



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 reflects the steps followed in WP9 (Communication and dissemination) so as to build the *Project website and social network profiles*. It contains the information that allowed filling the different menus of the webpage of the project. This includes a description of the EMPOWER project, its main goals, the consortium, technical publications, press, events, etc. Furthermore, a list of the press and other communication media used at this stage of the project is depicted.

## 1 Introduction

The present report summarises the work done in Task 9.3, “Communication and Dissemination tools and profiles”, which includes the creation of the project website and social networks profiles.

The document is structured as follows. First, the need for dissemination and communication is presented. The webpage is identified as one of the key actions among dissemination and communication activities. The first steps for creating the webpage are defined and the main webpage menus, together with the information they contain is depicted. The social network profiles for spreading the project insights and evolution are also detailed. Finally, some statistics of the project website and of the network profiles created are presented. The appropriate monitoring of the webpage and social networks allows having an approach of how successful the communication at Internet level is being. As it reflects the information and media that are capturing more interest, it is also a hint for identifying future communication and dissemination actions.

## 2 Dissemination and communication

Dissemination and Communication are extremely important in a European funded project. An internal document entitled “*Dissemination & Communication. A guide for project participants*” has been written for setting the principles and guidelines mandatory for all the partners, in order to give the Dissemination & Communication activities a common shape and avoid any possible error.

**Dissemination** (from lat. *disseminare* "scattering seeds") is the phenomenon of broadcasting a message to a public without direct feedback from the audience [1].

**Communication** (from Latin *commūnicāre*, meaning "to share") is the phenomenon of conveying information and meaning through non-verbal, verbal, or written media. It requires a sender, a message, a medium and a recipient. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver understands the sender's message [2].

Additionally, as stated in the Grant Agreement (GA), Empower dissemination applies to the effort directed to spread the results of the project, whilst the communication

activities will transmit the project insights to pertinent stakeholders for general acknowledgement.

Therefore, dissemination is needed to broadcast the results of the project, while communication focuses on divulging the project (not necessarily its results) so as to reach a specific audience.

The main goal of communication and dissemination is to strategically inform/disseminate before-during-after project. The specific objectives of communication and dissemination activities are [3,4]:

- To capture attention (Governments, authorities, public & private funding sources)
- To highlight & enhance (International research cooperation benefits + EU visibility)
- To attract (Businesses + Potential partners + top students + scientists)
- To create (Market demand) Exploitation & Dissemination (research results)

The procedures to reach them include campaign-based activities (target: broad range of stakeholders + general public) disseminated through communication campaigns (websites, social networks, schools, media).

In order to prepare any activity implying communication or dissemination:

- Clear objectives of the communication should be established
- The target audience should be identified
- The appropriate message should be transmitted (according to audience's interests and project objectives)
- Right medium & means should be selected
- Good management should be ensured (continuity + sustainability + use of resources)
- The invested efforts should be evaluated (impact + response + change)



Figure 1: Common mistakes and better practice for communication activities. Source: European Commission [3, 4]

### 3 Creating the webpage

The internet is a key element for disseminating the EMPOWER project among end users, prosumers or anyone interested in it. So the language style used in it, although being technical when required, should allow a general comprehension of the project insights for non-technical people. The webpage creation also needs to take into consideration that it should allow:

- Presenting the project to a broad audience
- A way to reach possible stakeholders
- Promoting the project insights and the team
- Spreading press/events/deliverables

Taking into account the before-mentioned, it was concluded that what we needed should be:

- Graphical webpage
- Catchy design
- Easy-to-understand language

The webpage designers and programmers were selected among 3 proposals (and corresponding budgets). After examining the three options, Option 1 (La Publi) was rejected because, although being the cheapest, the web design was not included. Only

the platform to build it was supplied. Option 2 (IndianWebs) was contemplated as a possible choice, but finally dismissed because the design was not going to be specific for our project and the budget did not include the printing of brochures. These two aspects were included in Lalona proposal (Option 3), which was the final choice (good balance between design & programming).

The link for accessing the EMPOWER project webpage is:

<http://empowerh2020.eu/>

### 3.1 Webpage contents

The structure of the webpage includes the following menus. The information contained in each of them is detailed in next sections.



#### 3.1.1 Home

### EMPOWER

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

*EMPOWER means leveraging citizen energy management*

#### EMPOWER concept

The EMPOWER concept aims to encourage and enable the active participation of citizens that consume and produce energy in the electrical system. It is based on the insight that a significant reduction of greenhouse gas emissions and an increase of energy efficiency require radical changes in the way we produce and consume energy.

#### EMPOWER path

1. New market design for local trading and involvement of prosumers through a cloud based ICT
2. Prosumer oriented business models relevant for the market design
3. ICT based monitoring and management system
4. Full bidirectional and secure communication between the market and business layers
5. Integration of the different parts and demonstration of the viability of the concept



Figure 2: Front page

### 3.1.2 The project

#### EMPOWER OBJECTIVES

The creation of local electrical markets to promote the prosumer role in Smart Grids is no longer just an idea, but also the main objective of EMPOWER, which started on January 2015. The project addresses the topic “Modernising the European electricity grid: LCE 7 – 2014: Distribution grid and retail market” of the call “Competitive Low-Carbon Energy” of the HORIZON 2020 work programme 2014-2015. Aiming to develop and verify a local market place and innovative business models, including operational methods, the project encourages micro-generation and the active participation of prosumers to exploit the flexibility created for the benefit of all connected to the local grid.

#### EMPOWER CONTEXT

The increasing installed capacity of renewable energy generation in the electrical system and the massive rollout of smart meters show that an improvement of electricity system sustainability and performance has just begun.

Due to the distributed installation of intermittent, renewable generation the role of distribution system operators (DSO) has become much more important than before the electricity market liberalization carried out in the European Union. To maintain a high

level of quality of customer services and electricity supply, new information and communication technologies are needed and new roles will evolve at the interface between DSO's, local consumers / prosumers, decentralised electricity suppliers and the transmission operator. Small to medium-scale distributed storage systems on medium and low voltage supply systems level will have to be managed in the future.

In order to exploit prosumer flexibility in real life, new methodologies, products and services need to be developed and commercialized. This includes on the building side methods for data acquisition and surveillance in individual buildings, decision support models for individual and clusters of buildings with multiple optimization criteria and finally models to analyze the mutual impact between single or multiple, organized prosumers and the energy system.

The proposed empowering project enables the establishment and operation of local energy cooperatives that can manage renewable energy resources and serve members, while operating in an open, competitive market environment. It puts coordinated prosumers into the centre of future local power market design. The project aims to investigate the concept of a regional market and an associated service to manage the exchange of energy, communication and monetary credit assignment.



Figure 3: The project page

### 3.1.3 Partners

EMPOWER is not only a project compromised with a sustainable energy future, but also an example of synergy among industry and university. The consortium is constituted by very diverse entities: *Schneider Electric*, a reference in the control of electrical energy and industrial automation, *SmartIO-Smart Innovation Østfold*, which manages the NCE (Norwegian Centre of Expertise) cluster of companies and institutions from the academia with special focus on the energetic markets, *eSmart*, which develops IT solutions, the norwegian distribution company *Fredrikstad eEnergi Nett – FEN*, the *University de St. Gallen – UNISG*, which large experience in developing business models, the *Centro de Investigación Tecnológica en Accionamientos Eléctricos de la Universidad Politécnica de Cataluña, CITCEA-UPC*, characterized by its experience in Mechatronics and Enertronics, with special incidence in the fields of power electronics and digital control, *Malta Intelligent Energy Management Agency – MIEMA*, energetic agency which targets its research in the promotion of energy efficiency and the grid integration of renewable sources and *NewEn Projects GmbH – subsidiary of Diersch & Schröder (DS)*, an energetic company with divisions on petroleum sector, renewable energy and IT services.

#### Schneider Electric Norge AS - Schneider



*From its creation in 1836 as a producer of iron and steel, Schneider Electric has evolved to become a global leader in energy management. Along the way, Schneider has contributed to the transformation of industries with an innovative, international and responsible mind-set. With operations in over 100 countries and more than 150.000 employees, Schneider's mission is to help people make the most of their energy.*

*2000-2009 was a period of organic growth for Schneider, positioning itself in new market segments like UPS (uninterruptible power supply), movement control, building automation and security through acquisitions of APC, Clipsal, TAC, Pelco, Xantrex, becoming the global specialist in energy management. In 2010: Schneider Electric strengthens its lead in the development of the Smart Grid, with the acquisition of the distribution activities of Areva T&D.*

*In 2010 Schneider strengthened its lead in the development of the Smart Grid, with the acquisition of the distribution activities of Areva T&D and in 2011 Schneider reached the landmark of €20 billion sales and continued its external growth with the acquisitions of Summit Energy (USA), Luminous (India), as well as Leader Harvest Power Technologies (China) and Telvent (Spain).*

*Today, Schneider is one of the world's largest manufacturers of equipment for electrical power distribution, industrial control and automation. Because of its strengths in industrial and building automation, Schneider's smart grid strategy is to connect those automated systems to the grid to improve efficiency and to allow its customers to participate in demand response programs. Based in France with operations in more*

than 100 countries, it had 2010 sales of \$26 billion.

### Smart Innovation Østfold AS - SmartIO



The Norwegian Centre of Expertise (NCE) Smart Energy Markets was established by the Norwegian government as one of twelve world class centres consisting of clusters of enterprises and academic institutions within dedicated fields of expertise. NCE has specific focus towards energy markets and is located in Halden, Norway. The centre is managed by Smart Innovation Østfold (SmartIO). SmartIO organizes Norway's leading cluster of industries and academic institutions within Smart Grid and Smart Energy Market Research and Innovation. SmartIO develops smart and sustainable solutions through research based innovation and business development. Emphasis is on techno economic models, business intelligence, prosumers and user flexibility. It holds key competences in relevant and applied R&D, entrepreneurship, intrapreneurship and process development to cater for new businesses based on research results generated. Its history is rooted in a long tradition of cutting-edge energy-related developments stemming from the Institute for Energy Technology (IFE) in Halden. In the 1980s IFE developed the world's first ICT system for competitive energy trading in a deregulated electricity market (1991). Later, spin-off Hand-EI Skandinavia developed the world's, first ICT system for emissions trading (2005). SmartIO and the associated cluster have long traditions of creating energy related spin-outs around new products and technologies. These include software and engineering companies like Scandpower, Hand-EI Scandinavia, CognIT, MoreCom, Communicate, Navita/Brady, Miriam, eSmart Systems, Tiny Mesh and more. Together with SINTEF and Narvik University College SmartIO was a founding partner of the Norwegian Smart Grid Centre.

SmartIO has long experience from technical project management and will be deeply participating in the execution of WP1. SmartIO also has strong experience from electricity market design and functional specification for all kinds of electricity trading systems. Thus, SmartIO will be the work package leader of WP6. SmartIO is a non-profit research organization focusing at research based innovation and exploitation of results from such projects. Therefore, SmartIO is especially suited to be the leader of WP8

### eSmart Systems AS – eSmart



eSmart is stacked with deep market knowledge experts with a long, strong history of developing and delivering pioneering IT-system solutions on a world-class scale to world-leading energy players. With decades of experience in energy trading, risk management, systems operation, customer information systems and smart grid software solutions, eSmart's team boasts an average 15 years international experience at delivering IT solutions to physical and financial power exchanges in Europe, North America, Asia and Australia. eSmart commenced operations on the 1st of February 2013, which was a highly successful start-up year for eSmart. Our first focus for the year was to build a team of experienced and leading professionals, which we rapidly did growing from six to more than 20 by year's end. We have already gained significant status and become a sought-out employer in a high-tech environment populated by many interesting and leading tech companies.

*eSmart Systems AS develops next generation software systems for grid companies, large energy consumers, prosumers and retailers. eSmart is built on a strong market knowledge and a long and strong history of developing and delivering pioneering IT-system solutions on a world-class scale to world-leading energy players. eSmart's focus on integrity and teamwork coupled with ambitions of excellence and innovation form our values foundation. Values-driven processes put our customers at the center of all we do and contribute to our competitive advantage in the global marketplace. The company has its headquarter in Halden, Norway. Over the last two decades, Halden has developed into one of the most competent energy IT environments in Norway.*

*eSmart develops an intelligent Energy Management System (iEMS), and will for the project develop the SESP control cloud based on this. We will work closely with the pilot sites and Schneider Electric on development and integration with the necessary components, and with the remaining partners on market design and other relevant research and development tasks for the project.*

### **Fredrikstad Energi Nett – FEN**



*The Fredrikstad Energi group consists mainly of wholly owned subsidiaries within grid, markets and B2B-services. Fredrikstad Energinett AS (FEN) is a Norwegian Distribution Service Operator (DSO) and the largest grid company in the group's portfolio. FEN has territorial concessions and responsibility for electricity distribution to about 38.500 customers in the municipalities Fredrikstad and Hvaler (southeastern part of Norway).*

*FEN is the host for the Smart Grid demonstration program "Smart Energy Hvaler". The demonstration site covers the Hvaler islands (86 km<sup>2</sup>) consisting of 4 larger islands with road connections and 16 smaller islands without road connections. There are 6.800 customers with smart meters at Hvaler. Out of these, 4.300 smart meters are installed in holiday houses/cabins. The total electrical consumption at Hvaler is about 80 GWh pr. year.*

*FEN provides access to metering data from all of the 6.800 smart meter (AMI) installations at Hvaler. Metering data handled in the project, and analyzed by EMPOWER services, will consist of active and reactive energy consumption. In addition, there will be access to production data series dating back to November 1, 2011. Today, the smart meter data registration frequency is every hour with a collection frequency every 24 hours.*

*FEN provides access to all relevant parts of its distribution grid and many years of expertise from distribution grid operations, grid extensions and customer oriented DSO business. The Fredrikstad Energi group is engaged in the EMPOWER project with representatives both from the parent company and from FEN. This because it is expected that the project will have substantial impact on not only FEN's, but also The Fredrikstad Energi group's current business, its future business and future business model.*

## University of St. Gallen - UNISG



*The University of St. Gallen was founded in 1989 and has since grown from a commercial academia to a renowned, internationally networked university. As part of the University of St. Gallen, the institute for Economy and the Environment at university focuses on issues related to development of business models and consumer behavior in the field of renewable energy and Smart Grids. Research is involved in finding solutions to problems of sustainability in business and society through its scientifically based work and practice-oriented approach. Throughout these themes, the UniSG turns special attention to heuristic decision-making.*

*The University of St. Gallen leads the work package 2. In this package, the UniSG provides the EMPOWER project a prosumer perspective, on which a sustainable business model will be built. This type of task perfectly matches to the expertise of UniSG with respect to studies about prosumer behavior and development of sustainable business models, which are core competencies of our team. Mr. Loock is responsible for the implementation of this part of the project at UniSG.*

## Universitat Politècnica de Catalunya - CITCEA – UPC



*Created in 2001, CITCEA-UPC is a technology transfer centre of the Technical University of Catalonia (UPC BarcelonaTech), specialized in responding to the needs of enterprises to build functional prototypes that can be industrialized and commercialized. In order to carry this out, we build a client-supplier relationship with the enterprises we collaborate with. The group activity is focused on mechatronics and enertronics fields. Mechatronics combines the fundamentals of mechanical, electrical, power electronics and computer engineering. Enertronics is the synergistic combination of electronic signal and power, computing and control systems.*

*Since 2001 CITCEA-UPC has been part of the TECNIO network, which provides support for technological innovation, driven by ACC1Ó, an organism of the Government of Catalonia. CITCEA-UPC is expert in all types of applications requiring the control of energy and/or movement. It develops technologies in: electricity, control electronics, power electronics, industrial communications and digital control with processors. And the applications of these technologies range from the automation of processors and machines to renewable energies and the electrical grid, among many others. In 2009 CITCEA-UPC was officially recognized by AGAUR (Agency for Management of University and Research of Catalonia) as a consolidated research group. This recognition period is until 2013.*

*UPC will develop the hardware for participating in electricity markets based on power electronics and integrate it in the utility ICT system. This will enable to increase renewable penetration ratios, taking also in account system security, energy efficiency goals and security margins.*

## Malta Intelligent Energy Management Agency – MIEMA



*The Malta Intelligent Energy Management Agency (MIEMA) is a public body to conduct research and promote energy efficiency and renewable energy sources. MIEMA operates on a national level and was set up in 2007 with the support of the Intelligent Energy Europe (IEE) programme and with the participation of a number of public institutions. MIEMA collaborates closely with the University of Malta (particularly the Industrial Electrical Power Conversion Department, the Institute for Sustainable Energy and the Mediterranean Institute), the Ministry for Resources and Rural Affairs and various municipalities.*

*Its research activities have focused on the local context, such as the energy practices of the tourism industry and the performance of PV installations in Malta. MIEMA personnel also conduct energy audits and offer an advisory service to encourage a more intelligent use of resources. Its publications have been widely distributed to disseminate information on the optimization of the use of conventional energy resources and to develop renewable sources. Its researchers have been involved in the setting up of a 15kW PV and 10kW wind RES system in a sustainable development centre managed by Nature Trust Malta.*

## NewEn Projects GmbH – NewEn



*NewEn Projects GmbH (NewEn) is specialised in Renewable Energy and part of the Diersch & Schröder Group (DS) in Bremen. DS was established in 1920 and became one of the most important German oil traders in recent decades. In addition to oil business activities, DS*

*started its first operations within the Renewable Energy Market in 1998 by projecting wind farms.*

*NewEn is developing Renewable Energy Concepts for industrial customers and municipalities and bases its actions on careful use of resources and assuming responsibility in the area of community service. Based on long-term experiences NewEn provides solutions for customers to get a maximum level of energy self-supply and energy self-sufficiency by using own potential production capacities of heat and power. Our goal is the establishment of self-sufficient energy-villages within the framework of the so called “NewEn Village Concept”.*

*For the Empower project NewEn holds key competences as an active, independent planning company in Germany. In the field of renewable energies, NewEn combines practical know-how along the entire value chain in the areas of wind and solar energy, photovoltaic, geothermal and biomass and energy efficient buildings. As a provider of self-sufficient energy and energy-optimized solutions for municipalities, NewEn, for example, accompanies communities in all project phases and supports them in choosing the right energy and beyond. This leads to a long-term experience in local stakeholder management and resident motivation and activation for renewable electricity projects.*

*NewEn is an ideal partner to implement the EMPOWER results in a local demonstration site. NewEn’s contribution will enable the consortium to run a pilot*

implementation based on a given infrastructure and a pro-active, innovation-friendly environment.



Figure 4: The partners page

### 3.1.4 Technical publications

#### a. Deliverables

The list of EMPOWER deliverables will be presented here. Those deliverables that are public will be available for download.

#### b. Papers in magazines & journals

##### **Examples**

The way Smart Grids affect consumers and prosumers is presented from economical, technological and social perspectives. EMPOWER project is seen as a path to enhance the potential of the Smart Grids concept:

*The real value of Smart Grids and Microgrids, press release by Andreas Sumper, January 2015, published in Automática e Instrumentación, num. 469*

<http://www.automaticaeinstrumentacion.com/revista/microrredes-electricas-inteligentes-42682>

The key factors for an evolution from the classical electrical grids to Smart Grids are analysed. The particularities and advantages in terms of operation and control of microgrids are addressed. Finally, two European projects that are promoting the Smart

Grid concept and the creation of electrical local markets are presented: Smart Rural Grid and EMPOWER:

*New concepts in microgrids for the distribution of electrical energy*, divulgation article by Francesc Girbau, Mónica Aragüés and Andreas Sumper January 2015, published in *Automática e Instrumentación*, num. 469

<http://www.automaticaeinstrumentacion.com/revista/microrredes-electricas-inteligentes-42682>

The EMPOWER goals and insights are described. Professor Bernt Bremdal's presents his vision:

*Vil flytte markedsdmakt*, article by Atle Albensen, December 2014, published in *Energiteknikk (Norwegian Energy Technology Magazine)* page 42

<http://project.vbook.no/Elektro>



Figure 5: Technical publications page

### 3.1.5 Press & News

At the end of the present document, some media recommended by the European Commission have been listed.

The press and news, as well as any kind of publication on the EMPOWER project, are collected in this section of the webpage. The menu “Press and News” of the webpage will allow the access to all these publications.

#### a. Press

The Research Council of Norway (RCN) has published an article about SMARTIO and the EMPOWER project, put forward as a Norwegian success story within Horizon 2020:

**Choose your partners wisely**, Newsletter by Claude R. Olsen, January 2015, published in

[http://www.forskningsradet.no/prognett-horisont2020/Nyheter/Velg\\_dine\\_partnere\\_med\\_omhu/1254005366300/p1253988679434](http://www.forskningsradet.no/prognett-horisont2020/Nyheter/Velg_dine_partnere_med_omhu/1254005366300/p1253988679434)

Smart Innovation Østfold AS presents the EMPOWER project objectives and consortium. Their expertise can enable the development of future energy markets adapted to the new scenario resulting from the Smart Grids evolution:

**NCE Smart leads new 50 million EU project which will revolutionize the energy market**, Newsletter by Dieter Hirdes, Bernt A. Bremdal, Knut H. Johansen, October 2014, published in NCE Smart Energy Markets webpage



Figure 6: Press and news page

### 3.1.6 Events

Any event organised inside EMPOWER or implying the participation of its partners will be announced here.



Figure 7: Events page

### 3.1.7 Network of interest

Joining our Network of Interest means keeping you informed about all the news of our project and the possibility of being part of the TAG (Technical Advisory Group) being constituted. The TAG will have direct access to the project and will be able to attend the meetings and events organized.

Sign up [here](#) to join our Network of Interest.



Figure 8: Network of interest page

### 3.1.8 Contact

For being informed of the project evolution and news, join our Network of Interest by signing up here.

The project participants would be pleased to answer any questions related to the investigations and developments achieved.



Figure 9: Contact page

## 4 Social network profiles

EMPOWER will be available in different social networks: Twitter, LinkedIn, Facebook and Youtube. At the moment, the Twitter account ([@EmpowerH2020](#)) is the one being used, for allowing commenting and exchanging points of view around Empower and related subjects in a serious-extended environment in Internet. On June 15<sup>th</sup>, we had 41 followers and 80 profile views on twitter.

All the social networks will be accessible from the home menu of the webpage of the project. On the other hand, the Youtube channel will be used for uploading registered presentations and events, as well as videos explaining the project.

All the social media (and webpage) will be monitored through google analytics, so as to know how successful they are being and for taking future measures so as to extend the communication achieved.



Figure 10: Caption of the twitter account on 6th July 2015

## 5 Keeping the timeline

The strategy reflected in next tables aims to keep the webpage and social networks updated with a certain frequency so as to maintain the communication enabled through these channels. The main actions to achieve it are presented in Table 1.

Resource	Frequency of updates	Type of content
Website – main pages including video front page.	Around 4 months	Information about project objectives, strategies and expected results.
Archive	Dependent on project and dissemination plan.	Deliverables and articles
Events	Dependent on project and dissemination plan.	News about events
Press room	Monthly	Any publication about achievements made
Network of	Monthly	Names of people and organizations

Resource	Frequency of updates	Type of content
interest		that support the project.
YouTube	Around 6 months	Videos about the project
Facebook	Weekly updates and when need demands. Requests for input from followers at uneven intervals.	Blog entries and popular updates about the project that require more than 160 characters.
LinkedIn	Weekly updates and when need demands. Requests for input from followers at uneven intervals.	Blog entries and research/ business oriented updates about the project that require more than 160 characters.
Twitter	Daily	Brief updates about the project, often with a reference to more substance found elsewhere. Retweets of input from followers and those followed.

*Table 1 Chart showing planned update frequency*

## 6 Monitoring the internet channels

Both webpage and social media have an important role for achieving a successful communication and dissemination. That's why it has been decided to monitor them. This will allow getting statistics of their use and will help taking decisions for reinforcing those channels that are not being so consulted and to strengthen the most successful ones. The statistics obtained will constitute an important contribution to the dissemination reports D9.3, D9.4 and D9.5 (in Work Package 9). The list of performance indicators considered for this purpose is detailed next.

- Number of visits/clicks (home page statistics): This will yield information on how often the home pages are visited. This record should also provide a good overview of the geographic spread as IP numbers will be tracked.
- Number of followers on Twitter, Facebook and LinkedIn: Over time the growth and number of followers will provide us with insight on what type of stakeholders we

appeal to. As the project progresses, the growth number here will provide important input to how we will conduct further dissemination.

- Number of project generated tweets being bookmarked and retweeted: This will tell us something about the impact of our messages and their geographical and sociographic spread.
- Number of “likes” and commentaries on Facebook and LinkedIn provides information on how we engage and trigger different stakeholders.

## **7 Conclusions**

A web page for the EMPOWER project is created and published online. Our main goal is to use the webpage to communicate the essentials of the project. The webpage will be a key instrument in the project’s overall dissemination effort. It will be carefully maintained by Work Package 9.

## European Commission recommended media

### Publications

#### Horizon Magazine

<http://horizon-magazine.eu/>

HORIZON is the EU Research & Innovation magazine. It is covering the latest developments in EU funded research and innovating, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goal 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.

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.

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

Exceptionally, it may be available in other European languages as well.

### 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/scitech/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)

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

You can submit an event by using the "Suggest an event" functionality which is available on the left-hand side of the website.

**Events** on the CORDIS website

[www.cordis.europa.eu/news/home\\_en.html](http://www.cordis.europa.eu/news/home_en.html)

This website displays research-related conferences and events.

Submitting an event requires one-time registration on the CORDIS website

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

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

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

you could present your work.

## 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/info\\_centre/all\\_headlines\\_en.cfm](http://www.ec.europa.eu/research/info_centre/all_headlines_en.cfm)

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.

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

**CORDIS Wire**

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

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.

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

## References

- [1] Wikipedia, <http://en.wikipedia.org/wiki/Dissemination>
- [2] Wikipedia, <http://en.wikipedia.org/wiki/Communication>
- [3] European Commission, Communicating EU Research & Innovation. A guide for Project participants, 2012
- [4] European Commission, Communicating EU research & innovation guidance for project participants, 2014