

FLEXERGY

Deliverable 12 - Communication and Dissemination Plan

Activity 6:

Dissemination, Communication and Exploitation of Results

Editor:	Alberto Bernardo
Dissemination level: (Confidentiality)	Public
Suggested readers:	Project reviewers, researchers, innovation managers, communication
Version:	01.01
Total number of pages:	15
Keywords:	Communication plan, dissemination strategy, audience's definition

FLEXERGY ABSTRACT

The FLEXERGY project aims at the development of an advanced management solution, highly innovative and provided of artificial intelligence, for the management of assets of battery energy storage systems, integrated with renewable energy sources or for application within a microgrid.

FLEXERGY is a project co-funded by:



UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional

Document

Name	Deliverable 12 - Communication and Dissemination Plan	
Document No.	AS19003271	
Revision and Date	1.1	2018-10-30
Project	FLEXERGY	
Made by	Alberto Bernardo	
Reviewed by	Ismael Miranda	
Approved by	Alberto Bernardo	
Total Pages	15	

Language Requirements (for non-native English speakers)

In order to fully understand the content of this document, it is therefore recommended that the reader possesses a language proficiency equivalent to B1 level, according to European Language Levels.

Disclosure

This document contains information, which is confidential in nature and proprietary to EFACEC, Automation Business Unit, and shall not be reproduced or transferred to other documents or referenced, or disclosed in any manner to any person or used for any purpose other than that for which it is furnished without the prior express written permission of EFACEC.

Revisions

Rev.	Date	Comments	Author
1.0	2018-10-24	Document release	Alberto Bernardo
1.1	2018-10-30	Minor revisions	Alberto Bernardo

Executive Summary

This deliverable addresses the communication plan and the dissemination strategy meant to be applied in the project. Moreover, it also identifies the targeted audiences associated to the plan.

Along the document, the reader will be able to learn about the main outcomes expected to be obtained within the plan, as well as the related dissemination strategy underneath oriented to specific audiences.

Table of Contents

EXECUTIVE SUMMARY	5
GLOSSARY	8
1. INTRODUCTION.....	9
2. COMMUNICATION PLAN.....	10
2.1 OVERVIEW	10
2.2 GENERAL PRINCIPLES	10
2.3 PROJECT GRAPHICAL IDENTITY AND RELATED DOCUMENTATION	10
2.4 PARTICIPATION IN INTERNATIONAL EXHIBITIONS.....	10
2.5 PARTICIPATION IN NATIONAL AND INTERNATIONAL CONFERENCES.....	11
2.6 “WWW.FLEXERGY-PROJECT.EFACEC.COM” WEB SITE	12
2.7 EFACEC NEWSLETTER	12
2.8 DISSEMINATION THROUGH EFACEC’S CHANNELS OVER THE SOCIAL NETWORKS.....	13
2.9 FEATURE ARTICLES IN JOURNALS.....	13
2.10 WORKSHOP EVENT	13
2.11 PHD AND MSc THESIS	14
2.12 PATENT REGISTRATION	14
3. DISSEMINATION STRATEGY	15
3.1 OVERVIEW	15
3.2 DISCLOSING ACTIONS	15

List of Figures

NO TABLE OF FIGURES ENTRIES FOUND.

List of Tables

Table 1 - Mapping of disclosing actions 15

Glossary

CIREN	<i>Congrès Internationale des Réseaux Electriques de Distribution</i>
DEMOCRAT	DEMONstration of a miCROgrid integrAting sTorage - a demonstration project by Efacec, with P2020 grants from Interface program under COMPETE2020 framework
DGEG	<i>Direção Geral de Energia e Geologia</i> - the National Board for Energy and Geology
ERSE	<i>Entidade Reguladora para os Serviços Energéticos</i> - the Portuguese regulator
EV	Electric Vehicles
IAPMEI	<i>Instituto para a Competitividade e Inovação</i> - Competitiveness and Innovation Institute
IP	Intellectual Property
KPI	Key Performance Indicators
LNEG	<i>Laboratório Nacional de Energia e Geologia</i> - the National Laboratory for Energy and Geology

1. Introduction

The Communication and Dissemination Plan aims at advertising the project's goals and achievements, while disseminating scientific and technological outcomes among several stakeholders.

The dissemination comprises electric power system operators, energy commercial companies, renewable energies promoters, EV charging operators, the National Regulator (ERSE - Entidade Reguladora dos Serviços Energéticos), the National Energy General Management Board (DGEG - Direção Geral de Energia e Geologia), the Energy National Laboratory (LNEG - Laboratório Nacional de Energia e Geologia) and IAPMEI, just to name some.

The Communication and Dissemination Plan is a deliverable of Activity 6 - Dissemination, Communication and Exploitation of Results. This activity includes a task comprising the participation and publication in conferences and reputable journals, where the project goals and outcomes are meant to be disclosed. Besides, the participation in industry events such as exhibitions in the field of Smart Grids and Energy Storage is also envisaged, aiming at promoting the innovative solutions arising from the project, namely those expected to be implemented and demonstrated in a real environment at the DEMOCRAT demonstrator, already implemented at the Efacec facilities' grid.

This deliverable describes the communication plan and the dissemination strategy for the project. Moreover, it also identifies the targeted audiences associated to be addressed.

The document is divided in three main sections:

- Communication plan
- Dissemination strategy

2. Communication Plan

2.1 Overview

This section addresses the plan regarding the typical contents meant to be disclosed among the selected audience, as well as events or actions towards the project dissemination.

2.2 General principles

In order to maximize the project dissemination goals, where and whenever there will be a participation on a public event, special care will be taken on the project goals presentation and on any outcome already deemed to be disclosed.

This is particularly relevant for all participations in conferences where, besides describing scientific and technological achievements arising from the project, such participation should also enhance the project goals and the role of the project team.

Furthermore, special care should be considered concerning the demonstrator at the DEMOCRAT demonstration site, at the Efacec facilities' grid.

2.3 Project graphical identity and related documentation

Efacec has created the graphical identity of the project, comprising a logotype, which can be seen in this document's header.

A set of documentation, comprising a project flyer and a powerpoint presentation will be created, in order to support the project dissemination.

Moreover, the solution obtained during the project will also be described in a specific brochure. Such documentation will comprise the specific business segments meant to be addressed by the solution to be developed in the FLEXERGY project:

- Hybrid and isolated systems, with strong penetration of renewable energy sources and EV charging stations

2.4 Participation in international exhibitions

The participation in international exhibitions, either abroad or in Portugal, is expected to occur in the scope of the business strategy of Efacec.

Within that, a special care will be taken for advertising the FLEXERGY project, its goals and its outcomes, the latter when applicable.

It is foreseen that at least a poster and a flyer will be designed and printed so that they could be used in those events. Such poster will be wall fixed or will be erected in a tripod. The flyer will be printed in an adequate quantity so that any visitors could grab them, read them and take them for their own use.

The following list is not limitative and represents some of the commitments where Efacec aims at participating with a booth:

- CIRED 2019, 3rd to 6th June, Madrid, Spain
 - Business target: grid operators, renewable promoters, EV charging operators
- European Utility Week 2019, 12th to 14th, Paris, France
 - Business target: grid operators, renewable promoters, EV charging operators
- European Utility Week 2020
 - Business target: grid operators, renewable promoters, EV charging operators
- EVS32 2019, 19th to 22nd May, Lyon, France
 - Business target: EV charging operators
- Intersolar Europe 2019, 15th to 17th, Munich, Germany
 - Business target: renewable promoters
- Intersolar Europe 2020, Munich, Germany
 - Business target: renewable promoters
- Intersolar Europe 2021, Munich, Germany
 - Business target: renewable promoters
- Energy Storage Europe 2020, Dusseldorf, Germany
 - Business target: grid operators, renewable promoters, EV charging operators
- Energy Storage Europe 2021, Dusseldorf, Germany
 - Business target: grid operators, renewable promoters, EV charging operators

The goal is to participate at least in three events, disclosing the FLEXERGY project.

2.5 Participation in national and international conferences

The participation in national and international conferences, either in Portugal or abroad, is expected to occur in the scope of the business strategy of Efacec.

The participation in such conferences depends not only on Efacec' intention, but also on the conference's scientific paper submission committee, which will assess and determine who will and who will not be selected for paper presentation, either as conference speaker or at the poster sessions.

Submission of papers might be considered for:

- European Utility Week 2020
- Intersolar Europe 2020, Munich, Germany
- Energy Storage Europe 2020, Dusseldorf, Germany

The list of the above indicated conferences is not limitative and, in the course of the project, others might also be considered.

The goal is to publish and present at least two feature articles. Both poster or paper presentations are valuable contributions.

2.6 “www.flexergy-project.efacec.com” web site

The FLEXERGY project aims at implementing a web site with the following address:

“www.flexergy-project.efacec.com”

This web site aims at providing information in the form of pages, some dynamically, as follows:

- Home
 - Project overview
- About Efacec
 - Brief corporate and business presentation
- Partners
 - Research institute and steering committee partners
- Objectives
 - Goals, deployment
- Results
 - Deliverables, architecture, developed technologies, studies, demonstrator at Efacec’s DEMOCRAT testbed in Maia, Portugal
- Publications
 - Papers
 - Abstracts and links to the events’ web sites
 - When copyrights restrictions do not apply
 - Link to the paper document
 - Other publications
 - Project flyers and presentations
- News and events
- Team
- Related projects
 - Links to those projects’ sites

The goal is to implement the website.

2.7 Efacec Newsletter

Efacec has implemented a newsletter, which is used to promote its solutions, as well as to disclose its business achievements.

Within those goals, this newsletter will be used to disclose any event or relevant news about FLEXERGY.

The goal is to disclose news through the newsletter.

2.8 Dissemination through Efacec's channels over the social networks

Efacec aims at disseminating project events through its channels over the social networks. This dissemination will comprise project news and important milestones achievement. The goal is to disclose news through Efacec's channels.

2.9 Feature articles in journals

Efacec aims at publishing a feature article on the Engineering Association (*Ordem dos Engenheiros*) magazine, Ingenium. This has the objective of showing the project approach and results to the Portuguese community of engineers.

Along the project it will be considered the submission of a paper to an international reference journal. The following list is not restrictive nor limited and serves the purpose of identifying potential journals to be addressed:

- IEEE Transactions on Sustainable Energy
- IET Generation, Transmission & Distribution
- IEEE Transactions on Smart Grids
- ELSEVIER International Journal of Electrical Power & Energy Systems

The goal is to publish at least one feature article.

2.10 Workshop event

Efacec intends to organize a workshop event - the FLEXERGY Day - where the purpose and final conclusions of the project will be disclosed. Moreover, a visit to the DEMOCRAT demonstration site - where the FLEXERGY demo will be set - will also be organized within the event.

The project team expects to welcome IAPMEI - *Agência para a Competitividade e Inovação* - which will assess the roll out of the project and its outcome. Besides, the project team also intends to invite and welcome other stakeholders, such as electric power system operators, energy commercial companies, renewable energies promoters, EV charging operators, the regulator (ERSE), the national energy general management board (DGEG) and the energy national laboratory (LNEG), among others.

The goal is to organize the workshop event at the end of the project.

2.11 PhD and MSc thesis

The project envisages the participation of one PhD and two MSc students. Their scientific role should be as follows:

- MSc students
 - Modelling of the dynamic regime of a storage system, performing within an isolated microgrid
 - Identification and metrics definition of Key Performance Indicators for a storage system
- PhD student
 - Operational optimization algorithms for interconnected or islanded microgrids, integrating storage

Their aiming is also to enhance the overall scientific knowledge and awareness of the project team, so that their research work and their thesis could support the project execution, namely impacting on the dissemination goals.

The goal is to promote the opportunities among selected students.

2.12 Patent registration

The project envisages the registration of a patent, arising from one or more of its outcomes. Such patent will allow Efacec to better protect its IP rights when disseminating the project outcome.

The goal is to register one patent.

3. Dissemination strategy

3.1 Overview

This section addresses the dissemination strategy towards the selected audience.

3.2 Disclosing actions

A disclosing action is a step towards reaching some audience with oriented messages regarding the outcome of the project.

The following table summarizes the main disclosing actions planned to be executed during the project, highlighting the dissemination strategy and the associated KPI.

Type of action	Targeted audience	Dissemination means	Agenda	KPI
Approaching business stakeholders	Energy storage Customers: <ul style="list-style-type: none"> • Islanded grid operators • renewable generation integrators and end customers • hybrid system promoters • EV charging operators 	<ul style="list-style-type: none"> • Project leaflet • System leaflet • Project website • Newsletter • FLEXERGY Day • Conference papers • Feature article • Social Networks • Exhibitions 	<ul style="list-style-type: none"> • April 2019 • April 2020 • March 2019 • September 2019 • June 2021 • 2020 • 2021 • September 2019 • 2019, 2020, 2021 	<ul style="list-style-type: none"> • 1 • 1 • 1 • 6 • 1 • 1 • 1 • 3 • 5
	Relevant stakeholders: <ul style="list-style-type: none"> • ERSE • DGEG • LNEG • IAPMEI 	<ul style="list-style-type: none"> • Project website • Newsletter • FLEXERGY Day • Social Networks 	<ul style="list-style-type: none"> • March 2019 • September 2019 • June 2021 • September 2019 	<ul style="list-style-type: none"> • 1 • 6 • 1 • 3
Approaching other stakeholders	Other stakeholders	<ul style="list-style-type: none"> • Project website • Social Networks 	<ul style="list-style-type: none"> • March 2019 • September 2019 	<ul style="list-style-type: none"> • 1 • 3

Table 1 - Mapping of disclosing actions