



# Platone

## PLATform for Operation of distribution NETworks

D8.1 v1.0

### Communication and Dissemination Plan (First Draft)

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#### Abstract

This document is the first draft of four editions of the communication and dissemination plan for Platone. This plan covers a comprehensive overview on the communication and dissemination strategy, the derived measures and implementation and the collaboration and cooperation activities. Furthermore, it outlines the controlling of the planned activities.

#### Keyword list

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

#### Disclaimer

All information provided reflects the status of the Platone project at the time of writing and may be subject to change.

## Executive Summary

Deliverable D8.1 provides the communication and dissemination plan for the four-year Horizon 2020 funded project PLATform for Operation of distribution NETworks (Platone). It represents tasks of work package eight of the project's description of the action.

The document is the first draft of three updated editions for project years two, three and four.

The communication and dissemination plan outlines the strategy and measures to communicate and disseminate the project's activities and results. In addition to the communication and dissemination plan 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 project year two and four.

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 and approaching suitable interest groups, stakeholders are identified and defined. Communication and dissemination objectives give guidance on what measures has 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 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 will be regularly updated with non-sensitive and publicly available information on the progress and outcomes of the project and will 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.

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 Platone community forms a central part of the strategy. The community is open for all stakeholders, who are interested in flexibility issues. The aim is 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 main hub for the Platone community is a community area at the Platone project website. Beyond that, special community events, e.g. workshops or sessions at events, will be offered.

The Platone consortium has an excellent starting point to connect to intermediaries and for cooperation due to its 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 and research networks as well as an active role in other H2020 projects or initiatives. This network will be continuously established for Platone to use it 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.

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.

The annual update of the plan will take all these aspects into account.

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## 1. Introduction

Horizon 2020 is a Research and Innovation programme aiming at fostering competitiveness, growth, and increasing benefits to the European Union economy and citizens. Under different funding schemes the framework programme supports research and development activities resulting in new knowledge, new products and services, and also in non-technological and social innovation<sup>1</sup>. In these funding schemes the project “PLATform for Operation of distribution NEtworks” or “Platone” works under the topic “Flexibility and retail market options for the distribution grid” within the Horizon 2020 Work Programme “Secure, Clean and Efficient Energy”. The Platone consortium is an association of 12 partners from the European countries Germany, Greek, Italy and Belgium.

The project 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, 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 3 European trials (Greek, Germany and Italy) and the consortium aims to go for a commercial exploitation of the results after the project is finished.

Under Horizon 2020 it is essential that the society benefits from investment in these projects. Therefore, there is a clear accent to the beneficiaries’ obligations to exploit and disseminate the outcomes of the funded activities (European Commission 2014; European Union 2015).

The aim of activities regarding communication, dissemination and exploitation is

- 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.

The “Communication and Dissemination Plan” for Platone outlines the strategy and measures to communicate and disseminate the project’s activities and results. This deliverable D8.1 is the first draft of the plan and will be followed by three updated editions for years two, three and four. In addition to the Communication and Dissemination Plan, the project will prepare a separate “Exploitation and Marketing Plan”, which will focus on the commercial exploitation.

Communication as well as dissemination aspects are merged in an overall communication strategy and related measures and tools. It also 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. The Platone framework development will follow three main phases. For the first project phase, the activities will focus on raising awareness of the project and getting in touch with selected key stakeholders. This includes producing the project communication materials, getting tools up and running (e.g. project flyer, project website

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<sup>1</sup> For further information see [www.ec.europa.eu/programmes/horizon2020](http://www.ec.europa.eu/programmes/horizon2020)

and mailing lists), involvement of relevant stakeholders in the trials, promotion and establishment of a Platone community and representation of the Platone project at stakeholder relevant events. In phases 2 and 3, the activities will focus more on the trials and associated interim results and, later on, on the preparation of the commercial exploitation.

An annual controlling of effectivity and efficiency of the implemented measures and budget ensures that an adjustment in strategy and measures can be made where necessary. The plan will be updated annually to take all these aspects into account.



## 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 will be 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 Objectives

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 will address are

- the need for DSOs 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 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.

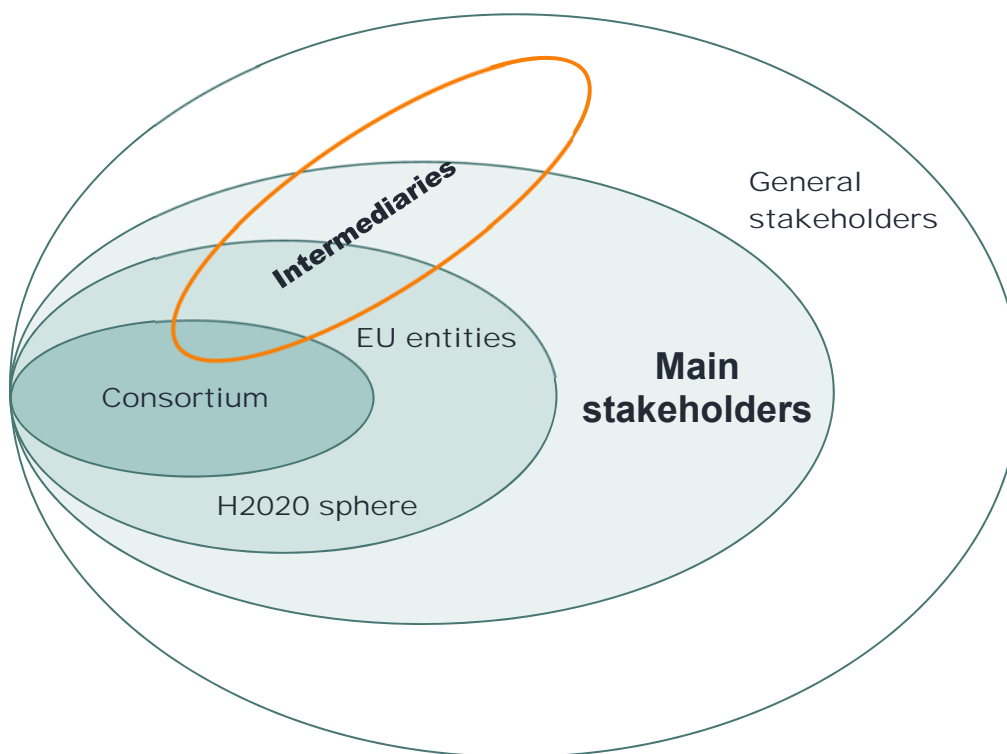


Figure 1 - Platone Stakeholders

Beyond that, stakeholders in the context of H2020 such as other H2020 projects on smart citizen-centred energy systems and related, 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 and ETIP SNET working groups). There is a flowing transition between programme related, main stakeholder group intermediaries and interest groups. To that end, the consortium will use the projects, groups and channels that partners have been, are and will be 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 list identifies typical groups of the main stakeholders for Platone.

- Regulators on national and European level
  - The Electricity Regulatory Forum (Florence Forum)
  - ACER - Agency for the Cooperation of Energy Regulators
  - CEER - Council of European Energy Regulators
- DSOs community
  - E.DSO - European Distribution System Operators
  - Eurelectric - Union of the Electricity Industry
  - GEODE - the Voice of Local Energy Distributors across Europe,
  - CEDEC - European Federation of Local Energy Companies
  - New generation of operators
  - Practitioners and decision makers at DSOs
  - Students
- National energy associations such as
  - BDEW - Bundesverband der Energie- und Wasserwirtschaft e.V. (Germany)
  - VDEW - Verband der Elektrizitätswirtschaft e. V. (Germany)

- VKU - Verband kommunaler Unternehmen e.V. (Germany)
- Oesterreichs Energie (Austria)
- TSO community
  - ENTSO-E - European Network of Transmission System Operators for Electricity
- Manufacturers
  - T&D Europe - European association of the electricity transmission and distribution equipment and services industry
  - EASE - European Association for Storage of Energy
  - Innovation managers of established suppliers of DSOs
  - Service oriented innovation community of Small and Mid-sized Enterprises (SME's)
  - Start-ups
  - Investors
- Academy and research centres
  - Universities
  - EERA - European Energy Research Alliance - Joint Programme on Smart GRIDS
- Standardization bodies
  - IEC - International Electrotechnical Commission;
  - CEN CENELEC - European Committee for Electrotechnical Standardization
- All types of European and national bodies in charge of defining roadmaps and frameworks for the development of the European energy system:
  - ETIP SNET - European Technology and Innovation Platform Smart Networks for Energy Transition
  - SGTF - European Commission's Smart Grids Task Force, TSO/DSO Platform
  - ERA-Net Knowledge Community (KC)
- Industry initiatives with energy focus
- Intermediaries in energy industry organisations / Industry initiatives with energy focus
  - EE-Bus initiative (mainly linking to smart homes),
  - FEN industry consortium (amongst others involving promoters of DC energy grids),
  - OGEMA - Open Gateway Energy Management Alliance
  - Energy sector professionals
- Business oriented institutions on European level
  - T&D Europe
  - Digital Europe (representing 61 major technology companies and 37 national trade associations)
  - EIT - European Institute of Innovation and Technology (mainly KIC InnoEnergy and KIC Digital)
  - EASME - Executive Agency for Small and Medium-sized Enterprises for involving SMEs and start-ups etc.

A detailed description of the main stakeholders and their specific opportunities and challenges will be included in the 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 will foster the growth and promote integration of its solutions among not only DSO operators, but also toward 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.

Phase 1 spans over the first 20 months of the project. It will include 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 will focus 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 will be set up to (e.g. project flyer, project website and mailing lists), customers will be involved in the trials from the beginning, promotion of and establishing the Platone community will be promoted and established and the Platone project will be represented at stakeholder relevant events by selected consortium members.

Phase 2 (M21-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.

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 preparing the commercial exploitation of the Platone results like organizing exploitation workshops will be started.

Phase 3 (M41-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 will run over the whole project lifetime.

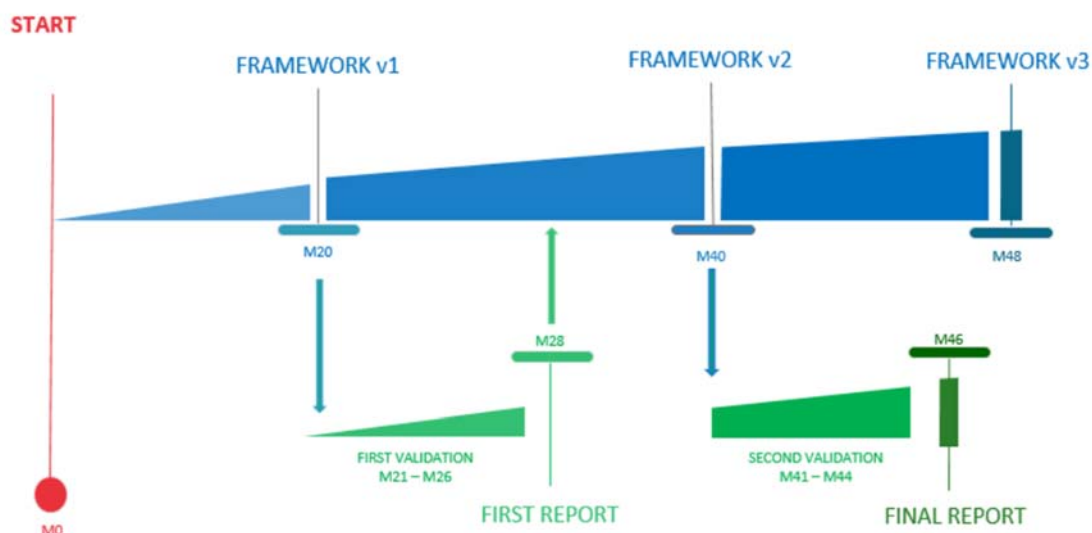


Figure 2 - Development and evaluation phases

## 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 project months 24 and 40.

### 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:

- Shared 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.
- Introduced 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<sup>2</sup>.
- Visibility of scaled up and replicated trials.
- Launched 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.

- Established 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

One of the main reference documents for the communication and dissemination activities will be a stakeholder specific communication matrix (non-public). 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

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<sup>2</sup> 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.

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. 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. Consult. The communication and dissemination team is responsible for initiation, implementation and evaluation of the measures. 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 will be managed by the dissemination team.

For further project management structure and procedures 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 will be recognized as part of it. The logo will be 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 should be used for external as well as internal communication and it may in no case be adjusted or changed. The colour scheme and fonts will be considered in every type of digital or print material and online tools like the project website.



Figure 3 - Project logo design






				
R=71 G=118 B=115 # 477673	R=81 G=154 B=160 # 519aa0	R=142 G=186 B=190 # 8ebabe	R=229 G=118 B=39 # e57627	R=76 G=88 B=85 # 4c5855
C=72 M=34 Y=48 K=20	C=68 M=21 Y=35 K=5	C=49 M=14 Y=25 K=0	C=5 M=63 Y=90 K=0	C=65 M=47 Y=52 K=40

Figure 4 - Project design colours



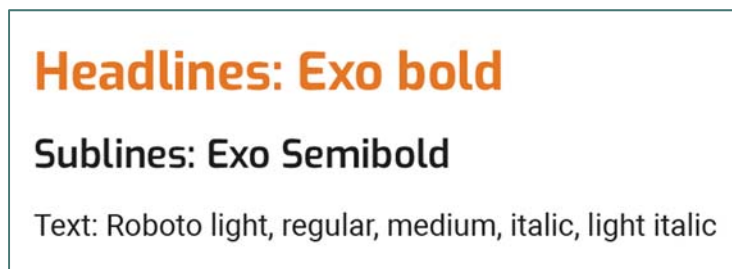


Figure 5 - Project design fonts

### 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 the following key slogans will be used:

*Smart Integration For Market Innovation –  
Innovation For The Customers, Innovation For The Grid*

The following ideas might be considered for content or stakeholder specific use:

- New Vision On Future Grids →  
Making The Future Grid Real
- Simplify Energy Interaction →  
Join The Grid
- Removing Barriers, Including Citizens →  
Free The Energy Flow
- Re-Thinking Grid Flexibility →  
Thinking a Flexible Grid
- Make Energy Democratic Again →  
Active Citizens, Intelligent Networks, Energy Democracy
- Removing Barriers, Including Citizens →  
Flexibility for Energy Democracy
- Shaping Our Common Future of Flexibility →  
Shaping the Frontline of the Energy Revolution
- Join the Grid →  
Enjoy Your Energy Grid
- Smart Ecosystems keeping Costumers in the loop →  
Flexible Consumers for Smart Ecosystems

Keywords are essential for communication content and in the context of stakeholder specific communication. The (non-public) stakeholder specific communication matrix as mentioned in chapter 2.5 includes stakeholder specific keywords and key messages. Keywords will be also used to find the right “hashtags” in the context of social media activities (see chapter 3.5.2).

The results of the co-creation process on keywords will be considered regarding stakeholder-specific communication.



Figure 6 – Word cloud: Keywords addressed by Platone

### 3.2.3 Wording

The consortium has agreed to the following pronunciation of Platone:

„Plátone“

### 3.2.4 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 will be used on the websites, for presentations and posters at events etc.

## 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](http://www.Platone-h2020.eu)

The website will be implemented in two steps:

- Basic version including main information on the project and the consortium, subscription for mailing list and preregistration for community area. Launch: December 1<sup>st</sup> 2019.
- Full version: All for project year one planned functionalities including community area.

An annual revision of the websites will ensure its topicality and focus. Extensions like the project videos planned for year two will be implemented as ready or as needed.

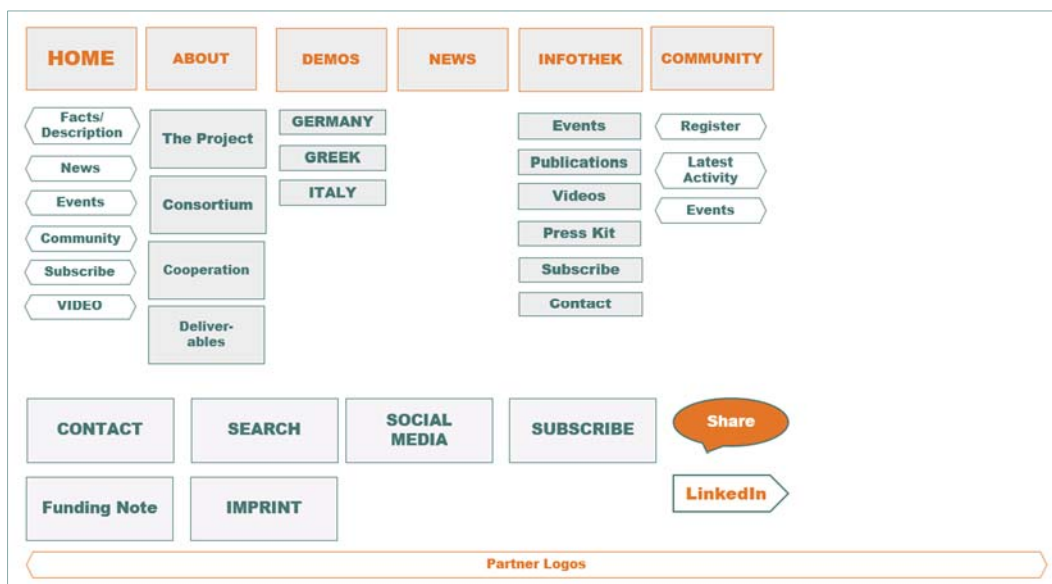


Figure 7 - Draft website structure

The website includes a restricted community area to engage with different stakeholder groups in Europe having an interest in understanding the work of the project and its outcomes.

It is the main hub to establish a community with focus on flexibility issues. The community area will therefore include (proved and validated) user generated content of continuously up-to-date professional articles and discussion contributions, and issue related news. The community area will also include a database for trials, projects and organizations working on flexibility issues. All scientific publications will be available as preliminary versions in the secure area of the webpage with the option of guided forum discussion, to engage actively the consortium partners but also the members of the Advisory and Dissemination Board (ADB) in the scientific discussion and to enhance the quality and relevance of the publications.

### 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 3.5.2.

The LinkedIn group was opened on 1<sup>st</sup> October 2019.

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

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



Figure 8 - Platone LinkedIn Group

### 3.3.3 Print and Digital Materials

Based on the project design at first the following templates and materials are created:

- Template for slides, deliverables and milestones;
- Set of basic slides;
- Project flyer comprehending a general overview of the project, its challenges and expected impacts;
- 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 will be prepared.

The following materials are planned for later on:

- Flyer 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

### 3.3.4 Video

A small set of videos will be orchestrated, describing the general project context, the technologies developed and tested in the Platone trials, the expected results and in order to present the project. The videos will be available on the Platone web site and will be used e.g. at booths in fairs or as openers for events.

### 3.3.5 Publications

Besides articles, reports on the Platone websites, newsletter features, posts on social media or advertising material, key project and scientific publications will be 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.

The following (scientific) publications are planned:

- 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 will be on success stories.
- High-quality scientific papers will be submitted to renowned conferences and to scientific journals.
- Deliverables and reports.

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

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

### 3.3.6 Policy Briefs

Consortium partners will introduce solutions to associations and framework setting institutions on national, European and worldwide level. Policy briefs and presentations will be developed to support personal presence in cooperation/road-mapping meetings (e.g. IEEE, SETPlan/ETIP).

### 3.3.7 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;
- Handout;
- Images with high resolution;
- Relevant links (e.g. project videos).

The press kit will be continually updated following the project progress. For all further media inquiries, the dissemination team will provide the appropriate information and contacts within the consortium, e.g. for interviews etc.

### 3.3.8 Toolbox for Consortium Members

The toolbox for consortium members supports current communication activities. The set comprises 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

## 3.4 Editorial Plan

An editorial plan helps to coordinate the generation and distribution of content. Milestones and events will be accompanied by communication measures like mailings, press releases, LinkedIn posts, Twitter tweets, news items at the project website, interviews etc.

Therefore, the editorial plan comprises i.a. 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, there will be a news item at the project website and further channels. For this, the consortium partner joining the event is requested to give a short report on the event. To ease the reporting a template for event reviews is provided (see chapter 3.3.8).

## 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 will be regularly updated with non-sensitive and publicly available information on the progress and outcomes of the project and will 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 will announce e.g. events, invitations, news about publications or milestones. Platone will cooperate 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) will help to keep up a continuous spread of information on all relevant events, milestones and other highlights.

Requests towards internal and external partners for contributing content to mailings will be made regularly.

### 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.

#### 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

In order to establish an own Twitter channel a high frequency of tweets is needed. From experience, this is often not given in the context of a temporary R&D project. Other than on LinkedIn a temporary project has no alternative to an own project profile. Therefore, the strategy for Platone is to hitchhike on profiles of partners and intermediaries who are actively using twitter. The dissemination team provides tweets to share considering appropriate hashtags.

### 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 will 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. 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.

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 the Four Bridge H2020 Working Groups (see chapter 3.8.1). Platone will be introduced like all involved projects at <https://www.h2020->

[bridge.eu/participant-projects](https://bridge.eu/participant-projects). A Bridge Newsletter reports every six months (spring and autumn) about all project news. Platone will contribute 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)”.

### 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. This network will be continuously established for Platone to use it on different levels and purposes (See chapter Intermediaries). 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

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.

To use and generate synergies, 3rd party and Platone events should be linked as often as practicable (e.g. Platone workshops as a side event of an international conference).

Some of the events might be held as webinars via the community area at the project website to engage with different stakeholder groups in Europe having an interest in understanding the work of the project and its outcomes.

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.

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 lay the ground for the development and assessment of Platone solution models. Using the latest research and development methods (such as Agile Prototyping and Design Thinking), psychologists, sociologists and experienced business coaches in the Platone consortium will carefully 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. 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.

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 on basics of Design Thinking methods and mindset, brainstorming methods and 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). To reach private users the workshop will be held at the weekend.
- a series of innovation workshop 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.
- 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 development 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 chapter 3.8.3) two workshops will be organised to allow fruitful exchanges between the various projects answering to the same call: one at half-time and another in phase 3 of the project.

### **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. The tours will take place at the trial sites and will feature guided demonstration of the functionality of selected results.

## **3.6.2 Summer Schools**

Two summer schools are planned to introduce Platone concepts in academic lecturing and research. Linked to those events, competitions will result in a set of master theses with a focus on Platone concepts and solutions.

### **3.6.2.1 Professional course**

Platone 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.

## **3.6.3 Platone Conferences**

A midterm conference will gather experts in the sector to discuss the innovation proposed by Platone. With this open event at project half-time organized in Brussels Platone will disseminate the main results in the middle of the project. A suitable concept will be elaborated at the end of project year one.

A final conference at the end of the project will be the entry point into the exploitation phase. The conference will inform on 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 on relevance, on 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 beginning of phase 2 on as an important part of the preparations for the commercial exploitation activities.

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

### 3.7 Platone Community

A central part of the stakeholder relationship management strategy is the Platone community. The community is open for all stakeholders, who are interested in flexibility issues; mainly it addresses flexibility research projects, representatives of research and industry, smart grids experts and smart grids institutions and initiatives. 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. Supporting 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, coordinated by the Platone dissemination team. The main hub for the Platone community is the community area at the Platone project website. It offers a project data base, contact options, submit and comment professional articles etc. Beyond that, special community events, e.g. workshops, sessions at events, will be offered.

### 3.8 Collaboration and Cooperation

The Platone consortium has an excellent starting point to connect to intermediaries and for cooperation due to its 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) as well having as an active role in other H2020 projects or Initiatives. This network will be continuously established for Platone to use it 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 collaboration and cooperation.

#### 3.8.1 Advisory and Dissemination Board

Platone has established a focused Advisory and Dissemination Board of leading representatives of the Critical Energy Infrastructure and ICT sectors which will meet annually to advise the project on strategic directions in the sector. Candidate members of the ADB already confirmed their intention to join the ADB. Representatives of the Canadian cooperation project DEMI will also join the Advisory and Dissemination Board. The ADB will meet 3-4 times to assess the overall approach, use cases and field trials and their implications. ADB meetings will also serve as an opportunity to identify changes in the framework and new challenges and opportunities. In addition, the ADB will advise in the communication of results to stakeholders and help in opening dissemination paths in preparation for exploitation. Members of the ADB will help communicate the project results and insights and thereby ensure European-wide acceptance and usability of the Platone project outcomes. The ADB will have an open character and has already confirmed members.

#### 3.8.2 Contribution to European Joint RDI Efforts

Two joint RDI efforts will play an important role for the Platone project:

The European Commission initiative BRIDGE 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".

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 BRIDGE working groups and in 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 BRIDGE WGs and ETIP SNET white papers, roadmaps and implementation plans. Platone will contribute to the activities the BRIDGE working groups and contribute to the updates of the existing BRIDGE documents and will provide input for the next deliverables that will be drafted. Links will also be established with representatives of the ETIP SNET WGs and members of the project will contribute to the activities of the different ETIP SNET WGs.

### 3.8.3 Family of Projects

This task will be dedicated to coordination 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. The collaboration will also include regular contacts to coordinate with similar projects in Canada (see chapter 3.8.4). To ensure the collaboration, two workshops will be organized to allow fruitful exchanges between the various projects answering to the same call (see chapter 3.6.1.3).

### 3.8.4 International Cooperation

The Platone consortium will be present in activities beyond Europe. Platone has established a cooperation with the project DEMI (Distributed Energy Management Initiative) in Canada. This cooperation extends the set of use case scenarios for Platone as Microgrid flexibility is not a use case in it. The DEMI project started on 1<sup>st</sup> April 2018 and will run for 41 months<sup>3</sup>. The cooperation 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 DEMI. Partners in Canada will be directly involved. The following activities will be performed in support to the cooperation:

- DEMI representatives will join the Advisory and Dissemination Board of Platone;
- Universities on both sides will share data in support of the scalability analysis;
- A joint workshop will be organized in the middle of the project to study the market aspects;
- Scientists will be exchanged using funding from the universities already running such a programme;
- Platone will make the platform available to DEMI for testing within the microgrid scenario and understand possible adaptations.

For other countries, Platone will mainly use the opportunities to present Platone at the events of (ISGAN – International Smart Grids Action Network, 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, and Mission Innovation, 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 will facilitate the dissemination activities by being multipliers within specific stakeholder groups. They will be 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 will mainly address this target group via associations and other intermediaries. Therefore, activities with the following organizations and initiatives are 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)

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<sup>3</sup> DEMI is funded by the Government of Alberta, Ministry of Economic Development, Trade and Tourism under Contract No. 0119-20180214-NAIT-01.

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 via focus meetings with initiatives using an open software platform that supports standardized building automation and energy management such as EE-Bus initiative (mainly linking to smart homes), FEN industry consortium (amongst others involving promoters of DC energy grids) and OGEMA.

In addition, projects and groups where partners are already directly involved in are analysed and used for cooperation and distribution activities.

#### 4. Action Plan 2019/2020 (draft)

Table 1 - Action Plan 2019/2020 (draft)

Time	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16
<b>Action</b>																
Project logo & web design ready			X													
Launch project website (basic, full version)			X		X											
Press release regarding project start sent out			X	X												
Project design including design guide ready				X												
Toolbox for consortium ready (basic)				X												
Press Kit (basic) ready				X												
LinkedIn Group open		X														
General project flyer ready				X												
Rollup and Poster ready (trial site events)				X												
Publication of news and features from events and about Platone activities				X	X	X	X	X	X	X	X	X	X	X	X	X

Time	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16
Action																
Contribute an article for Bridge newsletter						X						X				
Sending out contextual mailings (e.g. kick-offs trials, invitation to community, event announcements)				X	X	X	X	X	X	X	X	X	X	X	X	X
Presence at key stakeholder specific 3 <sup>rd</sup> party events (see event plan)			X		X	X		X		X		X				
Participation at Bridge working Group Meetings (see Event Plan)		X														
Kick-off Workshop on customer engagement and trial site open days (tbd, see Event Plan)			Berlin	Trial Rome?	Trial Greece					Trial Greece						
Organization of media event(s) (tbd)				Rome												

## 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 Platone community area with restricted access at the project website at the end of the third project month
Significant increase of users on the Platone community website from start till end of the project
1 printed and downloadable Flyer that shows a general overview of the project, its challenges and expected impacts
3 printed and downloadable Flyers, 1 for each of the three trials, that show an overview of the corresponding trial
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
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.).
2 submitted high-quality scientific papers in renowned conferences and to scientific journals
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 (tbd) activity by the Platone consortium
Regular context related posts and tweets by Platone consortium members on LinkedIn and Twitter based on suggested templates or on own initiative
10 successful talks in workshops and international events of reference
1 successful series of co-creation events on user interaction including <ul style="list-style-type: none"> <li>- 1 successful workshop on capacity building (internal)</li> <li>- 3 successful kickoff workshops, one per trial</li> <li>- Series of continuous workshops</li> <li>- 1 last coordination workshop</li> </ul>

4 well-visited tours to trials sites with more than 100 participants altogether
2 successful exploitation workshops for the commercial exploitation and market take up
1 successful midterm conference in Brussels
1 successful final 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 number of contacts with the main stakeholders and target groups in a data base in phase 1

### 5.1.2 Dissemination activities towards the Research Communities

1 developed and organised 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 high-quality articles in highly ranked, prestigious, international peer-reviewed journals and magazines
10 documented contributions in international peer-reviewed scientific conferences
2 successful exhibition stands in the industry innovation events
1 designed and implemented informative special session e.g. in the IEEE PES series of webinars
2 documented contributions to international business-oriented workshops such as those organized by Smart Grid Forum
2 designed and successful implemented summer schools to introduce Platone concepts in academic lecturing and research, including competitions for master theses
1 class 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 successful organised events with a total of 75 participants, that invite DSOs to the Lab at the RWTH
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

2 documented joint activities with the European Institute of Innovation and Technology (EIT) to reach out to Startups and innovative SMEs

3 documented joint activities with business-oriented institutions on European level

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 exhibition stands in industry innovation events

1 Business plan for each of the 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 project Intensys4EU

≥ 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)

Fruitful and measurable use of an established connection to all types of industry and R&D associations in the energy Domain 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)

Successful 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 draft and the annual revisions of the communication and dissemination plan give 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. The focus for year 1 and phase 1 is to set up the tools and channels to start spreading information to the identified relevant stakeholders who will have a high impact on the success of the project to reach the desired engagement – from “taking notice” up to direct involvement, e.g. in trials. In addition, consortium members representing Platone at stakeholder-relevant events will play an important role in transferring knowledge and disseminating (interim) results of Platone to relevant stakeholders and later to target groups. To evaluate how effective the measures are, careful monitoring will be done from the very beginning.

The success of the communication and dissemination activities for phase 1 is an essential precondition for the activities in the following project phases, which 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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## 9. List of References

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## 10. List of Abbreviations

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
RDI	Research, Development and Innovation
R&D	Research & Development
RES	Renewable energy sources
SEO	Search Engine optimization
SET-Plan	Strategic Energy Technology Plan
SGTF	European Commission's Smart Grids Task Force
SME	Small and Mid-sized Enterprise
T&D Europe	European association of the electricity transmission and distribution equipment and services industry
TSO	Transmission system operator
URL	Uniform Resource Locator (web address)
WG	Working Group

## ANNEX

### 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:		
	<ul style="list-style-type: none"> <li>■</li> <li>■</li> </ul>		
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 Planned and Earmarked Events (Focus Phase 1)

*Italic: Date not fixed yet*

Event Category	Start	End	Location	Title	Platone Participation and Duty
Platone internal	08.10.19	09.10.19	Brussels, Belgium	Kickoff Meeting Platone project	Participation: Consortium; resp. partner: E.DSO
Platone internal	04.11.19	05.11.19	Berlin, Germany	Workshop Capacity Building	Participation: Consortium representatives; resp. partner: B.A.U.M.
3rd party event	12.11.19	12.11.19	Paris, France	Workshop with DSO associations on the role of local flexibilities for stabilising the grid at European Utility Week, Paris Expo Porte de Versailles, room Espace 2000 C	Participation: Ludwig Karg, B.A.U.M; presenting Platone project (speak and slides); resp. partner: B.A.U.M.
<i>Platone event</i>	<i>01.01.20</i>	<i>31.01.20</i>	<i>Italy</i>	<i>Kickoff for user interaction</i>	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
Platone internal	21.01.20	22.01.20	Rome, Italy	1 <sup>st</sup> General Assembly	Participation: Consortium; resp. partner: Areti
3rd party event	11.02.20	13.02.20	Essen, Germany	E-World Energy & Water	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	11.02.20	11.02.20	Brussels, Belgium	BRIDGE General Assembly	<i>Participation: B.A.U.M., RSE or RWTH; participant; resp. partner: tbd; role: tbd</i>
3rd party event	17.02.20	20.02.20	Washington DC, USA	IEEE Innovative Smart Grid Technologies North America (ISGT)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
<i>Platone event</i>	<i>01.03.20</i>	<i>31.03.20</i>	<i>Greece</i>	<i>Kickoff for user interaction</i>	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	27.04.20	30.04.20	Las Vegas, USA	IEEE Industrial and Commercial Power Systems Technical Conference (I&CPS)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>



Event Category	Start	End	Location	Title	Platone Participation and Duty
3rd party event	13.05.20	14.05.20	Brussels, Belgium	InnoGrid	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
<i>Platone event</i>	<i>01.06.20</i>	<i>31.06.20</i>	<i>Greece</i>	<i>Workshop continuous user interaction</i>	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	03.06.20	05.06.20	Grenoble, France	International Conference on Event-Based Control, Communication and Signal Processing (EBCCSP)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	22.06.20	26.06.20	Brussels, Belgium	EU Sustainable Energy Week (EUSEW)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	02.08.20	06.08.20	Montréal, Canada	IEEE Power & Energy Society (PES) General Meeting	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	06.10.20	09.10.20	Tempe, Arizona, USA	IEEE International Conference on Communications, Control, and Computing Technologies for Smart Grids (SmartGridComm)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	25.10.20	28.10.20	The Hague, Netherlands	IEEE PES Innovative Smart Grid Technologies Europe (ISGT-Europe)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	27.10.20	29.10.20	Milan, Italy	European Utility Week (EUW)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>
3rd party event	07.12.20	11.12.20	Taipei City, Taiwan	Institute of Electrical and Electronics Engineers (IEEE) Global Communications Conference (GLOBECOM)	<i>Participation: tbd (who); tbd (how); resp. partner: tbd; role: tbd</i>