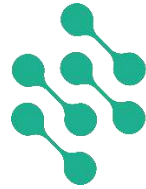




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SYNERGIES

Shaping consumer-inclusive data pathwaYs towards the eNERGy transItion, through a reference Energy data Space implementation

WP6: Dissemination, Stakeholder Engagement and Business Innovation

D6.1: Dissemination, Communication and Engagement Plan

Deliverable Leader: TXT

Due Date: M3

Dissemination Level: PU - Public

Version: 1.0

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Executive Summary

SYNERGIES envisages to conduct effective dissemination, communication and stakeholder engagement activities from the very early stages of the project where all partners are committed to mobilize the appropriate stakeholders, hence maximizing the outreach. The dissemination and communication activities are planned to ensure that the project's advancements are widely diffused to the intended targeted audiences with appropriate mechanisms in a timely manner, and that the key stakeholders for the project's exploitation and market uptake are early engaged and actively participating to the various project's implementation phases. Communication methods are identified and made available to support SYNERGIES partners in creating a strong presence in the community, maximizing the online potential to attract a wide range of stakeholders.

This document defines the baseline strategy and guidelines for creating a context where SYNERGIES research dissemination and communication can be maximised. In detail, this document provides:

- Contextualisation of the work to be developed, clearly stating the objectives, the key messages, the project's target audience and the channels to be used for dissemination and communication in the different outreach phases.
- Procedures and reporting templates, namely the "Events reporting template" and the "Publications reporting template".
- Details of the actual dissemination and communication plan, with roadmaps for the two project periods (M1-M20; M21-M42) and the expected outcomes, including tools to monitor progress and KPIs achievement of the different activities.
- Description of online presence and media, that includes the diffusion of SYNERGIES using online channels such as the website (and the measurement of its traffic), and social media presence (LinkedIn, YouTube).
- Communication Materials, including flyers, brochures, videos, roll-up, that will be published and updated as the project evolves to show the objectives, advances, benefits, and exploitable results generated by SYNERGIES for different target groups.
- Events planning (Face-to-Face and Remote), for collaboration of the project with other projects and initiatives, as well as for knowledge exchange during conferences and events of scientific and industrial nature.
- News and Publications schedule, including the publication of papers and articles in industrial and academic press, as well as the creation and contribution to eNewsletters, press-releases and other traditional media (both online and printed).
- Description of the stakeholders' engagement strategy through Living Lab organisation, including a preliminary planning.
- Overview on the actual status of the planned activities, including evidences of the work developed. Main accomplishments of the period include: the release of the project website; set up of the social media channel and development of the project identity, including the presentations template; the start of collaboration with the sister projects and other European R&I initiatives; media communications announcing the project launch.

This report is sought to be used as a living document, hence maintaining a very similar structure, the plan will be updated at M20 with new actions and activities to be performed, including as well as a report of what has been conducted during the first reporting period.

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List of Acronyms/Abbreviations

Acronym/ Abbreviation	Description
C&DC	Communication & Dissemination Category
CO	Communication Objective
DER	Distributed Energy Resources
DO	Dissemination Objective
DoA	Description of Action
DSO	Distribution System Operators
EC	European Commission
GA	Grant Agreement
KPI	Key Performance Indicator
LEC	Local Energy Community
RES	Renewable Energy Sources
ToC	Table of Content
TSO	Transmission System Operators
WP	Work Package

1 Introduction

The main aim of Section 1 is to provide a brief overview of content structure and deliverable scope in order to present comprehensive background information regarding SYNERGIES project for a better understanding of the contents displayed in the present document.

1.1 SYNERGIES Project Overview

The growing number of distributed energy resources (DERs) connected to the network continuously expands the energy system “edge”, in terms of controllability and operational complexity. The progressive decentralization, which is also accompanied by the introduction of new digitalized assets (EVs, IoT, batteries), poses significant challenges for the resilience of the system, while introducing increased uncertainty in traditional control routines, given the stochastic and intermittent character of renewable generation and the new control variables (not currently addressed in existing tools for the system management) introduced by new assets.

SYNERGIES introduces a reference Energy Data Space Implementation that will attempt to unleash the data-driven innovation and sharing potential across the energy data value chain by leveraging on data and intelligence coming from diverse energy actors (prioritizing on consumers and introducing them as data owners/ providers) and coupled sectors (buildings, mobility) and effectively making them reachable and widely accessible. In turn, it will facilitate the transition from siloed data management approaches to collaborative ones which promote the creation of a data and intelligence ecosystem around energy (and other types of) data and enable the realization of data (intelligence)-driven innovative energy services. SYNERGIES solution will:

- value the flexibility capacity of consumers in optimizing energy networks’ operation, maximizing RES integration and self-consumption at different levels of the system (community, building)
- evidently support network operators in optimally monitoring, operating, maintaining and planning their assets and coordinating between each other (TSO-DSO collaboration) for enhancing system resilience
- create an inclusive pathway towards the energy transition, through consumer empowerment, awareness and informed involvement in flexibility market transactions
- step on real data streams and intelligence to deliver personalized and automated features to increase prosumer acceptance and remove intrusiveness
- facilitate the establishment of sustainable LECs by enhancing their role with Aggregator and Business Service Provider functions
- establish solid grounds for the creation of a new economy around energy data produced and shared across a complex value chain, in a secure, trustful, fair and acceptable manner

In this context, SYNERGIES aims at re-conceiving data sharing against traditionally bilateral contracting applied in the energy sector and acting as multiplier of the collective data value that can be accrued, shared and traded towards achieving the resilient operation of energy systems through the coordinated optimization of their constituent components (generation, demand, storage) and the orchestrated integration with relevant sectors that can inject significant amounts of flexibility (mobility and EV charging, buildings and heating/cooling systems’ control). SYNERGIES will be extensively validated in 3 large-scale demonstration sites in Greece, Spain and Denmark involving complete value chains, diverse data sources, heterogeneous energy systems/assets and spanning different socio-economic characteristics.

1.2 Deliverable Purpose and Structure

The major focus of the SYNERGIES Dissemination, Communication and Engagement Plan is to ensure that the project's outcomes are widely disseminated to the appropriate target groups, at appropriate times and via appropriate means, and that those who can contribute to the development, validation, and exploitation of the project results can be identified and encouraged to participate. To this end, the SYNERGIES Living Lab is expected to play a significant role, by supporting knowledge transfer and experience sharing in an Open Innovation Ecosystem. The living Lab will be complemented by further communication and dissemination activities through more mainstream channels.

The objectives of the SYNERGIES communication and dissemination strategy are not limited to passive, a posteriori awareness and acceptance. Instead, communication and dissemination are inherently embedded on many activities, from requirements definition to final evaluation, through the utilization of the Living Labs to proactively involve end-users and stakeholders in all phases of the project implementation, provide them with early access to the project results (under Open Science principles), and involve them in an iterative process of co-creation and continuous validation.

The deliverable is structured in a way to describe the SYNERGIES communication, dissemination and engagement strategy and to provide an overview of the tools envisioned to carry out to maximise the project's outreach. An update concerning the development of such tools and communication and engagement channels will be presented. More specifically, the deliverable is structured as follows:

- *Section 2* provides the general approach of SYNERGIES communication and dissemination strategies, presenting the methodology, the identified groups of target stakeholders, the communication and dissemination objectives, the key topics and messages to be conveyed outward, the general communication and dissemination guidelines for project partners, included the reporting of said activities.
- *Section 3* outlines a tentative roadmap for communication and dissemination activities for the two project periods (M1-M20; M21-M42). Moreover, it includes a detailed description of the communication categories involved in the roadmap.
- *Section 4* provides an overview of the current status of communication, dissemination and engagement activities, providing insights for each communication category.
- *Section 5* focuses on stakeholder engagement, with special attention to the SYNERGIES Living Lab methodology and a preliminary planning of the activities.
- *Section 6* summarizes the next steps for communication, dissemination and engagement activities, including information on the future updates of the present document.
- The final sections include the *references* to the documents mentioned in the document and the *annexes*, which present the templates provided to project partners to report on communication and dissemination activities.

Based on the deliverable's structure, the contents hereby presented, in terms of materials and guidelines, are mainly intended to provide project partners with a specific methodology and tools to shape and carry out their own communication and dissemination activities. As all partners are requested to be active in these activities, it is of foremost importance that common guidelines and procedures are followed to create, communicate and report materials.

However, the present document serves also as a tool to the European Commission (EC) to assess the procedures and instruments put in place by the SYNERGIES consortium to promote and disseminate the project scope and results. In addition, it will be a useful reference for the EC to analyse the

evolution of future SYNERGIES communication, dissemination and engagement activities compared to the present Plan.

A strategy towards an efficient, consistent and finally wide and successful promotion of the project and of its results is also key to prepare the ground for the exploitation of project's results. Exploitation is tightly connected to several dissemination actions that implicitly and explicitly contribute to the timely commercialization of the project results, inside and beyond the consortium.

1.3 Positioning in SYNERGIES

The communication, dissemination and engagement activities included in WP6 are cross cutting to all project activities, as they are inherently embedded also to more technical tasks in WP2, WP3 and WP4 regarding the SYNERGIES Energy Data Spaces.

To this direction, the dissemination of the policy briefs to be delivered by SYNERGIES will depend on the analysis of regulation gaps performed in WP2 (task 2.3) and the learnings of the demonstration in WP5 (task 5.5).

In addition, in terms of the dissemination of contributions to standardisation activities, this will depend and build on the demonstration activities within WP5, and on the relevant outcomes from the collaborations with the sister projects and other R&I initiatives envisioned in WP7.

Finally, this document is directly linked to

- deliverable 6.2 “Dissemination, Engagement and Exploitation Plan” (M20), as exploitation is tightly connected to communication and dissemination actions that implicitly and explicitly contribute to the timely commercialization of the project results, inside and beyond the consortium. The document will provide also an update on communication and dissemination activities until M20;
- deliverable 6.3 “SYNERGIES Business Innovation Plan” (M42), as communication, dissemination and exploitation strategies will feed into the design of a SYNERGIES Business Innovation Plan; the deliverable will also report on the implemented dissemination, communication and engagement activities and defining an associated plan for the post-project period to support the exploitation of the SYNERGIES Energy Data Space.

2 Communication, Dissemination and Engagement strategy

Section 2 will give a complete overview of the SYNERGIES dissemination strategy, in terms of methodology, identification of target stakeholders and the specific dissemination objectives for each stakeholder based on their interest, as well as the key topics and messages to be conveyed through the dissemination. This Section will also identify the communication guidelines provided to partners and the tools and procedures used by the Dissemination Coordinator (TXT) to monitor the communication and dissemination activities.

The communication and dissemination strategy serves as the pillar to these activities, specifying how to correctly structure them according to the different targets, at the same time respecting the project identity and complying with the European Commission rules. It is crucial that communication and dissemination activities are consistent throughout the project execution on all project channels, including the partner's communication channels (website, social media, press releases, etc.). This will make the communication and dissemination efforts more efficient towards a wide and consistent project's outreach.

2.1 Communication and Dissemination Methodology

The major focus of the SYNERGIES communication and dissemination strategy is to ensure that the project's outcomes are widely promoted to the appropriate target groups and that those who can contribute to the development, validation, and exploitation of the project results can be identified and encouraged to participate. With this regard, the SYNERGIES Communication and Dissemination Methodology adopts a User-Driven Innovation Approach towards addressing emerging end-user and market needs. The User-Driven Innovation Approach involves partners from all disciplines involved, together with prosumers and energy value chain stakeholders throughout all stages of the project life cycle, as key enablers of the SYNERGIES innovation process, towards encouraging active and collaborative contributions in the development of a unique data-driven ecosystem in the energy sector.

The User-Driven Innovation Approach will be realized through the establishment of the SYNERGIES Living Lab. The SYNERGIES Living Lab activities are core to the project's objectives as they are oriented towards fulfilling the following objectives:

- Obtain feedback from major stakeholders, end-users and targeted beneficiaries throughout project duration to optimize all project developments by properly addressing their critical needs.
- Widely disseminate the project outcomes towards end-users, beneficiaries and energy stakeholders so as to generate a broad awareness and engagement/ involvement in the various project activities.
- Create opportunities for further exploitation and replication of the project results after its official completion.

This collaborative environment where all stakeholders co-create solutions, leads to a natural acceptance by users who will be empowered not only to test, evaluate and report their own experience with the SYNERGIES solutions, but mainly to smoothly accept and incorporate them in their everyday activities and operations. The stakeholders' engagement through the SYNERGIES Living Lab will be described in section 5 of the present document.

SYNERGIES builds on the fact that social engagement is imperative towards ensuring the effective tackling of key barriers that the project must address, mainly with regards to the reluctance of consumers to share their data with traditional energy data value chain stakeholders and the lack of trust to them when jointly getting involved in energy/ flexibility market transactions. Moreover, social

engagement is a decisive factor for the successful realization of the demonstration and validation activities of the project, since prosumers' role as data owners is critical for increasing the observability of energy systems and optimizing forecasting capabilities and associated network management operations on the Network Operators' side, through bundles of innovative energy services.

In addition to the Living Lab, the attraction and dissemination to the targeted groups (described in the next sections) will be carried also through the exploitation of more mainstream channels and communication categories, namely a project web portal and Social media, project website and social media, scientific publications and presentations in conferences and events, Participation in fora and thematic events, promotional content and dissemination material and Collaboration with sister project and other initiatives. These channels will be further described in section 3.3.

SYNERGIES dissemination will follow the "Open Access" principles set out by the European Commission towards reinforcing the reusability of project results and improving their reproducibility. Such open practices include:

- Early and Open Sharing of research and innovation. Early information about the design specifications and architecture of the SYNERGIES Energy Data Space, the SYNERGIES Data Models Network, along with preliminary designs of the energy solutions, will be provided in the form of preprints in relevant repositories such as Zenodo¹, Preprints² and ArXiv³ prior to their publication in open access journals. Even though most journals accept such sharing of preprints prior to the publication, the consortium will pay attention in ensuring that the policies of targeted journals allow for preprint sharing without endangering the forthcoming publication, by taking advantage of the relevant policy check services of Sherpa Romeo⁴. In the case of activities focusing on applied research (i.e., the design of hybrid physical/ML models, federated data sharing mechanisms, advanced ML-driven data curation methods and sovereignty mechanisms) the consortium will promote the pre-registration of relevant approaches in targeted repositories (such as OSF⁵ and AsPredicted⁶) for early validation of the research hypotheses. Selected AI models (depending on the training data they use) may be published (e.g. in the library-native formats) in Github⁷ and shared with data scientists for further elaboration and improvement.
- Provision of Open Access to the project results: The SYNERGIES Living Lab will establish the mechanisms for reaching out to external stakeholders and involving them in the continuous co-creation and co-validation of the project results. Moreover, data collected, and derivative data generated by the project will offer "indirect" open access to the project's demo sites'

¹ Zenodo is a general-purpose open repository developed under the European OpenAIRE program and operated by CERN. Available at <https://zenodo.org/>

² Preprints is a platform dedicated to making early versions of research outputs permanently available and citable. Content on *Preprints* is not peer-reviewed and can receive feedback from readers. Available at [Preprints - The Multidisciplinary Preprint Platform](https://preprints.org/)

³ ArXiv is an open-access repository of electronic preprints and postprints approved for posting after moderation, but not peer review. Available at <https://arxiv.org/>

⁴ Sherpa Romeo is an online resource that aggregates and analyses publisher open access policies from around the world and provides summaries of publisher copyright and open access archiving policies on a journal-by-journal basis. Available at <https://v2.sherpa.ac.uk/romeo/>

⁵ OSF is a free, open platform that supports collaboration within research. As a collaboration tool, OSF helps research teams work on projects privately or make the entire project publicly accessible for broad dissemination. Available at <https://osf.io/>

⁶ AsPredicted is a platform that facilitates researches to pre-register their studies, allowing peers to read and evaluate those pre-registrations. Available at <https://aspredicted.org/>

⁷ Github is a networking platform for professionals that holds repositories of codes in cloud-based storage and supports real-time collaboration of multiple editors on one code: Github repositories are publicly available, allowing developers from across the globe to interact and contribute to each other's codes for further improvement. Available at <https://github.com/>



assets and will allow energy data value chain stakeholders to work with them, extract insights and realize new value either by optimizing their operations or by introducing novel services. Such open access will be applicable during the implementation of the project. For the post-project period, open access will be provided only for Open-Source software components under an easy licensing scheme (e.g., Apache License 2.0).

In addition, Open Science and Open Access practices will be applied to the other communication categories, such as scientific publications and articles about the project's solutions and results, by publishing said materials on open access journals and repositories (e.g., Zenodo).

- Participation in open peer-review processes through the publication of research results in the Open Research Europe portal that promotes the open peer-review process with which partners of SYNERGIES are already familiar.

2.2 Target Stakeholders

As mentioned in the previous section, an extensive engagement of stakeholders is one of the key strategies envisioned by SYNERGIES to design solutions that will answer comprehensively to the market needs. In this regard, the whole energy value chain will be targeted by the project activities and dissemination. The stakeholders have different needs, thus playing each a specific role and providing different insights and inputs that will help shape the features of the project solutions. More specifically, the stakeholders targeted by the SYNERGIES dissemination activities are summarized in the following table:

Targeted Stakeholder	Role in SYNERGIES	Stakeholder's Interest
A. Distribution and Transmission System Operators	They have the potentiality to create the market pull for the commercialization of the SYNERGIES results towards advancing network operations with the use of (previously) non-reachable data and intelligence provided by the vast number of prosumers across their networks.	<ul style="list-style-type: none">• Advancing real-time operations through flexibility utilization• Improving asset management and predictive maintenance• Optimizing network planning• Promoting green power investments, thus enhancing system resilience, with the use of data and intelligence provided by the vast number of prosumers across their networks.
B. Energy prosumers	<p>They provide both data and flexibility that will be traded towards aggregators and system operators. Special emphasis will be paid on their engagement in data sharing transactions and business models through specific activities within the Living Labs.</p> <p>The prosumers' role as data owners is critical for increasing the observability of energy systems and optimizing forecasting capabilities and associated network management operations on the Network Operators' side, through bundles of innovative energy services</p>	<ul style="list-style-type: none">• Transformation into active energy market participants through trustful flexibility transactions• Monetizing their data in a fair manner through data sharing transactions• Minimizing energy costs (self-consumption)• Creating new revenue streams (through data and flexibility sharing),• Enjoying innovative data-driven energy services for energy and flexibility management characterized by human-centric and non-intrusiveness features.



C. Local Energy Communities	They will enhance data sharing approaches and will contribute under a novel role and business model (aggregator/BSP role) to facilitate the participation of prosumers in flexibility transactions.	<ul style="list-style-type: none"> Reducing energy costs Obtaining a new role in energy markets under the Aggregator/ BSP model Creating new revenue streams that enhance their sustainability and attractiveness Promoting investments in green power Enabling integration with the building and electromobility sectors
D. European ICT ecosystem	New entrants in a previously fragmented ecosystem, they act as multipliers of SYNERGIES.	<ul style="list-style-type: none"> Obtaining access to a wealth of high-quality data to deliver innovative digital solutions, intelligence services and end-user applications for the energy sector Creating new revenue streams and profit centres from their involvement in a digitally immature but emerging data ecosystem.
E. Energy Market and Policy Regulators	They will be reached and encouraged to take action for overcoming critical obstacles for the realization of new data-driven services and ecosystems in the energy sector.	<ul style="list-style-type: none"> Obtaining access to new knowledge from validation of innovative solutions Being equipped with policy briefs to promote regulation updates and accelerate the (Digital) Energy Transition and realization of sustainability goals.
F. Standardization bodies	They will be involved to ensure compatibility with existing and evolving standards, while promoting to them proposals for the enhancement of relevant standards to facilitate the exploitation and replication potential of the developed solutions under increased interoperability terms.	<ul style="list-style-type: none"> Advancing their work for the update of existing standards (or release of new ones), Addressing different aspects of the energy system through recommendations and punch-lists (focused on semantic and technical interoperability).
G. EU-wide projects/ initiatives promoting digitalization and interoperability in the energy sector	Special attention will be given to the creation of synergies with sister projects funded under the same topic for knowledge exchange and creation, as well as with DAIRO, the recently launched Data Spaces Business Alliance, GAIA-X, OPEN DEI, AIOTI and BRIDGE initiatives and their working groups that focus on Data Management, Data Interoperability and Data Spaces.	<ul style="list-style-type: none"> Obtaining valuable contributions and getting access to knowledge from the validation and demonstration of innovative solutions, to take concerted action for further accelerating the (Digital) Energy Transition.
H. Energy Retailers, RES	They are the replication enablers for the SYNERGIES Energy Data Space. Reaching	<ul style="list-style-type: none"> Accessing previously non-reachable data and intelligence to advance



operators, ESCOs, Facility Managers and Urban Planners	out to them will increase the effect that the project is expected to achieve with regards to the integration of the data value chain around data sharing and innovative energy services.	their business operations, optimize their planning processes and introduce data-driven energy services <ul style="list-style-type: none">Achieving their involvement in an integrated energy data value chain and gaining the opportunity to act as data owners (and generate associated revenues).
I. Scientific Community	This target group represents research and academic organisations, scientific journals, Committees, Internet Fora, and other working groups in research fields related to the SYNERGIES work.	<ul style="list-style-type: none">Enabling their access to new knowledge and data, for further experimentation and validation of their work and delivery of cutting-edge research artefacts related to the effective digitalization of the energy system.

Table 1: Stakeholder groups targeted by SYNERGIES

2.3 Communication and Dissemination Objectives

The major focus of the SYNERGIES communication and dissemination strategy is to ensure that the project's outcomes are widely promoted. However, specific objectives for communication and for dissemination have been identified, which are intended to target different groups of the stakeholders described in the previous section.

2.3.1 Communication objectives

Communication activities are aimed at maximising the diffusion of the project's results beyond the consortium and the direct stakeholders. In this direction, the communication activities will work towards the following objectives:

- CO1** To create awareness of the project among the full range of potential adopters / users in the general public
- CO2** To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication material.
- CO3** To create an active community and collect feedback to be taken into account by the project's activities (i.e., within the SYNERGIES Living Lab activities)
- CO4** To prepare the ground for the exploitation of project's results
- CO5** To support targeted dissemination of the project's results
- CO6** To foster the adoption of the project's results in society and industry



		Communication Objectives					
		CO1	CO2	CO3	CO4	CO5	CO6
Target Stakeholders	Distribution and Transmission System Operators	•	•	•	•	•	
	Energy prosumers	•	•	•	•	•	•
	Local Energy Communities	•	•	•	•	•	•
	European ICT ecosystem	•	•		•	•	
	Energy Market and Policy Regulators	•	•			•	•
	Standardization bodies	•	•			•	•
	EU-wide projects/ initiatives promoting digitalization and interoperability in the energy sector	•	•	•	•	•	
	Energy Retailers, RES operators, ESCOs, Facility Managers and Urban Planners	•	•	•	•	•	•
	Scientific Community	•	•		•	•	

Table 2: Communication objectives vs the SYNERGIES target stakeholders' groups

2.3.2 Dissemination Objectives

Dissemination aims at efficiently reaching the specified target groups. With this regard, SYNERGIES has identified specific dissemination objectives:

- DO1** To maximize outreach of the project in the target audiences via appropriate key messages.
- DO2** To diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium with the help of "multipliers" (such as ICT Ecosystems)
- DO3** To engage the targeted audiences to get feedback, validate and ensure broad applicability of the project's results (e.g., through the SYNERGIES Living Lab)
- DO4** To establish liaisons with other projects and initiatives for knowledge and innovation transfer
- DO5** To attract potential users / clients, foster the acceptance of the project's outcomes by new and current users and stimulate the appropriate market segments to support the project's exploitation strategy
- DO6** To encourage the replication of the project results in the energy system
- DO7** To encourage the development of further outcomes in new initiatives.



		Dissemination Objectives						
		DO1	DO2	DO3	DO4	DO5	DO6	DO7
Target Stakeholders	Distribution and Transmission System Operators	•	•	•		•	•	•
	Energy prosumers	•		•		•	•	•
	Local Energy Communities	•	•	•		•	•	•
	European ICT ecosystem	•	•	•		•	•	•
	Energy Market and Policy Regulators	•		•			•	•
	Standardization bodies	•		•			•	•
	EU-wide projects/ initiatives promoting digitalization and interoperability in the energy sector	•	•	•	•	•	•	•
	Energy Retailers, RES operators, ESCOs, Facility Managers and Urban Planners	•	•	•		•	•	•
	Scientific Community	•	•	•				•

Table 3: Dissemination objectives vs the SYNERGIES target stakeholders' groups

2.4 Key topics

In order to carry out an efficient communication and dissemination effort to maximise the reach and the impact of SYNERGIES progressive activities and results, a pool of key topics have been identified, which will be central to communication and dissemination activities to convey the focus areas of the project implementation. These topics have been selected among the concepts that build the SYNERGIES action and methodology, and they represent the flagship elements which will facilitate the identification of the SYNERGIES project in external communication.

The identified key topics are synthesized in the following tag words and short expressions:

- **Energy data spaces:** it is the key topic on which the SYNERGIES project builds on, highlighting the need of integrated ecosystems of data value chains to enable data driven insights and coordination between the energy sector stakeholders.
- **Data-driven and intelligence-enabled digital solutions:** communication and dissemination on this topic will aim to convey the strong data-relevant nature of the project and the alignment with the present pressing need for digitalisation to address the emerging necessity to realise a data sharing economy among energy data value chain stakeholders.
- **Demo sites:** it is a key feature of the SYNERGIES project and communication and dissemination on this topic will put in light the real-life based test and validation of the project solutions, involving the entire energy value chain.
- **Prosumer engagement:** the promotion and dissemination of this key methodology practice of the SYNERGIES project aims to underline how the project intends to tailor the offer (the solutions) based on the end-user needs.
- **Flexibility Market:** the communication and dissemination activities concerning this topic will highlight the innovative mechanisms introduced by SYNERGIES to facilitate consumer empowerment and engagement (as new actors) in energy and flexibility markets. It is used to highlight the most appealing elements of the Energy Data Space with a view to the exploitation and the business value proposition.

These topics will also be used as hashtags (e.g., #energydataspaces) to enhance the visibility and the outreach of the project. Additional generic hashtags for the SYNERGIES project have been created:

#synergiesproject #energydataspaces #horizoneurope

All the hashtags will be used for dissemination on social media.

2.5 Activities Guidelines and Monitoring

Communication and Dissemination cut across all project activities as they are essential to maximize SYNERGIES impact on different dimensions (technological, social). Therefore, communication and especially dissemination activities will be collectively carried out by all partners, according to their profile and expertise. This calls for punctual procedures to ensure that the project is disseminated in a consistent way, in terms of graphic identity, standards and contents, to maximize the effort towards the targeted stakeholders. Moreover, the involvement of several entities makes it necessary to monitor the effort of all the partners in the dissemination and communication activities, in order to measure the effective reach of SYNERGIES and for a continuous iteration and adaptation of the communication and dissemination strategy.

2.5.1 Communication and Dissemination Guidelines

A consistent communication and dissemination of the project general scope, activities and results is vital to target efficiently specific stakeholders and the general public to enhance SYNERGIES reach and exploitation potential. As all partners have a share in the communication and dissemination responsibilities, it is crucial to provide them with punctual guidelines to carry out their own SYNERGIES promotion activities in a way to stay in line with the project communication materials, which will be enlisted and described in section 4.4. Moreover, communication and dissemination activities must comply with the European Commission regulations⁸ and with the rules set out in SYNERGIES Grant Agreement, the most relevant of which are hereby indicated:

- All communication and/or dissemination activities (including infrastructures, equipment, vehicles, supplies or major result funded by the grant) of the beneficiaries related to the funded action must display the European flag (emblem) and funding statement (translated into local languages, where appropriate), including the project Grant number⁹.
- Any communication or dissemination activity must reflect the author view and it must indicate the following disclaimer:
“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”¹⁰

It must be included both in online and traditional documents and materials.

In addition to the above-mentioned official rules, any communication and dissemination activity must:

- Display the SYNERGIES logo and use the selected project colour-board (as will be further described in section 4.4.1)
- Follow the templates (power point presentation, word document) provided
- Be dutifully reported according to the established procedures (as described in the next section)

⁸ European Commission, Directorate-General for Communication, *Communication and visibility rules: European Union funding programmes 2021-27: guidance for Member States*, Publications Office of the European Union, 2022, available at <https://data.europa.eu/doi/10.2775/341961>

⁹ European Commission, Directorate General for Communication, *The use of the EU emblem in the context of EU programmes 2021-2027: Operational guidelines for recipients of EU funding*, March 2021, available at https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf

¹⁰ SYNERGIES Grant Agreement, 2022

Moreover, in compliance with the above-mentioned guidelines, partners are asked to:

- Publish a news or create a dedicated section to SYNERGIES on their organisation's website
- Actively publish updates about SYNERGIES on their organisation's (or also personal) social media

The main language used for communication and dissemination will be English. However, partners may use their country language to produce more targeted and efficient materials.

2.5.2 Templates and Procedure

The project partners have been provided with specific templates to report their communication and dissemination activities, namely if they participate to events, conferences and fairs related to the project, if prepare content about SYNERGIES to share on social media (LinkedIn) or if they publish an article or publication. In these templates project partners are asked to provide the main information about the activity:

- Events: topic, date, attendees, venue, type of audience, objective, impact...
- LinkedIn posts: title, text, pictures...
Partners prepare the content and submit it to the communication and dissemination coordinator, who will share it as a post on SYNERGIES LinkedIn profile. This process is further explained at section 4.1.3.
- Publications: title, author(s), type of publication, number, date or frequency of the journal / proceedings / book, relevant pages, DOI, ISBN, repository link, publisher, year of publication, if the publication is available in Open Access repositories...
- Living Labs: date, stakeholders involved, results...

The templates are available on the shared repository. They will be attached as annexes to the present document.

On addition to the templates, partners are also asked to register each of their communication and dissemination activities in the dissemination plan sheet. This practice has been established purely for numerical counting, for an easier monitoring of the communication and dissemination actions compared to the DoA's Key Performance Indicators (KPIs), which will be shown more in detail in the description of the dissemination plan, in sections 3.1 and 3.2.

The dissemination plan sheet is an excel file where partners can autonomously register their communication and dissemination activities. Said file includes a sheet with the KPIs for these activities and a sheet with the Gantt, with a preliminary prevision of the timeline for the execution of the communication and dissemination activities in respect with the KPIs, so that partners can plan their activities according to this schedule. Moreover, it includes two sheets describing a tentative planning of rotation among partners for the publications of posts on the website and on social media. The last sheets are dedicated to the detailed reporting of each activity, divided per category: social media posts, initiatives, Living Lab, workshops, dissemination materials, events, publications.

It is a complex but complete file that allows the communication and dissemination coordinator (TXT) at any given moment to have a complete overview of the activities and of the reach of the project promotion, monitoring the effort of the partners and planning corrective measures if needed. The file is accessible to the project partners on the shared repository.

Below a demonstration example of a sheet from the dissemination plan, showing the reporting of social media posts:



Title	Channel	Date	Partner	Language	Link	Page Owner	Publisher
Kick off meeting	LinkedIn	21/09/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
Synergies Objectives	LinkedIn	10/10/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
Attendance at Int:net	LinkedIn	11/10/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
Synergies Objectives #1	LinkedIn	12/10/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
IPTO webpage	LinkedIn	13/10/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
Kick off meeting	LinkedIn	13/10/2022	PI	English	https://www.linkedin.com/posts/prospex-in	PI	PI
Resharing post	LinkedIn	14/10/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
Synergies Objectives #2	LinkedIn	17/10/2022	Synergies	English	https://www.linkedin.com/posts/synergies	Synergies	TXT
Synergies Objectives #3	LinkedIn	18/10/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
CIRCE is Happy to be part of inspiring SYNERGIES HE project on Eur	LinkedIn	19/10/2022	Synergies	English	https://www.linkedin.com/feed/update/urn:li:activity:6958481111111111111	Synergies	TXT
Cuerva on board on Synergies	LinkedIn	20/10/2022	Synergies	English	https://www.linkedin.com/posts/synergies	Synergies	TXT
Innovation is an essential part of the transformation we are leading	LinkedIn	19/10/2022	CUERVA	English + Spanish	https://www.linkedin.com/posts/cuerva_hc	CUERVA	CUERVA

Figure 1: screenshot from the sheet dedicated to the reporting of LinkedIn posts on the Dissemination Plan

2.5.3 Meetings

As additional measure to carry out a progressive monitoring and assessment of communication and dissemination activities, a WP6-specific monthly meeting has been established. It will include the communication and dissemination coordinator and the staff members of each project partner that are in charge of communication activities. This team will assess the progress of the WP6 activities including communication, dissemination and, towards the second half of the project, exploitation activities, suggesting corrective measures to the strategy if needed. At the end of the meeting, an action list is drafted that serves as a guideline for the next steps related to the promotion of SYNERGIES. Should any critical issue arise in these meetings, which requires the attention of the whole consortium, the communication and dissemination coordinator will report the issue at the monthly meeting held at consortium level, or at the next general Assembly (or request one, if urgent). Communication and Dissemination progress is regularly reported at the consortium monthly meeting.

3 Communication and Dissemination plan

Section 3 describes the tentative scheduling of communication and dissemination activities, in order to provide the consortium with a plan to reach the set KPIs. To better plan the activities, the project has been split into two periods: M1-M20 and M21-M42. The project periods have been established based on WP6 deliverable planning, since deliverable D6.2, which will report the summary of activities carried out in the 1st period, is planned for M20. Moreover, the partition of the two periods is aligned with the different objectives that concern the progress of the project activities. Whereas in the first period, the main objective will be to promote the scope and the methodology of SYNERGIES and to engage the targeted stakeholders to start developing the project solutions, during the second project period the attention will gradually shift towards activities targeted to disseminating the preliminary outcomes of the demonstration tasks, attracting potential users, fostering the acceptance of the project's outcomes by new and current users and stimulating the appropriate market segments to support the project's exploitation strategy.

In both periods the plan will leverage on the communication and dissemination campaign, which includes specific instruments established in the SYNERGIES project: promotional content and dissemination material, project website and social media, SYNERGIES Living Labs, scientific publications and presentations in conferences and events, participation in for a and thematic events, collaboration with sister project and other initiatives.

The categories target different stakeholder groups, based on the specific role of the stakeholders in the project and on their interest for potential benefit by engaging with SYNERGIES. The single categories with their KPIs will be further depicted in Section 3.3.

3.1 Communication and Dissemination Roadmap for the 1st project period (M1-M20)

An initial, draft dissemination, communication and engagement roadmap has been established for the 1st period, which covers project activities running from M1 to M20. As mentioned in the previous section, the communication and dissemination activities of this period will aim chiefly at the general promotion of the project scope, objective and methodology, especially during the first months of the project, towards the general public and sector- specific audience. In addition, communication and dissemination activities will aim at engaging the targeted groups of stakeholders to start working on the project solution (e.g., through the SYNERGIES Living Lab). The communication and dissemination KPIs for the first project period are calibrated on the period's main objectives and on the Gantt for the development of project activities.

The first version of the communication and dissemination Roadmap for the first period of the project is presented below. It will be revised and regularly updated and evaluated throughout the project period.

	M1-M6	M7-M12	M13-M20
SYNERGIES Website and Social Media (Target Groups: A,B,C,D,E,F,G,H,I)	Design and Development of the Project Website; Establishment of Presence in Social Media	Regular Update of website content with project news, events & results; Regular actions on social media; Liaison with other initiatives, projects through links; Increase awareness; Reproduce relevant content and monitor relevant social media hashtags.	
Impact: Main online information point; Communication of project news, events & results; Liaisons with other initiatives, projects through links; creation of awareness; outreach to stakeholders active in social media; Attainment of interest of stakeholders; Viral marketing by "word of mouth" through the followers; Direct communication mechanism with followers...			
KPIs: 1000 unique visitors, ~2 min average duration of visits, 3.000 Page views, 300 accumulative followers, 500 accumulative posts, 125 interactions			
Collaboration with sister projects and R&I projects (Target Groups: D,E,F,G,I) and with other initiatives (BRIDGE/ DAIRO/ OPEN DEI (Target Groups: A,C,D,E,F,G,H))	Common Requirements for Energy Data Spaces; Participation to and presentation of SYNERGIES in large-scale events organized by the targeted initiatives	Requirements elaboration and validation, also on common demonstration sites; Investigation of interoperable integration with existing R&I-resulting data platforms and other collaborative integration activities; Preparation of material and contribution to white papers promoted by the targeted initiatives; Participation to and presentation of SYNERGIES in large-scale events organized by the targeted initiatives	
Impact: Increased collaboration with other relevant project; Synergies establishment for common requirements definition and interoperability demonstration ; Communication of project results; Validation of project's concept, requirements and developments; Ideas' gathering and knowledge exchange; Attraction of Living Lab stakeholders; Increased awareness			
KPIs: : Participation and contribution in 3 Workshops, 50 stakeholders contact points, 2 initiatives reached and establishing collaboration, Presentation and knowledge exchange in 5 events			
Living Lab Workshops (Target Groups: A,B,C,D,G,I)	Internal Engagement for Data Landscaping, Demo ex-ante auditing, Requirements Definition; Consumer awareness and engagement in demo sites	Internal Engagement for Data Landscaping, Requirements Validation and Architecture co-Design; External Engagement for Requirements Validation; Consumer Engagement in Demo Sites in co - creation	Internal Engagement for co-Creation External Engagement for Technical Design and Requirements Validation; Consumer Engagement in Demo Sites in co - creation
Impact: Co-design and co-creation of acceptable solutions; Wide knowledge transfer; Continuous Internal and External validation of results; Increased awareness and engagement of consumers			
KPIs: 10 active Living Lab stakeholders ; >10 Internal Workshops for Data Landscaping and Requirements validation, 1 Workshops for External Validation, 10 external stakeholders involved in external validation, 3 Workshops for Co-creation and Internal Validation			
Promotional Content & Material (Target Groups: A,B,C,D,E,F,G,H,I)	Design the SYNERGIES logo and project identity; Prepare project factsheet, brochure, banner	Prepare revised brochure, banner and releases of e-Newsletter; Publish blogs / news in EU instruments	Prepare final brochure, banner, frequent releases of e-Newsletter; Publish blogs / news in EU dissemination instruments
Impact: Unique branding and visual identity of the project; Provision of instant information about the project; Creating a unified experience for the audiences targeted; Improved communication of results and information provision during events			
KPIs: 2 press releases, >8 project's factsheets / brochures and banners, 1 eNewsletters			
Presentation in conferences/ events (Target Groups: D,G,I)	Scouting of event and participation to the most relevant; Presentation of project scope; Interaction with participants		
Impact: Ideas' gathering and knowledge exchange; Information about latest technologies / advancements; Validation of project's concept, findings and advancements;			
KPIs: Participation to >1 events/conferences			
Scientific publications and presentation in conferences (Target Groups: D,G,I)	Scouting of events and Presentation of project's results to the most relevant ones;		
Impact: Promotion of results to scientific communities; Increased awareness			
KPIs: Presentation of results in 1 event			

Table 4: SYNERGIES communication and dissemination roadmap for the 1st project period (M1-M20)

3.2 Communication and Dissemination Roadmap for the 2nd project period (M21-M42)

As well as for the first project period, a draft dissemination, communication and engagement roadmap has been established for the 2nd period, which covers project activities running from M21 to M42. During this period, project activities will be in an advanced phase, and the project will start having the first results. Therefore, communication and dissemination activities, in addition to the promotion of the project scope and methodology, will focus principally on promoting the preliminary results of demonstration tasks, attracting potential users, fostering the acceptance of the project's outcomes by new and current users and stimulating the appropriate market segments to support the project's exploitation strategy. During the last phases, attention will be given to the replication of the project solutions, and dissemination will also be intended to encourage the development of further outcomes in new initiatives. The 2nd project period communication activities will be targeted to the general public and to the sector-specific stakeholders.

The communication and dissemination KPIs for the first project period are calibrated on the period's main objectives and on the Gantt for the development of project activities.

The first version of the communication and dissemination Roadmap for the second period of the project is presented below. Compared to the plan of the first period, the second period plan is considered more tentative, as the activities are further down in time. The update of this roadmap will depend on the evaluation of progress of the first period activities, and corrections in activities and KPIs will be made accordingly.

	M21-M28	M29-M34	M35-M42
SYNERGIES Website and Social Media (Target Groups: A,B,C,D,E,F,G,H,I) Impact: Main online information point; Communication of project news, events & results; Liaisons with other initiatives, projects through links; Increased awareness; Increased outreach to stakeholders active in social media; Attainment of interest of stakeholders and potential customers; Viral marketing by "word of mouth" through the followers; Direct communication mechanism with followers... KPIs: >2000 unique visitors, ~2 min average duration of visits, 7.000 Page views, >400 accumulative followers, >500 accumulative posts, >125 interactions	Regular Update of website content with project news, events & results; Regular actions on social media; Liaison with other initiatives, projects through links and keep alive the existing liaisons; Increase awareness; support project results' exploitation Reproduce relevant content and monitor relevant social media hashtags.		
Collaboration with sister projects and R&I projects (Target Groups: D,E,F,G,I) and with other initiatives (BRIDGE/ DAIRO/ OPEN DEI (Target Groups: A,C,D,E,F,G,H)) Impact: Increased collaboration with other relevant project; Synergies establishment for common requirements definition and interoperability demonstration; ; Communication of project results; Continuous Validation of project's concept, requirements and developments; Ideas' gathering and knowledge exchange; Attraction of Living Lab stakeholders; Increased awareness KPIs: Participation and contribution in >5 Workshops, 2 joint workshops with sister and relevant projects ; >50 stakeholders contact points &, >5 initiatives reached and establishing collaboration, Presentation and knowledge exchange in >4 events annually,	Requirements validation and elaboration on common demonstration plans; continuous investigation of interoperable integration with existing R&I-resulting data platforms; Collaborative integration activities; support for exploitation activities ; Preparation of material and contribution to white papers promoted by the targeted initiatives; Participation to and presentation of SYNERGIES in large-scale events organized by the targeted initiatives		
Living Lab Workshops (Target Groups: A,B,C,D,G,I) Impact: Co-design and co-creation of acceptable solutions; Wide knowledge transfer; Continuous Internal and External validation of results; Increased awareness and engagement of consumers KPIs: >10 active Living Lab stakeholders, >2 Workshops for External Validation, >3 Workshops for Co-creation and Internal Validation, > 3 Local Workshops for consumer engagement, >30 participants in each local workshop, >10 external stakeholders involved in external validation actively engaged as users for SYNERGIES Energy Data Space and Digital Solutions	External Engagement validation of the SYNERGIES Energy Data Space implementation through several workshop sessions/ webinars; prosumer engagement for preparation for the demonstration activities	External Engagement for the validation of WP4 developments i.e., Analytics Platform, Digital Twins and Energy Apps; prosumer engagement for demonstration, impact assessment, business value verification	Internal Engagement for the integrated framework validation; prosumer engagement for demonstration, impact assessment, business value verification and exploitation
Promotional Content & Material (Target Groups: A,B,C,D,E,F,G,H,I) Impact: Unique branding and visual identity of the project; Provision of instant information about the project; Creating a unified experience for the audiences targeted; Improved communication of results and information provision during events KPIs: >2 press releases, >2 eNewsletters, >2 videos	Update of final brochure and banner if needed, frequent releases of e-Newsletter and video demonstrators; Publish blogs / news in EU dissemination instruments		
Presentation in conferences/ events (Target Groups: D,G,I) Impact: : Ideas' gathering and knowledge exchange; Information about latest technologies / advancements; Validation of project's concept, findings and advancements KPIs: Participation to >4 events/conferences, Presentation of results in >5 events, Demonstration of results in booths in >1 events	Scouting of event and participation to the most relevant; Presentation of project's results to events; Representation in booths;		
Scientific publications and presentation in conferences (Target Groups: D,G,I) Impact: Promotion of results to scientific communities; Increased awareness. KPIs: >3 Conference Publications, >2 Open Access Journal Publications	Scouting of events and Presentation of project's results to the most relevant ones; Representation in booths; Publication of methodology results in conferences/ journals		

Table 5: SYNERGIES communication and dissemination roadmap for the 2nd project period (M21-M42)

3.3 Communication and dissemination categories

Communication and Dissemination within Synergies are aimed to inform and demonstrate the societal and economic benefits generated by SYNERGIES to a wide range of audiences also outside the core project target groups. This objective will be reached through the exploitation of mainstream communication channels and the attraction of societal groups in the SYNERGIES Living Lab Workshops. To this end an integrated communication and dissemination campaign will be designed and launched by the SYNERGIES consortium. The campaign will include communication and dissemination categories (C&DC) such as:

C&DC 1: Project website and social media

C&DC 2: Scientific publications and presentations in conferences and events

C&DC 3: Participation in fora and thematic events

C&DC 4: Promotional content and dissemination material

C&DC 5: Living Lab Workshops

C&DC 6: Collaboration with sister project and other initiatives

The categories will be further described in the next sections.

Some sub actions are identified for each C&DC, with specific KPIs to achieve. These KPIs represent the metrics for the SYNERGIES Communication and Dissemination activities. The following table depicts the C&DCs with the related sub actions and KPIs:



Communication and Dissemination action category (C&DC)	Sub actions	Target group	KPIs
C&DC 1	Project web page	A, B, C, D, E, F, G, H, I	KPIs: 3000 unique visitors, 2 min average duration of visits, >10.000 page views
	social media posts	A, B, C, D, E, F, G, H, I	>750 followers, >1000 posts, >250 interactions
C&DC 2	conference publications	D, G, I	>3
	open access journal publications	D, G, I	>2
C&DC 3	participation to events	D, G, I	>5
	presentation of results in events	D, G, I	>5 presentation of results, >1 demonstration in booth
C&DC 4	press release	A, B, C, D, E, F, G, H, I	>4
	project factsheets/brochures/banners	A, B, C, D, E, F, G, H, I	>8
	newsletters	A, B, C, D, E, F, G, H, I	3
	video	A, B, C, D, E, F, G, H, I	>2
C&DC 5	Living Lab	A, B, C, D, G, I	>20 living lab stakeholders
	internal workshop for data landscaping and requirements validation	A, B, C, D, G, I	>10 workshops
	workshop for external validation	A, B, C, D, G, I	>3 workshops; >20 external stakeholders
	workshop for co creation and internal validation	A, B, C, D, G, I	>6 workshops
	local workshop for consumer engagement	A, B, C, D, G, I	>3 workshops; >30 participants in local workshops
C&DC 6	collaboration with targeted initiatives (e.g., BRIFGE/DAIRO/OPEN DEI)	A, C, D, E, F, G, H	> 4 presentations at events annually, >100 stakeholders contact points, >5 initiatives reached and collaborations
	participation in workshops	D, E, F, G, I	>8 workshops; 2 joint workshops with sister projects

Table 6: Communication and dissemination categories with the related sub actions and KPIs

3.3.1 Project Web Portal and Social Media (C&DC 1)

The Project web portal will be launched in the first months of the project. It constitutes the main entry point for dissemination of project activities to the public at large. It will be a living web page, where the audience will be able to find more information on the project scope, objectives, methodologies and results and to become familiar with the project consortium and the demo site localisation and results. The main events and initiatives organised and co-organised by SYNERGIES will be promoted on the website, as well as the main publications on the project results and on future applications. The website will be updated by the Communication and Dissemination coordinator. It will be branded with the SYNERGIES project identity (logo, colours). More information on the progress will be provided in section 4.1.1.

Social media channels will be key to create awareness of the project among the full range of potential adopters / users in the general public and to provide a clear view of the project's concept, goals and results, and progressively prepare the ground for the exploitation of project's results. Social Media presence will be established through a SYNERGIES specific LinkedIn page. Moreover, a SYNERGIES YouTube channel will be set up to be used as a public repository where the audience will be able to access easily the videos created throughout the project lifetime, which will be also promoted through the LinkedIn page. Other Social Media channels such as Twitter and Facebook have not been considered appropriate for the promotion of SYNERGIES, as they target mainly personal life communication and single users and they are less oriented towards a sector specific and scientific

audience. LinkedIn was assessed to be a more complete platform that can target both single users and organisations/public entities, which is more fitting to SYNERIGES communication and Dissemination strategy. Specific SYNERGIES hashtags and tag expressions will be created, in order to further promote project activities to the different communities that regularly use those hashtags. All partners will have to contribute and share as much as possible with the public through these channels using, where possible, both their personal and their organisation's pages, so as to inform and create a "buzz" around project activities. Additionally, the project will engage with the common EU tools for promoting workshops and webinars to external industry experts such as EU Agenda and EU Events.

3.3.2 Scientific Publications and Presentations in Conferences and Events (C&DC 2)

Publications in scientific journals and conferences relevant to the research and innovation activities are key to target the sector specific stakeholders and the scientific communities directly or indirectly in the scope of SYNERGIES. These publications aim to disseminate the scientific and technological knowledge generated in the project, to prepare the ground for the exploitation of project's results and to encourage the development of further outcomes in new initiatives.

All the publications will be made available following the principles of open science set by the European Commission and adopted by the project.

A non-exhaustive list of candidate open access journals includes Big Data Research (Elsevier), Journal of Big Data (Springer), Journal of Energy Informatics (Springer), IEEE Big Data Mining and Analytics, Energy and AI (Elsevier), Smart Energy (Elsevier), Renewable & Sustainable Energy Transition (Elsevier), Applied Energy (Elsevier), IEEE Open Access Journal of Power and Energy, DAIRIO Books and Regular Publications, IEEE Transactions on Smart Grid.

Moreover, SYNERGIES will focus on early publication of project results in the form of preprints in relevant repositories such as Zenodo or ArXiv (before publication in open access journals), or by pre-registering R&I approaches and hypotheses in targeted repositories (OSF, AsPredicted) for early validation.

Each partner who writes a scientific publication is responsible for the reporting of such activity through the provided template and through the SYNERGIES Dissemination Plan (see section 2.5.2).

3.3.3 Participation in Fora and Thematic Events (C&DC 3)

To raise project awareness, to present the project results and to liaise with potential stakeholders, SYNERGIES partners will participate in events like industry and professional initiatives, thematic working groups and "Info Days". These initiatives, such as organization and participation in thematic panels, workshops, roundtables and conference sessions, poster presentations and demonstrations at scientific events are complementary to the publication and presentation of scientific articles at events described in the previous section.

A non-exhaustive list of pre-identified candidate events/ conference includes: International Conference on Big Data Analytics and Knowledge Discovery (DaWaK-DEXA), International Conference on Web Intelligence (IEEE/WIC/ACM), European Big Data Value Forum, IEEE International Conference on Big Data Analytics (ICBDA), International Conference on Data Engineering (ICDE), European Semantic Web Conference (ESWC), ENLIT, IEEE SmartGridComm, CIRED International conference on electricity distribution, International Smart Grid Congress and Fair, Int. Conf. on Sustainability in Energy and Buildings (SEB), MedPower, IEEE T&D conference, CIGRE annual symposium.

A continuous scouting of relevant events will be carried out throughout the project lifetime. All project partners will contribute to this scouting activity, informing about relevant events during consortium meetings or adding them to the list provided in the SYNERGIES Dissemination Plan. Moreover, through

the same file they will have to report their participation to such initiatives indicating the name of the event, the participant, the role of the event, the objective, etc.

3.3.4 Promotional Content and Communication Material (C&DC 4)

Before carrying out communication and dissemination about project activities and results, it is crucial to create a project identity, which will be key for its immediate acknowledgment and recognition of the project, as well as to have a consistent communication and dissemination of the project throughout its execution. The project identity includes primarily the project logo and colours designed and approved within the first month of the project. Afterwards, it will be used to brand the promotional content and the communication material, namely the website, the LinkedIn page, all internal and external documents, the official Power Point Presentation template as well as videos, newsletters, press releases, brochures, posters, slides and infographics presenting the project concept and results in a format that can be easily digested by the wide public.

All the materials will be produced following the official communication and dissemination guidelines provided by the European Commission (EC) and described in section 2.5.1. They will be available to the project partners on the shared repository.

3.3.5 Living Lab Workshops (C&DC 5)

The project partners will communicate about the Living Labs workshops via their social media channels during the workshops. The outcomes of the SYNERGIES Living Labs workshops will be published in reports that will be made publicly available afterwards.

In light of the key role of the Living Labs with regards to SYNERGIES implementation and exploitation activities, they will be further described in detail in section 5 dedicated to stakeholder engagement.

3.3.6 Collaboration with sister projects and other initiatives (C&DC 6)

Engaging with the sister projects of SYNERGIES and teaming up with them will play an important role for the creation of synergies towards the delivery of a common set of fundamental requirements for the establishment of a common European Energy Data Space. Such collaboration will be coordinated by the Coordination and Support Action on Interoperability Community (funded under topic HORIZON-CL5-2021-D3-01-03) which is expected to establish dedicated and well-defined task forces to address a variety of topics around Energy Data Spaces, spanning data governance and management, data interoperability, data security, privacy and sharing. Therefore, special attention will be given to communication and dissemination activities targeted to these project and initiatives: SYNERGIES will provide direct contributions through assigning clear roles and responsibilities to the technical partners of the project for participating and contributing to these task forces with associated material resulting from the project activities. As part of this collaboration, SYNERGIES will also contribute to the promotion, demonstration, and validation of interoperable data exchanges between the developed Energy Data Spaces and the delivery of the associated documentation on best practices, recommendations, lessons learned and barriers that need to be overcome (to be further promoted towards the EC and relevant communities incl. DAIRO, AIOTI, GAIA-X, OPEN DEI, BRIDGE).

Events and workshops are planned to be co-organised in collaboration these projects and initiatives, to profit from a wider audience and attract more stakeholders and interested users for the SYNERGIES solutions.

4 Communication, Dissemination and Engagement Status

Section 4 describes the progress of the development of the of communication and dissemination instruments (categories) and the relative sub actions at the moment of the submission of this Dissemination, Communication and Engagement Plan (M3). The progress for each category will be complemented by screenshots of the online tools developed thus far. This is an ongoing process: some sub actions have yet to be carried out, others are only in their initial phase, others will be constantly carried out during the project execution (e.g., events, collaboration to sister projects and other initiatives). Therefore, this section provides simply an initial picture of the status of the progress of Communication and Dissemination. The overview will be updated at month 20.

This section does not include information about the C&DC 5 (Living Lab Workshops), which will be outlined in section 5.

4.1 Project Web Portal and Social Media presence

The website and the Social Media channels of a project are the most immediate means that the consortium can use to start promoting the project's scope and objectives, and to start building a community of sector specific stakeholders or people interested from the general public. They represent the first "windows" of the project open to a public and being online they allow to reach very different and distant audiences. Therefore, the website and the LinkedIn page were the first instruments that were created, and they will be constantly used during the project lifetime, communicating all kinds of information, updates and results related to SYNERGIES.

General information about SYNERGIES is already being communicated, despite most of the activities have not started yet. Both the website and the LinkedIn page are animated by the Communication and Dissemination coordinator and will run until the end of the project. Project partners will then decide whether to keep them as a support for further initiatives beyond SYNERGIES or to dismiss them.

4.1.1 SYNERGIES Website

The first version of the SYNERGIES website has been developed during the first two months since the project start, and it is already public. It is currently still undergoing modifications, and it will keep evolving according to the project developments.

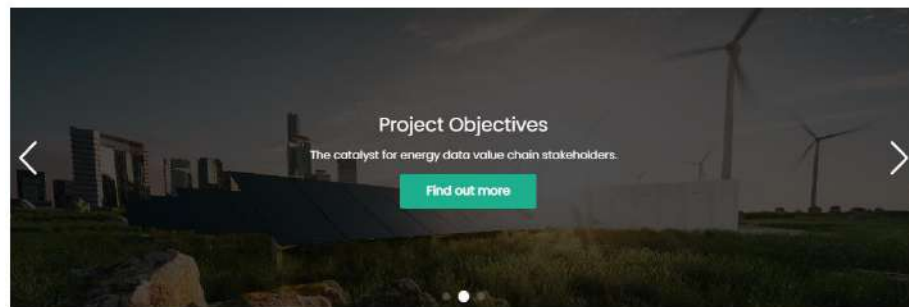
The website is already online and running, and it is accessible at the following link: <https://energydataspaces.eu/>.

It was established that the website domain would be focused on "energy data space", to stress the centrality of the topic within the project. However, a second domain "synergies-project.eu" has been purchased so that users will be redirected to the official website if they search for the project website using the keyword "synergies project"-

The Communication and Dissemination coordinator has proposed a first website version to the partners. It is a WordPress-style website, which has a lean structure and it is relatively easy to animate with contents and to modify in terms of sections and functionalities.

The current structure includes the following sections:

- Home page: it provides the audience with a brief description of SYNERGIES, with a focus on its challenges, the project solutions and the main elements characterising the project.



Brief Description

SYNERGIES brings forward a reference Energy Data Space Implementation that unleashes data-driven innovation and promotes the creation of an inclusive ecosystem of stakeholders across the energy data value chain by leveraging on an Intelligence-enabled digital solution.

The challenge

The energy economy is facing a profound transition from a centralised, fossil-fuel-based system to an energy efficient, renewable-based and more decentralised system. The growing number of distributed energy resources connected to the network affects the accuracy of physical models currently utilized for operational monitoring and planning. An integrated ecosystems of data value chains is needed to enable data driven optimization and coordination between the energy sector stakeholders.

Synergies Solution

Synergies promotes the creation of a data-driven intelligence ecosystem that not only supports energy operators in improving efficiency in supply operations but also enables prosumer inclusiveness in market transactions. The main objective consists in promoting an innovative solution based on knowledge sharing and data Intelligence integration that includes all energy actors of a complex value chain, considering diverse data sources, heterogeneous energy systems and spanning different socio-economic characteristics.

Key Differentiation Points



Reference implementation for an Energy Data Space



Novel business models for the transparent engagement of prosumers



Intelligence-enabled digital solutions for energy system decarbonization and consumer empowerment



Data-driven Digital Twin implementations for Network Operators



23 partners in Europe



3 representative demo sites



This project has received funding from the European Union's Horizon innovation. Actions - Sustainable, secure and competitive energy supply CL-5-2021-D3-01 under Grant Agreement 101069839

Contact info

Email info

Newsletter

Social Network

Figure 2: Screenshot from the Homepage of the SYNERGIES website

- **Project:** it is composed by three subsections, namely
 - **About**, which reports a more detailed description of the project

Synergies "Shaping consumer-inclusive data pathwaYs towards the eNERgy transition, through a reference Energy data Space implementation" aims at establishing a reference Energy Data Space through sharing innovation in value chains in the energy field, which is fragmented due to the growing number of distributed energy resources connected to the network.



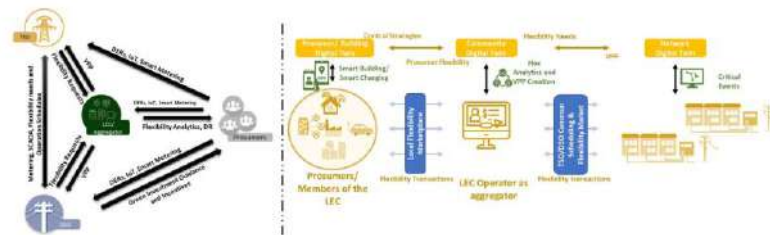
It will facilitate the transition from current siloed data management approaches to collaborative ones which promote the creation of a data and intelligence ecosystem around energy (and other types of) data. The data (intelligence)-driven innovative energy services will:

- value the flexibility capacity of the demand side (prosumers) in optimizing energy networks' operation and/ or maximizing RES integration and self-

Figure 3: Screenshot from "About" page of SYNERGIES website

- **Objectives**, with a focus on the specific project objectives

The main objective consists in promoting an innovative solution based on knowledge sharing and data intelligence integration that includes all energy actors of a complex value chain.



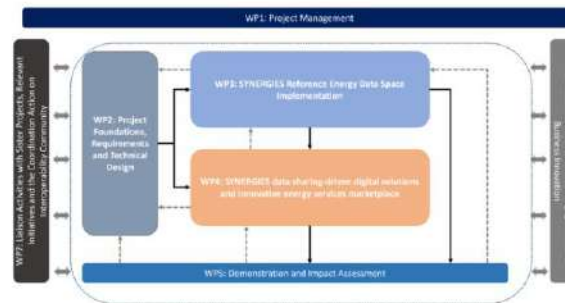
To achieve this goal, 5 sub goals are foreseen:

1. Deliver a reference implementation for an Energy Data Space, properly integrating cutting edge big data management technologies, enabling interoperable communication and exchange with heterogeneous data sources and platforms.

Figure 4: Screenshot from "Objectives" page of SYNERGIES website

- **Workplan**, which details the project phases and approaches to achieve the set objectives

The project work plan comprises 4 main phases based on the type of activities to be performed according to the Gantt, covering technical implementation, project management and business innovation planning.



• Phase I – Diagnostics, Analysis and Design (W2): includes the identification of end-user requirements and essential key features for the definition of SYNERGIES technical design

Figure 5: Screenshot from "Workplan" page of SYNERGIES website

- **Consortium:** it describes the areas of expertise and the specific competencies of the 23 SYNERGIES partners. It also provides an overview of the geographical location in Europe of all the partners. This section will be complemented with the full list of all the partners, including logos and a short description. This list is currently not complete.

The consortium is composed by 23 partners from 11 countries and involves partners with multi-domain expertise and interdisciplinary knowledge in four areas:

(i) Energy systems & Services

(ii) Big Data Management, Interoperability, Security & Analytics

(iii) Business Innovation & Energy Markets

(iv) Social Sciences and Humanities, with focus on citizen engagement and legal issues

Taking into consideration the mentioned four knowledge and expertise areas, the consortium has been built with the aim to cover the whole value chain and provide the competencies, knowledge and expertise needed for its successful implementation.



Figure 6: Screenshot from "Consortium" page of SYNERGIES website



- **Demo Cases:** this section is dedicated to the overview of the entities involved in the 3 large-scale demonstrators in Greece, Spain and Denmark where SYNERGIES will be tested and validated

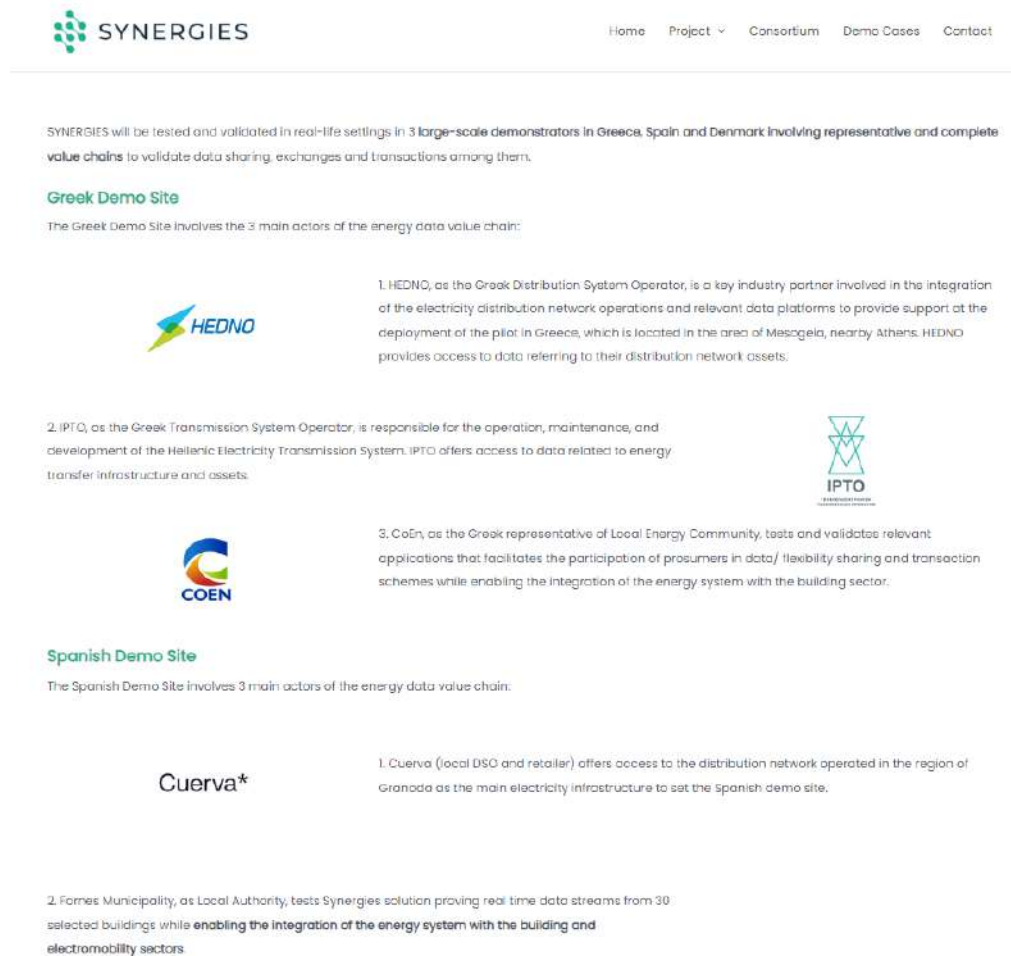


Figure 7: Screenshot from "Demo Cases" page of SYNERGIES website

- **Contact:** the section includes a contact form through which the audience can get in contact with the SYNERGIES consortium and ask for more information about the project. The project website is linked to a project email (info@energydataspaces.eu), to which all the requests will arrive and which will be the official email address to reply to the users' questions and requests. In addition, this section includes a form to subscribe to the SYNERGIES Newsletter. The bottom of the section shows the social media channels of the project, with a direct link to the SYNERGIES LinkedIn page.



Contact info

If you have any question about Synergies project, please send us an e-mail to info@energydataspaces.eu or fill in the following contact form.

Name and surname

Email

Subject

Message (optional)

Submit

Newsletter

Don't forget to subscribe to our newsletter to stay up-to-date on the Synergies project. Please fill in the following contact form with the required data.

Name and surname

Email

Submit

Social media

Follow us on social media to stay tuned!

LinkedIn

Figure 8: Screenshot from "Contact" page of SYNERGIES website

Two additional sections are envisioned to be included on the website:

- **News & Events:** this section will promote both events organised attended by project partners e.g., article on the SYNERGIES kick-off meeting, int:net kick off meeting, session at Enlit.
- **Resources & Network;** this section includes updates about the latest activities and results of the collaboration with the sister projects and with other R&I initiatives, as well as the links to SYNERGIES' scientific publications, press releases, public documents and to the project's Open Access accounts (e.g., Zenodo)

These sections have not yet been created on the website as the relevant content to be included does not exist yet. They will be added as soon as relevant content will be available.

The contents included in all the existing sections, especially the ones from the Homepage, were elaborated in a way to be less technical and more accessible also to a more general and not sector specific public. The website will include contents targeted both to a general public and to the scientific community, modulating the language used in the different articles, publications and communication materials. The articles published in the first phases of the project will be aimed at raising awareness within the general public concerning topics that are related to SYNERGIES activities (e.g., Energy flexibility market, energy data sharing and monitoring). More technical contents will be created throughout the project execution which will report on the progressive project results.

The website is branded with the SYNERGIES project identity (logo and colours). The website footer follows the communication guidelines provided by the EC, including the EU flag and the disclaimer that specifies that the project has been funded by the EU, complete of the Grant number.

As previously mentioned, this is a first version of the website. It will be complemented with additional content: as the project's execution proceeds, news, updates and first result will be promoted.

The website undergoes an iterative process which foresees that partners provide their feedback on the structure and contents and suggestions for further improvement. Similarly, the graphic team dedicated to the website development will review the website for graphics improvement. The inputs will be gathered by the communication and dissemination coordinator, who will consequently integrate them on the website.

Data about the users' traffic and statistics will be gathered through Analytic tools. This data will be included in the monitoring for the communication and dissemination KPIs. A privacy and cookies policy has been established and published on the website (links in the website footer), to provide users information about data management.

4.1.2 SYNERGIES in partner websites

In order to pave the way towards the creation of a widespread awareness of SYNERGIES among the general public, partners will contribute by publishing news or a page dedicated to SYNERGIES in their organisation's website. This will allow for an initial communication coverage in the 11 European countries represented in the consortium.

Once the action is completed on the partners' side, they will have to report this activity in the SYNERGIES Dissemination Plan.

Here below an example of a SYNERGIES dedicated section published by a project partner (IPTO) on their website, accessible here: <https://www.admie.gr/en/company/structure/general-department-activities/research-technology-and-development-department/synergies>



Figure 9: screenshot of the SYNERGIES dedicated page on IPTO website

The page includes general information about the project scope and objectives, total budget, duration, the consortium and the IPTO staff working on the project. A section of the page is dedicated to project news and updates (e.g., the kick-off meeting that took place in September 2022).

4.1.3 SYNERGIES LinkedIn page

The SYNERGIES LinkedIn page was set up and has been running since M1(September 2022) of the project. It is run by the communication and dissemination coordinator.

The page is branded with the SYNERGIES project identity (logo and colours). It includes the description of the project and the direct link to the project website.

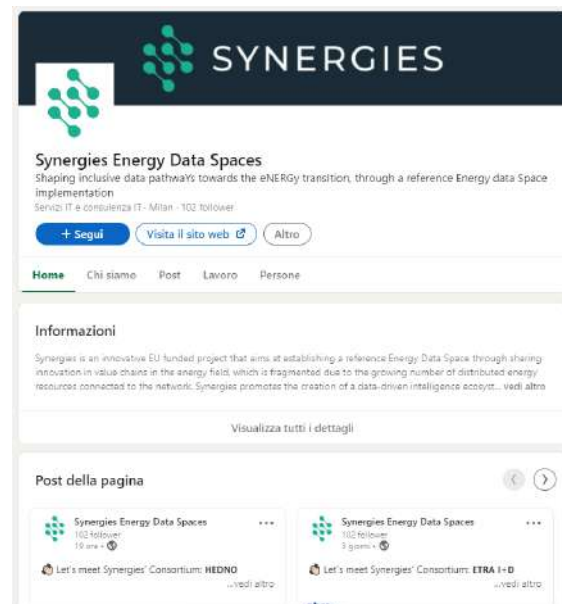


Figure 10: Screenshot of the official SYNERGIES LinkedIn page

The posts published so far were aimed at the creation of awareness and the promotion of SYNERGIES' scope and objectives, the kick-off meeting of the project. Currently new posts are being created to present the consortium partners.

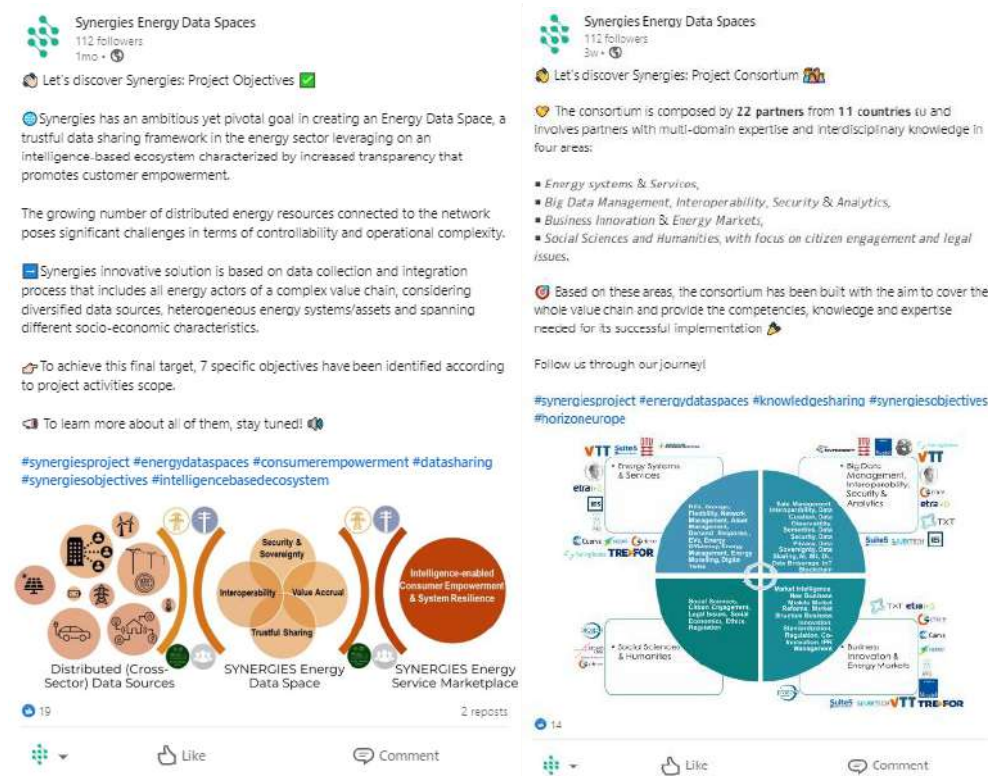


Figure 11: examples of LinkedIn posts published by SYNERGIES

The LinkedIn page will be used to promote all the initiatives and activities organised and co-organised by SYNERGIES, as well as progressive updates and results. Currently, SYNERGIES LinkedIn page has 113 followers: except for the biggest wave of followers when the page was initially created at M1, the number of followers has been stably growing in M2 and M3.

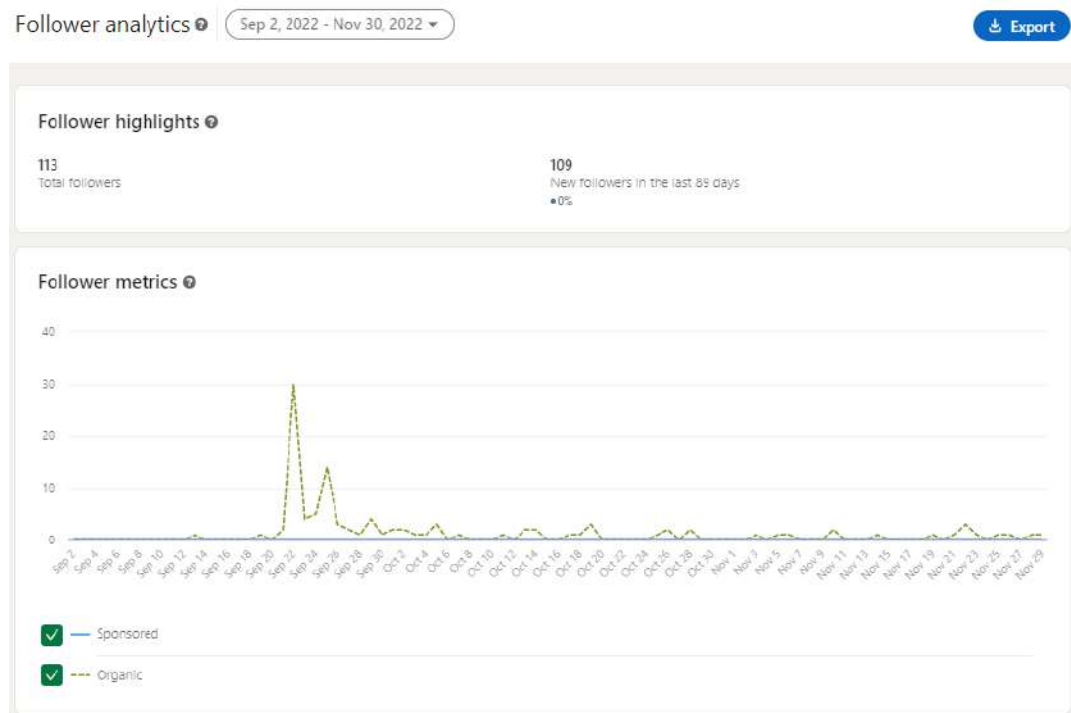


Figure 12: SYNERGIES LinkedIn followers growth

Up to present date, 25 posts have been published, for a total of 4.123 unique impressions¹¹ and 263 reactions to the posts.

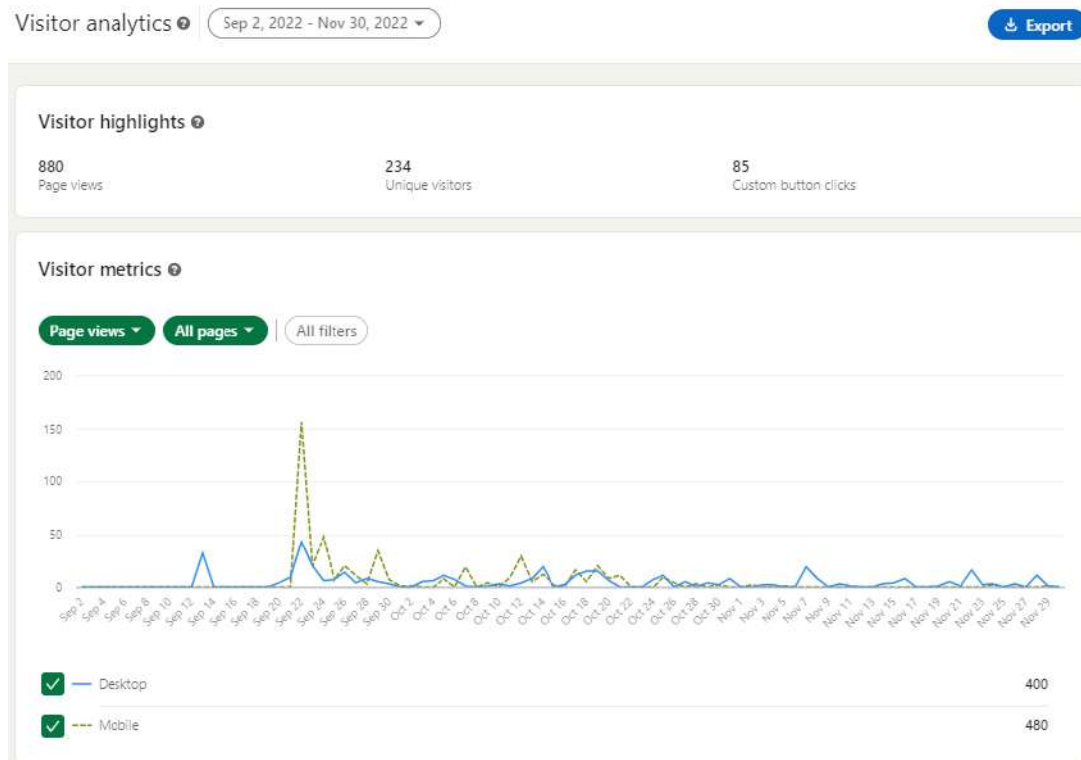


Figure 13: SYNERGIES LinkedIn page views

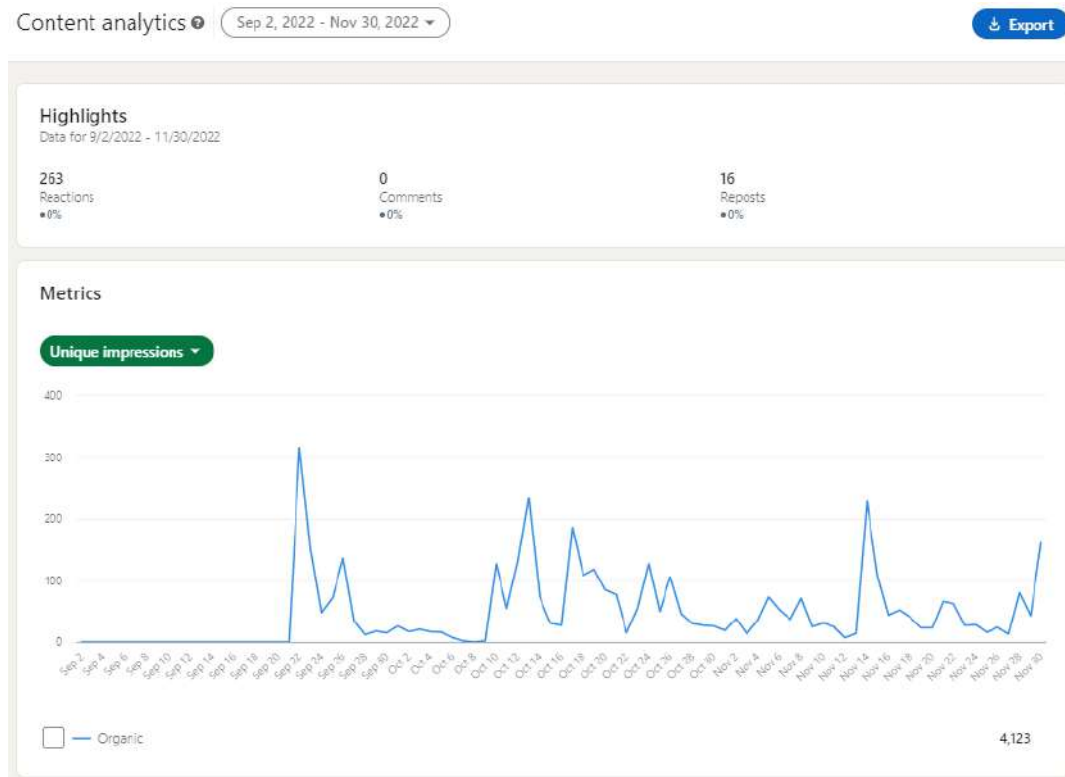


Figure 14: SYNERGIES LinkedIn unique impressions

¹¹ Number of users that saw the post at least once, not counting revisits.

Visitors belongs mostly to the sectors of Software Development and IT Services and IT Consulting, but also Research Services, Renewable Energy Semiconductor Manufacturing, Solar Electric Power Generation, Utilities, Higher Education, Oil and Gas, Environmental Services and Defense and Space Manufacturing.

Visitor demographics

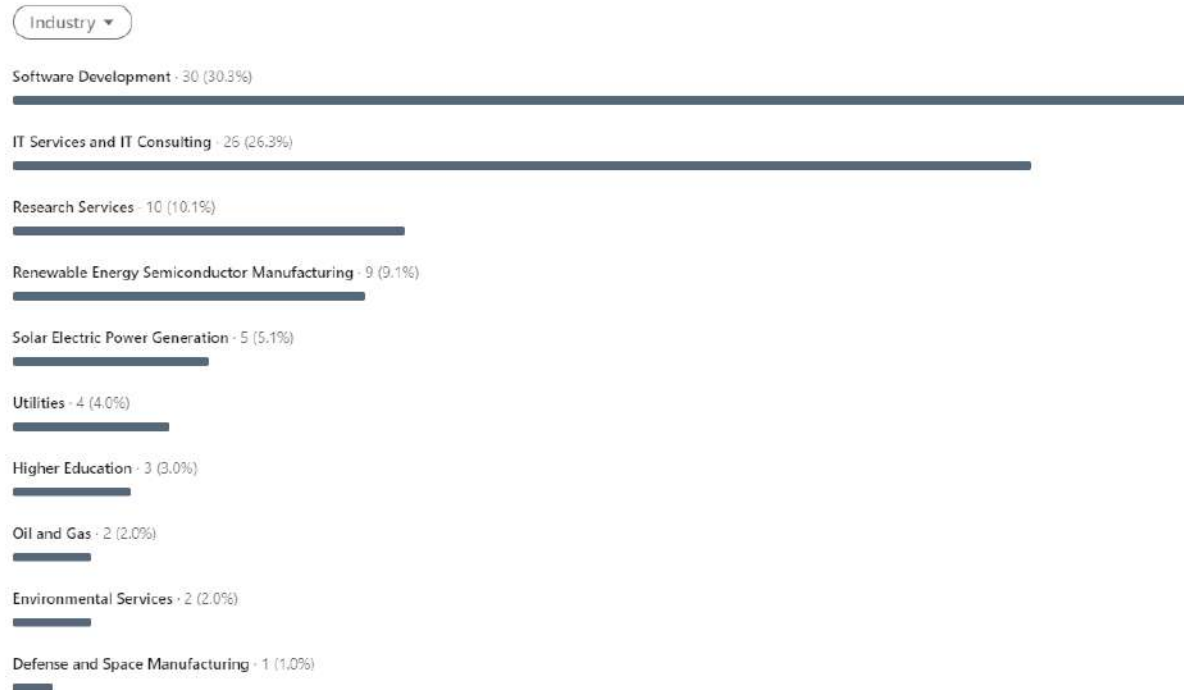


Figure 15: SYNERGIES LinkedIn page visitors by Industry

Based on this data, the posts' content will be adapted to appeal these categories, in addition to more generic contents for the general public. Relevant topics that will be included in the posts could be Flexibility market, barrier and requirements of a common energy data space, interoperability of data exchange, the role of prosumers, etc. Moreover, paid promotion could be a useful option to reach a wider audience.

In addition to the posts published by the SYNERGIES profile, the most relevant posts which mention SYNERGIES published by third profiles will be reposted.

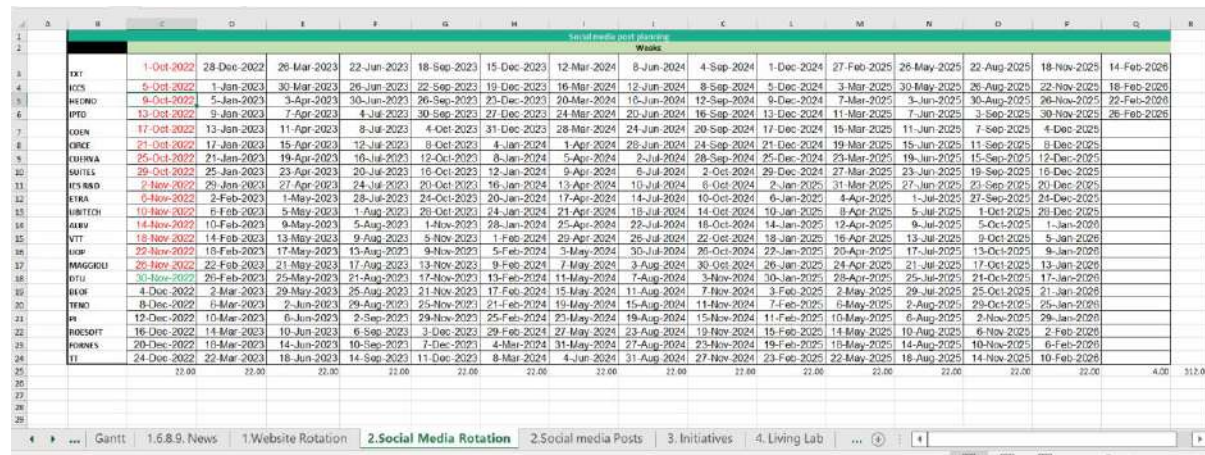
According to the planning, posts are published daily or every other day. A planning has been established for all partners to publish LinkedIn posts from their organisation's profile, in order to be able to reach the set communication KPIs. Each partner should create content in form of a post that is reported in the "LinkedIn post Template" (in the following Figure and in attachment as annex to the present document).

LinkedIn Post Form

Partner name	
Title	
Text (approx. min 70 words - max 300 words)	
Image	
#	#synergiesproject #energydataspaces
Link to other sources	
Additional notes	

Figure 16: LinkedIn post template

This text is then published by the communication and dissemination coordinator who has the unique access to SYNERGIES LinkedIn profile to comply with Quality Assurance Guidelines (as reported in D1.1). This procedure is referred to social media rotation (as shown in the following figure), foreseeing a bi-monthly effort from project partners in providing content to be posted. According to this shared process, every partner has to send the communication and dissemination coordinator a post content with images or related link at least every two months. The post topic should be relevant to SYNERGIES scope and it can be discussed with the communication and dissemination coordinator or autonomously selected.



Partner	2022	2023	2024	2025	2026
1. DTT	1-Oct-2022	28-Dec-2022	26-Mar-2023	22-Jun-2023	18-Sep-2023
2. KITS	5-Oct-2022	1-Jan-2023	30-Mar-2023	26-Jun-2023	22-Sep-2023
3. WEED	9-Oct-2022	5-Jan-2023	3-Apr-2023	30-Jun-2023	26-Sep-2023
4. IPED	13-Oct-2022	9-Jan-2023	7-Apr-2023	4-Jul-2023	30-Sep-2023
5. COEN	17-Oct-2022	13-Jan-2023	11-Apr-2023	8-Jul-2023	4-Oct-2023
6. FORCE	21-Oct-2022	17-Jan-2023	15-Apr-2023	12-Jul-2023	8-Oct-2023
7. CUBIVA	25-Oct-2022	21-Jan-2023	19-Apr-2023	16-Jul-2023	12-Oct-2023
8. SATTEL	29-Oct-2022	25-Jan-2023	23-Apr-2023	20-Jul-2023	16-Oct-2023
9. ITS R&D	2-Nov-2022	29-Jan-2023	27-Apr-2023	24-Jul-2023	20-Oct-2023
10. ETRA	6-Nov-2022	2-Feb-2023	1-May-2023	28-Jul-2023	24-Oct-2023
11. UNITECH	10-Nov-2022	6-Feb-2023	5-May-2023	1-Aug-2023	28-Oct-2023
12. JUBV	14-Nov-2022	10-Feb-2023	9-May-2023	5-Aug-2023	1-Nov-2023
13. VTT	18-Nov-2022	14-Feb-2023	13-May-2023	9-Aug-2023	5-Nov-2023
14. EOP	22-Nov-2022	18-Feb-2023	17-May-2023	13-Aug-2023	9-Nov-2023
15. MAGGIOLI	26-Nov-2022	22-Feb-2023	21-May-2023	17-Aug-2023	13-Nov-2023
16. BTU	30-Nov-2022	26-Feb-2023	25-May-2023	21-Aug-2023	17-Nov-2023
17. BAO	4-Dec-2022	2-Mar-2023	29-May-2023	25-Aug-2023	21-Nov-2023
18. TENO	8-Dec-2022	6-Mar-2023	2-Jun-2023	29-Aug-2023	25-Nov-2023
19. IN	12-Dec-2022	10-Mar-2023	6-Jun-2023	2-Sep-2023	29-Nov-2023
20. RIDEOSIT	16-Dec-2022	14-Mar-2023	10-Jun-2023	6-Sep-2023	3-Dec-2023
21. PORNES	20-Dec-2022	18-Mar-2023	14-Jun-2023	10-Sep-2023	7-Dec-2023
22. IT	24-Dec-2022	22-Mar-2023	18-Jun-2023	14-Sep-2023	11-Dec-2023
23.					
24.					
25.					
26.					
27.					
28.					

Figure 17: SYNERGIES partners Social media rotation

Specific SYNERGIES hashtags and tag expressions have been created, in order to strengthen the project identity and external recognition: #synergiesproject #horizoneurope #energydataspaces #prosumerengagement #demosites. New hashtags will be created during the execution of the project activities.

The main statistic such as number of published posts, growth in the number of followers and interactions will be monitored and analysed through the LinkedIn integrated analytics tool by the communication and dissemination coordinator.

All the posts published or reposted by the SYNERGIES LinkedIn page will be reported in the SYNERGIES Dissemination Plan with a brief description, the date and the link.

4.1.4 Posts in partner social media channels

As previously mentioned in the document, all project partners are asked to be active in the communication and dissemination of SYNERGIES activities. Therefore, in addition to the publication of a news or a SYNERGIES dedicated page on their organisation's website, they are requested to promote SYNERGIES on their social media (especially LinkedIn). This will enhance SYNERGIES reach by leveraging the partners' networks and it will be of great help to support the achievement of the high KPIs set for the social media channels communication activities. Moreover, although main communications about SYNERGIES are diffused in English, partners will be able to communicate in their native language, thus strengthening their communicative potential.

There are no specific indications concerning the contents, each partner can share at their choice to publish general information about the projects, specific updates about their activities within SYNERGIES, relevant events they attend.

Partners must tag the SYNERGIES official LinkedIn profile if they publish related communications. This will allow the communication and dissemination coordinator to monitor more easily the activities carried out by the consortium. All the posts published (or re-posted, if they relaunch a post published by the SYNERGIES page) by the project partners through their organisation's or with their personal profile will be reported in the Dissemination Plan.

Here below an example of a SYNERGIES promotion post published on LinkedIn by a project partner (CUERVA)

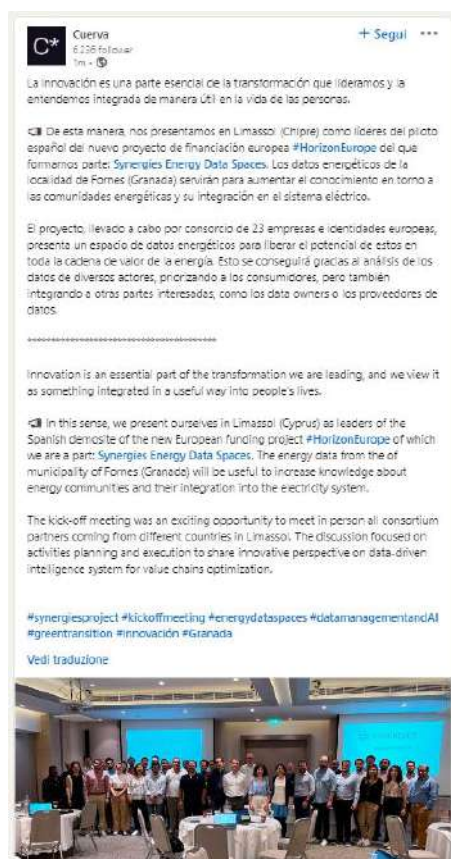


Figure 18: screenshot of the SYNERGIES promotion LinkedIn post published by CUERVA¹²

¹² Available at https://www.linkedin.com/posts/cuerva_horizoneurope-horizoneurope-synergiesproject-activity-6988408430793244672-2uTn/?utm_source=share&utm_medium=member_desktop

4.2 Scientific Publications and Presentations in Conferences

As mentioned in section 3.3.2, publications in scientific journals and conferences relevant to the research and innovation activities are key to target the sector specific stakeholders and the scientific communities directly or indirectly in the scope of SYNERGIES. At the moment, no publication has been written or made public, as project partners are currently preparing the foreground to carry out the planned activities.

In line with the compliance with the European Commission's attention to Open Science and Open Access practices, the first SYNERGIES open access account has been created, namely on the ZENODO repository: <https://zenodo.org/communities/energydataspaces/>

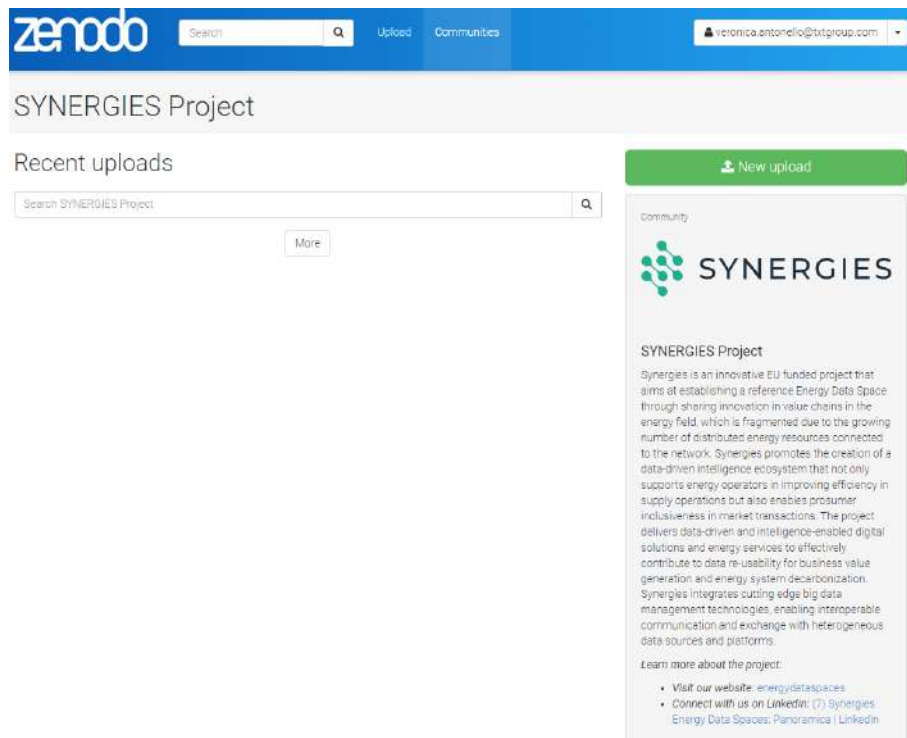


Figure 19: screenshot from the SYNERGIES Zenodo profile

As a result, all the research materials and results produced by SYNERGIES will be open and accessible to the scientific community once uploaded on Zenodo.

Additional repositories under the OpenAire platform are being assessed, in order to contribute to different communities.

Once the execution of project activities reaches a more mature level, sector specific conferences, workshops and panels will be scouted and selected in order to present publications and articles about SYNERGIES' results and to prepare the ground for their exploitation.

4.3 Participation in Fora and Thematic Events

Participation in Fora and Thematic Events (like industry and professional initiatives, thematic working groups and "Info Days") has been envisioned as an activity to be carried throughout the project lifetime, as it is functional to all phases of SYNERGIES. It will contribute to raise project awareness, to liaise with potential stakeholders, to present the project results and prepare the ground for their exploitation.

A tentative list of events has been drafted and it can be found in section 3.3.3. However, partners will continuously scout interesting events that could be relevant for the promotion of SYNERGIES. Partners

can suggest interesting events and note them down in the Dissemination Plan, in the sheet dedicated to events. In the same sheet, partners will record the events they have actually attended.

So far (M3), SYNERGIES has attended three events:

- *int:net kick-off meeting* (30 September 2022, in presence): the event marked the start of activities of the Interoperability Network for the Energy Transition (int:net), which brings together projects and initiatives that focus on energy data spaces and the interoperability of energy services, namely SYNERGIES and the sister projects. These projects all participated to the kick-off. The event provided valuable insights on best practices in coordination and support actions.
- *SET Plan Conference* (9-10 November 2022, online): the conference marked the need to step up the Strategic Energy technology (SET) Plan to the increased energy and climate policy ambition. SYNERGIES attended a number of session relevant to the project topic, to capture information about the status of the art of relevant technologies, the future challenges and to identify potentially interesting stakeholders involved in the energy sector.
- *“Interoperability in Energy Data Spaces” session* (30 November 2022, in presence): the session took place at the Enlit Europe fair and was led by int:net project. SYNERGIES participated together with the other sister project to discuss the deployment of interoperability in a common European energy data space. The event will be described further in section 4.5.1.

More events and similar interesting opportunities will be monitored by all partners and selected for participation throughout the project’s lifetime.

4.4 Promotional Content and Communication Material

Promotional content and communication material are the elements that constitute the project identity and that support its consolidation and the external recognition of SYNERGIES, as well as its promotion to the general public.

The fundamental and most important elements that shape the project identity are the logo and the project colours. They are used to brand all the promotional content and communication material. As such, they were the first elements to be developed, along with the social media channels and the website. In addition, SYNERGIES promotional content and communication material include Power Point presentation template, the press release, the brochure and the roll-up.

Promotional content and communication material will be used by project partners for official promotion of the project online, at events, fairs, workshops, and any private or public initiative where SYNERGIES is displayed or presented.

4.4.1 Logo

The SYNERGIES logo is the central element to the project identity. It will appear in every document and communication related to SYNERGIES, and it shapes and characterises all the promotional content and communication material.

The logo was designed within the consortium by the communication department of the communication and dissemination coordinator, during the first month of the project.

The final logo appears in the figure below:



Figure 20: final SYNERGIES logo in positive and negative formats

The logo was created both in positive and negative versions, taking into account the potential different background colours the logo might be applied on.

Different file formats were created, namely .ai and .png, to guarantee the logo quality level in all of its application on online or printed material.

The logo is composed of two elements: the pictogram and the logotype.

The pictogram is the symbol on the side of the logotype, which enshrines the meaning of the project name.

As shown in the picture below, the SYNERGIES logo pictogram is characterised by three components that recall the project scope.

The first one is the letter “S” of SYNERGIES that can be seen in the negative space. The dots represent the network of stakeholders across the energy value chain targeted by the project activities. The dots are linked among each other in duplets by a line, which represents the energy system that connects all the stakeholders in the network.



Figure 21: elements of the SYNERGIES logo pictogram

The logotype is represented by the name of the project.

The font selected for the logotype was the Montserrat medium, which is shown in Figure 22.

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012346789

Figure 22: demonstration of Montserrat Medium font in uppercase, lowercase and numbers

The colours selected for the logo are a shade of black and a shade of green, as shown in figure 23.

The pictogram is green; the logotype (project name) is black in the positive version, and white in the negative version.

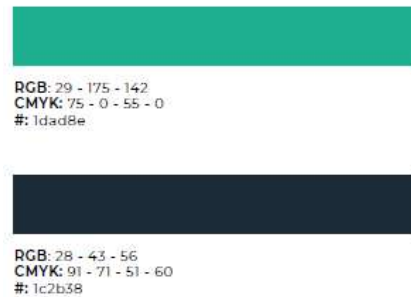


Figure 23: codes for the specific colours selected for SYNERGIES

Initially, the communication and dissemination coordinator presented two options for the SYNERGIES logo to the consortium. All the partners expressed their opinion, choosing their favourite among the two following proposals:

PROPOSAL #1



Figure 24: 1st SYNERGIES logo proposal



Figure 25: 2nd SYNERGIES logo proposal

Both logos included a pictogram that enshrined the core elements of SYNERGIES: dots (network of stakeholders) connected by lines (the energy system that connects the network). The majority of the project partners eventually selected the 1st proposal, which became the base for the final logo.

One modification to the first proposal was suggested: the green colour was considered too bright, making it difficult for the pictogram to be clearly visible and pop out on a white background. Therefore, a new shade of green was selected (figure 23).

The new version was presented and approved by the partners, finally coming to the final logo showed in figure 20.

The SYNERGIES logo is available to all partners on the shared repository.

4.4.2 Power Point presentation template

The Power Point (PPT) presentation template was created in M1. It is branded with the project identity and it complies with the communication lines set by the EC and described in the Grant Agreement (see sections 2.5.1), as shown in the figure below. The PPT presentation is the official template to be used both at internal meetings (General Assembly, Executive Board, Consortium meetings, WP meetings, etc.) and during external SYNERGIES presentations at events/workshops/thematic panels.

Different slides have been prepared, depending on the type of contents to be included: title slide, table of content, custom layout (title and blank space underneath), section (sub action cover slide), comparison (title and two columns of text/picture below), consortium logos and closing slide.

The selected layout is lean in order to facilitate an easier comprehension of the contents: in all slides the tile recalls the project colour and leaves ample space for text.



Figure 26. examples of the title slide and the custom layout slide extracted from the SYNERGIES PPT presentation template

The complete PPT presentation template is available to all partners on the shared repository.

4.4.3 Press Release

Press releases will be used throughout the project to announce publicly important updates of SYNERGIES project.

The first press release will focus on the start of the project, creating awareness about the project scope and objectives, and the envisioned SYNERGIES solutions. In order to have the widest reach possible, the highest number of project partners will publish said press release. The communication and dissemination coordinator has prepared a first version of this press release; it will be published in the following months. It will serve as an example for other partners, who will be able to use the same (or similar) text. The press release will be branded with the project identity.

The press releases will be published on the project communication channels (website, LinkedIn) and on the partners' website and social media.

4.4.4 Brochure and roll-up

The brochure and the roll-up are the official printed materials for the creation of awareness and the promotion of SYNERGIES towards a more general public at events/fairs/conferences.

As the attendance to no such event has occurred nor it has been planned yet at the time of preparation of this deliverable (M3), both materials are currently in progress. They will include the main information about SYNERGIES such as logo, scope, challenges, objectives, consortium and relevant pictures/infographics.

The preliminary structure of the roll-up has been envisioned as follows: the logo will be in the upper part of the roll-up, followed by a brief description of the context of and of the SYNERGIES solution; below, the key distinguishing point of SYNERGIES will be depicted through keywords and infographics. The footer of the roll-up will include the EU flag and the disclaimer as per EU guidelines¹³. The brochure will include similar contents in a more elaborated fashion, further elaborating on the general challenges tackled by SYNERGIES and the project objectives.

Both the brochure and the roll-up will be designed by the communication and dissemination coordinator and submitted to the project partners during month 4 and 5, in order to create the final versions. Should any partner participate to an event and need such material before that date, a non-definitive version will be created for that occasion.

As the project covers a long timeline (42 months), the final version of the brochure might undergo some modification if considered useful, based on the updates and results that will emerge in future phases of the project.

4.5 Collaboration with Sister Projects

As, previously mentioned in section 3.3.6, special emphasis will be given on effectively reaching the sister projects of SYNERGIES and teaming up with them for the creation of synergies towards the delivery of a common set of fundamental requirements for the establishment of a common European Energy Data Space.

In addition to contributing to the interoperability of data exchanges in energy data spaces, the results of the collaboration with the sister projects and with other relevant communities and initiatives will also feed into standardization activities, as the common grounds emerged from the work and collaboration of several project and R&I initiatives will have bigger impact and reliability in the eyes of the standardization bodies.

The activities linked to these collaborations will be carried out under WP7, and they are currently ongoing. The contact with sister projects and with the Interoperability Community (int:net) has been established, and the first joint activities are being undertaken. Further details on the ongoing activities will be provided in the following sections.

4.5.1 Collaboration with Sister Projects in the Area of Energy Data Spaces

Joint communication and dissemination activities will be carried out with these projects, under the coordination of Interoperability Network for the Energy Transition (int:net), which brings together projects and initiatives that focus on energy data spaces and the interoperability of energy services. On SYNERGIES side, the planned activities include

- Organisation of joint workshops (at least 2 throughout the project execution)
- Participation and contribution to workshops, where SYNERGIES is not a co-organizer (at least 8 throughout the project execution)

A close collaboration with the sister projects will contribute to a further validation and demonstration of project results and to an increasing knowledge about energy data exchanges and the further development of the interoperability of Energy data Spaces.

The sister projects that SYNERGIES is currently in contact with are Omega X, ENERSHARE, DATA CELLAR EU and Project EDDIE.

Collaboration with these projects is already in place. The first joint activity was organised on September 30th, 2022, in Brussels, at the kick-off meeting of the int:net project: the discussion among the projects aimed at setting a commonly accepted collaboration framework that can effectively

¹³ European Commission, Directorate-General for Communication, *Communication and visibility rules: European Union funding programmes 2021-27: guidance for Member States*, Publications Office of the European Union, 2022

address the differences of the sister projects in terms of scope, technical maturity and approaches towards achieving interoperability, following a progressive process that will start from the definition of a common denominator in the Use Cases elicited by each project and elaborating on relevant Minimum Interoperability Requirements for a Common European Energy Data Space.

Moreover, a second joint event under the coordination of int:net took place on November 30th, 2022, at the Enlit Europe fair. During the session “Interoperability in Energy Data Spaces” SYNERGIES and the sister projects (Omega X, ENERSHARE, DATA CELLAR EU, and Project EDDIE) have discussed priorities, use cases and challenges towards the implementation of a common energy data space.



Figure 27: SYNERGIES at Enlit Europe session led by int:net project, 30 November 2022

All the joint activities will be reported in the Dissemination Plan.

4.5.2 Collaboration with H2020/ Horizon Europe Big Energy Data Projects and Data Platforms

SYNERGIES considers previous R&I experiences as a value to be used for the development of the project. In this context, project partners participating in relevant projects will establish links, enabling knowledge transfer and experience sharing. Moreover, common dissemination activities will be co-organized to increase outreach of project results to broader stakeholder groups. In more detail activities under this category will focus on:

- (i) organization of joint workshops for the elaboration of research methods with relevant R&I projects (*e.g.*, SYNERGY, Coordinet, SPARCS, TwinERGY, BD4OPEM, PLATOON, BD4NRG) and validation of interoperable data exchanges between the SYNERGIES Energy Data Space and the data platforms developed in these projects; and,
- (ii) Organization of or participation in Common Dissemination Activities (in the frame of large events, such as ENLIT, or under the umbrella of BRIDGE and ETIP-SNET and their digitalization-relevant initiatives), as a means for attracting wide audiences and broadening the scope of such activities.

4.5.3 Contribution to Relevant Initiatives and Liaison with Professional Communities and Networks

Industrial Associations and Initiatives targeting the advancement in Energy Data Spaces, Big Data, Smart Grids, Energy Efficiency, and Interoperability, are key dissemination/ exploitation fora which will be actively utilized by the project consortium to maximise the outreach of project results, prepare the ground for exploitation and to stimulate further initiatives. SYNERGIES plans to interact with some of the relevant entities in these



Figure 28: Participation of SYNERGIES partners in relevant initiatives, communities and bodies

sectors, leveraging on the strong links between the consortium partners and some of them, including (but not limited to): the Data, AI and Robotics Association (DAIRO/ BDVA), the GAIA-X project on the creation of a federated secure data infrastructure for Europe, the recently launched Data Spaces Business Alliance (under the auspices of DAIRO, GAIA-X, FIWARE and IDSA), the AIOTI association (where VTT, CIRCE and ALBV have a leading role in different WGs), the BRIDGE Initiative for R&I projects in Smart Grids, the OPEN DEI Coordination and Support Action on the implementation of next generation digital platforms, the European Technology and Innovation Platform - Smart Networks for Energy Transition (ETIP-SNET), the European Innovation Partnership on Smart Cities and Communities (EIP-SCC), the European Energy Research Alliance (EERA).

Currently SYNERGIES is undertaking the first steps to facilitate the collaboration with some of these entities by reviewing all the energy data spaces definitions provided by GAIA-X, OPEN DEI, BRIDGE, IDSA and BDVA to proceed with the elaboration of the SYNERGIES Energy Data Space definition. Updates on future activities will be provided in the revision of the present document or announced publicly on the project communication channels.

5 Stakeholder Engagement

5.1 Introduction

Co-creation by stakeholders is one of the core aspects of the SYNERGIES project. SYNERGIES uses a User-Driven Innovation Approach where stakeholders are involved in innovation processes as active collaborators. Both energy prosumers and energy value chain stakeholders (as defined in part 2.2.) are involved to address their critical needs, albeit in different engagement formats (B2C and B2B focussed respectively).

Throughout the project life cycle their feedback will be captured in different kinds of activities, such as Living Labs workshops. By capturing this input, the project partners can optimize the final data-driven ecosystem that SYNERGIES aims to develop. These Living Labs workshops will take place during all stages of the project life cycle at the three SYNERGIES demonstration sites in Greece, Spain and Denmark.

The Living Labs workshops will be organized by the demonstration site project partners with the support of Prospex Institute. Prospex Institute (PI) is specialized in stakeholder engagement and designing and facilitating co-creation processes. As a SYNERGIES project partner, they will ensure the quality of the feedback captured in the Living Labs workshops by designing the content of the workshops and assisting in their implementation.

Two kinds of Living Labs workshops will be organised: B2B Living Labs workshops, where the energy value chain stakeholders are involved, and B2C Living Labs workshops, focussing solely on the energy prosumers. This division is essential as both groups will have very different needs from the project and will feed different output in the project. The Living Labs workshops will provide a collaborative environment for the stakeholders to discuss and test the solutions developed by the project partner, evaluate the existing solutions and create new solutions together. The energy prosumers in particular are important to the SYNERGIES project, as the project aims to empower them as data owners/providers by raising awareness and informing them about flexibility market energy transactions.

The active involvement of the local energy prosumers in the project is expected to result in a higher acceptance rate by the overall end-users of the final SYNERGIES outcomes. When the project is finalized, the stakeholders' feedback might also provide for further exploitation and replication of the project results.

5.2 Technical developments

Before the Living Labs workshops can be organized, the project partners involved will collaborate on certain preparatory tasks, such as the stakeholder mapping and the creation of facilitation plans.

To identify the stakeholders who should be involved in the Living Labs workshops, stakeholder mapping is an essential step. The target stakeholder groups defined (see above in part 2.2) in the Grant Agreement are the base for this mapping exercise. The demonstration site project partners will identify their local stakeholders in each of the categories, since the demo sites project partners are more closely linked to these local stakeholders. They will scan their personal and professional networks to identify stakeholders and compile them in lists.

The collection of these contact lists will become part of the SYNERGIES stakeholder database. The SYNERGIES database is a living spreadsheet and the quality of the contacts in the database will define the success of the Living Labs workshops, since from this database, local stakeholders will be contacted by the demonstration site project partners in their local languages to invite them to the

Living Labs workshops. When selecting the individuals that will participate in the workshops, special attention will be paid to ensure that different socio-economic characteristics are equally represented. For all the categories defined, Prospex Institute will impose gender quota to ensure gender equality during the workshops (50/50 representation of male and female participants). In each workshop, there should be a minimum of 20 attendees. For the B2C Living Labs, these should be 20 prosumers and for the B2B Living Labs, there should be minimum 20 participants, covering the entire energy value chain.

The organization of the Living Labs workshops will be realized by the demo site partners in collaboration with Prospex Institute.

At least two Living Lab sessions will be organised each year. These sessions will be one B2B and one B2C and will take place at least at one Demo site. Here below a first planning of the Living Lab sessions to be organised during the project lifetime. The consortium will evaluate whether to organize these workshops in a row or split them in separate sessions. This plan will be updated during the first 12 months of the project, also according to the Demo Sites activity progress.

- The B2C Living Labs are workshops focused on receiving the input of prosumers. These persons will be sourced by the demo site project partners (such as the Fornes Municipality etc). Virtual engagement platforms can be looked into as an alternative form of Living Lab to connect with prosumers who are not directly connected to the demo sites.
- The B2B Living Labs have a twofold focus: on the internal stakeholders (such as the project partners who are actively involved in the energy value chain as DSO's, TSO's, etc) on the one hand and to external stakeholders on the other hand. Both groups of stakeholders will come together in this two-day B2B Living Lab. During the workshop, different kinds of live engagement formats will be provided with those groups because the parameters measured respectively are different (e.g., with the internal stakeholders, the focus will be on co-creation possibilities, data landscaping, gathering of requirements, demonstrations and internal validation, and with the external stakeholders on external validation of the solutions). These formats will be designed by Prospex Institute in collaboration with the demo site project partners, who will decide which requirements they have for each of the stakeholder groups. If there is no option to organize a live workshop, a virtual replacement will be organized in the format of a webinar.

The parties involved in the organisation of the Living Labs workshops will start meeting in bi-weekly meetings via Microsoft Teams after the finalization of the stakeholder mapping to discuss the content and practical aspects of the Living Labs. In these meetings they will first determine what kind of output/feedback they want to capture from the participants. From there, Prospex Institute will create workshop formats that are customized to reach this output. Both B2B and B2C Living Labs workshops will be conceptually designed and prepared by Prospex Institute. For each workshop, a detailed facilitation plan will be written to serve as a guideline. The facilitation plans will clarify what will happen, where, by whom and at what time during the workshop. Supporting materials and online tools will be provided by Prospex Institute, who will also provide on-site technical support during the workshop. Facilitation experts from Prospex Institute will provide training to the demonstration site project partners, who will effectively organise and moderate the workshops. Prospex Institute will do a dry run with them in advance of the workshop, support them in the practical organisation and will provide additional facilitation during the workshops if they are able to do so. (Due to possible language barriers, this might not be the case, hence the importance of the local demonstration site partners in the moderation of these workshops.)



The demo site partners will organize the practical aspect of the Living Labs workshop and will provide a venue and, if needed, sleeping arrangements for the participants, catering, the invitations sent to the stakeholders, the monitoring of registrations and the supplies necessary for the workshop. They will also moderate the workshops in their local language or in English (if this is a language the participants are familiar with).

During the Living Labs workshops, all involved project partners will report on their social media channels about the findings. Pictures that capture the atmosphere at the workshops will be spread on social media as well.

Prospex Institute will provide final reporting about each workshop, going into detail about the feedback captured, in the form of a written document that is peer reviewed by project partners. These reports will be published as part of the SYNERGIES dissemination and communication efforts. A report template can be found in the annex of this document.



6 Conclusions and Next Steps

This report elaborates the strategy for the SYNERGIES communication, dissemination and stakeholder engagement, and details a plan for a number of activities to be executed in the two project periods (M1-M20; M21-M42).

Throughout its section 4, deliverable D6.1 highlights several activities already accomplished, demonstrating that all the planned actions and materials are on track, and what was planned for the project in the first 3 months is progressing well. Main accomplishments of the period include: the release of the project website; set up of the social media channel and development of the project identity, including the presentations template; the start of collaboration with the sister project and other European R&I initiatives; media communications announcing the project launch.

In the next couple of months, the focus will be on the implementation of the plan, ensuring the development of all the outstanding promotional content and dissemination materials and on the planning of Living Lab, to start raising awareness on the project and at the same time start involving the stakeholders that will contribute to the shaping of the SYNERGIES solutions.”. Before the update of the present deliverable at M20, a number of intermediate milestones have been identified to set the pace on the next steps, with particular emphasis on:

- M6 – Marking the completion of the development of promotional content and dissemination material, such as the brochure and the roll-up. Moreover, all partners’ feedback will be collected and implemented to finalise the project webpage. A planning of the first Living Lab session will be agreed on with the stakeholders from the demo sites.
- M12 – With the progress of the technical work, it is expected that partners engage more in conferences and workshops. At this time, it is also expected the participation to one workshop of other relevant initiatives, and the participation and/or presentation of the preliminary results of SYNERGIES to one event/conference. A draft version of the 1st newsletter will be prepared. A detailed planning for the first living lab will be finalised and ready to be implemented.
- M20 - Sets the date for the submission of deliverable 6.2, including an update of the communication and dissemination activities carried out in the first 20 months. It will also mark the release of the SYNERGIES 2nd press release.

On the other hand, continuous activities will include:

- Scouting of relevant events to attend and where to present the project results
- Social media channels animation
- Prosecution of the good work already started at the collaboration level, establishing more synergies and pursuing participation to cluster meetings, joint events and sharing of results.

This deliverable will be a living document updated accordingly in the next iterations at M20 and M42.

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Github platform, available at <https://github.com/>

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Preprints platform, available at [Preprints - The Multidisciplinary Preprint Platform](https://preprints.org/)

Sherpa Romeo platform, available at <https://v2.sherpa.ac.uk/romeo/>

Zenodo platform, available at <https://zenodo.org/>

Annexes

The communication and dissemination templates are hereby included as annexes.

Event Reporting Template



Event Factsheet

<Event Name>	
Type	< Conference / Workshop / Clustering Event / Webinar / Hackathon / Standardisation meeting /etc. >
Context	< Describe if it is SYNERGIES organization, participation with or without presentation, keynote speech, workshop in a context of a conference, exhibition booth, etc.>
Date	[starting day – ending day], Month, Year
Venue	< Specify the physical location or online >
Type of Audience	<Manufacturing Industry Stakeholders / IT Industry / Associations and Clusters / Research and Academia / Policy Makers / General Public / Internal >
Size of audience	< Specify the approximate size of audience >
Dissemination Level	< International / National / Regional /Local >
SYNERGIES Attendees	<List of partners attending the event > <Include photos whenever possible >
Purpose/ Objective	< Describe the objectives of the event and the purpose of SYNERGIES participation >
Impact	< Provide some feedback on the impact of the action for the project/task, etc. >
SYNERGIES keywords	#hashtag1 #hashtag2 #hashtag3
Website (if any)	<fill in if applicable>
Other Relevant Information	< Agenda's / other photos >

LinkedIn post Template



LinkedIn Post Form

Partner name	
Title	
Text (approx. min 70 words - max 300 words)	
Image	
#	#synergiesproject #energydataspaces
Link to other sources	
Additional notes	

Publication Reporting Template

Publication Factsheet

Scientific Publication	
Title	< Include the title of the publication >
Author(s) SYNERGIES participants on bold	< Author1, N.; Author 2 , N., ... >
Place of Publication	< Include Title of the Journal / Proceedings / Books series / Magazine /etc. >
Type of Publication	< Article in Journal / Publication in Conference / Workshop proceedings / Book / Chapter in a Book / Thesis / Press /etc. >
Number, date or frequency of the Journal / Proceedings / Book	<fill in if applicable>
Relevant Pages	<fill in if applicable>
DOI	<mandatory for scientific publications>
ISBN	<fill in if applicable>
Repository Link	< please share the public link to the publication (official or self-archived)>
Publisher	
Location	< physical location in case of a conference>
Year of Publication	
Is this publication available in Open-Access, or will it be made available?	Available in Green Open Access Yes <input type="checkbox"/> No <input type="checkbox"/> Available in Gold Open Access Yes <input type="checkbox"/> No <input type="checkbox"/>
Is this a peer-reviewed publication?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is this a joint public/private publication?	Yes <input type="checkbox"/> No <input type="checkbox"/>
SYNERGIES keywords	#hashtag1 #hashtag2 #hashtag3

Dissemination Plan

News reporting

	A	B	C	D	E	F	G	H	I
1	Topic	Website news	Date	Author	Language	Size of Audience	Partner	Link	Notes
2	Starting project news on IPTO website	Website news	11/30/2022	IPTO	english			https://www.europecouncil.europa.eu/media/1468482/attachment/data/1468482/1468482.pdf	
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Website content rotation

	A	B	C	D	E	F	G	H	I	J	K	L
1			Website post planning									
2												
3		TXT	30-Sep-2022	30-Sep-2023	29-Sep-2024	29-Sep-2025						
4		ICCS	30-Oct-2022	30-Oct-2023	29-Oct-2024	29-Oct-2025						
5		HEDNO	6-Nov-2022	6-Nov-2023	5-Nov-2024	5-Nov-2025						
6		IPTO	13-Nov-2022	13-Nov-2023	12-Nov-2024	12-Nov-2025						
7		COEN	20-Nov-2022	20-Nov-2023	19-Nov-2024	19-Nov-2025						
8		CIRCE	27-Nov-2022	27-Nov-2023	26-Nov-2024	26-Nov-2025						
9		CUERVA	4-Dec-2022	4-Dec-2023	3-Dec-2024	3-Dec-2025						
10		SUITES	11-Dec-2022	11-Dec-2023	10-Dec-2024	10-Dec-2025						
11		IES R&D	18-Dec-2022	18-Dec-2023	17-Dec-2024	17-Dec-2025						
12		ETRA	25-Dec-2022	25-Dec-2023	24-Dec-2024	24-Dec-2025						
13		UBITECH	1-Jan-2023	1-Jan-2024	31-Dec-2024	31-Dec-2025						
14		ALBV	8-Jan-2023	8-Jan-2024	7-Jan-2025	7-Jan-2026						
15		VTT	15-Jan-2023	15-Jan-2024	14-Jan-2025	14-Jan-2026						
16		UOP	22-Jan-2023	22-Jan-2024	21-Jan-2025	21-Jan-2026						
17		MAGGIOLI	29-Jan-2023	29-Jan-2024	28-Jan-2025	28-Jan-2026						
18		DTU	5-Feb-2023	5-Feb-2024	4-Feb-2025	4-Feb-2026						
19		BEOF	12-Feb-2023	12-Feb-2024	11-Feb-2025	11-Feb-2026						
20		TENO	19-Feb-2023	19-Feb-2024	18-Feb-2025	18-Feb-2026						
21		PI	26-Feb-2023	26-Feb-2024	25-Feb-2025	25-Feb-2026						
22		ROESOFT	5-Mar-2023	4-Mar-2024	4-Mar-2025							
23		FORNES	12-Mar-2023	11-Mar-2024	11-Mar-2025							
24		TT	19-Mar-2023	18-Mar-2024	18-Mar-2025							

Social media rotation

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1																		
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LinkedIn post reporting sheet

	A	B	C	D	E	F	G
1	N. pr	Title	Channel	Date	Partner	Language	Link
2	1	Kick off meeting	LinkedIn	21/09/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
3	2	Synergies Objectives	LinkedIn	10/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
4	3	Attendance at Int'net	LinkedIn	11/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
5	4	Synergies Objectives #1	LinkedIn	12/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
6	5	IPTO webpage	LinkedIn	13/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
7	6	Kick off meeting	LinkedIn	13/10/2022	PI	English	https://www.linkedin.com/posts/prosper
8	7	Resharing post	LinkedIn	14/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
9	8	Synergies Objectives #2	LinkedIn	17/10/2022	Synergies	English	https://www.linkedin.com/posts/synergie
10	9	Synergies Objectives #3	LinkedIn	18/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
11	10	CIRCE is Happy to be part of inspiring SYNERGIES HE project on Eu	LinkedIn	19/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
12	11	Cuerva on board on Synergies	LinkedIn	20/10/2022	Synergies	English	https://www.linkedin.com/posts/synergie
13	12	Innovation is an essential part of the transformation we are leading	LinkedIn	19/10/2022	CUERVA	English + Spanish	https://www.linkedin.com/posts/cuerva_
14	13	Kick off meeting	LinkedIn	21/09/2022	DTU	English	https://www.linkedin.com/posts/spyroscfp
15	14	Kick off meeting	LinkedIn	21/09/2022	IPTO	English	https://www.linkedin.com/posts/nondasfl
16	15	Kick off meeting	LinkedIn	21/09/2022	UOP	English	https://www.linkedin.com/posts/georgetts
17	16	Kick off meeting	LinkedIn	21/09/2022	CIRCE	English	https://www.linkedin.com/posts/hblud_sy
18	17	Synergies Objectives #4	LinkedIn	21/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
19	18	Synergies Objectives #5	LinkedIn	24/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
20	19	Synergies Objectives #6	LinkedIn	25/10/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
21	20	Synergies Project Consortium	LinkedIn	04/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
22	21	Synergies website	LinkedIn	08/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
23	22	Synergies Project Consortium: TXT presentation	LinkedIn	14/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
24	23	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
25	24	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
26	25	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
27	26	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
28	27	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
29	28	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
30	29	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
31	30	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
32	31	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
33	32	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
34	33	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
35	34	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
36	35	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
37	36	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
38	37	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
39	38	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
40	39	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
41	40	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
42	41	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
43	42	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
44	43	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
45	44	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
46	45	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
47	46	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
48	47	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
49	48	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
50	49	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
51	50	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
52	51	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
53	52	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
54	53	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
55	54	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
56	55	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
57	56	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
58	57	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
59	58	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
60	59	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
61	60	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
62	61	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
63	62	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
64	63	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
65	64	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
66	65	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
67	66	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
68	67	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
69	68	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
70	69	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
71	70	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
72	71	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
73	72	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
74	73	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
75	74	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
76	75	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
77	76	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
78	77	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
79	78	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
80	79	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
81	80	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
82	81	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
83	82	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
84	83	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
85	84	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
86	85	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
87	86	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
88	87	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
89	88	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
90	89	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
91	90	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
92	91	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
93	92	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
94	93	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
95	94	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
96	95	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
97	96	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
98	97	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
99	98	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
100	99	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
101	100	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
102	101	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
103	102	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
104	103	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
105	104	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
106	105	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
107	106	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
108	107	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
109	108	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
110	109	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
111	110	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
112	111	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
113	112	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
114	113	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
115	114	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
116	115	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
117	116	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
118	117	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
119	118	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
120	119	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
121	120	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
122	121	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
123	122	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
124	123	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
125	124	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
126	125	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
127	126	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
128	127	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
129	128	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
130	129	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
131	130	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	https://www.linkedin.com/feed/update/ui
132	131	Synergies Project Consortium: Suite5 presentation	LinkedIn	15/11/2022	Synergies	English	

Living Lab activities reporting

	A	B	C	D	E	F
1	Description	Partners Involved	Location	Target Audience	Involved Partners	Notes
11						
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Navigation: Gantt | 1.6.8.9. News | 1.Website Rotation | 2.Social Media Rotation | 2.Social media Posts | 3. Initiatives | **4. Living Lab** | ...

Workshop reporting

	A	B	C	D	E	F	G	H	I	J
1	Workshop title	Organizer	Type	Date	Location	Target Audience	Size of Audience	Involved Partners	Link	Other Notes (URL, etc.)
2										
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Navigation: 1.Website Rotation | 2.Social Media Rotation | 2.Social media Posts | 3. Initiatives | 4. Living Lab | **5.10. Workshops** | 10.D ...

Dissemination material reporting

	A	B	C	D	E	F	G
1	Main Writer	Type	Date of Publishing	Related WP	Status	Notes	
2							
3							
4							
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	2.Social media Posts	3. Initiatives	4. Living Lab	5.10. Workshops	10.Dissemination materials	11.12.Events	

Events reporting

	A	B	C	D	E	F	G	H	I	J	K
1	Event Name	Type	Date	Location	Speaker list	Event Pathways	Target audience	Size of Public	Invited Public	Link	Attendees (GTC) %
2	11. EU4ED International Conference on Electricity Distribution		10-14/09/2023	Italy							
3	12. International Smart Grid Congress and Fair			Turkey							
4	13. 10th Conf. on Smart Grids in Energy and Buildings		30-17/09/2023	Croatia							
5	14. Mediterranean Conference on Smart Grids, Transmission, Distribution and Energy Conversion		7-9/11/2022	Malta							
6	15. EEE TSD conference		6-20/09/2024	USA							
7	16. CIGRE Technical Symposium			Canada/Australia							
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Publications reporting

	A	B	C	D	E	F	G	H	I
	Title	Type	Authors	Place of publication (conference, book, website)	Link	Date of publication	Name of Open Access Journal / Conference		Candidate Open Access Journal as per DOI
1									
2									Big Data Research (Elsevier)
3									Journal of Big Data (Springer)
4									Journal of Energy Informatics (Springer)
5									IEEE Big Data Mining and Analytics
6									Energy and AI (Elsevier)
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