VPP4ISLANDS

Virtual Power Plant for Interoperable and Smart isLANDS

VPP4Islands

LC-SC3-ES-4-2020

GA 957852

Deliverable Report

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REVISION AND HISTORY CHART

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List of abbreviations and Acronyms

Abbreviation	Meaning
ALWA	AlgoWatt
AMU	Aix-Marseille Université
BC2050	Blockchain2050
BornholmsVarme	Bornholms Varme A/S
BoZI	Bozcaada Belediye Baskanligi
BUL	Brunuel University
CIVI	CIVIESCO srl
CSIC	Consejo Superior de Investigaciones Científicas
CU	Cardiff University
DAFNI	Network of Sustainable Greek Islands
DER	Distributed energy resources
DL	Digital Twin
DLT	Digital Ledger Technologies
FORM	Consell Insular de Formentera
FTK	FTK Forschungsinstitut fur Telekommunikation und Kooperation EV
GHG	Greenhouse gases
GRADO	Comune di Grado
IDEA	Ingenieria Y Diseno Estructural Avanzado
INAVITAS	INAVITAS Enerji AS
LIS	Laboratoire Informatique des Systèmes
JV	Joint Venture
PVM	Protisvalor Méditerranée
RES	Renewable energy sources
RDIUP	RDI'UP
REGENERA	REGENERA LEVANTE
SCHN	Schneider Electric
TROYA	TROYA CEVRE DERNEGI
UEDAS	Uludag electric dagitim
VESS	Virtual energy storage systems
VPP	Virtual Power Plant

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EXECUTIVE SUMMARY

The following Dissemination and Communication Plan represents a framework for dissemination and communication activities to be realized during the lifetime of the project VPP4Islands, guided by the overall objective of achieving long-term impact of project results at national, regional, European and international levels. In order to obtain the best results, our communication and dissemination plan is set as a living document. This roadmap will be further elaborated and continuously reviewed and updated during the project as part of D8.2. “Dissemination & Communication Activity Report”
The plan is a deliverable of Work Package 8 “Dissemination, communication and exploitation of results”.
The strategy might be slightly revised and extended in accordance with the information received from other work packages and with new dissemination opportunities that may arise in the lifetime of VPP4Islands project. Project meetings will regularly discuss issues relevant for the consortium's activities and decide about the use and sharing of knowledge based on a choice of relevant channels for the respective target groups so that dissemination and communication actions are periodically re-evaluated and realigned.

This deliverable will be updated whenever necessary and at least at M12 by RDIUP and AMU.

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1. INTRODUCTION TO THE VPP4ISLANDS PROJECT

VPP4Islands is a collaborative project, granted in the framework of Horizon 2020 topic LC-SC3-ES-4-2020 “Decarbonising energy systems of geographical Islands”. The project aims to facilitate the integration of renewable systems, accelerate the transition towards smart and green energy and help Islands to exploit energy efficiency potential and innovative storage approaches, foster the active participation of citizens and become self-sufficient in energy, while reducing costs, GHG emissions and reliance on heavy fuel oil to generate power, and creating new intelligent business, growth and local skilled jobs.

To reach these goals, VPP4Islands project proposes disruptive solutions based on digital twin concept, Virtual energy storage systems (VESS) and Distributed Ledger technology (DLT) to revolutionize the existing VPP and build smart energy communities. Based on aggregation and smart management of distributed energy resources (DERs), VPP4Islands increases the flexibility and profitability of energy systems while providing novel services. VPP4Island will also enhance the Demand Response Capability of consumers by understanding their behaviors and promoting self-consumption.

In order to validate and evaluate the proposed solutions, two use cases in real-life with diverse assets in two leading islands are planned. The control and optimization of different systems will be extended to consider not only electrical, but also multi-energy vectors. Moreover, the qualified VPP4Islands solutions will be replicated in 3 follower islands, in order to generate and initiate smart sustainable energy plans. Also, VPP4Islands will generate durable social and environmental values for the benefit of consumers/prosumers. Finally, VPP4Islands project consortium is composed of 2 large companies, 1 DSO, 6 SMEs, 3 universities, 2 RTOs, 3 islands municipalities, and 2 non-profits organisations.

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2. GENERAL COMMUNICATION AND DISSEMINATION STRATEGY

VPP4Islands communication and dissemination strategy is based on 5 pillars:

1. Broadcast the project research findings to scientific communities
2. Disseminate project objectives and results to industrial stakeholders
3. Communicate with policymakers and public organisations
4. Create collaborations and Joint Ventures with similar projects and exchange knowledge
5. Guarantee public awareness

Following these pillars will: 1) ensure reaching the project relevant KPIs; 2) guarantee an optimal visibility of the project and its results; 3) increase the likelihood of market uptake of our solutions and the knowledge that produces.

In order to reach above objectives and the predefined pillars, VPP4Islands team will:

a. Create the project website and its visual identity (logo, graphic chart, templates …)
b. Define VPP4Islands target groups
c. Enlist most relevant channels to reach these target groups
d. Create dedicated channels for VPP4Islands in most common social media networks (Twitter, LinkedIn, Facebook, YouTube, …)
e. Make sure that at least one partner is representing our project in related seminars, conferences, webinars …
f. Define specific KPIs for dissemination and communication activities evaluation.

With reference to the definition of target groups, we rely on the following frame:

- Communication aims to reach the society at large and the broad public. It addresses the citizens of regions close to industrial areas and the respective workers/employees of the VPP4Islands demo sites but also any other audience group interested in the broader topic. The goal of the VPP4Islands communication activities is to inform a broad audience that is directly or indirectly affected by the project and to improve the social acceptance of VPP4Islands solutions.
- Dissemination aims to reach a specific audience that is well informed about topics related to VPP, the reduction of CO2 emissions, etc. to inform about (technical) results and expected impacts of the project. This encompasses industrial end-users, retailers and distributors of technologies, entities specialized in storage, integrators, DSO/TSO and RES producers, VPP4Islands consortium and Advisory Board, governments, institutes,

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academia and universities, investors, influential bodies, policy makers, societal stakeholders and associations in the RES and Grid fields.

The objective is to maximise the impact for an action which seeks to coordinate and integrate the work and aspirations of different sectors at distinct levels. To correctly inform actors at local, regional, national, European and international levels, VPP4Islands project partners will establish a series of mechanisms which will promote and efficiently inform of actions designed to result in the appropriate targets. Moreover, these actions will aid the creation of awareness, consensus and a subsequent political, social, economic and technical continuity. Knowledge transfer and experience exchange is in this framework of the highest importance.

As the real value of a project cannot be measured only by its objectives and results but also by its impact on the appropriate target areas as well as its capacity to be sustained and developed beyond this project, we wish to say that besides the "communication and dissemination plan", VPP4Islands will develop a high level exploitation strategy. This strategy will be object of a dedicated deliverable of the project that will be published at month 24 of the project.

3. DETAILED COMMUNICATION AND DISSEMINATION PLAN

3.1. AUDIENCE AND STAKEHOLDER MAPPING

The table below summarizes the target audiences, information needs, key messages and expected impacts and defines appropriate tools and materials to reach them. VPP4Islands consortium has identified the following groups:

Table 1: target audiences, key messages and impacts

N°	Target groups	Details	Key message / objectives	Expected impacts, KPIs
A	**Islands**	Interconnected and non-interconnected islands	Our solutions ensure a smart and near zero emission island	Involve at least 5 additional islands (mainly via DAFNI)

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B	**Existing projects**	Projects funded under ES-8, ES-5, EC-3	Define strong twinning and common strategic goals.	2 joint ventures and Better coordination for a successful project.
C	**Academic partners**	Students, Researchers, Universities and RTOs interested in VPP.	Establish strategic ties with academic institutions. Share knowledge and findings.	Establish knowledge transfer and at least two collaborations.
D	**TSO/DSOs and other**	Local and European DSO/TSO, utilities, ESCOs, retailers.	We offer flexible ancillary services. Our solution reduces intermediaries.	Extend our knowledge base and motivate them to use our platform.
E	**Hardware, Technology and Service Providers**	Software developers, IOT providers, smart meters, connected devices and Cloud-based solution providers.	Possibility to collaborate and enhance our ICT-tools.	Identify new solutions and keep the consortium informed about innovations.
F	**Aggregators, smart grid**	Buyers of green energy, certified electricity traders, microgrids.	Our solutions are highly flexible and optimise revenues.	Encourage them to adopt our technologies.

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G	**DRES and ESS and Integrators**	Micro CHP, hydropower, Wind turbines, EV charging, Controllable charging, PV installations, Flywheels, and qualified integrators.	Our technologies are performant and easily integrated.	Convince them to join our project and integrate our technologies. Test new combination of storage.
H	**Power spot markets**	Electricity market mainly EEX, EPEX, EXAA	Introduce our new concepts	Identify new markets and trading strategies
I	**Energy Regulatory Agencies and policy makers**	CRE, The Council of European Energy Regulators (CEER), Energy Regulators Regional association (ERRA);	Participate in decision makings and standardization vision	Suggest at least two policies and define regulations and protocols.
J	**Government agencies and associations**	Mainly International Energy Agency and authorities.	Our solution is totally green and has a low carbon footprint.	Reduce barriers and facilitate market uptake.
K	**Investors in renewable energy**	Banks and financing institutions (LFIs) business angels, startupers, and individual investors	Main message: Our technologies are profitable and durable.	Identify new funds and challenge our business models.

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L	**Society at large**	Public, young generation, communities	Awareness on the benefits of the research and the social impacts of deployment of various renewable energy systems.	Improve the social concern and collective knowledge about the benefits of deployment RES.

3.2. DISSEMINATION ACTIVITIES

The dissemination of expected results of the project will principally take place through number of publications over project duration, number of lectures delivered, international conference participation, meetings, seminars, new academic/industrial collaborations, new consortia initiated within the 8 European countries (France, Spain, Turkey, Germany, Netherland, Denmark, Italy and the United Kingdom), partnerships for future projects and the spinoffs created at the end of the project. Moreover, the partners of the consortium have strong experience in the dissemination of a wide range of project results at a wide range of events. In fact, the project has a highly experienced contingent of both industrial and academic partners**.** These partners have strong experience in the dissemination of findings in both applied and technological research. To maximize the impacts, VPP4Islands will deploy the following dissemination activities:

Table 2: Dissemination activities and upcoming actions

Target group	Dissemination activities	Partners	Expected impacts	Dissemination indicator
B-C-D-E-I	**Journals**	All scientific partners	Increase the scientific productions of the consortium. Increase the impact factors and ranking of researchers	At least 8 articles and/or publications. Organising Special Issues in high profile journals with contributions from the project partners.

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B-C-D-E-I-J-K	**Conferences**	All academic and technical partners	Learn from technical sessions and workshops. Ensure effective Transfer technologies and disseminate the RDI activities of VPP4Islands.	To attend 1 or more conferences per partner during the project To organise panel sessions in conferences (1 per year) with presentations from the project partners and invited talks by relevant other projects.
All	**Events / seminars**	All academic and technical partners	Gain access to new networking channels. Establish novel cooperation with end-users and meet with sponsors and exhibitors.	To assist and present our solutions in 4 events during the project
All	**Webinars**	WP-Leaders, AMU	Engage new stakeholders and open discussion to collect feedback.	To organize 2 public webinars per year
A-B-C-D-I-J	**Newspapers**	All partners	Keep stakeholders informed about the progress and findings	One news per partner.
B-C-D-E-F-G-I-J-K	**Whitepaper**	RDIUP	Facilitate the communication with stakeholders. Showcase the high-	At least 10 well designed pages to present the added

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			level expertise of all partners.	values of VPP4Island innovations and services
B-D-F-J-K	**Guidelines**	AMU	Reinforce the influence and spreading of the consortium in the industrial sectors.	One document (at least 40 pages), to report the best practices, the suggested instructions policies and the recommendations.
B-C-D-E-I-J-K	**Awards and competitions**	Technological partners and inventors	Increase the attractiveness of this project and gain access to new funding. Increase the visibility and reputation of all partners. Boost the development of new innovations and services.	Participate at least in two competitions (e.g. National Energy Awards and CES Awards 2023)
Events organized by VPP4Islands consortium				
All	**Workshops**	ALWA, CU, UEDAS, SCHN and all islands	Showcase our solutions and implicate stakeholders in the VPP4Islands ecosystem	8 workshops (one for digital twin, one for VESS, another for VPP and one per island)

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B-C-D-E-F-G-I-J-K	**Training**	UEDAS, ALWA, SCHN and AMU	Elaborate technological content and train technical staff, operators and young researchers.	Three sessions of 3 days
A-B-C-D-E-F-I-J-K	**Final Event**	AMU and all stakeholders	Showcase the outcomes of the project, carry out virtual demonstrations with the digital twin and create strong collaborations.	At least 100 potential participants and high satisfaction index.

The following table summarizes the key journals, events and conferences targeted by VPP4Islands to disseminate our expected results and maximise the impacts.

Table 3: List of journals, events, conferences and seminars

Journal	**Events, conferences and seminars**	**Consortium's Networks**
- Nature Energy - IEEE Transactions on Industrial Informatics	- IEEE PES PowerTech - IEEE PES General Meeting - Energy Hedging 101	EFFRA Prostep IVIP Mittelstand 4.0

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- IEEE Transactions on Smart Grid - IEEE Transactions on Power Systems - IEEE Transactions on Sustainable Energy - IET Energy Systems Integration - Applied Energy - Control Engineering Practice - Energy Policy - Energy - International Journal of Energy Economics and Policy - Renewable Energy - International Journal of Energy Research, Energy & Environmental Science, Journal of Energy Storage	- Intersolar Europe / PowerGen - Smart Energies Expo - E-World Energy & Water Exhibition - International Conference on Applied Energy (ICAE) - CleanTech Innovate Event, London - International Sustainable Energy Conference & Summit - Energy Storage Summit, - EnTech: Accelerating a decentralised, intelligent and sustainable energy market - Energy Modelling Platform for Europe - International Conference on Electricity Distribution (CIRED)	REScoop.eu FrenchLab ESFRI BRE-NET ENERCOOP IEEE IES TC, CIGRE-CIRED EPSRC, Innovate-UK, DEFRA & EU funds DAFNI Euislands

The publication of peer-reviewed scientific papers resulting from VPP4Islands research and innovation activities will be available in open access. Publication in leading journals will create potential benefits (project promotion, notoriety and credibility). Therefore, the papers arising from this project will be published in a free-to-access peer reviewed journals and can be shared through ResearchGate. However, this can be restricted by some contracts imposed by large scientific editors, but up to six months from publication (period of “embargo”).

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In case of exploitation decision, the RDI activities and results will be protected through patenting or licensing to guarantee the profitability and economics values. After that, the ownership of IPR and the knowledge may decide to publish.

For the successful dissemination of the project scientific and technical outcomes, the results produced and obtained throughout the entire duration of the project will be well organized, stored and disseminated to ensure successful knowledge transfer. The dissemination strategy, message and branding will be reviewed regularly by the project team; changes will be made where necessary to ensure that the plans remain both relevant and achievable.

3.3. COMMUNICATION ACTIVITIES

A specific task in WP8 will deal with the communication strategy. The consortium will create an attractive story for this amazing project. The consortium will exploit perfectly the virtual tools and platform developed in technical workpackages to attract stakeholders and different actors. Also, this task will catch attention of public and industries at large with the promotional audio-visual digital materials (shared photos, infographics, brochures, newsletters, virtual info-days, webinars, TV/radio interviews and video animation). The communication plan will include activities based on a clear identity, centered around creative tools and in connection with relevant existing social media such as YouTube, Twitter and LinkedIn. Based on selective techniques, the communication strategy will be focused on enhancing the interaction between all partners and key stakeholders to facilitate the transfer and the exchange of information and knowledge related to innovative technologies in the RES sector. A good communication strategy is a key factor for a successful project and ensuring a clear understanding, knowledge sharing and innovation spreading.

Table 4: Communication Activities, including Impact & KPIs

Target Group	Communication activities	Partner Responsible	Communication indicators
All	Website and platform	RDIUP, all partners	At least 150,000 website visitors per year (Launched at M3). Also, all partners will promote the project results through their websites/social media accounts.

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All	Mobile phone videos	All partners, RDIUP	2 short “mobile phone style” videos per year to be published at social media to explain VPP4Islands activities
A-B-C-D-E-F-G-I-J-K	Postcards & Rollups & Giveaways	RDIUP, all partners	Distribution of at least 1000 postcards per year; Rollups and Giveaways regularly used at events.
All	Flyer	RDIUP	Distribution of at least 3000 flyers by the end of the project.
All	Social Media & Videos	RDIUP, all partners	At least 250 Twitter followers and at least 500 retweets and/or likes per year, over 250 likes on Facebook per year; over 250 LinkedIn members.
B-C-D - F-G-I-J-K	Newsletters	AMU, all partners	1 newsletter every 6 months, at least 150 newsletter subscribers per year. Partners will in each upcoming issue present the status of ongoing activities related to VPP4Islands.
B-C-D-F-G-I-J	Press releases & news articles	AMU, all partners	At least 2 press releases per year and non-scientific articles (6 per year), published by the entire consortium (with strong support from RDIUP).

Finally, any communication activity related to the VPP4Islands project (including in electronic form, via website, platform, etc...) and major results funded by the grant will:

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- Display clearly the VPP4Islands logo and the EU emblem and, when displayed together with another logo, the EU emblem will have appropriate prominence

- Include the following information: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N. 957852“.

- For infrastructure, equipment and major results “This [infrastructure] [equipment] [insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N. 957852”.

3.4. COMMUNICATION CHANNELS

VPP4ISLANDS WEBSITE

The partners have communicated about the project start in their respective websites.

VPP4ISLANDS website will be available at M3. It will show a clear description of VPP4ISLANDS objectives, all public information about the project, highlighting achievements and progress. The web site will link to beneficiaries’ home pages and to webpages of other relevant projects.

An intranet collaborative portal, accessible only to authorized members, assists the communication between project partners.

The information to be disclosed on the site should be scientific and accurate, to allow the reader to get a good general insight into the project’s goals and methodology, yet not overly technical to allow people from outside the scientific research field to easily understand it.

A section will be dedicated to job offers.

SOCIAL MEDIA

To date, the account of the project has been generated for the two following social media.
LinkedIn: https://www.linkedin.com/company/vpp4islands/
Twitter: @VPP4Islands
YouTube (VPP4Islands): Videos from partners; Interviews to leading researchers, entrepreneurs and industrial organizations in the field of renewable energy, where they can share to the target viewers/audience an in-depth information on the specific topic.

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FLYERS, POSTCARDS, ETC.

Although the electronic supports are to privilege in respect of paper for a more attentive environmental behavior (and we are going to work in this way for communication inside the consortium), it happens that the paper support is important to reach a wider audience.
We are going to design and produce one set of flyers and postcards by M4 in order to have this available for the partners to diffuse locally and giveaways and rollups for the workshops, to be scheduled as the solution of the present COVID pandemic outbreak will permit more visibility for organisation.. A second set will be produced during the second year of the project in order to update it with public results, outcomes and findings from VPP4ISLANDS. This material will be used in all public events (conferences, workshops, exhibitions) where VPP4ISLANDS partners will participate.

PRESS RELEASES AND NEWSLETTERS

Press releases containing the most important project results will be issued after the conferences. Newsletters will be published at least every six months. They will be both posted on the project website.

COMMUNICATION INTERNAL TO THE CONSORTIUM

The project is carried out by a large transnational consortium with partners coming from and outside Europe. In order to assure the smooth communication among partners, some tools and channels have been chosen in respect of the expected output.
For day-to-day communication, the professional emails are the more immediate channel. Considering the large participation from personnel with different expertise, the definition of the relevant target of the communication is recommended and some thematic mailing lists have been created at this effect. Other instruments that may be used in order to avoid the multiplication of emails are Slack, Doodle, or chats.
For the sharing of files relevant to the project, there is a dedicated cloud directory in the Aix-Marseille University server.
The modalities of communication before and after the meetings of the project boards are object of the Consortium Agreement, as well as the occurrence of these meetings. The minutes of meetings are validated by all the participants to the meeting before the distribution to all the partners.

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3.5. JOINT ACTIONS WITH SIMILAR EU-FUNDED PROJECTS

VPP4Islands aims to create joint ventures and organise common dissemination activities with existing projects to learn from their experience and get help to identify non-technical obstacles while proposing solutions to overcome these barriers and sharing knowledge. The JVs will help also to provide a shared and comprehensive feedback and recommendation to policy makers.
We will create a joint venture with INSULAE and learn from their experiences to avoid barriers during demonstrations.

VPP4Islands networking, joint venture and cooperation plan is a deliverable that will produced at month 4.

3.6. VISUAL IDENTITY OF THE PROJECT

The following project logo has been designed in a way that it represents VPP4ISLANDS concept and vision. It shows in a stylised manner the islands connected by waves of data.

3.7. MONITORING AND EVALUATION OF COMMUNICATION AND DISSEMINATION ACTIVITIES

Several ways to monitor the impact of VPP4ISLANDSs communication and dissemination strategy will be used. Analysis of actions and tools will further allow us to realign and maximize efforts where most effective, and to revise or abandon paths that consistently do not meet expectations.

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Table 4: Criteria for dissemination impact

Dissemination Output	Output Measurement
Website and platform	# of website visitors per year
Mobile phone videos	# of short mobile phone style videos per year to be published at social media to explain VPP4Islands activities
Postcards & Rollups & Giveaways	# of postcards distributed per year; # of Rollups and Giveaways used at events
Flyer	# of flyers by the end of the project
Social Media & Videos	# of Twitter followers; # of retweets and/or likes per year; # of likes on Facebook per year; # of LinkedIn members.
Newsletters	# of newsletter; # of newsletter subscribers per year.
Press releases & news articles	# of press releases per year and non-scientific articles, published by the consortium

In order to follow up on dissemination activities and their respective outreach from individual WPs, WP8 will provide a dissemination report template to be filled out by each project partner on a yearly basis. The template will feature following information in a table format for each WP, to be compiled into one, coherent report.

3.8. DATA SECURITY AND MANAGEMENT OF INTELLECTUAL PROPERTY

The consortium will develop a data management plan (DMP) to handle data (both exploitable and non-confidential) generated during the project. The DMP will outline the principles and processes for data collection, organization, management, storage, security, analysis and sharing during the project. The DMP will be essential in ensuring data protection and confidentiality where relevant. A first draft will be created by M6 and updated periodically during the project.

3.9. PERSONAL PHOTOGRAPHS OF PEOPLE

The use in social media, or in other public available supports, of personal photographs or videos is subject to a release from people recognizable. In particular, for people outside the consortium who will participate to the research, an authorization of right for the image will be obtained before any publication.

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