Energy Future Videos

D11.6

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

D11.6
Energy Future Videos

Revision: v0.1

AUTHORS

Anna Higueras	Elsa Boloix
Ideas for Change	Ideas for Change

DISSEMINATION LEVEL

✔   **P**   **Public**

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

Twinergy has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No. 957736

Version History

REVISION	DATE	AUTHOR	ORG...	DESCRIPTION
v0.1	10.07.2023	Elsa Boloix	(IFC)	1st DRAFT
v0.2	11.07.2023	Anna Higueras	(IFC)	1st review
v0.2	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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

Legal Disclaimer

The information in this document is provided "as is", and no guarantee or warranty is given that the information is fit for any particular purpose. The above referenced authors shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the INEA nor the European Commission is responsible for any use that may be made of the information contained therein.

Executive Summary

This deliverable presents the structure and content of the Energy Future Video Series produced and distributed by the IFC team as part of the dissemination and communication effort of the TwinERGY project. The main objective of this document is to inform about the objectives and aspects of the current videos and the upcoming releases, as well as the approach of their production and the dissemination campaigns to be implemented.

Twinergy has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No. 957736

Index

Twinergy has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No. 957736

1. Introduction

As part of the exploitation and dissemination of the TwinERGY project, a series of videos intend to showcase what's been done throughout the initiative, highlighting the implementation in the four pilot sites, the technology deployed and the citizen engagement strategy.

The audiovisual pieces aim to: (1) add value in the communication effort of the project, (2) reach a wider audience and (3) spread learnings about TwinERGY and its deployments.

1.1 Energy Future Videos Approach

The main objective of this video series is to stand out the pilot experiences and reflections on desirable futures on energy management and citizen participation. As mentioned below, the videos include stories from pilot experiences, interviews with experts and partners, easy-to-understand content about the project and its main frameworks. The final aim is to increase the outreach of the project and positioning TwinERGY as a reference project and give examples to other similar projects and initiatives, to contribute to a better, desirable future. Likely, this would also contribute to fostering the adoption of the solutions from wider publics, not directly involved in the pilots or in the project.

The video series comprises about 7 videos designed for social media, with dedicated shorter pieces, in order to widen the outreach.

The videos are divided into:

Video Title	Link
Energy Future Video Series 1: Introducing the TwinERGY System	Energy Future Video Series 1 - Introducing the TwinERGY system
Energy Future Video Series 2: Citizen Capacities and Engagement Approach	Energy Future Video Series 2 - Citizen Capacities and Engagement Approach
Energy Future Video Series 3: TwinERGY's technology framework explained	Energy Future Video Series 3 – TwinERGY's technology framework, explained

![TWIN ERGY logo]

Twinergy has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No. 957736

Spotted: TwinERGY Benetutti Pilot	Already finished but not published yet. Link Pending
Spotted: TwinERGY Athens Pilot	Already finished but not published yet. Link Pending
Spotted: TwinERGY Bristol Pilot	Not recorded yet. Link pending
Spotted: TwinERGY Steinheim Pilot	Not recorded yet. Link pending

Table 1. List of Energy Future Video Series
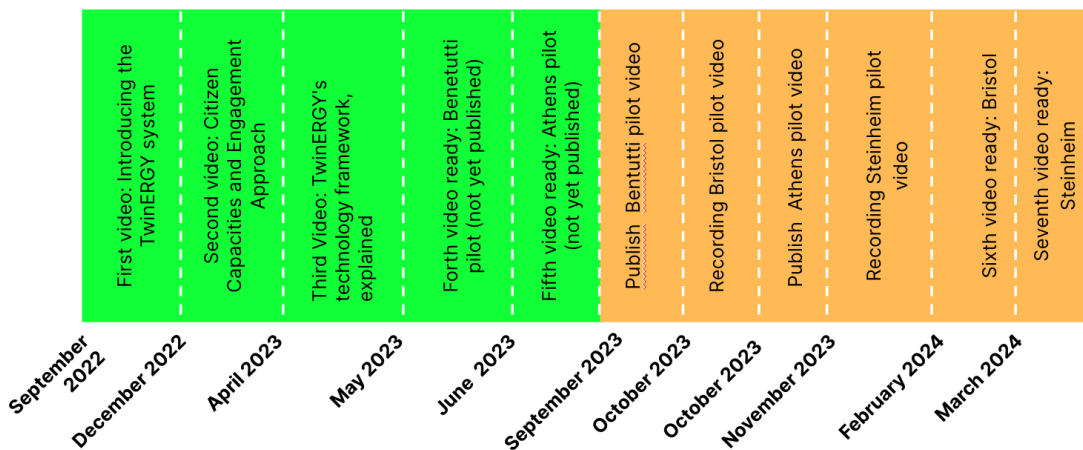
1.2 Timeline

Figure 1: Timeline of Energy Future Videos campaign

The above figure includes the recording and publication timeline of the seven Energy Future Videos that are part of the TwinERGY dissemination and communication effort. The timeline includes the launch dates and the calendar of recordings for:

- Those videos that have already been recorded and produced: *Introducing the TwinERGY system*; *Citizen Capacities and Engagement Approach* & *TwinERGY Technology framework, explained*.
  Those that are in the publication phase, already recorded and produced but subject -as discussed in the previous section- to the project's communication and dissemination campaign: *Benetutti pilot* & *Athens pilot*
- Those still pending to be recorded (Bristol and Steinheim pilot videos) for autumn-winter 2023.

Twinergy has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No. 957736

2. The Videos

2.1 Energy Future Video Series 1: Introducing the TwinERGY System

The first release of the series was the presentation of the project, main objectives and plans. The production aimed to have an overview of TwinERGY in a catchy way, visually and in terms of content, in order to make it understandable and reachable to the public. It can be watched in this link: Energy Future Video Series 1 - Introducing the TwinERGY system

Figure 2. Screenshot of the first video

2.2 Energy Future Video Series 2: Citizen Capacities and Engagement Approach

The second video focused on how citizens are involved in the project, how they interact with the technology and co-create with it following an engagement framework adapted from the Bristol Approach. The piece mixes images from the Consortium visit in Benetutti and the workshops with communities and interviews with the KWMC team, in charge of the implementation of the engagement methodology. It can be watched in this link: Energy Future Video Series 2 - Citizen Capacities and Engagement Approach

Figure 3: Screenshot of the second video

2.3 Energy Future Video Series 3: TwinERGY's technology framework explained

The third release explains how the tech framework works, the implementation of the 3 Digital Twins and the Human Demand-Response method. Given that the content is more complex due to its inherent technological approach, the script was adapted to be easy to understand and comprehensive. It can be watched in this link: Energy Future Video Series 3 – TwinERGY's technology framework, explained
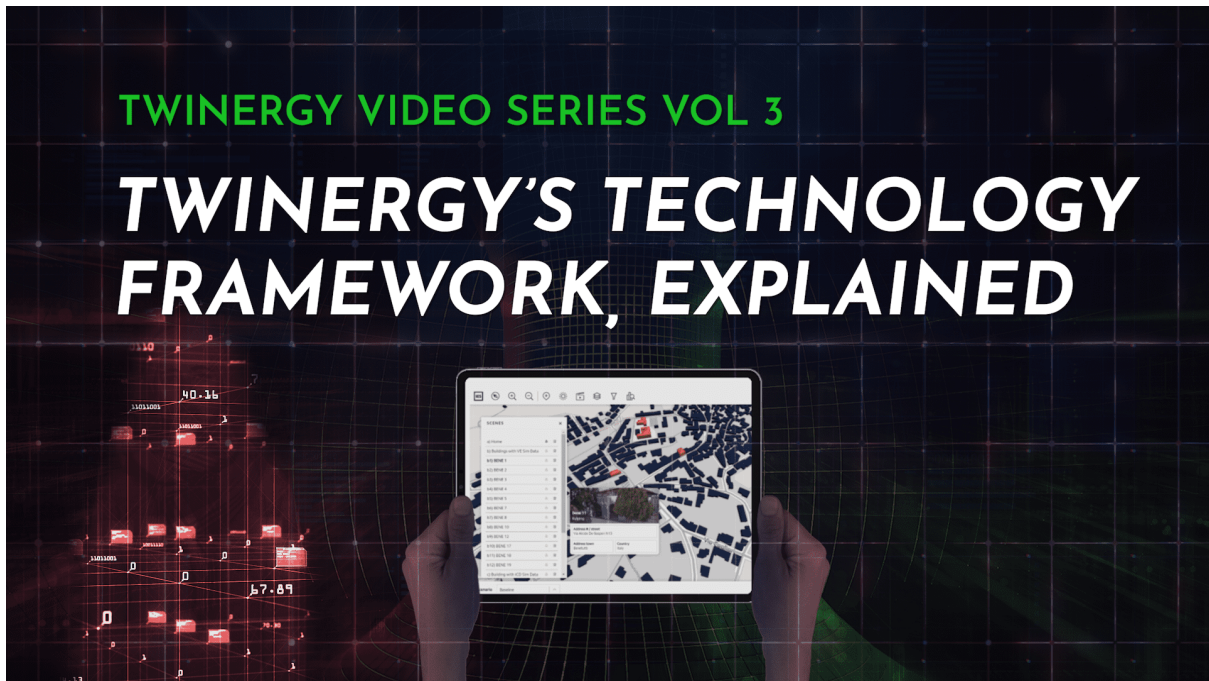
Figure 4: Screenshot of the third video

2.4 Upcoming videos and dissemination

From now on, the IFC team will release the four remaining videos about the four demo-sites: **Benetutti, Steinheim, Bristol and Athens**.

2.4.1 Benetutti Pilot Video

The first pilot video released will be the Benetutti (Italy) demo-site. In this first piece, the content follows the work done during the celebration of an engagement session organised by KWMC, Stam and Ideas for Change during the first face-to-face consortium meeting in Sardegna. A series of interviews with participants and experts on citizen's participation showcase the keys of the pilot, how energy communities are interacting with energy using the TwinERGY technology and how they are engaging with the project.

2.4.2 Athens Pilot Video

The Greek pilot focuses on how a large national energy retailer is taking part of the TwinERGY project via monitoring a small community from the city. The pilot takes some experts' perspectives about the Demand-Response system and how it is implemented in participants' homes. Moreover, the video showcases how citizens use the technology

Twinergy has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No. 957736

and interact with it as well as the EV system and TwinERGY's use cases installed across the city for participants to use.

2.4.3 Bristol Pilot Video

The third pilot to be released and recorded will be the Bristol demo-site. In October, the IFC will travel to the city in order to shoot, interview and get to know participants' stories as well as to attend the second face-to-face Consortium meeting. The main idea of the video will be to focus on personal experiences and learnings during the project to put into value the engagement approach and the effort done to ease the technological adoption.

2.4.4 Steinheim Pilot Video

The last but not least video will be the German pilot and how a small village is taking part of the project and leading a new way of managing their energy and consortium. The visit is planned to happen during November 2023 and January 2024 and the script is still under development.

2.4.5 Dissemination campaign

Following a dedicated dissemination campaign, the short videos will be launched next September in TwinERGY's and consortium communication channels. In particular:

1. Newsletters will be distributed using TwinERGY's own database and partners' existing contacts.
2. Press releases have already been published highlighting the work done in some of the pilots. The pieces have been distributed across local media outlets in Athens and Benetutti. The two pilots remaining will be sent once the shooting visits and the video are ready.
3. Social Media posts will be published in TwinERGY's own channels and partners' networks. A communication toolkit will be sent to the Consortium to assist on the publications, as in the already released pieces.
4. Blog articles will be prepared and launched on TwinERGY's website.
5. Seek collaboration with sister projects and the BRIDGE umbrella to disseminate the videos.