest in this context is given to the development of the COV-19 pandemic developments and its impact on the event-planning.

For the comprehensive preliminary event plan, see Annex A.2.

3.6.1 Platone Events

3.6.1.1 Co-creation Events on User Interaction

A series of co-creation events for a user and target group-oriented design process is planned to lay the ground for the development and assessment of Platone solution models. Therefore, a workshop on capacity building for teaching the latest research and development methods (such as Agile Prototyping and Design Thinking) was conducted at Berlin on November 2019. Due to Corona restrictions and the overall identified need for physical workshops with customers for prototyping solutions, these co-creation events couldn't take place in the first year of Platone project. Nevertheless, B.A.U.M. as leader of Task 1.5 in WP1, which is about "harmonization with customers and partners needs and expectations" proposed the development of virtual workshop formats to address user interaction. The Italian trial, as a consequence, conducted the first two workshops virtually, based on a structured and interactive format with advanced software. The first focused on commercial stakeholder groups and representatives of customer organizations. The second workshop was conducted in November 2020 with potential end customers with focus on information and user interaction. In the German demo, an event for customer information and engagement for an energy community is planned for January 2021. Representatives from energy communities from south Germany are planned to inform and convince active participation. Also, the Greek demo, which preferred a physical workshop that far, now work, together with B.A.U.M on an interactive virtual formal for involving customers of Wisegrid project and additional interested private Users. The aim of the workshops is to assess the real needs and expectations of private people as well as business leaders and responsible persons in system operation. Latest innovation methodologies will be utilised during the project in complementary way. The focus of Design Thinking is "Understanding of end users", i.e. to identify their needs, expectations and anxieties. Therefore, physical workshops will be planned as soon as restrictions will allow them to take place. Platone will utilise this approach through direct interactions in the early phases of the project and together with customers in the design phase of each field trial. Solutions will then be developed in a series of co-creation sessions using Agile methodologies already deployed successfully in previous projects.

As already described, this encompasses

- an internal workshop on capacity building with all project partners to introduce User-Centric Design and prepare specific innovation activities (4-5.11.2019, Berlin, Germany) to learn the basics of Design Thinking methods and mindset, brainstorming methods and to get insights into user comprehension, rapid prototyping, testing of ideas; sustainable innovation with economic, environmental and social impact.
- one innovation kick-off workshop per trial within the first six project months in preparation of the Platone field trials to identify user needs and expectations (participants: solution developers, potential participants of the trials and other typical users, representatives of consumer

organizations). This workshop took place in the Italian trial, German and Greek trials will follow latest 1st quarter of 2021.

- a series of innovation workshops for continuous user interaction with prototypes and advanced methods with representatives of consumer associations to identify their concerns, catch their expectations and develop them as partners for communication and dissemination. These are planned to take place in the 2nd and 3rd quarters of 2021
- a last coordination workshop to complete the analysis of the lessons learned after the complete cycle of workshops.

As part of an interactive evaluation, all events will be documented including psychological and sociological interpretation of the results and recommendations will be made for the design and implementation processes in all subsequent work packages.

3.6.1.2 Exploitation Workshops

At the end of the project all findings relevant for the commercial exploitation and market take up of the R&D results of the project will be consolidated in one business plan for each of the individual exploitable results. At least, two exploitation workshops will be organized during the course of the project to identify the options, to align partners view and to prepare the corresponding plans.

3.6.1.3 Workshop for Family of Projects

In the context of the coordination with similar/twin projects, including similar projects in Canada (see chapters 3.8.3 and 3.8.4) workshops are organised to allow fruitful exchanges between the various projects answering to the same call as Platone.

To strengthen the collaboration between Platone and its H2020 sister projects FEVER, edgeFLEX and DECIDE, a kick-off event to join activities under the light of a flexibility community was co-organised by Platone on Nov. 19th 2020 (see chapter 3.8.3).

Beyond that a further workshop will take place in April 2021 (project month 20) and another in December 2022 (project month 40).

The workshops will enable the partners of the Platone consortium to exchange experiences on topics of particular interest with similar projects. Proper early communication and exchange of views will ensure that the Platone project builds on other projects and not just replicates them. Particular attention will be paid to projects in which members of the consortium are involved.

3.6.1.4 Study Tours

Study tours will be organized for all types of interested stakeholder as soon as prototypes of solutions are implemented until the end of the project. Most obvious, the tours are depending on the occurring COVID-19 pandemic situation. The tours tentatively take place at the trial sites and will feature guided demonstration of the functionality of selected results (see chapter 5.1.1). If necessary, virtual tours will be organised.

3.6.2 Summer schools

As part of the dissemination activities towards the research communities Platone topics are introduced in academic lecturing and research in the context of two of the RWTH summer schools.

3.6.2.1 Professional course

As part of creating awareness for the Platone approach and results the consortium will develop a course to enable Energy Sector professionals to update their knowledge with a course promoting the use of the concepts developed in the Platone project, as part of the RWTH Academy Programme for life-long learning.

Beyond that project coordinator Prof. Monti will be presenting elements of digitalisation of energy in the Energy Delta Institute of Nyenrode Business School, Netherlands.

First steps are taken between the German Association for Electrical, Electronic & Information Technologies (VDE), the Fraunhofer Society for the Advancement of Applied Research and RWTH to look to how bring Platone topics to the education of engineers in Germany. VDE wants to develop a new initiative about digitalisation, platforms, especially data platforms for utilities. VDE, Fraunhofer and RWTH will develop a coordinated offer. For this it is, among other things, expected to result in a set of Ph.D. theses with a focus on Platone concepts and solutions.

3.6.3 Platone Conferences

Half way through Platone's runtime, a conference will be organised to gather sector experts to discuss the innovation proposed by Platone. With this open event, Platone will disseminate the main results in the middle of the project. A suitable concept will be elaborated at the beginning of January 2021, considering the COVID-19 pandemic situation then prevailing.

A final conference at the end of the project will be the entry point into the exploitation phase. The conference will inform about project results and future exploitation and activities of Platone solutions. A suitable concept will be elaborated in project year three.

3.6.4 Third Party Events

3rd party events which meet the topics of Platone are very important and effective for dissemination and knowledge transfer to different stakeholders. National and international events are checked for relevance, potential impact regarding the target groups, possible involvement (e.g. for sending a speaker or moderator, cooperation, exhibition etc.) and budget. Events of cooperation partners and intermediaries have a high priority to represent Platone.

Beyond that Platone will be presented at trade fairs, at the latest from the beginning of Phase 2 on, as an important part of the preparations for the commercial exploitation activities.

As already mentioned above (see chapter 3.6.4), the participation in these events will depend on the development of the COVID-19 pandemic. The consortium will ensure to make every effort to replace these dissemination opportunities by digital events. National and international online events will be checked on relevance and potential impact regarding the target groups as well as possible involvement.

For the comprehensive preliminary event plan, see Annex A.2.

3.7 Community Approach

A central part of the stakeholder relationship management strategy was to set up a Platone community. In the light of consortium partners having an active role in other H2020 projects and initiatives and the successful kick-offs for collaboration and cooperation activities in Phase 1 of the project, the idea of the community evolved: Why not bring work on flexibility solutions to a new level of exchange? Why not 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? Why not collaborate instead of compete on engaging stakeholders and support each other to link to latest legal and regulatory frameworks (including Renewable and Citizen Energy Communities)? Possible topics and starting points are a cooperative implementation of "Harmonized, Electricity Market Role Model" (HEMRM) (see chapter 3.8.2) and to facilitate the trading of flexibilities on platforms in the energy sector. As further topics flexibility aggregation, market aspects, tools for DSOs (IT solutions) and organisational aspects (e.g. Local Energy Communities (LEC)) are being discussed.

The idea of this community is to be open for all stakeholders, who are interested in flexibility creation, management and trading; mainly it addresses flexibility research projects, representatives of research and industry, smart grids experts and smart grids institutions and initiatives and representatives of standardization and regulatory bodies.

The aim is to share knowledge related to flexibility issues in order to foster transnational learning and maximize impact aiming to develop a market for flexibility.

Furthermore, it focusses on collaboratively finding approaches and solutions to cross-cutting topics affecting many of the flexibility actors in order to achieve a maximum impact and create a cross-project, cross-border learning effect.

Supportive community activities foster the synergies among the trials and projects, the impact of the individual projects, the transfer of results and existing knowledge between the stakeholders. The community is built on the active contribution of its members, moderated by selected experts within the community and coordinated by representatives of participating projects. Special community events, e.g. workshops, sessions at events, will be offered to strengthen the community, convey its messages and attract new members. With a joint online hub for the community, additional value can be provided such as a project and trial site data base, contact options etc.

The Horizon 2020 projects FEVER, edgeFLEX and DECIDE already confirmed to join Platone in this effort. A core team of these projects is finalizing the concept and will bring this community up and running.

3.8 Collaboration and Cooperation

The Platone consortium had an excellent starting point to connect to intermediaries and for cooperation due to its well-established collaboration network in Europe and beyond (e.g. cooperation with Canada), with contacts to many key players of the depicted target audience and partners involved in industry associations, standardization, European energy governance (e.g. ETIP) and research networks (e.g. EERA, ERA-Net Smart Energy Systems) as well as having an active role in other H2020 projects (e.g. OneNet ("OneNet - One Electrical Network Infrastructure for Europe", started on October 1, 2020), FEVER, edgeFLEX) or initiatives (e.g. BRIDGE, OPEN DEI). This network is established for Platone to connect to our stakeholders on different levels and for different purposes. Intermediaries and cooperation partners can facilitate the communication and dissemination activities on different levels and purposes by being multipliers within specific stakeholder groups, by having influence on regulation and standardization activities, by providing their channels for distribution of content or event related collaboration etc. There is an expected overlap between the groups involved in a community on flexibility issues as well as on collaboration and cooperation.

3.8.1 Advisory and Dissemination Board

Platone has established a promising Advisory and Dissemination Board (ADB) of leading representatives of the critical energy infrastructure and ICT sectors, a total of 18 members. The ADB kicked-off with a first meeting in November 2020.

The ADB advises the project on strategic directions in the sector to assess the overall approach, use cases and field trials and their implications. ADB meetings also serves as an opportunity to identify changes in the framework and new challenges and opportunities. In addition, the ADB advises in the communication of results to stakeholders and help in opening dissemination paths in preparation for exploitation. Members of the ADB supports the communication of the project results and insights and thereby ensure European-wide acceptance and usability of the Platone project outcomes. ADB members are invited to selected Platone driven events (e.g. family of projects joint online event on "Exploiting the potential of local flexibilities: The role of energy communities", Nov 19th, 2020).

The ADB will meet annually. While the first meeting focused on platform's architecture the next meeting will focus on customer integration. All recommendations of the ADB members are considered for the upcoming project phases.

3.8.2 Contribution to European Joint RDI Efforts

Several partners of the Platone project are actively involved in European joint RDI efforts.

Three joint RDI efforts are playing an important role for the Platone project in the upcoming project phase:

BRIDGE, the initiative of the European Commission, unites Horizon 2020 Smart Grid and Energy Storage Projects. Four working groups represent the main areas of interest: "Data management", "Business models", "Regulations" and "Customer Engagement".

Several partners of the Platone project are actively involved in the activities of the BRIDGE working groups. This synergy ensures that the main findings of the project will be transferred in the documents that will be elaborated in the future activities of BRIDGE WGs. Platone contributes to the activities the BRIDGE working groups and to the updates of the existing BRIDGE documents and provides input for

the next deliverables that will be drafted. Started already in the first project year, the following activities are expected to draw attention:

- BRIDGE has identified the need of an easily accessible use-case repository. This would help to develop and agree on high-level/specific use-cases, it will be also an input to other topics including interoperability and data exchange architecture. Use of the standardised IEC template (IEC 62559-2) and SGAM was recommended. Platone has, in Task 1.1 of work package 1 “DSO Operation Strategies and Harmonization”, developed a Use Case repository which fulfils BRIDGE's requirements and is open for use by other projects in the future. The Platone approach has been recognised when, on July 1st 2020, the BRIDGE workgroup on Use Cases selected the Platone approach as the standard to be used to store the Use Cases for all the H2020 projects.
- In May 2020 the BRIDGE Working Group on Regulation started new action on “Harmonized, Electricity Market Role Model (HEMRM)”. Platone was assigned the lead of this ambitious scheme. The goal is 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). In October 2020 the draft document got under revision.

OPEN DEI, is a H2020 project for aligning Reference Architectures, Open Platforms and Large-Scale Pilots in Digitising European Industry. It aims at leveraging synergies, identifying gaps, sharing best practices, reinforcing regional/national relationships as well as putting in place the necessary joint measures to implement common dissemination, communication, training and exploitation action plans among the Innovation Actions (IA) selected projects and their Large-Scale Pilots (LSPs).

OPEN DEI has created several Working Groups related to specific topics to serve the interest of the involved projects (such as Platone). Platone supports OPEN-DEI's work by providing information and participating in Working Groups. Prof. Monti's Automation of Complex Power Systems institute at RWTH is responsible for the Energy Domain in OPEN-DEI. Platone partner ENG is leading OPEN DEI WG2 on Shared Infrastructures. EDSO is participating in WG1 on Use cases. BAUM is participating in WG3 on Linking Eco-systems and ENG is participating in WG4 on Technical Topics. The active participation of Platone partners allows continuous exchange of the best practices with other projects focused on digitalisation and put in place the necessary joint measures to implement common dissemination and communication.

ETIP SNET, the European Technology and Innovation Platform Smart Networks for Energy Transition, unites a multitude of stakeholders and experts from the energy sector. It provides input to the SET Plan action 4 which addresses the technical challenges raised by the transformation of the energy system. There are five working groups and the National Stakeholder Coordination Group (NSCG).

Several partners of the Platone project are actively involved in the activities of the ETIP SNET working groups. This synergy ensures that the main findings of the project will be transferred in the documents that will be elaborated in the future activities of ETIP SNET white papers, roadmaps and implementation plans. Links between Platone and ETIP SNET will also be established with representatives of the ETIP SNET Work Groups and members of the project will contribute to the activities of the different ETIP SNET WGs.

3.8.3 Family of Projects

Above the consortiums contribution to established European joint RDI efforts (see chapter 3.8.2) Platone aims to foster temporary or long-lasting exchange on special topics with other H2020 projects responding to the same call, especially paying attention to projects where partners overlap. In this way the comparability of Platone with the other projects will be ensured, for the greatest added value for the call as a whole. The exchange of experience intends to ensure that Platone builds on rather than replicates previous H2020 projects. To ensure the collaboration, at least two workshops will be organized to allow fruitful exchanges between the various projects answering to the same call (see chapter 3.6.1.3).

A collaboration between Platone and H2020 sister projects FEVER, edgeFLEX, DECIDE kicked off with a joint online event on Nov. 19 2020, hosted by BRDIGE and the SES taskforce on energy communities. Platone is co-organiser of the event. The aim is to strengthen the collaboration under the light of local flexibilities and its potential exploitation through energy communities. The event addresses the idea of a flexibility community and is therefore closely related to the community approach described in chapter 3.7.

3.8.4 International Cooperation

Platone has established a cooperation with the Distributed Energy Management Initiative (DEMI) in Canada, a partnership between Northern Alberta Institute of Technology (NAIT), ATCO, Siemens and the Future Energy Systems research programme at the University of Alberta. It was facilitated by the strategic alliance between RWTH and University of Alberta and by the fact that SIEMENS is partner in Platone as well as in DEMI.

With this cooperation the Platone consortium will make the Platone platform available to DEMI for testing within a microgrid scenario to understand possible adaptations and to extend the set of use case scenarios for Platone to microgrid flexibility. Therefore, the University of Alberta will bring up the Platone approach in the project “Towards future interconnected electric system”, funded in Alliance Grant of the Natural Sciences and Engineering Research Council of Canada (NSERC), the major federal agency responsible for funding natural sciences and engineering research in Canada and NAIT. The testing area is a microgrid within the Centre for Grid Innovation (CGI), which was initiated by DEMI 2018 and is located at NAIT. In this “plug-and-play”, microgrid energy companies can develop, test and validate their technologies under realistic field conditions.

With a kick-off meeting in November 2020 three action points for the future cooperation were determined: “Customer engagement”, “Platform technology” and “Comparison of regulatory schemes Canada/Europe”. In addition, the industry boards will be invited to join an event of the Linux Foundation Energy.

Further, the following activities are performed in support to or as an output of the cooperation:

- DEMI representatives join the Advisory and Dissemination Board of Platone.
- Universities on both sides share data in support of the scalability analysis.
- A joint workshop will be organized in the middle of the project (ca. autumn/winter 2021) to study the market aspects.
- Scientists will be exchanged using funding from the universities already running such a programme.
- Thanks to the links established between RWTH and the University of Alberta in Platone, RWTH and the University of Alberta have submitted an international graduate school programme. The programme is currently under review by the German research funding organization “Deutsche Forschungsgemeinschaft (DFG)”. If this is approved, it will create an international long-term cooperation with several scholarships, in the range of 12 Ph.D. from each country, so 24 altogether, based to the topics of Platone.
- Knowledge and insights in relation to the Platone project are constantly exchanged and reviewed between the partners (e.g. presentation of the Platone project to a broader Canadian electrical engineering audience at the IEEE Canada Power and Energy Conference (EPEC) 2020.[2]

For other countries, Platone uses the opportunities to present Platone at the international events for example:

- ISGAN (International Smart Grids Action Network) [3], a strategic platform to support high-level government attention and action for the accelerated development and deployment of smarter, cleaner electricity grids around the world

[2] https://epec2020.ieee.ca/program/

[3] https://www.iea-isgan.org/

- Mission Innovation [4], a global initiative working to accelerate clean energy innovation

Mainly consortium partners B.A.U.M. and RSE are heavily involved in such international organizations.

3.8.5 Intermediaries

Intermediaries can facilitate the dissemination activities by being multipliers within specific stakeholder groups. They are involved in different ways, following the stakeholder relationship management strategy.

To attract suppliers of the energy industry to experience the new solutions and to consider adopting them, Platone mainly addresses this target group via associations and other intermediaries. Therefore, activities with the following organizations and initiatives are running or planned:

- Joint activities with European Institute of Innovation and Technology (EIT) to reach out to Startups and innovative SMEs EIT as a unique EU initiative spurs innovation and entrepreneurship across Europe. Its Knowledge and Innovation Communities (KICs) bring together businesses, research centres and universities. Platone will invite mainly KIC InnoEnergy and KIC Digital for joint implementation of activities.
- Joint activities with business-oriented institutions on European level like T&D Europe and Digital Europe (representing 61 major technology companies and 37 national trade associations) and EASME for involving SMEs and start-ups etc.
- Collaboration with specialized industry initiatives with energy focus and initiatives using an open software platform that supports standardized building automation and energy management. Amongst them are the EE-Bus initiative (mainly linking to smart homes), OGEMA as well as the FEN industry consortium (amongst others involving promoters of DC energy grids), where Platone was presented in a general meeting.

In November 2020 the software of the Platone DSO Technical Platform has been accepted as a project in the Linux Foundation Energy, which brings Platone to a world-wide audience. This means that the Platone DSO Technical Platform will benefit from a software development community, particularly bridging to activities in the USA and Australia that are going in the same direction.

[4] http://mission-innovation.net/

4 Action Plan 2020/2021 (Draft)

Table 1: Action Plan 2020/2021 (Draft)

Time / Action	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30
Extend project website	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
High quality videos of the demo sites			X	X	X	X	X									
Further development of graphic material			X	X	X	X	X	X	X	X	X	X	X	X	X	X
Sending out contextual mailings (establish a community, event announcements)				X	X	X	X	X	X	X	X	X	X	X	X	X
Concept for Platone midterm Conference			X	X	X	X										
Revise and specification social media strategy	X	X	X													
2-3 Postings per month at the Platone LinkedIn Group				X	X	X	X	X	X	X	X	X	X	X	X	X

Time / Action	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30
2-3 Tweets per month at the Platone Twitter account				X	X	X	X	X	X	X	X	X	X	X	X	X
Publication of news and features from and about events	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Contribute an article for BRIDGE newsletter				X						X						X
Presence at key stakeholder specific party events (see event plan and COVID situation)									X					X		
Participation at BRIDGE working Group Meetings (see Event Plan)		X	X		X	X		X		X		X				
Kick-off Workshop on customer engagement and trial site open days (tbd, see Event Plan))																
Organization of media event(s) (in dependence of COVID situation)											X	X	X	X	X	X

5 Controlling of Communication Activities

5.1 Key Performance Indicators

All communication measures are checked regularly to see how effectively and efficiently input and outflow correlates. Therefore, key performance indicators (KPIs) are set up, which are specific, measurable, attainable, relevant and time-bound and are derived from the strategic approach related communication objectives described in chapter 2.3.

These KPIs will be analysed periodically on the one hand on the basis of indicators and on the other hand in relation with the budget plan in the forefront of the annually revisions of the communication and dissemination plan. The results will be taken into account to adjust and adapt the strategy approach, the correlated measures and allocated budget wherever necessary.

5.1.1 Creating Awareness for Platone project and results

1 launched project website based on a joint project design at the end of the third project month with a constantly increasing and up-to-date high-quality content based on the progress of the project (link list, publications on results, trial description etc.)
1 launched community hub within the second project year
Significant increase of users of the community hub from start till end of the project
1 Flyer that shows a general overview of the project, its challenges and expected impacts (digital, print on demand)
3 Flyers, 1 for each of the three trials, that show an overview of the corresponding trial (digital, print on demand)
3 online available (via project website) short high-quality videos that describe the results and trials of the project, their scope and the technologies tested and evaluated
3 produced large size banner or stand-up (Kakemono) presenting a general image of the project (or adequate digital formats in cases of virtual event formats due to COV-19)
1 tailor-made article on a success story for publications as well as other targeted media channels (e.g. EC newsletters, IEEE SmartGrid Newsletters, specialised national magazines etc.).
1 interview on a success story for publications as well as other targeted media channels (e.g. EC newsletters, IEEE SmartGrid Newsletters, specialised national magazines etc.).
6 released and sent press releases of key project milestones to specialised and general media channels
1 online available press/media kit
1 LinkedIn group open with regular activity by the Platone consortium
1 Twitter channel open with regular activity by the Platone consortium
On average 2 posts by Platone consortium members on LinkedIn per month
On average 2 tweets by Platone consortium members on Twitter per month

10 successful talks in workshops and international events of reference
1 successful series of co-creation events on user interaction including • 1 successful workshop on capacity building (internal) to introduce user centric design and specific innovation activities to all trial site responsible partners • 3 successful virtual or physical kick-off workshops, one per trial with potential customers (private, commercial) and other relevant stakeholder groups to engage a critical number of private customers in Platone Project and with feedback of > 5 participants of the workshop • 3 successful virtual or physical follow-up workshops, one per trial with potential customers (private, commercial) and other relevant stakeholder groups to engage a critical number of private costumers in Platone Project and with feedback of > 5 participants of the workshop • 3 successful virtual or physical innovation workshops, one per trial, with a user and target group-oriented design process e.g. prototyping solutions with design thinking approach • 1 final virtual or physical coordination workshop
4 well-visited virtual or physical tours to trials sites with more than 100 participants altogether
2 successful virtual or physical exploitation workshops for the commercial exploitation and market take up
1 successful midterm conference in Brussels or on virtual level
1 successful final virtual or physical event at the end of the project
≥ 1 documented impact to the BRIDGE H2020 Working Groups
≥ 3 contributions to the BRIDGE H2020 Newsletter
≥ 2 documented contribution to all BRIDGE H2020 events during the project where input of Platone is required
Significant increasing number of contacts with the main stakeholders and target groups in a data base until the end of Phase 2 of the project

5.1.2 Dissemination activities towards the Research Communities

1 developed and organised virtual or physical professional course to enable energy sector professionals to update their knowledge with a course promoting the use of the concepts developed in the Platone project, as part of the RWTH Academy Programme for life-long learning.
4 published articles in highly ranked, prestigious, international peer-reviewed journals and magazines
10 contributions in international peer-reviewed scientific conferences
1 designed and implemented informative special session e.g. in the IEEE PES series of webinars
2 summer schools at RWTH, where Platone topics are introduced

1 course created and successful implemented in the university curriculum (Contribution in developing course content) to foster a new generation of modern power engineers

5.1.3 Attracting and Supporting Grid Operators

2 successfully organised events with a total of 75 participants, that invite DSOs to the Lab at the RWTH (or virtual)
1 created and successful implemented informative course with a total of 30 participants to enable Energy Sector professionals to update their knowledge
5 documented updates on the progress of the project using the mailing list of EDSO and to national associations in the energy industry
15 ambassadors in an established “ambassador system” who share information of the project with their business networks
≥ 2 early preliminary feedbacks by the DSO community on preliminary project results by discussing early recommendations with a panel of experts and gather indications about topics that shall be further investigated in project activities via DSOs community driven by E.DSO and its 39 Members (connecting 70% of the DSO customers in Europe), in cooperation with the 3 other DSO associations at EU level CEDEC, Eurelectric and GEODE
≥ 2 early preliminary feedbacks by the TSO community on preliminary project results by discussing early recommendations with a panel of experts and gather indications about topics that shall be further investigated in project activities via cooperation with ENTSO-E.
≥ 2 early preliminary feedbacks by Manufacturers, Academy and research centres (universities, EERA Joint Programme on Smart Grids) on preliminary project results by discussing early recommendations with a panel of experts and gather indications about topics that shall be further investigated in project activities via cooperation, e.g. organization of side events during the periodical meetings of associations like T&D Europe and EASE.

5.1.4 Fostering business innovation

3 documented joint activities with business-oriented institutions on European level, e. g. contributions to international business-oriented workshops such as those organized by Smart Grid Forum or with the European Institute of Innovation and Technology (EIT) to reach out to Start-ups and innovative SMEs
5 productive and documented focus meetings with specialized industry initiatives with energy focus
5 published high-quality professional articles in industry-related special interest journals
2 successful organised virtual or physical exhibition stands in industry innovation events
1 Business plan for each of the finally defined Platone results
10 DSOs expressing interest in using our Platone platform
10 companies interested in the services, expressed as coming to a Platone event
4 instances deployed of Platone results (uptake of Platone by service providers)

5.1.5 Introducing Platone Platform and Solutions in Standards

≥ 2 early preliminary feedbacks by standardization bodies (IEC, CEN, CENELEC) on preliminary project results by discussing early recommendations with a panel of experts and gather indications about topics that shall be further investigated in project activities.
≥ 3 successful and documented contributions to standardisation bodies, groups or committees e.g. of the IEC, CEN, CENELEC, IEEE, ETP Smart Grid Working Group on Utility Digitalization and the Conseil International des Grands Réseaux Electriques / International Council on Large Electric Systems CIGRE (via active roles of consortium partners)

5.1.6 Contributions to Policies and Governance

≥ 2 inputs (e.g. presentation, publication) on Platone findings as soon as available to ETIP SNET (preferably at events and platforms of the ETIP SNET support structure: SPRING) and BRIDGE
≥ 2 inputs on Platone findings via an established connection enabling input to all types of industry and R&D associations in Europe and worldwide (via EDSO)
≥ 2 inputs (e.g. presentation, publication) on Platone findings to programme managers and framework setters in almost every EU country through the ERA-Net Knowledge Community (via B.A.U.M. Consult)
Successfully placed recommendations to national regulatory bodies via their European agency and association (ACER, CEER).
1 successful presentation of Platone findings and the demo results to the Eurelectric in order to inform the main European Utilities and DSOs about the development of robust flexibility mechanisms and the adoption of novelties such as blockchain technology, integrated CBA analysis and interoperability
≥ 2 early feedbacks by regulators on preliminary project results by discussing early recommendations with a panel of experts and gather indications about topics that shall be further investigated in project activities via cooperation with • Working groups of the Council of European Energy Regulators (CEER) • Florence forum (Florence school of regulation) for webinars and participation to Florence Forum

5.2 Indicators

For further evaluation and reporting regarding the above listed KPIs, among others the following indicators are taken into account:

- Quantity of contacts in contact data base (per stakeholder resp. target group);
- Quantity of community members (registered, active);
- Quantity of subscriptions for the project mailing list;
- Quantity of visitors of events (invited / expected / participated);
- Social media statistics (followers, group members, shared posts/tweets etc.);
- Clipping reports;
- Website statistics.

6 Conclusion

The current edition of the communication and dissemination plan gives the basis for the upcoming communication and dissemination activities and a clear orientation on what to do to reach the communication objectives for the following project year and in respect to the current project phase.

Even in the light of COVID-19 the communication and dissemination activities were not heavily affected. A short gap representing Platone project and it´s approach due to cancelled or postponed dedicated meetings of working groups as well 3rd-party events was quickly filled by focussing on basic as well as innovative interactive virtual formats.

With several kicked-off collaboration and cooperation activities, Platone already creates well-visible impact within project year 1. Best examples are the lead of HEMRM action, the creation of a BRIDGE Use Case repository, the contribution to OPEN DEI aligning reference architectures, open platforms and large-scale pilots in digitizing European industry and the initiation of a flexibility community with other H2020 flexibility projects, which creates synergies with sister projects FEVER, edgeFLEX, DECIDE and which kicked-off with a joint online event in November 2020. With the kick-off of our cooperation with Canada in November 2020 three important action points" Customer engagement", "Platform technology" and "Comparison of regulatory schemes Canada/Europe" for the future cooperation were already determined and will significantly contribute to the knowledge transfer. With the first ADB meeting the consortium got very valuable advice and recommendations to further be considered in the process of the project.

Therefore, the focus in project year 2 is to actively pursue all initiated collaboration and cooperation activities, foster transferring knowledge and disseminating (interim) results of Platone to relevant stakeholders and later to target groups. Beyond that, ongoing work will be done to expand, align and update tools and channels for spreading information to the identified relevant stakeholders who have a high impact on the success of the project to reach the desired engagement with a shift from "taking notice" up to direct involvement and feedback processes, e.g. in trials/demos.

In addition, consortium members representing Platone at mainly virtual stakeholder-relevant events will also play an important role in project year 2. To evaluate how effective the measures are, careful monitoring is done from the very beginning.

The success of the communication and dissemination activities for Phase 2 is an essential precondition for the activities in the following project phases that will focus on the trials and associated interim results, deepen the customer integration and doing first preparations for the exploitation of results.

Therefore, the current draft plan will be updated regarding ongoing and further planned activities, and will be developed considering the progress of the project. The upcoming plan will take into account the analysis of success indicators, possible adjustments in the strategic approach and in the implementation of measures. It will also contain the results of the implementation of the measures in year 1.

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10 List of Abbreviations

Abbreviation	Term
ADB	Advisory and Dissemination Board
ACER	Agency for the Cooperation of Energy Regulators
CBA	Cost-benefit analysis
CEDEC	European Federation of Local Energy Companies
GEODE	GEODE - the Voice of Local Energy Distributors across Europe
CEER	Council of European Energy Regulators
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
CIGRE	Conseil International des Grands Réseaux Electriques (International Council on Large Electric Systems)
DSO	Distribution System Operator
EASE	European Association for Storage of Energy
EERA	European Energy Research Alliance
EIT	European Institute of Innovation and Technology
ENTSO-E	European Network of Transmission System Operators - Electricity
EPRI	Electric Power Research Institute
ERA-Net	European Research Area Network
ETIP SNET	European Technology and Innovation Platform Smart Networks for Energy Transition
ETP	European Technology Platform
H2020	Horizon 2020 (Funding programme of the European Commission)
IEEE	Institute of Electrical and Electronics Engineers
IEC	International Electrotechnical Commission
KICs	Knowledge and Innovation Communities
PAM	Participants All Meeting
RDI	Research, Development and Innovation
R&D	Research & Development
RES	Renewable Energy Sources
SEO	Search Engine Optimization
SET-Plan	Strategic Energy Technology Plan
SME	Small and Mid-sized Enterprise
T&D Europe	European association of the electricity transmission and distribution equipment and services industry
TLM	Task Leader Meeting
TSO	Transmission System Operator
URL	Uniform Resource Locator (web address)
WG	Working Group

Annex A

A.1 Stakeholder Specific Communication Matrix- Template

Key Stakeholder			
General Description			
Specific opportunities and challenges and desired outcome after the project			
	Desired outcome during and after the project: ■ ■		
Communication targets	Phase 1	Phase 2	Phase 3
	The stakeholders should … ■		
	Desired activities of the stakeholders ■	(same as year 1 plus:) ■	same as year 1+2 plus: ■
Key message & Sub messages	Phase 1	Phase 2	Phase 3
	Key message	Key message	Key message
Tools and Channels	Phase 1	Phase 2	Phase 3
	■	adding: ■	adding: ■

A.2 Selected planned and Earmarked Events (Focus Phase 2)

Due to the COVID-19 pandemic a lot of former live events have been transferred to online events. Under the given circumstances an online event offers more reliability in planning for potential participants. Anyhow this list is continuously updated.

Event Category	Start	End	Location	Title
3rd party event	14.01.21	15.01.21	Zurich, Switzerland online	ICABES 2021: International conference on Advanced Batteries and Energy Systems
3rd party event	25.01.21	26.01.21	Paris, France online	ICCETES 2021: Clean Energy Technologies and Energy Storage Conference
Member event	26.01.21	27.01.21	online	Global DSO Webinar
3rd party event	28.01.21	29.01.21	New York, USA online	ICDGPD 2021: Distributed Generation and Power Distribution Conference
3rd party event	28.01.21	29.01.21	New York, USA online	ICDRSGAC 2021: 15. International Conference on Demand Response in Smart Grids and Active Consumers
3rd party event	28.01.21	30.01.21	New York, USA online	CDRSGEM 2021: 15. International Conference on Demand Response in Smart Grids and Energy Management
3rd party event	09.02.21	11.02.21	Essen, Germany	E-world Energy & Water
3rd party event	15.02.21	18.02.21	Washington DC, USA online	2021 IEEE PES Innovative Smart Grid Technologies Conference (ISGT)

Event Category	Start	End	Location	Title
3rd party event	24.02.21	26.02.21	Wels, Austria	World Sustainable Energy Days 2021
3rd party event	25.02.21		online	International Power Summit 2021
3rd party event	tbd (March)		Aachen, Germany	IEEE International Forum on Smart Grids for Smart Cities (SG4SC)
3rd party event	28.04.21	30.04.21	online	SMARTGREENS 2021: 10th International Conference on Smart Cities and Green ICT Systems
3rd party event	03.05.21	05.05.21	Vilnius, Lithuania online	Euroheat & Power Congress 2021 – Call for ideas
3rd party event	17.05.21	18.05.21	Sydney, Australia online	ICSEMSBEES 2021: 15. International Conference on Smart Energy Management for a Sustainable Built Environment and Energy Storage
3rd party event	19.05.21	21.05.21	Berlin, Germany	14th Energy Storage World Forum Programme
3rd party event	31.05.21	04.06.21	tba	EU Green Week 2021
3rd party event	25.05.21	27.05.21	Split, Croatia online	2021 International conference on Smart Grid Synchronised Measurement and Analytics (SGSMA 2021)

Event Category	Start	End	Location	Title
3rd party event	09.06.21	11.06.21	Munich, Germany	Smarter-E (incl. Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power)
3rd party event	17.06.21	18.06.21	Riga, Latvia online	ICSEMEF 2021: 15. International Conference on Smart Energy Management and Energy Flexibility
3rd party event	18.06.21	20.06.21	Tokyo, Japan	The 5th International Conference on Smart Grid and Smart Cities (ICSGSC)
3rd party event	21.06.21	24.06.21	Geneva, Switzerland	CIRED Conference
3rd party event	22.06.21	23.06.21	London, UK	SPARK - Energy Reimagined (Smart Energy Europe)
3rd party event	27.06.21	02.07.21	Madrid, Spain (in case of restrictions online)	4th IEEE PowerTech
3rd party event	25.07.21	29.07.21	Washington DC, USA	IEEE Power & Energy Society (PES) General Meeting - Managing Energy Business During a Pandemic
3rd party event	21.08.21	25.08.21	Paris, France	CIGRE Exhibition
3rd party event	17.09.21	19.09.21	Frankfurt am Main, Germany	2021 International Conference on Smart Cities and Smart Grid

Event Category	Start	End	Location	Title
3rd party event	18.10.21	21.10.21	Aachen, Germany	2021 IEEE International Conference on Communications, Control, and Computing Technologies for Smart Grids (SmartGridComm)
3rd party event	30.11.21	02.12.21	Milan, Italy	Enlit Europe
3rd party event	07.12.21	11.12.21	Madrid, Spain	smartEn Symposium
3rd party event	13.12.21	14.12.21	Cairo, Egypt	ICSEMEF 2022: Smart Energy Management and Energy Flexibility Conference