



local **E**lectricity retail **M**arkets for **P**rosumer smart grid **p**OWER services

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**Abbreviations and Acronyms**

Acronym	Description
GA	Grant Agreement
WP	Work Package

## **Executive summary**

This document summarizes the compromises agreed between Empower partners on the Grant Agreement (GA) regarding WP9 (Communication and dissemination). It specifies the tasks distribution among partners and their schedule in time so as to ensure the accomplishment of the communication and dissemination objectives in the expected time range.

## 1 Dissemination targets

The basic message associated with the dissemination task will be to convey how the project results can be applied:

- To create of innovative, sustainability-focused market solutions that increase prosumer engagement and offer more freedom of choice to electricity consumers.
- To improve investments and assimilation of micro-generation in the distribution net among consumers and others by means of the insight established in EMPOWER.
- To promote the SESP role and the micro-market for inclusion in regular business operations. Especially the value propositions that can be associated with this are important to convey.
- To highlight the features and functions of the ICT and its different parts to trigger further exploitation in different ways.
- To highlight new scientific results and outstanding issues and to show how historic research has been applied and conveys this to the international research community to trigger continued scientific efforts.
- To stimulate social and environmental mind-shifts and trigger practical initiatives among based on the EMPOWER experience.

## 2 Communication targets and partners in charge

The main objectives of communication activities are

- To promote the awareness of the stakeholders.
- To harvest pertinent feedback.
- To prepare the locale stakeholders situated at or close to the test sites and conditions the parties being affected for the purpose at hand.
- To inspire and trigger similar initiatives to create a broad momentum.
- To promote the necessary actions in order to facilitate the birth of new business models.

These goals can be classified and distributed among partners according to their target: technology, citizens or business.

- UPC will play the role of technology transfer
- SmartIO will be in a position to facilitate different forms of business developments, spin-offs, intra- and entrepreneurship if such opportunities arise. Its objectives as a business creation promoter are, targeting the citizen awareness: To stimulate social and environmental mind-shifts and trigger practical initiatives among based on the EMPOWER experience
- UNISG will play the role of business school

**Technology transfer – UPC objectives are:**

- To disseminate the technology developed related with Power electronics developers, microgrid developers, energy service providers and energy research community
- To promote the awareness of the stakeholders
- To harvest pertinent feedback
- To prepare the locale stakeholders situated at or close to the test sites and conditions the parties being affected for the purpose at hand.
- To inspire and trigger similar initiatives to create a broad momentum
- To highlight new scientific results and outstanding issues and to show how historic research has been applied and conveys this to the international research community to trigger continued scientific efforts

**Citizens awareness – SmartIO objectives are:**

- To prepare the locale stakeholders situated at or close to the test sites and conditions the parties being affected for the purpose at hand
- To promote the SESP role and the micro-market for inclusion in regular business operations. Especially the value propositions that can be associated with this are important to convey
- To stimulate social and environmental mind-shifts and trigger practical initiatives among based on the EMPOWER experience
- To promote the necessary actions in order to facilitate the birth of new business models

**Business creation - UNISG objectives** are:

- To disseminate the knowledge to the business community with publications in management journals. Specially focused on energy industry and business models for local electricity retail markets.
- To implement an in-house-training program for incumbents to implement new business models of local electricity retail markets for prosumer smart grid power services. To participate in the European Academy of Management (EURAM) and European Group of Organization studies (EGOS); in particular organization of two research workshops to engage fellow European researchers in management to focus on energy innovation.
- To participate in the UK-based European network on business model innovation Management practice community in higher education: publication of a teaching case study for business model development of local electricity retail markets for prosumer smart grid power services that can be used for higher education management research community: Active participation and dissemination within the European Academy of Management (EURAM) and active participation and dissemination within European Group of Organization studies (EGOS); in particular organization of two research workshops to engage fellow European researchers in management to focus on energy innovation, and in particular publication in management journals (e.g. Research Policy and Organizational Studies).



### 3 Dissemination actions

Actions that are unique to the dissemination part of the overall process and not part of the general communication act are detailed below, separated by the partners in charge.

- **UPC**

Dissemination action	Why	To whom	When	How	Partner in charge	Evaluation method
Prepare papers to be presented at IEEE PES Innovative Smart Grid Technologies Conference Europe	To spread information regarding the project and technology approach, the conceptual view	People around the world of the Smart Grids	M18 M24 M36	Paper proposal	UPC/SMARTIO	Acceptance for publication
Publish article in ew-Energiewirtschaft (DE)	To spread information regarding the project and technology approach	DSO	2015	Paper proposal	UPC/ NEWEN	Acceptance for publication
Participation to H2020 Programme meetings, to be organized by the DG Connect	To share information regarding the project and technology approach between the participants	H2020 Programme participants	2015 2016 2017	Presentation	UPC/ SMARTIO / UNISG	Oral presentation / workshop
Presentation of the EMPOWER goals and concept at the annual meeting of the Norwegian Smart Grid Center	To promote the ideas, goals and rationale behind the project	Norwegian DSO's, TSO's and ICT companies	M4	Presentation	SMARTIO	Oral presentation
Press coverage "Energiteknikk" (Energy Technologies)	To promote the ideas, goals and rationale behind the project	Norwegian DSO's, TSO's and ICT companies	M4	Article	SMARTIO	Publication
Preparation of a one-day Symposium/ conference on Active distribution systems	To spread information regarding the project and technology approach	TSO / DSO / ESCO / Producers / Prosumers	M15	Presentation	UPC	> 150 assistance
Presentation at the Norwegian Smart Grid Conference	To present the SESP and market concept	Nordic DSO's, TSO's and ICT companies	M9	Presentation	SMARTIO	Publication

Prepare 2 papers to be presented at IEEE Powertech Europe	To spread information regarding the project and technology approach, especially on power electronic findings	DSO / ESCO	M24	Presentation	UPC	Acceptance for publication
Generate presentation to the members of EDSOs for Smart Grids	The bigger DSO's are members of EDSO rather than GEODE. The presentation will show the project status.	To the participants in the summit	M21	Presentation	UPC	To succeed means to be accepted for making the presentation
Prepare presentation at CIREN (International Council on Large electric Systems) Conference	Yearly event for scientific progress in the field of communications for electricity utilities	DSO / TSO	M21	Presentation of the project by means of the Video and Distribution of the newsletter	UPC/SMARTIO	Acceptance for publication and / or oral speech at conference
Generate presentation of the project status to the members of GEODE	DSO's are the potential customers	To the General Assembly and to the individual members	M22	Paper proposal	UPC	Number of presentations and number of requests for information after the mailing
To present the project to engineers of different specialities having relation with the local markets	The engineers working in the rural areas can be interested in developing the new business models, or supporting the local entrepreneurs for its development	Engineers already involved in rural activities	M32	Paper proposal	UPC/ SMARTIO/ UNISG	Participation in the blog and visits to the website
Prepare presentation and 2 papers at IEEE PES General Meeting.	To spread information on the findings during the whole project from the power system and power delivery point of view,	DSO / ESCO	M22	Presentation of the project by means of the Video and Distribution of the newsletter, not only within the session but also via GEODE mailing	SMARTIO/UPC	Acceptance for publication
Prepare presentation at Barcelona Smart City EXPO	Knowledge must be spread for the success of the project	People around the world of the Smart Grids	M34	Presentation of the project by means of the Video and Distribution of the newsletter	UPC	Number of contacts amount the public of the presentation
Prepare presentation at IEEE AMPS Conference	To spread information regarding the project and technology approach	TSO	M22	Technical presentation of the project and diffusion of the website.	UPC	Acceptance for publication
Publish article in ew-Energiewirtschaft, Germany	To spread information regarding the project and technology approach	DSO	M34		UPC/ NEWEN	Acceptance for publication

Organization of demonstration in the field	To show the project results, under actual situation and working environment, to interested parties	DSO / TSO / ESCO / All	M23	Paper proposal	UPC	Number of demos, number of attendees.
Generate a paper to be published in "Automática e Instrumentación" magazine or IEEE PES Magazine	To spread out general results and findings of the project,	TSO / DSO / ESCO / Citizen	M23	Presentation and proposal for 2 conference papers	UPC	Acceptance for publication

▪ **UNISG**

Dissemination action	Why	To whom	When	How	Partner in charge	Evaluation method
Participation to H2020 Programme meetings, to be organized by the DG Connect	To share information regarding the project and technology approach between the participants	H2020 Programme participants	2015 2016 2017	Presentation	UPC/ SMARTIO UNISG	Oral presentation / workshop
Preparation of a Business Day attached to the One Day Symposium	To spread out the prosumer concept for managers	Managers/Decision makers	M15	Presentation	UNISG	>100 assistance
To present the project to engineers of different specialities having relation with the local markets	The engineers working in the rural areas can be interested in developing the new business models, or supporting the local entrepreneurs for its development	Engineers already involved in rural activities	M32	Paper proposal	UPC/ SMARTIO/ UNISG	Participation in the blog and visits to the website
Publish in different Journals and magazines	To spread findings of the project that could not be published during the project	All	M31	Poster in 2015 Presentation in 2016	All	Acceptance for publication
Scientific Papers in Journals	To spread findings from the power system and power delivery point of view	People around the world of the Smart Grids	M18 M24 M36	Paper proposal	All	Acceptance for publication

## Business awareness creation seminars from UNISG

Dissemination action	Where	To whom	When	How	Partner in charge	Evaluation method
Business awareness creation seminar 1	St. Gallen	Executives from the European renewable energy industry	May, 18-21 2015	Seminar	UNISG	Number of assistance
Business awareness creation seminar 2	St. Gallen	Executives from the European renewable energy industry	May 2016	Seminar	UNISG	Number of assistance
Business awareness creation seminar 3	Barcelona	Business representatives from Spain	Fall 2016	Seminar	UNISG	Number of assistance
Business awareness creation seminar 4	Naples	European Business scholars	Summer 2016	Seminar	UNISG	Number of assistance
Business awareness creation seminar 5	Oslo	Business representatives from Norway	Spring 2017	Seminar	UNISG	Number of assistance
Business awareness creation seminar 6	St. Gallen	Executives from the European renewable energy industry	May 2017	Seminar	UNISG	Number of assistance

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Dissemination action	Why	To whom	When	How	Partner in charge	Evaluation method
Publish article in ew-Energiewirtschaft (DE)	To spread information regarding the project and technology approach	DSO	2015	Paper proposal	UPC/ NEWEN	Acceptance for publication
Prepare presentation at VDE Congress, Germany session or paper)	To spread information to DSO and ESCO and discuss the project	DSO / ESCO	M22	Participating in one of their internal meetings about RES. In Oct 2013 will be invited to join the TAG.	SMARTIO/NEWEN	Acceptance for publication and / or oral speech at conference
Publish article in ew-Energiewirtschaft, Germany	To spread information regarding the project and technology approach	DSO	M34	Technical presentation of the project and diffusion of the website.	UPC/ NEWEN	Acceptance for publication
Publish in different Journals and magazines	To spread findings of the project that could not be published during the project	All	M31	Poster in 2015 Presentation in 2016	All	Acceptance for publication
Scientific Papers in Journals	To spread findings from the power system and power delivery point of view	People around the world of the Smart Grids	M18 M24 M36	Paper proposal	All	Acceptance for publication

## 4. Communication actions

- UPC

Communication actions	Why	To whom	When	How	Evaluation method	Responsible
Press releases	To spread information regarding the project, the consortium, the approach, enabling interactions and feedbacks	All	M2 M12 M24 M36	Press release to major newspapers specialized magazines and Journals	Publication of the article	UPC
Activate the project website and the social networks profiles		All	M3	Ongoing report concerning the aims and results of the project	Release of the website, social network profiles opened	UPC
Generate and release the Project Video	To spread information regarding the project and technology approach, enabling interactions and feedbacks	All	M3	Present the project aims, expected results and outcomes	Release of the video	UPC
Generate the Project Flyer and Project Poster		All	M3		Release of the Project Flyer and Poster	UPC
Prepare and hold Project workshops in Brussels		GEODE members	M6		Number of attendees, number of contributions	UPC
Conference and Innovation Days on Local Smart Grids	To spread information regarding the project and technology approach to a big audience	ALL	M30	Present the concept and results of the project	Number of attendees, number of contributions	UPC
Generate the Project newsletter	To spread information regarding the project and demonstration		M12 M24 M36	newsletter	Publication and distribution	UPC
Include reference to the project in partners' websites	Inform customers, providers and partners of the projects, expected results and outcomes	All	M3	Information and links in partners' websites	Publication	all

- **SmartIO**

Communication actions	Why	To whom	When	How	Evaluation method	Responsible
Prepare and hold Project workshops in Norway	To spread information regarding the project and technology approach, enabling interactions and feedbacks	Norwegian Smart Grid Centre	M19	Present and discuss concept of SESP and the project	Number of attendees, number of contributions	SmartIO
Include reference to the project in partners' websites	Inform customers, providers and partners of the projects, expected results and outcomes	All	M3	Information and links in partners' websites	Publication	all
Present project results in at least 10 international conferences	To spread information regarding the project and results	Industry and Scientific community			Presentation held	all

- **MIEMA**

Communication actions	Why	To whom	When	How	Evaluation method	Responsible
10 minutes of project diffusion in TV news coverage in a Local TV	To have a broader audience	Citizens	M24 M36	To reach notoriety and gain audience	10 minutes in Local TV	UPC SmartIO
5 minutes of project diffusion in TV news coverage in a Regional/National TV		Citizens	M24 M36	To reach notoriety and gain audience	5 minutes in national TV	NewEn MIEMA

## 5. European Commission recommended media

### Publications

#### **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 the DG Research & Innovation and is updated at least three times a week with new articles.

For story suggestions or questions to the editor, e-mail: [RTD-PUBLICATIONS@ec.europa.eu](mailto:RTD-PUBLICATIONS@ec.europa.eu)

#### **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.

Please contact your Project Officer about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact you.

#### **research\*eu results magazine**

[www.cordis.europa.eu/research-eu/magazine\\_en.html](http://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.

Please contact your Project Officer about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact you.

#### **research\*eu focus**

[www.cordis.europa.eu/research-eu/research-focus\\_en.html](http://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, programs 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.

Please contact your Project Officer about any interesting project outcomes. A journalist contracted by the European Commission may contact you.

#### **Newsletters**

[www.ec.europa.eu/research/index.cfm?pg=publications&lg=en](http://www.ec.europa.eu/research/index.cfm?pg=publications&lg=en)

Newsletters are published by the European Commission for different research areas.

Please contact your Project Officer to get more information on how to publish something in a specific newsletter.

#### **Co-publications or editorial partnerships**

The European Commission works with private publishers and international organizations to promote the dissemination of relevant publications. Scientific publications and books, including conference proceedings, may be co-published in this way.

Please contact your Project Officer to discuss the possibilities.



## Audiovisual

### **Futuris Magazine**

<http://www.euronews.net/sci-tech/futuris/>

Short documentary-style television magazine in various languages, appearing at least 22 times on the EuroNews channel throughout Europe.

EuroNews has editorial independence, but we are in contact with them to suggest good stories. Since it is television, this is interesting for visually appealing projects and demonstration activities. Please contact your Project Officer if you would like your project to be put forward.

## Events

**Events** on the Commission's Research & Innovation website [www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all](http://www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all)

**Events** on the CORDIS website [www.cordis.europa.eu/news/home\\_en.html](http://www.cordis.europa.eu/news/home_en.html)

**Conferences** and events organised by the European Commission

This website displays research and innovation-related conferences and events.

This website displays research-related conferences and events.

Throughout the year, the European Commission (co-organizes a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which you could present your work.

You can submit an event by using the "Suggest an event" functionality which is available on the left-hand side of the website. Submitting an event requires one-time registration on the CORDIS website

Please contact your Project Officer if you have suitable exhibition items (prototypes, demonstrators)

## Open access publishing

[www.openaire.eu](http://www.openaire.eu)

The Open Access Infrastructure for Research in Europe is an electronic gateway for peer-reviewed articles and other important scientific publications (pre-prints or conference publications).

You may submit your publications to [www.openaire.eu](http://www.openaire.eu)

## Online news

**Headlines** on the Commission's Research & Innovation website [www.ec.europa.eu/research/infocentre/all\\_headlines\\_en.cfm](http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm)

### **CORDIS Wire**

<http://cordis.europa.eu/wire/>

Headlines report on recent developments in research and innovation in Europe and beyond and are devoted purely to projects. Suitable stories to be published on the site are selected on a daily basis.

CORDIS Wire provides registered users with a simple interface to publish articles on the CORDIS website's News and Events service. All articles are moderated by CORDIS editors before publication.

You may submit your news (by means of a press release, event announcement or otherwise) via CORDIS wire <http://cordis.europa.eu/wire>

Requires one-time registration at <http://cordis.europa.eu/wire>