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Abstract:
This document sets out a strategy for WiseGRID project's communication and dissemination strategy. It outlines a plan to inform the relevant target audiences of the project by means of appropriate communication tools.

Keywords:
Communication, dissemination, plan, strategy, corporate image, image, press, audio visual, web, social media.

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1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

The main objective of this document is to describe the WiseGRID Dissemination Master Plan. It establishes the foundation for the dissemination process, providing a clear route towards a successful communication strategy. It outlines main activities to be performed by all the partners and the means to be used in order to promote WiseGRID project, and to disseminate the project results.

Overall, the Deliverable 20.1 will establish a foundation for an effective internal and external communication, dissemination and optimal outreach of WiseGRID results, leading to the successful exploitation of its research and developments, as well as increased consumer confidence through clear and practical information.

1.2 SCOPE OF THE DOCUMENT

Deliverable 20.1 is produced within the Dissemination work package (WP20) in order to outline a clear picture of the project's dissemination and communication strategy, the overall approach and expectations, the objectives and goals, the messages and the audiences. The document will provide a clear vision on the project's dissemination timeline, typography, corporate design guidelines, main messages and targeted audiences.

1.3 STRUCTURE OF THE DOCUMENT

The document is divided into five main sections. It begins with the Introduction, where the purpose, scope and the structure of the document are presented. The next section, Dissemination and Communication Methodology, presents the dissemination activities in a chronological order and is divided into four phases. In the "*Foundation phase*", typography and corporate design guidelines are established. The "*Construction phase*" provides a base for a detailed audience analysis. The "*Implementation phase*" focuses on the dissemination tools and social media presence. Finally, the "*Evaluation phase*" describes the Key Performance Indicators. The third section of the document focuses on the WiseGRID User Group and the International Advisory Board. It is followed by the fourth section for Communication Resources and fifth for Data regulatory issues. A final section is dedicated to the Conclusions and Annexes.

2 DISSEMINATION AND COMMUNICATION METHODOLOGY

2.1 MAIN OBJECTIVE

The focus of the WiseGRID dissemination framework is to ensure that the project's outcomes (concepts, scientific results, tools, methodologies, results of validation work, problem awareness) are widely disseminated to the appropriate target communities and that those who can contribute to the development, evaluation, uptake and exploitation of the WiseGRID outcomes can be identified and encouraged to participate.

2.2 DISSEMINATION AND COMMUNICATION PHASES

The WiseGRID project's communication and dissemination activities will go through 4 main phases:

1. Foundation
2. Construction
3. Implementation
4. Evaluation

PHASE 1: Foundation

M1-M3

The first phase has been designed to establish a strategic foundation for the overall dissemination and communication plan. It describes the project's typography and corporate design guidelines that the project consortium members are expected to use throughout the duration of the project. It further identifies the main target groups' categories, main objectives and channels for dissemination.

2.2.1.1 The standards for editing

The page structure should follow the layout used in this deliverable, as described in details below.

- Page Setup

Margins: 2,5 cm top, right and left, 1,5 cm bottom

- Header

The header of each page, except the front page, should include the WiseGRID logo on the top left and EU logo on the top right corner

- Footer

The footer of each page, except the front page, should include the Deliverable Name on the bottom left side and page number on the bottom right side. The used font should be Calibri Body 11pt.

2.2.1.1.1 The Body Text Font

The body of the information should be:

Style "Body text";

Font Calibri;

Font size 11;

Alignment: Justified;

Line Spacing: Single 1 pt.

2.2.1.1.2 The Colour Chart

The colour used in documents should be “**WiseGRID green**”: RGB 0/102/102 (HTML#006666)

2.2.1.1.3 The Graphics, figures and tables

The compressed version of graphic format (e.g. .jpg, .png) should be used in the document. Colours should be chosen in a way that the figure can also be understood in a black/white printout.

Figures

- All figures should be centred and not exceed the page margins;
- The inserted figures 'move' with the surrounding text (not anchored to a page);
- The title figure should be below figure (Style: “Figure Title”);
- The alignment of figure title is centred;
- The font used for figure title should be Calibri, 10 pt.

2.2.1.2 The WiseGRID Templates

The WiseGRID PowerPoint template will be developed to be used at internal and external events when presenting the WiseGRID project and/or its outcomes. If required, REScoop.eu can develop a generic project presentation for general dissemination purposes. A preliminary version of WiseGRID presentation template is provided below.



Figure 1 – WiseGRID Presentation Template

PROTOCOL:

Partners should use the WiseGRID PowerPoint template when presenting the project and/or its outcomes at internal and external events. The preliminary version of the template is available at Basecamp, WP20 Dissemination @Templates. A final version will be uploaded in the same place. Contact WP20 leader REScoop.eu for additional information.

2.2.1.3 The European Union Acknowledgement

EU support should be highlighted. The European Union emblem shall be used in all project dissemination materials/press releases/media contacts to acknowledge the support received under EU programme. High resolution emblems can be found on <http://europa.eu/about-eu/basicinformation/symbols/flag/>. The name of the EU programme (Horizon 2020) shall be used as verbal brand, i.e. references to it will be made without a regulated visual mark or logo.

Basic rules:

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall be used in conjunction with the name of the programme or fund and it shall be spelled out in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

PROTOCOL:

Any dissemination of WiseGRID project and its results (in any form, including electronic) must display the EU emblem and include the following text:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731205

When displayed together with another logo, the EU emblem must have appropriate prominence.

Both elements: (1) the statement above and (2) EU emblem should be used according to the rules when presenting the project (in promotional materials, project templates, project deliverables, project website, social media etc.).

For all other publications, please follow the protocol below:

PROTOCOL:

- For communications activities:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731205."

- For infrastructure, equipment and major results:

"This [infrastructure][equipment][result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731205."

- For patents:

"The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731205."

- For standardisation activities:

"Results incorporated in this standard received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No ...".

- For infrastructure, equipment and major results:

"This [infrastructure][equipment][result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731205."

2.2.1.4 The corporate design guidelines

2.2.1.4.1 The Corporate image

A specific project logo has been developed for the project identity. The logo will be included in all project promotional material including the factsheet, website, etc. The logo reflects the central concept of the project by incorporating the quality-assured details such as wind turbines and electrical vehicle in order to show the name of an abstract representation of the logo. The use of green in the logo represents RES, sustainability and the environment and blue represents fair electricity transmission.

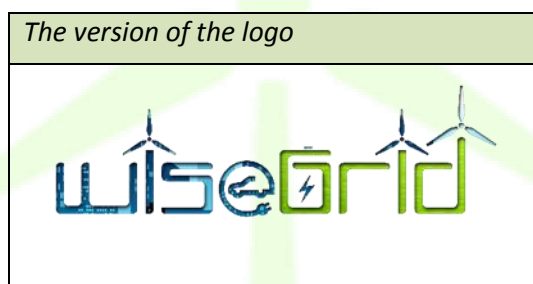


Figure 2 - WiseGRID logo

The logo can be downloaded from the Basecamp (Basecamp > WP20 Dissemination > Files > label > logo)

Reproduction quality and visibility:

- Please use only the logos that can be downloaded from the WiseGRID website (high resolution) or the document repository REDMINE; and do not copy them from any other place. Reproduction quality needs to be ensured.
- In order to ensure the logo's visibility, the minimum logo size for print is 5 cm in length. Online, the logo must not be smaller than 36 pixels at 72 ppi.

PROTOCOL:

The name of the project has to be written in the following manner: "WiseGRID".
Please all partners make sure to write WiseGRID the same way everywhere.

2.2.1.4.2 The corporate slogan

An important step for the preliminary communication activities is the definition of a project slogan, as an additional element to increase the awareness of the project and to make it more recognizable. Starting from the same keywords used for the logo, different slogans have been proposed, however the one that was chosen was:

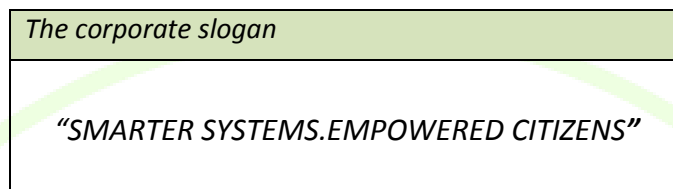


Figure 3 - WiseGRID slogan

2.2.1.5 Main target groups categories, main objectives and channels

In order to lay ground for a detailed analysis of the project's stakeholders (which will take place in the construction phase), target audiences have been grouped into three main dissemination categories. The table below presents the different categories including a general description, the objective and the dissemination channel for each of them.

TARGET GROUPS CATEGORIES			
Category	Description	Dissemination and Communication Objective	Dissemination channels
Dissemination of "Attention"	Designed for an audience that does not require a detailed knowledge of the project but is rather interested in the main message.	<ul style="list-style-type: none"> • Raising awareness • Influencing attitudes of decision-makers 	<ul style="list-style-type: none"> ○ WiseGRID website ○ media ○ social media ○ e-magazines ○ blogs ○ press releases ○ workshops, fairs ○ conferences ○ newsletters ○ local REScoops
Dissemination of "Understanding"	Designed for an audience interested in detailed information about the project, its activities, objectives and outcomes	<ul style="list-style-type: none"> • Get feedback • Getting in dialogue 	<ul style="list-style-type: none"> ○ scientific publications ○ scientific conferences and seminars ○ relevant European and national technology platforms

			and related as- sociations
Dissemination of "Action"	Designed for an audience taking action, practicing results from the adoption of products, materials or approaches offered by WiseGRID project. These groups/audiences will need to be equipped with the right skills, knowledge and understanding.	<ul style="list-style-type: none"> • Causing decisions • Causing actions 	<ul style="list-style-type: none"> ○ innovation and networking events ○ workshops ○ technological fairs ○ newsletter ○ e-mails ○ media training ○ community energy coalition ○ European Commission ○ energy regulators ○ EU TSOs REScoop.eu <ul style="list-style-type: none"> ○ REN21 ○ SEDEC ○ Bridge ○ workshops ○ conferences

Table 1 – Target Groups Categories

PHASE 2: Construction

M3-M6

This phase will offer the dissemination and communication building blocks. A detailed analysis of the project audiences will enable an informed matching with the target group categories. The preliminary matching is presented below in the Table 2. A new customised website and the internal communication tools will also be designed and developed in this phase.

2.2.1.6 Preliminary audience analysis

A preliminary audience analysis has been performed in the Foundation phase of the project and its outcomes are presented in the table below. Throughout the duration of the project, it will be updated based on a detailed analysis of the project's target groups.

The WiseGRID Target Groups		Description
Categories Dissemination of "Attention" Dissemination of "Understanding" Dissemination of "Action"	DSOs- Electricity retailers or suppliers - ESCOs - EV manufacturers - Storage companies - Consultancies	One of key beneficiary groups of the WiseGRID project results. They are positioned at the heart of the project's dissemination/exploitation activities.
	Scientific Community, Universities Research centres, Consultancies	This target group corresponds to research and academic organisations, scientific journals, Committees, Internet Fora, and other working groups in research fields related to the WiseGRID work.
	Technological Platforms and Professional Associations and Initiatives	Associations targeting the advancement in the integration of ICT and Non-ICT systems along with the promotion of sustainable strategies Smart Cities and Smart Grids (mainly focusing on peak-load management and demand response).
	Communities involved, Citizens affected by the project, Renewable energy cooperatives	Key target group of the WiseGRID project, since they are directly involved in the project's activities, being the actual consumers of energy. They will be involved in the WiseGRID Pilot Site Activities in a two-fold manner, focusing, both, on (i) increasing their awareness and engagement in interaction activities that will allow for the definition of accurate behavioural/ comfort profiles and (ii) the mitigation of concerns about privacy violation and personal data collection.
	General public, Mainstream media consumers, Social media consumers	Key target group of the WiseGRID's project. Raising awareness about energy efficiency, new smart technologies as well as possibilities of EU funding and Horizon 2020 programme will be the main objective while communicating with that group.
	Local authorities & national/regional public bodies, Local policy makers, EU policy makers	The public sector, accounts for a significant proportion of the total Energy Legislation.

Table 2 – Preliminary audience analysis

2.2.1.7 New customized website

A temporary WiseGRID website - <http://www.wisegrid.eu/> has been already designed and established. It plays multiple roles: i) communication resource to promote the project, its objectives and partnership, ii) tool to update interested parties on progress, results and outcomes; iii) repository for public deliverables and relevant project information; iv) venue for debate and dialogue during and beyond the project. The website is public, visually appealing and informative.

Some snapshots of the current version of the WiseGRID website can be found below



Figure 4 – WiseGRID website

During the construction phase, a new website will be developed, serving as a customised tool for project dissemination among all three target groups. The final version of the website will be continuously updated with relevant contents and progresses during the whole duration of the project.

PROTOCOL:

REScoop.eu manages the website and updates it on a regular basis. Any partners who wishes to upload materials to the website should contact REScoop.eu. In addition, REScoop.eu will send reminders to WP and Task Leaders on a regular basis requesting updates and news needed. In addition, partners are obliged to include a link to the WiseGRID website on their own institution websites.

2.2.1.8 WiseGRID internal management and communication tools

BASECAMP

It is **WiseGRID communication tool**. It is a web-based collaborative workspace, which will be used until the end of the project to facilitate the internal communication within the consortium. The main purpose of Basecamp within WiseGRID is to **replace the regular mailing lists**. It will be used to enable a smooth and fluent

internal communication. Each WP Leader is responsible for the management and animation of its WP. All partners should use this tool and avoid email exchanges so that the consortium can keep integrated records of all the activity in each WP and the whole project. It offers a notification service via email.

Further information can be found at <https://basecamp.com/learn>

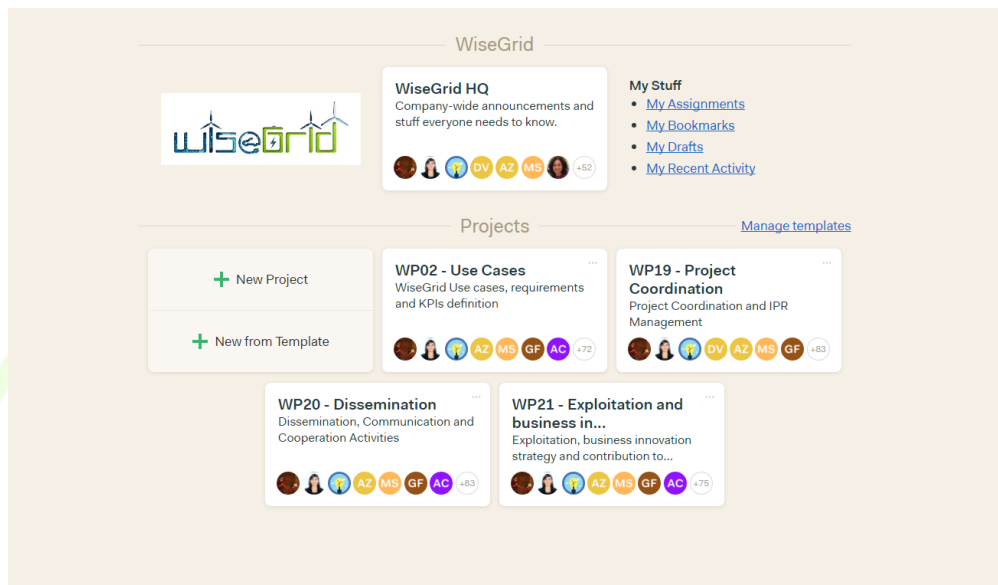


Figure 5 - The collaborative workspace Basecamp

REDMINE

It is **WiseGRID official document repository**. This platform will be used to securely store and share files within the scope of the project. All partners should use Redmine to upload/track all working documents, deliverables, presentations, etc. It has a notification service via email.

VOLERE

It is **WiseGRID requirements definition tool** and will allow all partners to actively contribute in the specification, classification and prioritization of all the functional needs of the project solutions and demonstrators. It will be an iterative process!

PROTOCOL:

Each partner must be aware of any security threat to the systems put in place by the project team. This includes uploading corrupted files, inviting external people to the Basecamp, not securing the connection to the Basecamp platform.

In addition, please ensure that your password is secure by using letters and numbers, as well as minimum one symbol and one capital letter.

Please be aware that the security of our systems is the responsibility of each one of us. In general all of the WiseGRID platforms and contents are private and must not be shared without the explicit consent of the partners. Any threat of security must be reported immediately to the team of REScoop.eu that will provide the process to follow to resolve the threat.

PHASE 3: Implementation

M6-M24

Based on the strategy created in the first and the second phase, and using the channels already created, this phase will focus on the main dissemination activities. The list of the tools will evolve throughout the project and will include: social media, e-magazines and blogs, promotional content and dissemination material, scientific publications, conferences and many more.

2.2.1.9 The Dissemination tools

A preliminary analysis of the project's audience has allowed to identify which target groups are most likely to use the proposed dissemination tools. Based on a detailed audience analysis the following table will be adapted in the construction phase later in the project.

		Target Group				
		General public	Scientific community	Industry	Policy makers	Communities involved
Dissemination means	Web portal and social media presence	x		*		x
	Scientific publications	x	x	x		x
	Participation in fora and thematic events	x	x	x	x	
	Liaison with related initiatives	x	*	x	x	x
	Liaison with related projects	x	x	x	x	x
	Workshops	x		x	x	x
	International Conference	x	*	x	x	x
	Promotional content	x				*
	Training material (on/off line)	x				x

X's represent the core relations, while *'s represent secondary but still relevant links.

Table 3 – Dissemination tools

2.2.1.9.1 Social media presence

Successful social media activities will additionally help WiseGRID project increase the amount of traffic that the project website receives.

Twitter

A WiseGRID account has been established on Twitter ([@WiseGRID_H2020](https://twitter.com/WiseGRID_H2020)). Up to now, 781 tweets have been published and there are 394 followers.



Figure 6 – WiseGRID Twitter account

LinkedIn

A specific LinkedIn profile has been created for WiseGRID project. LinkedIn is a business-oriented social networking service that gathers professionals representing various industries. Moreover, a dedicated WiseGRID group has been also established on LinkedIn <https://www.linkedin.com/in/wisegrid-eu-890307132?trk=hp-identity-photo>. Within the group, interested stakeholders will be able to communicate, exchange information and get involved in discussions.

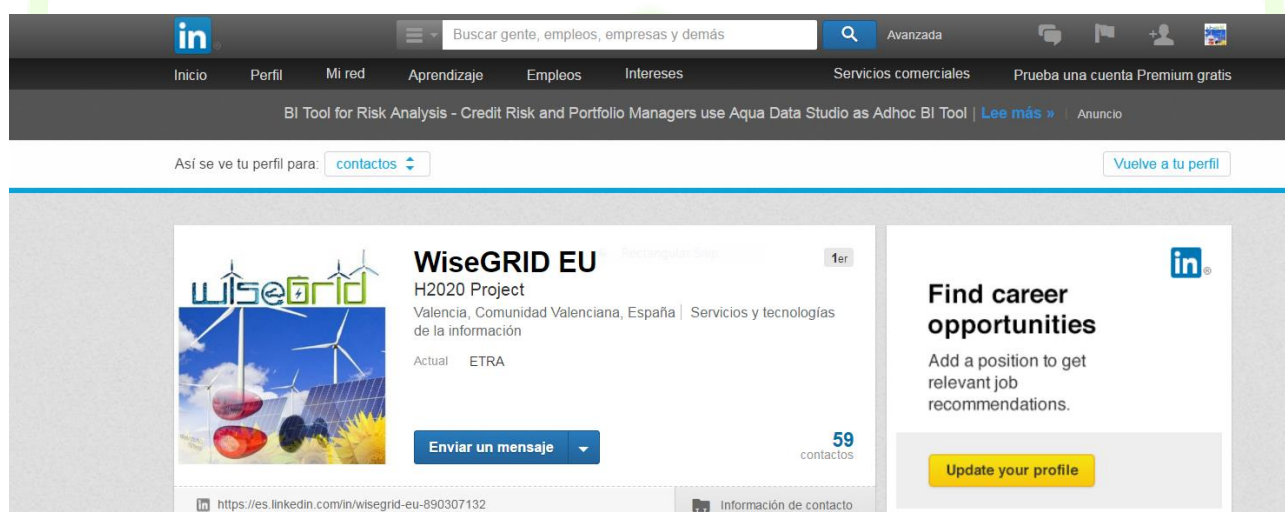


Figure 7 – WiseGRID LinkedIn profile

Facebook

A dedicated page on Facebook (<https://www.facebook.com/wisegrid/>) has been established. Within the page, interested stakeholders will be able to communicate, exchange information and get involved in discussions.

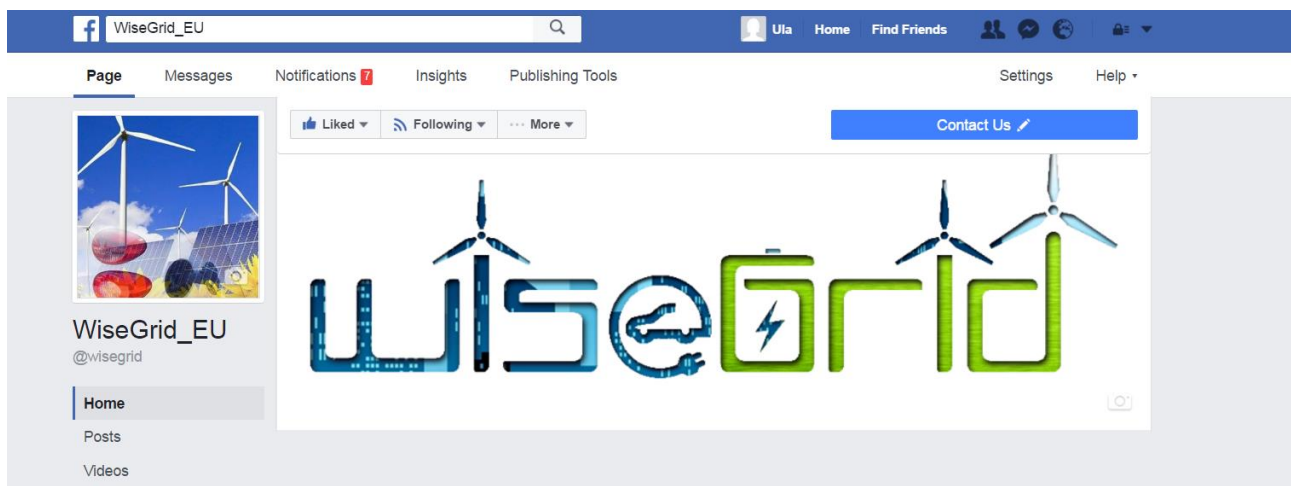


Figure 8 – WiseGRID Facebook account

Instagram

An Instagram account (https://www.instagram.com/wisegrid_eu/) has been established too and it will help to capture the most fascinating project information or moments throughout the duration of the project.

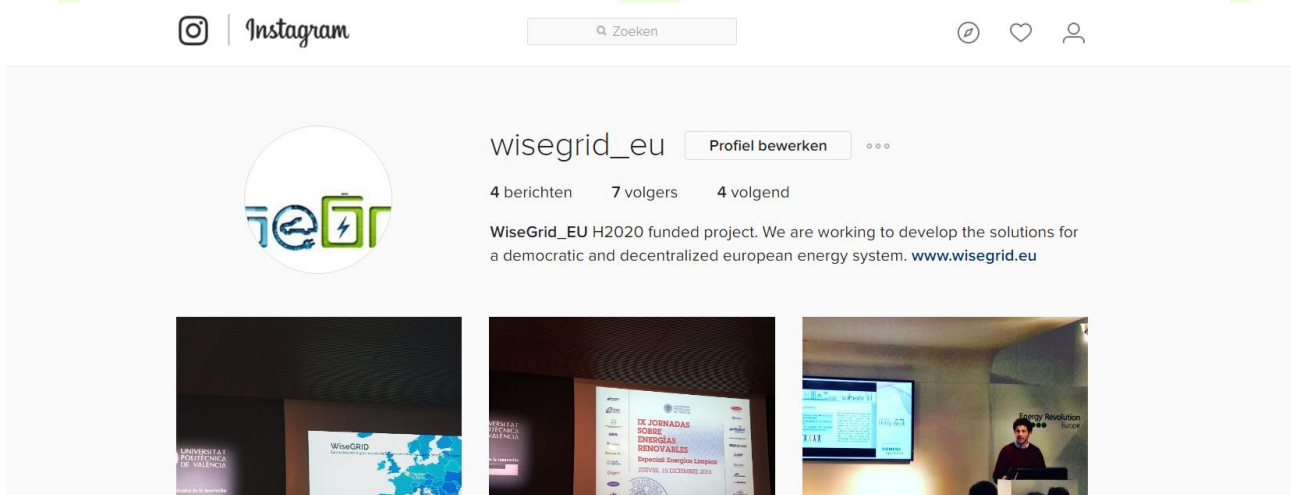


Figure 9 – WiseGRID Instagram account

REScoop.eu will coordinate and manage Twitter, LinkedIn, Facebook and Instagram accounts.

PROTOCOL:

Partners are expected to

- **Follow WiseGRID on Twitter, LinkedIn, Facebook and Instagram, tag the project while posting any news related to WiseGRID, retweet and repost at least one tweet or Facebook post a month;**
- **Send pictures and related information when attending in any event or conference or of any dissemination activity carried out. At least one project related update that could be shared on social media is expected per month.**

This is a requirement in order to meet the established KPIs. RESC will send reminders to encourage partners to actively disseminate and communicate the project.

2.2.1.9.2 Scientific publications

A large portion of the decision and policy making concerning Smart Grid technology is informed by scientific data. Therefore, WiseGRID partners are expected to publish results in scientific (peer-reviewed) publications. Joint publications among WiseGRID partners will be encouraged.

PROTOCOL:

It is strictly advised that:

- **Scientific publications resulting from WiseGRID project must be submitted electronically through Basecamp 45 days before the intended submission date, notifying all partners.**
- **Any objection to the planned publication shall be made in accordance with the Consortium in writing to the Coordinator and to any Party concerned within 30 days after receipt of the notice.**
- **If no objection is made within the time limit stated above, the publication is permitted.**

In addition, complementing means such as organization and/or participation in thematic panels, roundtables and special conference sessions, workshop talks, poster presentations and specialized demonstrations at scientific events will also be used. Examples of scientific journals where scientific publication on WiseGRID results could be published can be found in [ANNEX 3](#).

2.2.1.9.3 Participation in Fora and Thematic Events

In order to raise project awareness, to present the project results and to liaise with potential stakeholders, WiseGRID partners will actively participate in events such as conferences, congresses, exhibition fairs, concertation meetings, industry and professional initiatives, thematic working groups and “Information Days”, along with offline and online events.

During the events, partners will disseminate WiseGRID project results by networking and cooperating, holding presentations, organizing stands and distributing project dissemination material. Additionally, during the events partners will inform potential stakeholders of the WiseGRID project and will invite them to participate in the project activities.

A list of planned events is included in ANNEX 4. Each partner is responsible to find thematic events for WiseGRID project and to report it to the REScoop.eu continuously.

Partners will also liaise and network with other projects and initiatives, exchange knowledge and experience, organise meetings, attend workshops. Within this context, WiseGRID will establish clear synergies with (among others):

- NOBELGRID Project
- GRID+, the project supporting the development of the European Electricity Grids Initiative (EEGI)
- IRES
- ENTSO- E (European network of transmission system operators for electricity)
- ELSA project
- CEER / ACER
- The Coalition of Energy Saving
- GEODE / CEDEC / EURELECTRIC / EDSO
- DNV GL (for storage)
- Covenant of Mayors

- ICLEI
- Climate Alliance
- SEDC
- GRID4EU Project
- SolarPower Europe
- WindEurope
- Cooperatives Europe
- ECEEE for energy efficiency
- EUELECTRIC

PROTOCOL:

Partners must send a short summary of their activities in the different thematic events or workshops - (e.g., date, location, event, audience, description of content, etc.) and REScoop will publish it on the website and social networks accordingly.

Moreover, partners are required to send each month an updated list of future thematic events (prior to attendance)

2.2.1.9.4 Involvement on BRIDGE Horizon 2020

BRIDGE is an initiative from the European Commission which gathers Horizon 2020 projects in the field of Smart Grid and Energy Storage. The goal is to create a structured view of issues of non-technological nature encountered in the demonstration projects which may constitute an obstacle to innovation. The BRIDGE process implements continuous knowledge sharing amongst projects thus allowing them to deliver, with a single voice, conclusions and recommendations about the future exploitation of the project results, according to four main areas of interest addressed by four different Working Groups:



Figure 10 – The four BRIDGE working groups

Each of the BRIDGE working groups has one WiseGRID partner representing the project.

The objective of this participation is to evolve a continuous dialogue and exchange of experiences between the different projects on Smart Grid & Storage in Technology development, innovative business models, develop plans for market up-take (including scaling-up and replication), check existing market barriers and work out proposals for solutions (policy, legislation, regulation, etc.).

The added value of the WiseGRID involvement in BRIDGE H2020 initiative can be summarized as:

- Benefit from field experience, feedback and lessons learned by the participating projects when coping with innovation barriers along the four above dimensions.
- Shape collective recommendations towards policy makers in view of removing barriers to innovation deployment
- All projects speak as a single voice, which in turn strengthen the messages and maximizes impacts towards policy makers
- Create new contact for future collaboration with other members of the group

WiseGRID project was presented in the previous BRIDGE working groups meetings (January 17th, 2017) and coordination meeting (January 18th, 2017) and will continue participating in the upcoming meetings.

2.2.1.9.5 WiseGRID workshops and training sessions

During the project duration 10 workshops and 3 training sessions will be organized: two workshops per pilot site (M22 and M38) and two workshops at EU level (at the beginning (M4) and at the end (M42)) and three training sessions. This sums up to 10 workshops + 3 training sessions.

The workshops and training sessions will be organised in order to:

- a) Raise awareness, engagement and acceptance of pilot site occupants and stakeholders, including the preparation and distribution of appropriate material,
- b) Involve end users in the requirements definition activities of the project,
- c) Train and contribute to the adoption of the WiseGRID concept and operation in the pilot sites.

The workshops will be organised by REScoop.eu together with Consortium Partners and in close collaboration with local stakeholders. The Workshops exact dates and methodology will be included in future versions of the project deliverable.

ITEM	RESPONSIBLE	PLACE
EU International workshop	REScoop.eu	TBC
2 national workshops per each pilot site (8 in total) (M22 and M38)	REScoop.eu	Pilot sites
3 training sessions	REScoop.eu	TBC
The final workshop (M42)	REScoop.eu	TBC

Table 4 – WiseGRID workshops and training session

2.2.1.9.6 Promotional content and press releases.

WiseGRID Dissemination leader (RESC) will use established dissemination channels, services and networks proven to be cost-effective in raising awareness of EC projects for public outreach, such as, for example, thematic networks, technology platforms, relevant research platforms, ERA networks, relevant EC projects, and publication of articles in (national) newsletters. Press releases will be issued to appropriate media outlets (trade press, journals, web portals).

The list of web portals, platforms, magazines and newspapers will be established in the construction phase. Among the suggested outlets are the newsletters of: ICT, Smart Grids European Technology Platform Technology Platform, EDSO, Energy Platforms (European Biofuel Technology Platform. www.biofuelstp.eu), European Photovoltaic Technology Platform (EU PV TP). www.eupvplatform.org, Technology and Innovation Action for Ocean Energy (TP OCEAN), Scientific Review of HEDNO, etc.

REScoop.eu will take the initiative in writing press releases to disseminate the major milestones of the WiseGRID project and will distribute them at the international level by means of its own dissemination channels

PROTOCOL:

In order to track all the activities, the partners will have to track their update in an excel table that will be sent out once in three months for partners to fill out. The table can be found in ANNEX 2.

2.2.1.9.7 Dissemination material

As a starting point, a poster and a leaflet was produced for the WiseGRID Kick-off meeting and launching event in Valencia. This material has been used in different events in which the WiseGRID project has been present (e.g. European Utility Week 2016).



Figure 11 – WiseGRID poster

ETRA INVESTIGACIONY DESARROLLO SA - Spain
BOUYGUES ENERGIES & SERVICES - France
ENGINEERING - INGEGNERIA INFORMATICA SPA - Italy
CENTRUL ROMAN AL ENERGIEI - Romania
ASM TERMI SPA - Italy
ECOPOWER - Belgium
ENERCOOP - Spain
HYPERTECH - Greece
AMPERE POWER ENERGY SL - Spain
ASOC. INSTITUTO TECNOLÓGICO DE LA ENERGIA - Spain
INSTITUTE OF COMMS AND COMPUTER SYSTEMS - Greece
DIACHEIRISTIS ELLINIKOU DIKTYOU DIANOMIS ELEKTENERGAE - Greece
ATHENS UNIV.OF ECONOMICS AND BUSINESS - Greece
RESLOOP EU ASBL - Belgium
VARTA STORAGE GMBH - Germany
QUEEN MARY UNIVERSITY OF LONDON - UK
EMOTION SRL - Italy
PARTAGO CVBA - Belgium
ENERGEIAKO GRAFEO IOU AIGAIOY ASTIKI ETAIRIA - Greece
ETERIA PAROCHIS ARIOU ATTIKIS S.A. - Greece
ASOC. ESPAÑOLA DE NORMALIZ. Y CERTIFIC. - Spain

etral+d
Ecopower
ENERCOOP
HYPERTECH
BOUYGUES
Queen Mary
ITE
emotion
AMPERE ENERGY
CRE
ASM
RESLOOP EU
AENOR

CONTACT:
etral+d

wisegrid@grupopoetra.com
www.grupoetra.com

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No 731225

wiseGRID

Wide scale demonstration of Integrated Solutions and business models for European smartGRID

WiseGRID will provide a set of solutions and technologies to increase the smartness, stability and security of an open, consumer-centric European energy grid. The project will combine an enhanced use of storage technologies, a highly increased share of RES and the integration of charging infrastructure to favour the large-scale deployment of electric vehicles.



EXPECTED RESULTS

WiseGRID results will be packaged in the form of nine different technological results/products:

- WG IOP (WiseGRID InterOperable Platform):** ICT platform for real time monitoring able **process the heterogeneous and massive data stream** coming from the distributed energy infrastructure
- WG Cockpit:** for DSOs or microgrids Operators in order to control, manage and monitor their own grid, improving flexibility, stability and security of their network.
- WiseCORP:** Corporate application for businesses, industries, ESCOs and public facilities consumers and prosumers to become smarter energy players
- WiseCOOP:** Application for energy retailers, aggregators, local communities and cooperatives of consumers and prosumers (and other intermediaries) to help them achieving better energy deals.



- WiseHOME:** Application for individual domestic consumers and prosumers to become active energy players.
- WiseEVP (WiseGRID Electric Vehicle Platform):** tool for vehicle-sharing companies and e-vehicles fleet managers to optimize the smart charging and discharging of the EVs and reduce energy billing.
- WG FastV2G:** EV charging station that will make possible to use EV as dynamic distributed storage devices, feeding electricity stored in their batteries back into the system.
- WG STaaS/VPP (WiseGRID energy Storage as a Service/Virtual Power Plants):** Service by which consumers/prosumers can easily offer to the market their unused storage or generation capacity.
- WG RESCO (WiseGRID Renewable Energy Service Company):** This tool will enable the provision of energy to the consumers from RES making possible that the household/businesses serviced do not own and maintain the generation equipment.

PROJECT DATA

Starting date: 01/11/2016
Duration: 42 Months
Budget: 17,8 M€

DEMONSTRATION SITES

WiseGRID integrated solution will be demonstrated and evaluated under real life conditions in four large-scale demonstrators:

- The Electric cooperative of Crevillent in Spain.
- The renewable energy cooperative Ecopower in Flanders, Belgium
- The public Distribution Service Operator (DSO) of Terni in Italy.
- The national Distribution Service Operator (DSO) HEDNO in Greece.

Demonstration sites will involve more than 1700 users, 60 batteries – totalling more than 300KWh of installed capacity, 50 heat pumps – totalling more than 160KWh of installed capacity-, 180 EV, 40 charging stations and more than 70MWh of RES -PV, Wind Turbines and Hydro-



Figure 12 – WiseGRID leaflet

Moreover, REScoop.eu will take a lead in producing the WiseGRID factsheet which will be designed and produced by M18. The factsheet describes the project, its main objectives, partnership, funding and results, and will be used as a way to raise general awareness of the project. The factsheet will be available for download from Basecamp, the project website and by contacting WP20 leaders REScoop.eu. The factsheet will be designed for double-sided printing on A4 paper. To achieve best quality, print the factsheet full colour on at least 160gsm paper (200gsm is ideal). Partners are encouraged to distribute the factsheet through their networks and at relevant events. The factsheet will be available in English and later translated in other languages in case there will be a need.

In addition, REScoop.eu will produce a small introduction brochure (based on the format below) in order to present the findings in each pilot sites. REScoop.eu will also deliver a roll-up to facilitate the introduction of the project in the international conferences and meetings. Preliminary designs can be found below:



Figure 13 – Two-sided, tri-fold brochure

The brochure will be updated later in the project in order to capture the latest progress, planned activities and results of the project.

PROTOCOL:

All partners have to download the copy of the factsheet/ brochure for distribution (print or electronic) to their personal and institution network of contacts. Partners can translate the factsheet into their own language. The protocol for translation is as follow:

- 1. Partner contacts REScoop.eu requesting the English text**
- 2. REScoop.eu supplies a template with the original text in English to partner**
- 3. Partner translates text (as laid out in the template) into their language**
- 4. Partner then sends translated text back to REScoop.eu**
- 5. REScoop.eu approves the quality and sends back to the partner who applies the translated text to the factsheet template and publishes the new version of the factsheet**

2.2.1.9.8 The WiseGRID e-newsletters

Project e-newsletter will be distributed to WiseGRID targeted audience at least every 6 months. The articles will include latest information on the project's activities, results, events etc. The e-newsletters will be sent to all WiseGRID partners, the user group and all interested stakeholders who have signed up to the newsletter through the webpage. The newsletter will also be published on the project website as well as disseminated on social media.

The e-newsletter distribution list consists of 200 contacts covering partner countries and also European level representatives. The list will be expanded on a regular basis.

The e-newsletter will be sent via Mailchimp, which is an online email marketing solution to manage subscribers, send emails, and track results, it offers integrations with other programs. The newsletter will be evaluated after the release of second edition (M12). A survey will be designed in order to assess the attractiveness of the newsletter content, quality of articles and information provided.

2.2.1.9.9 WiseGRID official videos

RESC will create an initial video based on animation to present the concept of WiseGRID project and main advances (M6). A final video that will resume the whole results of WiseGRID project will be created by the end of the project. More details will be presented in a future version of the dissemination deliverable.

2.2.1.9.10 Communicating the project's results to European Commission

In order to inform the European Commission about the project's progress on the regular basis, WiseGRID will also use the following channels to share its results.

Horizon Magazine http://horizon-magazine.eu/	HORIZON is the EU Research & Innovation e-magazine. It is covering the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth. It is written by independent journalists on behalf of DG Research & Innovation and is updated at least three times a week with new articles.
Project stories https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/	Articles about selected EU-funded research projects, which led to breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market, at the same time contributing to economic growth and creating jobs, and tackling societal challenges.
research*eu results magazine www.cordis.europa.eu/research-eu/magazine_en.html	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English, and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.
research*eu focus www.cordis.europa.eu/research-eu/research-focus_en.html	This print magazine covers in each issue a specific topic of research interest. It features articles on EU policies, initiatives, programmes and projects related to research and technological development and their exploitation. It is published at irregular intervals up to six times a year in English. Exceptionally, it may be available in other European languages as well.
Newsletters www.ec.europa.eu/research/index.cfm?pg=publishations&lg=en	Newsletters are published by the European Commission for different research areas.

Table 5 – European Commission resources

PHASE 4: Evaluation

M21-M24

This final phase will focus on the evaluation of WiseGRID dissemination activities. According to the dissemination strategy the last three months of the project are dedicated to achieving sustainability of the dissemination efforts undertaken by WiseGRID consortium. The actions we envision at this point of time are: maintenance of the dissemination channels after the end of the project; continuation of dissemination activities by members of the WiseGRID Working Group based on project results.

2.2.1.10 Key Performance Indicators

Key Performance Indicators (KPI), also known as KSI (Key Success Indicators) will help WiseGRID define and measure progress towards fixed goals for dissemination activities. In this sense, KPI's are the measurements to determine dissemination plan success and achievement of the main objective.

Following this, a preliminary list of KPIs has been established:

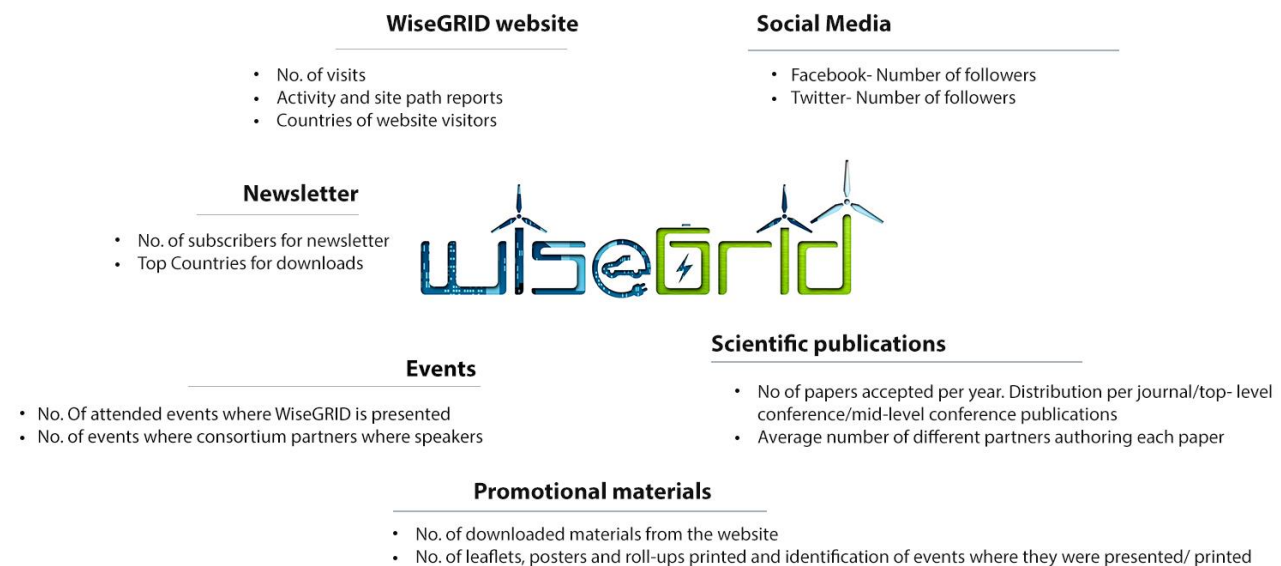


Figure 14 – KPI preliminary identification

2.2.1.11 The monitoring of KPI's

Dissemination activities as mentioned in the beginning of the report will last throughout the whole project duration (42 months) therefore, it is necessary to monitor the dissemination activities, and if necessary, update and change the dissemination strategy. The summarized KPIs will help to evaluate project progress and will help to develop Interim and Annual Reports. Also according to KPI results, we will assess the Dissemination Master Plan Strategy process. For this reason, a monthly monitoring of these KPI's will be made to reinforce and improve respective dissemination activities. Individual monitoring for each KPI related with one activity will help WiseGRID dissemination plan to detect errors, evaluate success of a particular activity and achieve the final goals.

This evaluation process will follow the next steps:

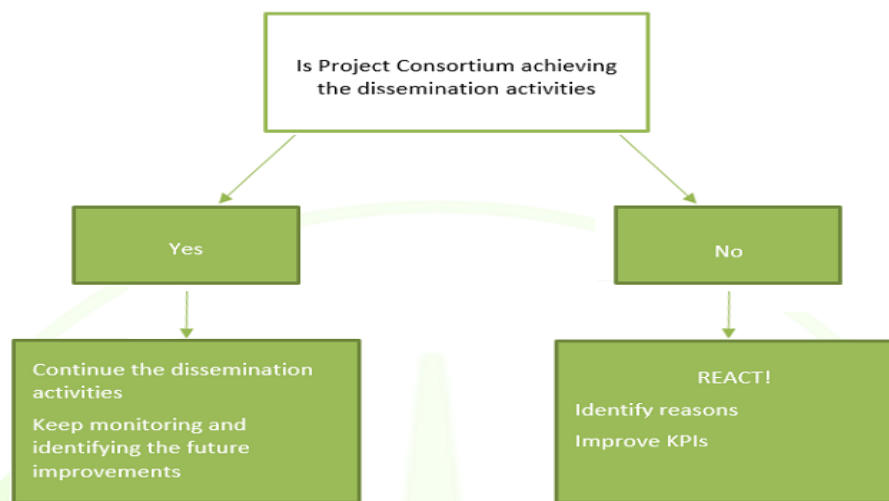


Figure 15 – KPIs monitoring process

In order to reach all targets on time we will follow dissemination targets that can be found at [ANNEX 1](#) in this document. In order to report the periodic information about how KPI are achieved, the following measurement tools have been identified:

- Google Analytics: web analytics solution that provides insights into the website traffic and marketing effectiveness. From this application, WiseGRID will be able to measure traffic, countries origin, etc.
- Twitter and LinkedIn own statistics, from where WiseGRID will be able to measure and compare KPI and its success.
- Mailchimp - online email marketing solution to manage subscribers, send emails, and track results. Offers integrations with other programs. Mailchimp provides detailed statistics on the release of newsletters such as number of opens and top opens by countries.

Additionally, each project Partner will deliver a report of all dissemination activities that have been implemented and all activities that are planned for the next period, see [ANNEX 2](#).

3 WiseGRID USER GROUP AND INTERNATIONAL ADVISORY BOARD

3.1 WISEGRID USER GROUP (UG)

The involvement of key users and stakeholders is vital for the success of WiseGRID. The User Group (UG) is established with two main objectives:

- 1) exposing a qualified audience of existing and potential end users and stakeholders to the results of WiseGRID ,
- 2) Obtaining from qualified stakeholders feedback to further improve the quality and usability of the products designed and delivered by WiseGRID.

The initial list of the WiseGRID User Group can be found in the table below. This list will be continuously updated throughout the execution of the project.

Nº	Organisation	Contact person
1	RED ELECTRICA DE ESPANA	Vincent J. GONZALES
2	CENELEC	Ashok GANESH
3	VOLKSWAGEN-VARTA	Konrad HOLL
4	GROUPE RENAULT	Frederic MALEFANT
5	CRES	
6	DAFNI	
7	MUNICIPALITY OF KYTHNOS	
8	MUNICIPALE PORT FUN OF SYROS	
9	CREVILLET CITY COUNCIL	Manuel Moya FERRANDEZ
10	CITY OF GHENT	Tine HEYSE
11	COOPERATIVE EUROPE	
12	ENERGHENT	Lina AVET
13	SIFNOS ISLAND COOP	Apostolos DIMOPOULOS
14	ENERGY4ALL	A Heslop
15	ENERCOOP	Julien NOE
16	ALIENERGY	Lynda MITCHELL
17	BEAUVENT	Niko DEPREZ
18	BÜNDNIS BURGERENERGIE EV	Julia VON FINK
19	COOPERNICO	Nuno BARBOSA
20	E NOSTRA	Davide ZANONI
21	ENERGY COOPERATIVE IRELAND	Cormac WALSH
22	GOIENER	Santiago OCHOA DE ERIBE USABIAGA
23	ODE DECENTRAAL	Siward ZOMER
24	ZEZ	Edo Jerkic
25	GEODE	Reinhard BREHMER
26	EANDIS	Donald VANBEVEREN
27	DNV GL	Marcel R.R. EIJGELAAR
28	ACCESE	Maria Dolores TOSTADO MANZANEQUE
29	DAEM S.A.	Konstantinos VERRAS
30	GESTION INTELLIGENTE DE CARGAS	Epifanio LOZANO PUEYO
31	ELABORA	Gaetano MANCINI
32	SIEMENS ENERGY MANAGEMENT	Christian WURHOFER
33	UMBRIA ENERGY	Piero SECHI

34	IDEX	Patrick CORRAL
35	SAMPOL	Pau Joan CORTES FORTEZA
36	EMBIX	Eric L'Helguen
37	MY GEKKO	Weidacher HARTWIG
38	AEDIVE	Arturo PEREZ DE LUCIA

Table 6 – WiseGRID User group. Preliminary list

The UG will be responsible for providing a source of strategic guidance of products developed for the user take-up by providing questionnaires' to the users and tracking the implementation of project results. The UG will also advise on the general framework, the user interface, and on governance aspects related to the proposed prototype service. The UG will have to determine the suitability of the user needs and specifications to provide feedback, and to suggest correction actions, if necessary by providing the feedback in questionnaires and reports in order to fine-tune stakeholder engagement activities along the project.

In addition, the UG will be responsible for keeping the feedback on social media and disseminating results to other partners or similar projects that are funded on the same call. The progress of these deliverables will be executed by REScoop.eu in a suitable KPIs that will be created in a project lifetime.

The overall aim of the UG is to help and open the technological market with new prosumers driven approach to invented technologies. Therefore members of the user group can be seen as a potential activation for the further technology development.

Since UG and IAB will be closely monitoring the development of technologies and pilot sites, they will be best qualified to write a report about the project and provide possible recommendations for further technological developments. The report should include different scenarios in terms of background, soft and hard infrastructures, sector and stage of development in which the results of WiseGRID project could be implemented in order to facilitate its transfer and mainstreaming in the full market technology. Which would be presented at the final workshop together with project results at M42. With the help of these stakeholders' recommendations the full technological and end-user perspective could be developed further to execute the project results.

3.2 INTERNATIONAL ADVISORY BOARD (IAB)

In order to increase the interaction with the international stakeholders around each demonstration site, an International IAB is created. The main objective of the IAB is to keep the WiseGRID project achievements as well as asking their feedback for end-users in order to enhance the validation of the project results. The main role of the International Advisory Board is to safeguard the link of the project with the upgraded grid and energy democracy to the energy consumers.

The main role of this board will be:

- Answer the questionnaire's to validate the project results to end-users
- Analysing WiseGRID pilot sites in order to identify potential improvements in future results
- Providing written feedback of workshops and events about the improvements and current state of the project results.

Furthermore, the International IAB will act as a mirror for improving the project results, while taking advantage of the knowledge about the local context and the proximity (physical and cultural). The IAB have 6 members, representing any European Country and covering the different industrial profiles that are related with WiseGRID project.

4 WiseGRID DISSEMINATION AND COMMUNICATION TEAM




Organisation name	REScoop.eu	Organisation website	www.rescoop.eu
Organisation's profile	REScoop.eu is the European federation of renewable energy cooperatives. We are a growing network of 1,250 European REScoops and their 650,000 citizens. Through REScoop.eu, we wish to make our voices heard in the European energy debate. Citizens after all are the ones who will be paying for the transition to a more sustainable energy system. REScoop.eu empowers local energy cooperatives and wants to achieve energy democracy.		
Key personnel involved with the WiseGRID project			
	Vaiva Indilaite is a mechanical engineer that has been working with smart grids, energy efficiency and energy innovation projects in several companies throughout Europe. Vaiva will be the direct contact point for WiseGRID dissemination execution and ensure the implementation of the dissemination results.		
	Urszula Papajak holds a Master's Degree in Journalism, Media and Globalisation from Aarhus University in Denmark. She will be responsible for shaping WiseGRID's communication strategy, managing the project's social media and the main website.		
	Josh Roberts is a qualified lawyer in California, with experience in EU law and regulation on internal energy market issues. He will ensure that results of the WiseGRID project are disseminated to relevant EU level decision makers and other stakeholders, an within relevant policy discussions.		
	Stanislas d'Herbemont holds the position of Project Manager at REScoop.eu. Stan used to be the coordinator of Tournesol Microgrids, an organisation that supports decentralised energy systems throughout Europe. Stan is managing REScoop Plus, PV Financing and supports Vaiva on the management responsibilities in WiseGRID.		

Table 7 – WiseGRID Dissemination and Communication team

5 THE DATA REGULATORY ISSUES

The WiseGRID Consortium will fully respect the citizens' rights as reported by EGE and as proclaimed in the Charter of Fundamental Rights of the European Union (2000/C 364/01). ¹Personal data provided will not be shared with third parties for any purpose. All data will be processed (including collected and stored) in accordance with European and national data protection legislation (including authorisations or notification requirements), in particular Directive 95/46/EC² on the protection of individuals with regard to the processing

¹ Charter of Fundamental Rights of the European Union (2000/C 364/01)(

² Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data

of personal data and on the free movement of such data, Directive 2002/58/EC³ concerning the processing of personal data and the protection of privacy in the electronic communications sector, and Regulation 2016/679⁴ on the protection of natural persons with regard to the processing of personal data and on the free movement of data, and repealing Directive 95/46/EC.

Should WiseGRID consortium members need to analyse any information to provide evidence to the European Commission in relation to the impact of our work, the data will be anonymised to protect the privacy of participants/ registered users.

All WiseGRID consortium members are also committed to publish accurate and up to date information and take the greatest care to do so in order to respect personal data privacy measures. All information will be disseminated within the project and to external bodies through publications, presentations and regulatory and standards bodies, but only after the necessary steps for ensuring the protection of IPRs have been considered⁵.

Publication

Prior notice of any planned publication shall be given to the other Parties concerned at least 45 days before the publication. Any objection to the planned publication shall be made in accordance with the Project Consortium in writing to the Coordinator and to any Party concerned within 30 days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted. The objection has to include a precise request for necessary modifications.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate actions are performed following the discussion.

Use of names, logos or trademarks

Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicly or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

For all communication materials prepared throughout the project, the logos of each partner will be inserted in the project leaflets, in the project website, together with a short description of the activities of the partner, and might be inserted in other WiseGRID communication material as well.

As for the other communication material, such as newsletters, posters, agenda of events (workshops, trainings and final conference), all the logos of the partners should appear with the unique purpose to further contribute to the promotion the WiseGRID consortium. The Dissemination Leader and WP leaders will have the right to insert partners' logos without further notice in order to present the WiseGRID project.

In order to protect the privacy trademark of the researcher project the following disclaimer should be used:

DISCLAIMER

Any dissemination of results (in any form, including electronic) must:

³ Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 concerning the processing of personal data and the protection of privacy in the electronic communications sector (Directive on privacy and electronic communications)

⁴ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

⁵ Taken from Grant Agreement NUMBER — 731205 — WiseGRID, "IPR, Data and Knowledge Management and Protection" p. 129

(a) display the EU emblem and

(b) include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 7312053”

Any dissemination must indicate: “This publication reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.”

All intellectual property rights are owned by the WiseGRiD consortium members and are protected by the applicable laws. Reproduction is not authorised without prior written agreement.

The commercial use of any information contained in this document may require a license from the owner of that information.

6 CONCLUSIONS

This document presents the Dissemination and Communication plan. This strategy and plan will be continually monitored, updated and reported upon during the course of the project. In this sense, it will be a living document that evolves with and over the course of the project’s duration, learning from the project’s dissemination experiences and adapting to its changing needs. The final dissemination deliverable will be a final dissemination impact report produced at the end of the project (month 42).

ANNEXES

ANNEX 1. KPI TARGETS

The Key Performance Indicators and their target values have been determined for the timeframe of M1-M42 (the whole duration of the project). Evaluation of KPI's and updated status will be included in the Interim and Annual Reports.

	KPI	Target	Current Status
Web portal	Design and Development of the project's web portal	Fully developed web portal	The temporary website is published
	Regular update of the website content	Continuous update	✓
	Visitor's countries	minimum 8 countries	Spain, Italy, Belgium
	No of unique visitors by M18	2.500	344
Presence on social media	Facebook Number of followers by M18 Establishment of presence on Social Media	120	39
	Twitter Number of followers by M18	800	405
	Tweets	≤ 15	13
Scientific Publications	Scientific papers including one paper about the core of the project	10	-
Newsletters	Circulation of a newsletter	at least 1 newsletters issues every six months	-
	Number of newsletters per year	2	-
Promotional and Dissemination Material	Project fact sheet/brochure	1 project leaflet	1 leaflet
	Downloads of materials at the webpage	1 project brochure	1 poster
		1 roll up	-

	No of visualisations of the promotional videos on YouTube	2 videos TBD	
Press releases, newsletters	Number of press releases per each project year	2	-
	Number of Newsletters per each project year	2	-
Pilot Workshops	Number of all the workshops	10	-
Training Framework for Pilot Sites	Number of training kits	1	-
	Number of training sessions	3	-
Participation in thematic events	Number of events attended by one Partner by M18.	1	-

Table 8 – KPI targets

ANNEX 2. TRACKING THE DELIVERABLE

PARTNER NAME	TASK	NUMBER	TIME
DELIVERABLE			
Web portal	Regular update of the website content		
	No of unique users		
	No. of page views		
	Average time spent on the website		
Presence on social media	Facebook Number of followers		
	Twitter Number of followers		
	Twitter Number of tweets		
Scientific Publications	At least 4 scientific papers including one paper about the core of the project		
	Proportion of joint publications		
	Average number of different partners authoring each pa-per		
Newsletters	Number of disseminated newsletter to other partners		
Promotional and Dissemination Material	Number of project fact sheet/brochure		
Press releases	Number of coordinated press releases		
Participation in thematic events	No of events attended by Partner		
	No of participants in case of oral presentations of WiseGRID		

Table 9 – Tracking the deliverable

ANNEX 3. EXAMPLES OF SCIENTIFIC JOURNALS

This is only a preliminary list. It will be updated along the project duration.

Examples of scientific journals where scientific publication on WiseGRID results could be published can be found below:

- Renewable & Sustainable Energy Reviews (Elsevier)
- Applied Energy (Elsevier)
- Energy Policy (Elsevier)
- Energy Efficiency (Springer)
- Energy and Buildings (Elsevier)
- Smart Grid (IEEE)
- Transactions on Sustainable Energy (IEEE)
- Electronics and Instrumentation Engineering,
- Journal of Civil & Environmental Engineering,
- International Journal of Sensor Networks and Data Communications,

ANNEX 4. LIST OF EVENTS

This is only a preliminary list. It will be updated throughout the project duration.

- 14-16 March 2017 -- IRES 2017
- 20-21 April 2017 -- ICSG Istanbul 2017
- 22-24 April 2017 -- Smart Green Conference 2017
- 19-25 June 2017 -- European Union Sustainable Energy Week
- 26-29 September 2017 -- IEEE ISGT 2017
- 3-5 October 2017 -- European Utility Week
- 4-6 October 2017 -- European Transport Conference