TWIN ERGY

Communication and Dissemination Plan

D11.2

JANUARY 2021

Twinergy has received funding from the European
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Deliverable

PROJECT ACRONYM	GRANT AGREEMENT #	PROJECT TITLE
TWINERGY	**957736**	**Intelligent interconnection of prosumers in positive energy communities with twins of things for digital energy markets**

DELIVERABLE REFERENCE NUMBER AND TITLE

D11.2
Communication and Dissemination Plan

Revision: v0.1

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DISSEMINATION LEVEL

✔   **P   Public**

        C   Confidential, only for members of the consortium and the Commission Services

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Executive Summary

The present document is the deliverable D11.2 Communication and Dissemination Plan of the TwinERGY project, funded by the European Commission's Innovation and Networks Executive Agency (INEA), under its Horizon 2020 Research and Innovation programme (H2020). The main objective of this deliverable is to become a reference document for the TwinERGY consortium regarding the way in which the overall communication and dissemination strategy of the project will be carried out, taking into account good practices while establishing procedures that can contribute to raising awareness regarding project objectives and results among multiple audiences. The Communication and Dissemination Plan should be updated throughout the project, whenever the aforementioned procedures are modified or the TwinERGY participants agree on including additional information and processes.

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1. Introduction

The main aim of the TwinERGY project is to introduce an innovative energy system aligned with EU regulations that will combine existing advanced technologies into a new interoperable framework, business models and consumer-centric services to offer a comprehensive solution to empower citizen active participation into the new EU energy market. In this direction, the TwinERGY project will consider the involvement of energy consumers' associations, providing substantial knowledge regarding the consumers and the energy market relations, since consumer behavior is considered as the main concept for understanding, managing, and accomplishing sustainable energy consumption. In line with the above, TwinERGY is a "user-oriented" project in which the participation of consumers is important for a successful outcome. In this way, the consortium shows its respect to the European and national legislation regarding privacy and safety issues, as well as its concern about the privacy and safety protection of project participants.

1.1 Deliverable Scope

Deliverable D11.2 "Communication and Dissemination Plan", is part of WP11 "Dissemination and Communication" and is linked to the task T11.2 "Management of Strategic Communication and Dissemination Activities". It lays out communication and dissemination policies, tools and target audiences aiming at providing a roadmap for consortium members to achieve the largest possible impact of the TwinERGY project. Moreover, this deliverable coordinates and documents all communication and dissemination activities across the lifetime of the project in which all partners have an obligation to contribute, in order to ensure an effective implementation and dissemination of the proposed strategy. All relative activities will take into consideration the General Data Protection Regulation and intellectual property rights.

1.2 Deliverable Structure

The deliverable consists of the following chapters:
- Chapter 1 is the introductory section which presents the purpose, structure, reference documents, abbreviation list, project participants as well as some general information about the TwinERGY project.
- Chapter 2 describes the project communication and dissemination strategy and presents its objectives, the target audiences, the key messages and the means to achieve them.
- Chapter 3 presents the implementation of communication and dissemination activities and provides an initial time plan for pertinent events, in which project partners will participate.

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- Chapter 4 explains the procedures for monitoring and evaluating the proposed communication and dissemination strategy along the project lifespan and provides a set of quantifiable key performance indicators.
- The final deliverable section contains the Annexes of the Communication and Dissemination Plan.

1.3 Reference Documents

This document is based on the following reference documents:
- TwinERGY Grant Agreement No.957736
- Horizon 2020 AGA – Annotated Model Grant Agreement
- Horizon 2020 Online Manual: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm
- D1.5 Project Management Plan

1.4 Abbreviation List

Table 1 presents the main abbreviations used in this document.

Table 1. Abbreviation List

Acronym	Full Name
H2020	Horizon 2020
EC	European Commission
INEA	Innovation and Networks Executive Agency
DoA	Description of Action
GA	Grant Agreement
WP	Work Package
WPL	Work Package Leader
TL	Task Leader
DL	Deliverable Leader
DSO	Distribution System Operator
TSO	Transmission System Operator
KPI	Key Performance Indicator

1.5 List of Participants

The TwinERGY Consortium is composed by 18 partners and 2 third parties from 12 different countries.

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Table 2. List of TwinERGY participants

No.	Partner	Short Name	Country
1.	PANEPISTIMIO PATRON	UoP	Greece
2.	STAM SRL	STAM SRL	Italy
3.	TECHNISCHE HOCHSCHULE OSTWESTFALEN-LIPPE	TH OWL	Germany
4.	UNIVERSIDADE NOVA DE LISBOA	UNL	Portugal
5.	IES R&D	IES R&D	Ireland
	INTEGRATED ENVIRONMENTAL SOLUTIONS LIMITED	IES LTD	UK
6.	BENETUTTI	BENETUTTI	Italy
7.	UNIVERSITY OF BRISTOL	UNIVBRIS	UK
8.	KNOWLE WEST MEDIA CENTRE LBG	KWMC	UK
9.	SUITE5 DATA INTELLIGENCE SOLUTIONS LIMITED	SUITE5	Cyprus
10.	ETRA INVESTIGACION Y DESARROLLO SA	ETRA	Spain
11.	WORLD ENERGY CONSORTIUM P.L.C.	WEC P.L.C.	Malta
12.	MYTILINAIOS ANONIMI ETAIREIA	MYTILINEOS	Greece
13	BRISTOL CITY COUNCIL	BCC	UK
14.	EUROPEAN DYNAMICS LUXEMBOURG SA	ED LUXEMBOURG	Luxembourg
	EUROPEAN DYNAMICS ADVANCED INFORMATION TECHNOLOGY AND TELECOMMUNICATION SYSTEMS SA	EDAT	Greece
15.	Stadt Steinheim	Stadt Steinheim	Germany
16.	IDEAS 3493 SL	IFC	Spain
17.	ARTHUR'S LEGAL BV	ARTHUR'S LEGAL	NL
18.	Smart Energy Europe	smartEN	Belgium

1.6 Project General Information

Table 3 presents some useful information about the TwinERGY project.

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Table 3. Project General Information

Project number:	957736
Responsible Unit:	INEA/H/01
Call:	H2020-LC-SC3-2018-2019-2020 submitted for H2020-LC-SC3-2020-EC-ES-SCC / 29 Jan 2020
Topic:	LC-SC3-EC-3-2020 - Consumer engagement and demand response
Type of Action:	Innovation Action
Duration:	36 months
Entry into force of the Grant:	31/08/2020
Project Start Date:	01/11/2020
Project End Date:	31/10/2023

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2. Overall Strategy

The communication and dissemination strategy will be led by WP11 Leader, PANEPISTHMIO PATRON (UoP), together with the active engagement and support of all project participants. The purpose of establishing such a strategy and corresponding guidelines is to increase the scale and impact of TwinERGY during and after the project and to ensure a legacy for the outcomes beyond the project end. WP11 will oversee the development and deployment of a multi-pronged approach to communication and dissemination that will raise awareness of the project with policy makers, citizens/consumers, local municipalities, academics and innovation specialists, energy market stakeholders (DSOs/TSOs/Aggregators) and energy service providers.

During the first three months of the project, the Task Leader of T11.2. "Management of Strategic Communication and Dissemination Activities", (UoP), in collaboration with the Consortium members, create a Communication and Dissemination Plan, where pertinent activities at all levels are defined in detail. The communication and dissemination actions in the project will be deployed through various channels, such as the project website, social media channels, media action etc.

The Communication and Dissemination Plan, as described in the DoA includes:
1. Communication plan for target audiences:
   - Identify target audiences including academics, businesses, regulators, community organizations, citizens, etc.
   - Explore target audience characteristics and appropriate ways to engage with them.
   - Compile a comprehensive target audience database and identify contact channels.
   - Develop and manage the right communication channels to reach identified target audiences.
   - Plan and implement a strategy for reaching target audiences.

2. Dissemination plan for stakeholders:
   - Identify project key stakeholders and connections to similar projects.
   - Explore key stakeholder characteristics.
   - Develop a comprehensive stakeholder database.
   - Collaborate with stakeholders in setting communication and dissemination principles.
   - Plan and implement a strategy for key stakeholder engagement.

Table 4 presents the main differences between communication and dissemination in terms of scope and prospective beneficiaries.

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Table 4. Communication and Dissemination Main Differences

Communication	Dissemination
It refers to projects content and results in general	It refers to specific project results
It targets multiple audiences	It targets audiences that may use the project results
It reports the research benefits to society	It enables the use and uptake of results
Article 38 of the model Grant Agreement applies	Article 29 of the model Grant Agreement applies

2.1 Communication and Dissemination Objectives

2.1.1 Communication Objectives

All communication activities implemented within the TwinERGY project are governed by the following objectives:

1. Promote the TwinERGY awareness (project objectives, progress and results) as widely as possible.
2. Identify multiple target audiences to share and transfer the knowledge developed within the project.
3. Interact with end-users and collect their feedback.
4. Ensure visibility of TwinERGY activities to engage crucial stakeholders.
5. Promote TwinERGY events to increase potential engagement.
6. Engage all project partners in attaining a balanced communication strategy in their respective regions and countries.

2.1.2 Dissemination Objectives

All dissemination activities implemented within the TwinERGY project are governed by the following objectives:

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1. Disseminate the fundamental results of TwinERGY, including methodologies and technologies established within the project.
2. Target stakeholders that could benefit from the usage of TwinERGY solutions.
3. Establish cooperation and synergies with other relevant projects.
4. Motivate Distribution System Operators (DSOs) and prosumers to replicate project demonstrated solutions and business models in other countries.
5. Provide regulatory and standardization recommendations to facilitate the development of Demand Response projects.
6. Engage all project partners in developing a balanced dissemination strategy in their respective regions and countries.

2.2 Target Audiences

TwinERGY aims at unveiling and reaching multiple targeted audiences through different communication and dissemination channels and activities. The communities of interest can be classified into two groups:

- *Internal communities*

Internal communities refer to those who are already engaged in the project or impacted by it and those who provide knowledge/skills and/or approval to the project. In particular, they consist of the direct beneficiaries of the TwinERGY project, the participants in the pilot interventions and the European Commission.

- *External communities*

External communities are considered those who are indirectly affected by the TwinERGY project and are interested of the project initiative and outcomes. They consist of Regulatory Authorities, Standardization Bodies, Public Sectors, the scientific community, energy suppliers, industry, the media and the general public.

Table 5. List of Target Audiences

No.	Target Audience	Description
1	General Public	This audience consists of people that may or may not be adopting TwinERGY solution but are interested in the overall project objectives and products and are influencing the choices of the decision makers. The

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		general public comprises both citizens and prosumers, with the second group to be more likely to adopt the proposed solutions.
2	Public Sector Bodies	Public Sector Bodies hold a major role in facilitating the TwinERGY solution and supporting local implementation and citizen engagement.
3	Community Organizations	Local organizations in the pilot cities could play the 'facilitator' role in raising awareness regarding the TwinERGY project and outcomes in the community and in identifying potential project result adopters.
4	Citizens involved in Pilots	This target group plays a key role in the successful implementation of the TwinERGY project as they are directly involved in the pilot demonstration of the proposed solutions. The effective collaboration of the project participants with these groups is prerequisite in producing high quality results.
5	Academia & Researchers	In order to ensure that the project results contribute to society welfare and science, and development advancement, a connection with academia members and researchers, who are active in the fields of Energy and Demand Response, will be established through scientific publications and discussions.
6	Energy Industry	This group represents a potential adopter of the TwinERGY solution while some group members are already part of its design and development.
7	Policy Makers, Energy Regulators & System Operators (DSOs, TSOs)	Each partner will contribute in targeting Policy Makers, Energy Regulators and System Operators at a National and European level (beyond cities where pilot demonstrations will take place) in the aim of introducing a roadmap to the future Energy Market.
8	European Commission	It is of high importance that consortium members establish synergies with EU institutions and projects to promote the adoption of TwinERGY solutions. This includes Horizon 2020 programmes and initiatives that focus on demand response and consumer engagement.

9	Companies	Large, medium and small companies will be reached out to let them engage in discovering and adopting the new business opportunities of the TwinERGY solutions.
10	Generalist and Specialized Media	Both general media and specialized outlets, as well as journalists and key opinion leaders in the field of energy will be approached and their opinions will be considered.

2.3 Key Messages

In this section, the project key messages that need to be communicated to the established target groups, are defined to reflect the audience needs be raised by the TwinERGY project. The recommended messages will enable the consortium to develop an aligned communication language, whenever it is needed, to describe or promote the project. In particular:

- The TwinERGY project develops a first of a kind Digital Twin for Demand Response.
- The TwinERGY solution increases awareness and knowledge about consumption patterns, energy behaviors, generation/ demand forecasts and demand/ storage flexibility capacity.
- The TwinERGY project introduces residential energy consumers as active players in energy markets and ensures significant benefits through their engagement in human-centric demand response programs.
- The TwinERGY approach modifies the traditional role of individuals within energy systems, from the rather passive "energy consumer", towards a more participative "energy citizen".
- The TwinERGY project enables intelligence enhancement of Smart Home Systems with the integration of ICT-enabled human-centric Demand Response (DR) optimization and the provision of innovative energy (e.g. transactive energy service) and non-energy (e.g. users comfort and well-being) services to consumers.
- The TwinERGY development encourages the transition from a current fossil-based to a more fossil-free energy future by supporting increased renewable energy source (RES) integrated solutions.

2.4 Tools and Activities

2.4.1 Internal Communication Tools

The TwinERGY framework for internal communication includes all standard methods for information circulation, such as e-mails, teleconferences, skype calls, and face to face meetings,

and aims at maximizing partner interaction and knowledge transfer to ensure the highest possible project success. Moreover, it includes a document repository both for archived and ongoing activities as well as an internal platform for daily communication among the project participants. All internal communication tools are presented in detail in the deliverable *D1.5 Project Management Plan*.

2.4.2 TwinERGY Logo and Branding

The TwinERGY logo (Figure 1) has been designed by the TwinERGY member Ideas For Change (IFC) after consultation with all consortium members. The logo design advances a strong and distinctive identity for the project so that diverse audiences can straightforwardly recall TwinERGY and its scope among other related initiatives. All participants are expected to apply the project logo in their publications and any type of dissemination action in order to increase TwinERGY recognition and impact.

Figure 1. TwinERGY Logo

The full colour palette and typography that defines TwinERGY brand is presented in Figure 2.

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Figure 2. TwinERGY Full Brand Identity

2.4.3 Presentation and Deliverable Template

Ideas For Change (IFC) has developed both -power point- presentation and -word- deliverable templates to be used by all partners for any purposes. By retaining a unique format, fonts, colours etc., the Consortium focuses on the enhancement of the project identity and its broader recognition. All templates follow the communication policy of Horizon 2020 and include, apart from the project logo, the EU emblem accompanied by the following statement: "Funded by the Horizon 2020 programme of the European Union Grant Agreement No 957736".

2.4.4 TwinERGY Website

A core element of TwinERGY communication and dissemination structure is the project website whose domain is: *twinergy.eu*. The website is designed to promote project achievements and to facilitate active partner and visitor engagement and participation, as well as a robust project monitoring. The website will include general information about the project (goals, participants, areas of interest, pilots) and dynamically updated content of the project deployment throughout TwinERGY lifetime (news, events, case studies, results). The news and case studies / stories section will be updated when needed to provide project development information, specific actions held by the pilots and case study impacts. Furthermore, public information, such as deliverables, reports and dissemination material will be available for downloading. In more detail, the TwinERGY website will have the following general structure, continuously and promptly updated with additional sections -when needed- throughout the project implementation (Table 6).

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Table 6. TwinERGY website general structure

Global Project Content	Pilots	Resources	News
Objectives	Athens	Methodology	News
Areas of Interest	Benetutti	Case studies	Agenda
Calendar	Bristol	Results	
Entities and Roles	Hagedorn		
Sister Projects			

2.4.5 Social Media

TwinERGY will use diverse social media channels to publish news and announce events during the project implementation. Social media accounts will be utilized to directly interact with multiple audiences, such as citizens, researchers, industry and related projects or initiatives. More specifically, the TwinERGY project will make use of Twitter, LinkedIn and YouTube -with their corresponding "share" buttons embedded in the website. All partners are expected to use these channels to post news or share information of project-related dissemination activities.

2.4.5.1 Twitter

Project Twitter account (*@Twinergy_EU*), shown in Figure 3, will be used as a communication and dissemination tool for daily and instantaneous communication with other international users and for promoting TwinERGY publications and solutions. Twitter is a channel with high visibility not only among non-expert audiences but also in the EU policy area, which enables project strategy to reach out and raise interest in the TwinERGY related topics. Twitter activity will focus on the key topics of Energy Transition, Energy Communities/Aggregators, Digital Twins, Smart Grids and Energy Solutions. New content will be posted in the twitter account on a weekly basis using mainly the following hashtags:

- #EUenergy
- #DigitalTwin
- #H2020
- #H2020Energy
- #SwafS
- #EUGreenDeal

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The main audiences of the Twitter channel are expected to be:
1. Citizens.
2. Consumers.
3. Researchers and scientists in the field of energy.
4. Other similar projects.
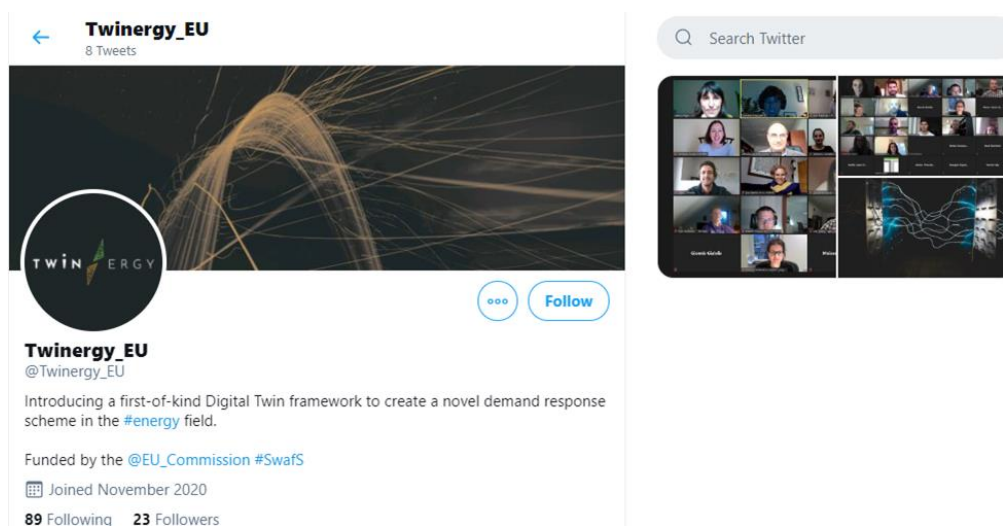5. Local authorities.
6. Media.
7. The European Union.

Figure 3. TwinERGY twitter account

2.4.5.2 LinkedIn

TwinERGY has set up a LinkedIn profile (*TwinERGY EU*), shown in Figure 4, as a means to efficiently reach professional audiences that are interested in the themes of Energy, Smart Grids, Digital Twins, etc. and build up a network of experts. The LinkedIn activity will focus on the key topics of Energy Consumers, Transactive Energy Platform, Home Energy Management, and Power Generation, while it is expected to be updated on a weekly basis.

The main audiences of the LinkedIn channel are expected to be:
1. Energy Industry organizations.
2. Large, medium, and small enterprises.
3. Policy makers.
4. System Operators.
5. Academia.
6. Lobbies.
7. The European Union

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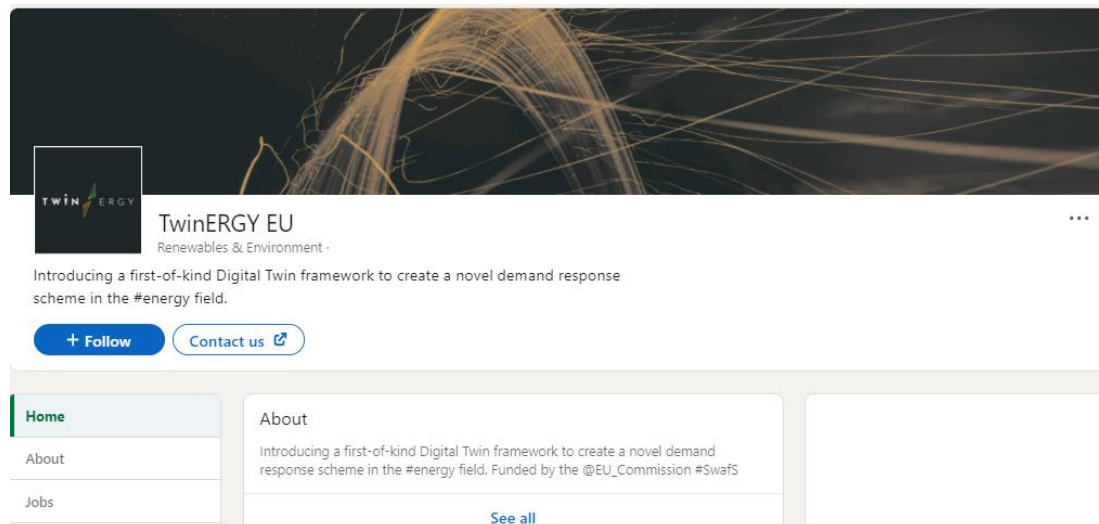
Figure 4. TwinERGY LinkedIn profile

2.4.5.3 YouTube

Videos will be published in the TwinERGY YouTube account (*TwinergyEU*) to showcase project achievements, pilot experiences and important local, national or European events. YouTube activity will focus on the key topics of E-mobility, Local Energy Trading Markets, Distributed Energy Resources (DER) Management, Demand Side Management Programmes and Virtual Power Plants. The content will be updated periodically whenever the need arises for publishing a new video of interest. The main audiences of the YouTube channel are expected to be:

1. Citizens
2. Consumers
3. Media
4. Energy Industry
5. Companies
6. EU

2.4.6 Newsletters

The TwinERGY project plans to distribute project newsletters to targeted user groups bi-monthly. The newsletters will include up-to-date information of the current project developments, the specific actions held by the pilots and the impact of the case studies. A database of contacts will be built with the communities and participants engaged. Existing databases of consortium partners will be further utilized. The content of the newsletters will also be adapted for the social media accounts and the project website.

2.4.7 Energy Future Videos

Part of the project communication and dissemination strategy is the utilization of Energy Future Videos, as a valuable tool that will contribute in raising awareness regarding the

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TwinERGY solution. This action concerns to the development of a video-series about pilot experiences and reflections on desirable future of energy management. The video-series will include stories from pilot experiences as well as interviews with experts. The final aim is to increase the project outreach and to position TwinERGY as a reference project and example of the desirable future. Likewise, this would also contribute to foster the adoption of the solutions from the wider public, not directly involved in the pilots. The video-series will comprise about 6-8 short videos (3-4 minutes each) that will be designed for social media in order to widen the outreach: and should work well also without sound using text boxes and subtitles. The Task Leader will seek collaboration with media to disseminate the video-series locally and globally.

Videos will be produced through a co-creation process with the consortium partners, who will help identify topics and spokespersons of interest to the diverse communities linked to the initiative. The first brainstorming session has already taken place during the project kick-off meeting. In addition, the videos will be prepared considering the social context associated with the evolution of the Covid-19 pandemic. To this effect, innovative formats and production modes will be taken into account in order to overcome possible impediments to mobility and social distance.

2.4.8 Publications

2.4.8.1 Scientific Publications

As TwinERGY solution revolves around a highly innovative sector, consortium members are expected to publish project results in scientific journals to raise awareness regarding the developed products and methodologies. As stated in Article 29.2 of the Grant Agreement, each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications linking to the project results. Moreover, the bibliographic metadata must be in a standard format and include all of the following:

- the terms "European Union (EU)" and "Horizon 2020".
- the name of the action, acronym and grant number.
- the publication date, and the length of the embargo period if applicable, and
- a persistent identifier.

An indicative list of scientific journals where project outcomes could be published, is presented below:

- Energy, Elsevier: https://www.journals.elsevier.com/energy
- Energy and Buildings, Elsevier: https://www.journals.elsevier.com/energy-and-buildings

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- Transactions on Sustainable Energy, IEEE: https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5165391
- Transactions on Smart Grid, IEEE: https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5165411
- Journal of Cleaner Production, Elsevier: https://www.journals.elsevier.com/journal-of-cleaner-production
- Sustainable Cities and Society, Elsevier: https://www.journals.elsevier.com/sustainable-cities-and-society
- Sustainable Production and Consumption, Elsevier: https://www.journals.elsevier.com/sustainable-production-and-consumption
- Renewable & Sustainable Energy Reviews, Elsevier: https://www.journals.elsevier.com/renewable-and-sustainable-energy-reviews
- Applied Energy, Elsevier: https://www.journals.elsevier.com/applied-energy
- Applied Sciences, MDPI: https://www.mdpi.com/journal/applsci
- Energies, MDPI: https://www.mdpi.com/journal/energies
- Advances in Building Energy Research, Taylor & Francis Online: https://www.tandfonline.com/toc/taer20/current
- International Journal of Energy Research, Wiley: https://onlinelibrary.wiley.com/page/journal/1099114x/homepage/productinformation.html
- IET Smart Cities Journal: https://digital-library.theiet.org/content/journals/iet-smc
- Journal Urban Technology: https://www.tandfonline.com/toc/cjut20/current

2.4.8.2 Press Releases

The project will publish press releases which will be widely distributed to audiences at a European, National and local level through communications contacts and social media. Press releases will be published in English and in individual consortium partner languages as required.

2.4.8.3 European Commission

The consortium will cooperate with the European Commission to disseminate information through the EU supported set of media specialized in research or in energy policies. The aim is to increase awareness about TwinERGY ecosystem and harness opportunities to gain broader visibility among expert European communities. Indicative examples of EU media channels that could host news related to TwinERGY are:

- Horizon Magazine (https://horizon-magazine.eu/)

Horizon brings to readers the latest news and features about thought-provoking science and innovative research projects funded by the EU. The articles are written by independent science journalists and are designed to appeal to both scientists and non-scientists alike.

- Research *EU Magazine (https://cordis.europa.eu/research-eu)

Research*eu regular magazine highlights the most promising project outcomes in a range of domains, with a focus on a particular theme in every issue.

2.4.9 Workshops and Events

Local and regional stakeholder events will be held in each pilot location, being a key element for both citizen engagement in the pilot studies and dissemination of learning with citizens and other local stakeholders. These events will be co-designed with citizens and TwinERGY partners involved in the pilot studies. Furthermore, as stated in the Description of the Action (DoA), the Task 11.2- "Management of Strategic Communication and Dissemination Activities", will also involve the organization of two Pan-European workshops (M24 and M34) targeting researchers, academics, business, energy regulators, local government and other interested stakeholders. Content from all workshops/events (e.g. promotional materials, presentations) will be shared on the TwinERGY website and a report will be created after each event that will capture the key findings and learning from each event, to be shared in the website.

2.4.10 Cooperation with other Initiatives

To enhance TwinERGY project knowledge capital and provide extra value for members of the ecosystem, the project will build synergies with related research projects and initiatives across Europe through clustering. For instance, this could include the coordination of dissemination activities together with *other projects under the topic LC-SC3-EC-3-2020* (H2020-Coordinet project - through partner ETRA, H2020-INTERRFACE project - through partners ED LUXEMBOURG and MYTILINEOS, H2020-SENDER project – through partner smartEN) the organization of three common workshops with related projects, and the organization of one common event at the project completion to share results, experiences and learning with external stakeholders. Task 11.5 "Networking with related research projects and initiatives", will coordinate this interaction and the event organization with other projects, aiming at learning from successes of each other and transferring knowledge among communities/cities, researchers, companies, policy makers, and other stakeholders. The partners will also attend conferences, fairs and other relevant events, while the Consortium will collaborate in the dissemination of these activities. The TwinERGY project partners commit to coordinate with other projects under the topic LC-SC3-ES-5-2018-2020 and *EU-funded projects through the BRIDGE initiative* (such as WISEGRID, NOBEL GRID, InteGRID, GRIDSOL, CROSSBOW, XFLEX, FLEXCoop, SYNERGY, MERLON, etc.) to boost the dissemination activities and to maximize the potential for replication throughout the European Union.

3. Implementation

3.1 Relevant events

Table 7 presents a preliminary list of events in which TwinERGY partners will potentially participate in order to reach stakeholders and communities of interest. This list will regularly be updated throughout the project lifetime.

Table 7. List of relevant events

No.	Event/Conference	Date/Place	Link
1	AIOTI Annual Event	TBD	https://aioti.eu/events/
2	AIOTI Bi-Weekly Events	TBD	-
5	Locality Unconvention	TBD	https://locality.org.uk/events/convention/
6	BRIDGE General Assembly meeting	TBD	https://www.h2020-bridge.eu/
7	Mytlineos Annual Virtual Meeting	TBD	-
8	EUSEW	TBD	https://www.eusew.eu/
9	STAM Annual Virtual Meeting	TBD	-
10	2021 STAMP Workshop	TBD	http://psas.scripts.mit.edu/home/2021-stamp-workshop-information/
11	Conference on Smart Grids, Green Communications and IT Energy-aware Technologies	May & June 2021 / Valencia, Spain	https://www.iaria.org/conferences2021/ComENERGY21.html

12	The Smarter E Europe	9-11 June 2021	https://www.thesmartere.de/en/home
13	Energy and Sustainability 2021	October 2021 / Bilbao, Spain	https://www.wessex.ac.uk/conferences/2021/energy-and-sustainability-2021
14	KommA 2021	November 2021 / Magdeburg, Germany	-
15	Sustainable Places 2021	TBD	https://www.sustainableplaces.eu/
16	ENLIT EUROPE 2021	29 November - 2 December / Milan, Italy	https://www.enlit-europe.com/
17	Smart City Expo World Congress	November 2021 / Barcelona, Spain	https://www.smartcityexpo.com/
18	Model-Based Enterprise Summit 2021	TBD	-
19	EU Industry Week 2021	9 March 2021 / Online	-
20	EnergyMed 2021	25-27 March 2021 / Naples, Italy	htt://energymed.it/
21	World Renewable Energy Congress & Exhibition	2-30 July 2021 / Lisboa, Portugal	wrec2020.tecnico.ulisboa.pt
22	ZeroEmission	5-6 May 2021 / Piacenza, Italy	piacenzaexpo.it/event/zeroemission/
23	Intersolar Europe	09-11 June 2021 / Munich, Germany	https://www.intersolar.de/en/home
24	European Energy Efficiency Conference 2021	23-25 June 2021 / Austria	http://ambience-project.eu/eventos/european-energy-efficiency-conference-2021/

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25	World Sustainable Energy Days 2021	21-25 June / Wels, Austria	https://www.wsed.at/
26	AEE - Engineering the Future of Energy in Europe	22-23 September 2021 / Dublin, Ireland	https://aeeeuropeenergy.com/
27	Energy Storage Global Conference	12 October 2021 / Brussels, Belgium	http://www.ease-storage.eu
28	International Conference on Energy and Environmental Technology and Economics (ICEETE)	31 March 2021 / Ilmenau, Germany	-
29	40th Euroheat & Power Congress	5 May 2021 / Vilnius, Lithuania	http://www.euroheat.org/
30	IEEE ETFA 2022	6-9 September 2022 / Stuttgart, Germany	http://www.ieee-ies.org/conferences
31	IEEE WFCS 2022	27-29 April 2022 / Pavia, Italy	http://www.ieee-ies.org/conferences
32	IEEE INDIN 2022	25-28 July 2022 / Perth, Australia	http://www.ieee-ies.org/conferences
33	ENoLL Open Living Lab Days 2022	TBD	https://openlivinglabdays.com/
34	Smart City Expo World Congress	November 2022 / Barcelona, Spain	https://www.smartcityexpo.com/
35	ENoLL Open Living Lab Days 2023	TBD	https://openlivinglabdays.com/
36	IEEE ETFA 2023	TBD	-
37	IEEE WFCS 2023	TBD	-

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| 38 | IEEE INDIN 2023 | 18-20 July 2023 / Lemgo, Germany | http://www.ieee-ies.org/conferences |

3.2 Time Plan

The following time plan brings together important dates of the 36-month project, which can turn into opportunities for TwinERGY to communicate its progress and results.

Table 8. List of Communication Opportunities

No.	Communication Opportunities	Date
1	Project Take-off	November 2020 (M1)
2	Social Media Accounts Set Up	November 2020 – January 2021 (M1-M3)
3	Website Development	January 2021 - March 2021 (M3-M5)
4	1st European Workshop with Stakeholders	September 2022 (M23)
5	TwinERGY Integrated Solution Release	October 2022 (M24)
6	2nd European Workshop with Stakeholders	August 2023 (M34)
7	Final Event	October 2023 (M36)
8	Pilot Events	On a rolling basis
9	Workshops/Events/Conferences	On a rolling basis
10	Energy Future Videos Release	First video released in December 2022 (M26)
11	Article Publication	On a rolling basis
12	Newsletter Publication	On a rolling basis
13	Press Releases Publication	On a rolling basis

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4. Monitoring and Evaluation

The scope of this section is to determine the means of monitoring the project's communication and dissemination strategy and evaluate its effectiveness. The establishment of Key Performance Indicators (KPIs) is an essential integrated part of the communication and dissemination overall process, while it enables consortium members to continuously adjust and improve communication and dissemination activities. Sharing the information received from the established KPIs should be distributed to all project partners on a periodic basis by the WP11 leader and the relevant supporting partners. The list of dissemination KPIs appear in Table 9 below.

Table 9. List of dissemination KPIs

Dissemination Channel	KPI	Target
Website	Number of visitors	20.000
Social Media	Twitter followers	500
	LinkedIn followers	200
	YouTube subscribers	150
	Number of interactions with posts on social media	500
Newsletter	Number of newsletters	12
	Number of subscribers	100
Energy Future Videos	Number of videos	Up to 8
	Number of views	1500
Publications	Number of scientific publications	6 scientific articles in journals, 6 scientific articles in conferences
	Number of press releases	6

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	Project mentions on media: TV, online only media outlets	10
Workshops and Events	Number of Pan European workshops organized by TwinERGY project	2
	Number of participants in each Pan European workshop	At least 150
	Number of local stakeholder events in pilots	3 events for each pilot project (12 in total)
	Number of participants in local stakeholder events in pilots	200
	Number of participants recruited for pilots through local stakeholder events	Over 150
Conference participation	Number of presentations at conferences and similar events	10
Collaborations/Synergies	Number of joint workshops	3 workshops to exchange knowledge among related projects (one at the end of each year)
	Number of joint events	1 external event at the end of TwinERGY to share outcomes with other projects and examine the ways that they intertwine

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ANNEXES

ANNEX 1 - Presentation Template

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ANNEX 2 – Deliverable Template

Deliverable

PROJECT ACRONYM	GRANT AGREEMENT #	PROJECT TITLE
TWINERGY	957736	TWINERGY

DELIVERABLE REFERENCE NUMBER AND TITLE

<DX.X>

<Name of document / deliverable etc>

Revision: <vX.X>

AUTHORS

<Author Name>	<Author Name>	<Author Name>	<Author Name>
<{Partner}>	<{Partner}>	<{Partner}>	<{Partner}>

Funded by the Horizon 2020 programme of the European Union
Grant Agreement No 957736

DISSEMINATION LEVEL

✔ P   **Public**

   P   Confidential, only for members of the consortium and the Commission Services

<Deliverable name>

<DX.X>

<MONTH YEAR>

Version History

REVISION	DATE	AUTHOR	ORG...	DESCRIPTION
v1.0	X.XX.2018	Author Name	(XYZ)	Description of revision
v1.0	X.XX.2018	Author Name	(XYZ)	Description of revision

Statement of Originality

This deliverable contains original unpublished work except where clearly
indicated otherwise. Acknowledgement of previously published material and
of the work of others has been made through appropriate citation, quotation
or both.

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ANNEX 3 – Brand Guidelines
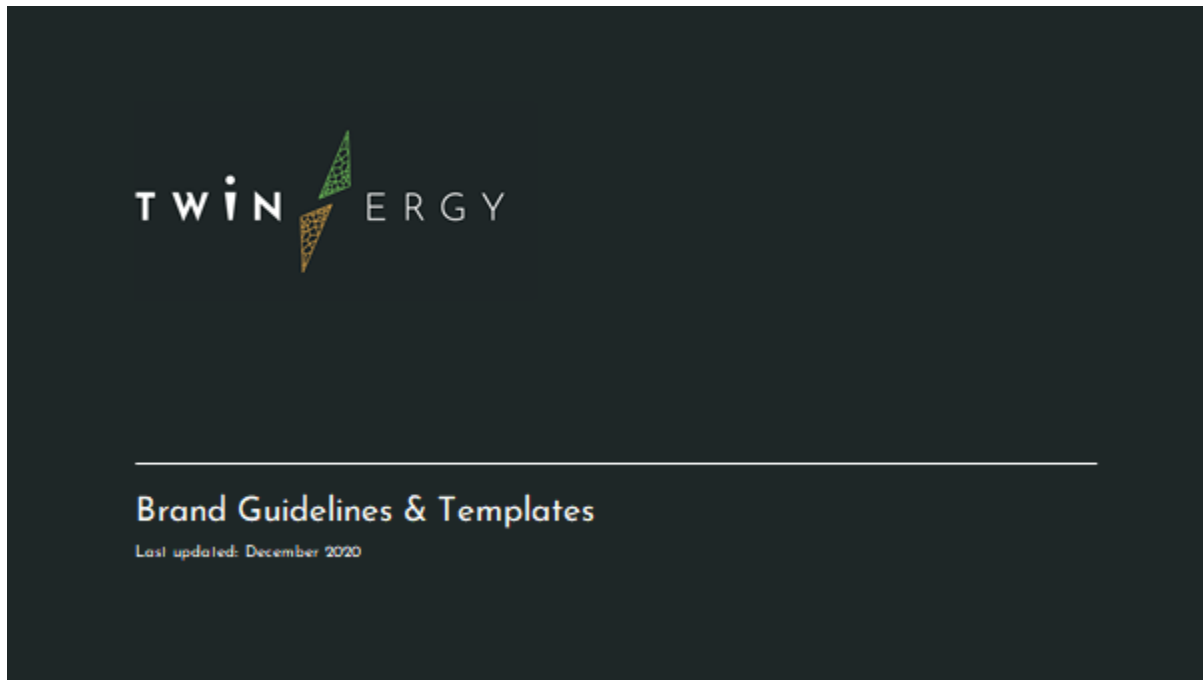
TWINERGY

Table of contents

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TWINERGY

About the brand

TWINERGY

About TwinErgy

TwinERGY will develop, configure and integrate an innovative suite of tools, services and applications for consumers, enabling increase of awareness and knowledge about consumption patterns, energy behaviours, generation/ demand forecasts and increase of local intelligence via properly established Digital Twin-based Consumer-Centric Energy Management and Control Decision Support mechanisms that locally optimize demand response.

TwinERGY introduces an **first of a kind Demand Response Framework,** which enables the realization of novel business models, allowing electricity retailers and local energy communities to introduce themselves in energy markets under the role of an aggregator and in this way facilitate consumer representation in energy markets and flexibility transactions. It equips such 3rd parties with innovative and highly effective

tools for the establishment of robust business practices to exploit dynamic VPPs as balancing and ancillary assets toward grid stability and alleviation of network constraints. Engagement of consumers in Demand Response and local optimization in TwinERGY, applies to multiple levels. It spans local generation output, demand and storage flexibility, as well as the flexibility offered by EVs (in their dual role as demand and storage assets) to facilitate maximum RES integration into the grid, avoidance of curtailment and satisfaction of balancing and ancillary grid needs. This is achieved via (i) the deployment of dynamic pricing schemes by retailers, engaging consumers in a continuous awareness process towards altering their behaviours and shifting their consumption away from high price periods; and (ii) automated, human-centric demand response schemes with the participation of appropriately selected residential loads in

automated control programs to enhance benefits for consumers through their engagement in flexibility transactions and support grid stability and resilience through the provision of ancillary services. To enhance consumer acceptance. The TwinERGY will feature non-intrusiveness, comfort and well-being preservation, non-violation of prosumer daily schedules as well as maximization of benefits through transparent and open participation in markets.

TWINERGY

Logos

TWINERGY

Logo: Primary

The logo has various elements that define the nature of the TwinErgy project. The most important element are the 2 triangles in the center, which form an energy bolt in their negative space. The texture of each of these triangles represent the grid of communities created by the project. Lastly, we see the letter "i" shaped like an individual to represent the citizens that will be participating in the project.

→ This is the primary version of the logo to be used in all cases, except when the application space is best suited for the secondary, vertical version.
→ It's composed of Joselin Sans, a typography gotten from Google Fonts. It has loose tracking.

TWIN ERGY

Download — Use the files provided. Do not recreate the logo, manually typeset the text, or alter the logo colours. Colours shown on this page and the following are not accurate for colour matching. Please refer to the RGB and CMYK codes in the colour palette.

Minimum height:

0.8" — TWIN ERGY
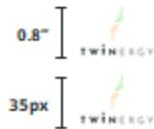
35px — TWIN ERGY

TWINERGY

Logo: Secondary

The secondary logo is meant to be applied in
spaces where a vertical version is best suited:

→ When you are applying it to vertical
formats
→ When the secondary version has
more space to be legible than the
primary version because of its width.

TWINERGY

Minimum height:

Use the files provided. Do not recreate the logo,
manually typeset the text, or alter the logo colours.
Colours shown on this page and the following are not
accurate for colour matching. Please refer to the RGB
and CMYK codes in the colour palette.

0.8" **TWIN**ERGY

35px **TWIN**ERGY

TWINERGY

Logo: Reverse

The logo is shown here in reverse. It's always
made of one colour of the primary palette.
The same rules apply for both versions of the
logo.

→ The reversed version may be used
when the mark or logo will appear on
an image or a very saturated
background colour.
→ Choose a colour from the primary
palette for the logo depending on the
best contrast with the background.
→ All other rules for the logo version
used in reverse apply (i.e.
minimum/maximum height, clear
space etc.).

TWINERGY   **TWIN**ERGY   **TWIN**ERGY

Shown to demonstrate a background, not a box.

When used on top on pictures, put
the logo inside a color box (from
the color palette) that goes best
with the picture color.

Use the files provided. Do not recreate the logo,
manually typeset the text, or alter the logo colours.
Colours shown on this page and the following are not
accurate for colour matching. Please refer to the RGB
and CMYK codes in the colour palette.

Logo: Prohibitions

Shown here are some of the most common infractions of the use of the logo.

Do not use swap colors between elements.

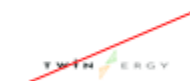Do not rearrange the logo.

Do not use different font sizes.

Do not rotate the logo.

Do not put a drop shadow in the logo.

Do not stretch the logo (vertically or horizontally).

Do not change the grid texture in the triangles.

Do not rearrange the triangles.

Do not place the logo on colour backgrounds besides the primary colour palette (use box instead)

Logo: Clear space

Clear space is an area surrounding the logo that is free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items. This clear space applies to all versions of the logo.

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TWINERGY

Typography

TWINERGY

Primary font: Josefin Sans

Josefin Sans was designed by Santiago
Orozco; this typography is geometric, elegant,
and has a vintage feeling.It is inspired by
geometric sans serif designs from the 1920s.
The x-height is half way from baseline to cap
height, an unusual proportion.

→ Josefin Sans is an open-source
typeface family that can be found in
Google Fonts (get it here).
→ Josefin Sans is only to be used for
headings and/or titles.

Typeface

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weights	Italics
Thin 100	Thin 100
Extra-light 200*	Extra-light 200
Light 300	Light 300
Regular 400*	Regular 400
Medium 500	Medium 500
Semi-bold 600	Semi-bold 600
Bold 700*	Bold 700

* Preferred / most frequently used weight.

Secondary font: Open Sans

Open Sans is a very popular font under the Apache License, version 2.0. It's a very legible fonts for body texts and smaller size; it pairs nicely with Josefin Sans.

→ Open Sans is an open-source typeface family that can be found in Google Fonts (get it here).
→ Open Sans includes a wide rage of font weights, including italics. Please use the Extra-light, Regular and Bold versions when creating materials. Italic versions and other weights can also be used in reports when it's necessary.
→ Always use Open Sans in body texts or smaller sized texts; always pairing it with headings in Josefin Sans.

Typeface

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weights	**Italics**
Thin 100	*Thin 100*
Extra-light 200*	*Extra-light 200*
Light 300	*Light 300*
Regular 400*	*Regular 400*
Medium 500	*Medium 500*
Semi-bold 600	*Semi-bold 600*
Bold 700*	***Bold 700***

* Preferred / most frequently used weight.

Typography guidelines

The treatment of typography is an important part of the TwinErgy graphic identity. These typography guidelines should be followed when setting type:

Typefaces
For headings, Josefin Sans will be used. For body texts, Open Sans will be used in smaller sizes.

Font weight
Contrast can be created by the pairing of Josefin Sans with Open Sans but also through varying font weights. Lighter fonts should be offset by heavier fonts to create tension on the page. The choice of font weights are determined by messaging. Urgent messaging should be set in a heavier font, whereas fun messaging should be typeset in a lighter weight.

Text alignment
Large amounts of body copy should be left aligned.

Text colour
Body copy should always appear in dark blue and not black. Or, when suited, in any of the other brand identity colours. Text can be knocked out in white when placed on coloured backgrounds or saturated photos. Text colour can be used to differentiate headings from body text or two different points within a paragraph or sentence, or to signify a language change.

Typography guidelines (continued)

Leading & paragraph justification

Leading should be set to "Auto." This makes it easier to resize text without having to manually adjust leading each
time. Manage leading by using Paragraph Justification, which should be set at 110% for body copy and 100% for
headings and call-outs.

Sizing

There are no prescribed sizes for body or display copy. As a general rule of thumb, copy typeset in a smaller font
size should be contrasted in scale by copy in a larger font size.

Spacing

Space between paragraphs and sections will vary between materials. Use a full return between sections. If a
smaller space between paragraphs is desired, the space can be a few points smaller than the leading.
Sections should be spaced out in such a way that it makes the information very accessible to the reader.

White space

Text should be thought of as modular units that can move around on a page in a way that can be grouped to create
white space.

Typography prohibitions

Both Josefin Sans and Open Sans are the typefaces used for print, digital, and promotional materials. They should not be substituted by any other font or modified in any way.

Shown here are some of the most common infractions of the use of typography.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Do not modify the shape of the characters manually (shown horizontally extended).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Do not modify the shape of the characters manually (shown vertically extended).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Do not substitute Open Sans or Josefin Sans with any other typeface including typefaces with similar characteristics (Roboto shown here).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Do not typeset on similar coloured backgrounds.

TWINERGY

Design elements

TWINERGY

Colour palette

The contrast between the dark blue and the
neon yellow and neon green conveys
aliveness and represents topics of energy
while keeping it modern.

→ The primary colours of the brand are
   dark blue, neon green and neon
   yellow. The two neon colors can be
   used as accent colors.
→ The secondary colours of the brand
   are very light blue and white that are
   used mostly for details with a
   secondary or tertiary importance.
→ Never use black instead of dark blue.

Primary palette

Dark blue
CMYK C77, M64, Y64, K69
RGB R30, G39, B39
HEX #1a2727

Neon green
CMYK C51, M0, Y82, K0
RGB R126, G221, B98
HEX #509916

Neon yellow
CMYK C0, M30, Y80, K0
RGB R255, G186, B77
HEX #fba4d

Secondary palette

Very light blue
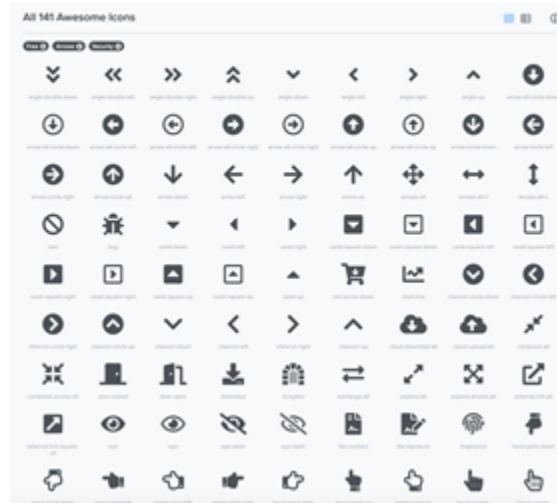CMYK C26, M12, Y17, K0
RGB R188, G204, B204
HEX #bccccc

White
CMYK C0, M0, Y0, K0
RGB R255, G255, B255
HEX #ffffff

Iconography

The use of iconography is a critical component to brand recognition as they extend the identity system.

→ Icons can be coupled with headlines or used to give to give meaning to contiguous text.
→ Icon lines can be used in different colours of the primary and secondary palettes, but never use more than one colour per icon.
→ The icon family is taken from the free version of FontAwesome (access it here). Always make sure you are using the free version to avoid license issues.
→ The colours should be limited within the colour palette unless they are used for changeable materials.
→ Icons can be knocked out white on coloured backgrounds or photography.

Photography: Original photography

Whenever an event happens in the project, please make sure to take pictures following the criteria:

→ Use natural light instead of flash.
→ People portraits with depth of field to give it more personality and warmth.
→ Illustrate the activities of people participating during the events.
→ Also include details of hands-on work such as assembling of tools, hands writing down something on a paper, etc.


Examples photography of the project Making Sense.

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TWINERGY

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Photography: Open-source stock

For more "conceptual" photography, such as
landscapes or objects, TwinErgy makes use of
the open-source stock photography available
on Unsplash or Pexels.

→ Use pictures that convey concepts of
energy, power and communities.
→ Avoid using people portraits.
→ Avoid pictures that have too much
complexity in their forms that will
make difficult the legibility of text on
top.
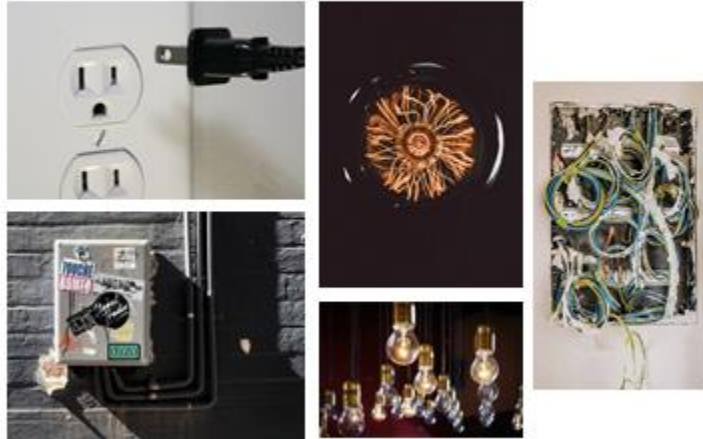
Open-source stock photography. **Access all pictures here.**

TWINERGY

Photography: prohibitions

The following photos show directions that
should be avoided going forward.

→ Photography should feel consistent
in its lighting, cropping, and
background.
→ Overly busy photos should try to be
avoided. Layering and collage
techniques are not recommended.
→ Do not cut out images or make
collages.
→ Do not add any type of colour filter;
only black and white or desaturation
is permitted.
→ Avoid stock pictures with text on
them. Exceptions can be made for
original photography.

Do not use stock pictures with text on them.

Do not use or create cutouts. Do not make collages.

Do not use screened text on top of pictures.
Only permitted on social media.

Do not use any kind of colour filters.

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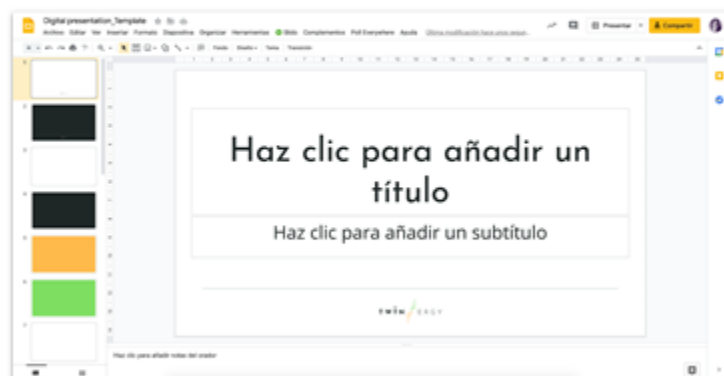
TWINERGY

Templates

TWINERGY

Digital presentations

A master slides presentation was created for all presentations branded under TwinErgy. Remember this is just a guide and if you want to include other types of slides, you can do it by following the guidelines stated in this brand book.

All templates are created in Google Drive apps and shared with the team in the link provided below.

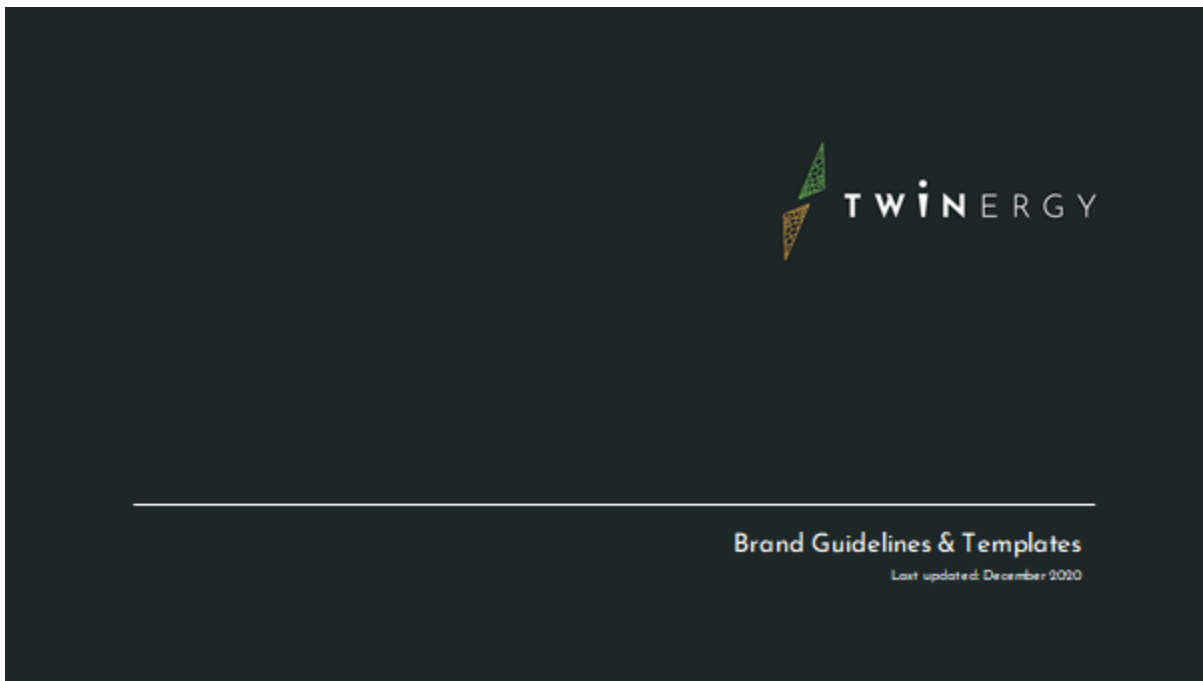*Please remember to always make a copy the original document, instead of working on the original one.*

Deliverables

A master document for deliverables was created for the TwinErgy brand. Remember this is just a guide and when you include more content on this written report, you will need to correctly follow the guidelines stated in this brand book.

All templates are created in Google Drive apps and shared with the team in the link provided below.

Please remember to always make a copy the original document, instead of working on the original one.
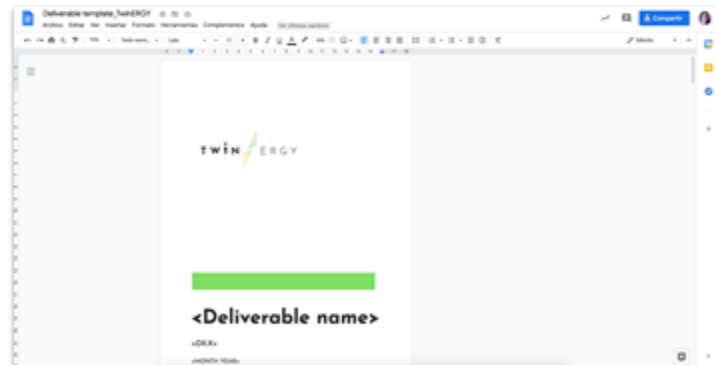

<Deliverable name>

Brand Guidelines & Templates

Last updated: December 2020

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ANNEX 4 – Communication & Dissemination Activities Report

Partner:	
Reporting Period:	
Total Number of Communication Activities:	
Total Number of Dissemination Activities:	
Type of Activity:	
e.g Workshop/Conference/Seminar/Webinar/Other Event/ Press release/Scientific Publication/Social Media Post/Video Release	
Date of activity:	
Reference Link:	
Description:	
Target Audience(s):	
Partners involved:	
Coverage level:	e.g. local, European
Estimated number of people reached:	e.g number of event attendees