Project Acronym:	**PARITY**
Project Full Title:	**Pro-sumer AwaRe, Transactive Markets for Valorization of Distributed flexibilITY enabled by Smart Energy Contracts**
Grant Agreement:	**846319**
Project Duration:	**42 months (01/10/2019 – 31/03/2023)**

DELIVERABLE D9.2
Dissemination and Communication Plan & Activities v1

Work Package:	**WP9 - Dissemination, Communication & Stakeholder Engagement**
Task:	**T9.2 Dissemination and communication plan**
	T9.3 Dissemination and communication activities
Document Status:	**Final V1.0**
File Name:	**PARITY_D9.2_ Dissemination and Communication Plan & Activities.R1_V1.0_MERIT**
Due Date:	**31.03.2020**
Submission Date:	**31.03.2020**
Lead Beneficiary:	**MERIT**

Dissemination Level	
Public	X
Confidential, only for members of the Consortium (including the Commission Services)	

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

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Version History

Version	Author	Date	Status
0.1	Sokratis Rontogiannis, MERIT	December 16th, 2019	Initial draft (TOC)
0.7	Sokratis Rontogiannis, MERIT	February 11th, 2020	Draft with expected contributions
0.9	Theodoros Kakardakos, MERIT	March 19th, 2020	Ready for review
1.0	Theodoros Kakardakos, MERIT	March 26th, 2020	Final version including comments from partners, ready for submission
1.0	Theodoros Kakardakos, MERIT	March 31st, 2020	Submission to the EC

PARITY

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H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

Executive Summary

The main aim of this report is to determine, introduce and set up a specific action plan, by establishing a holistic dissemination and communication approach based on the project's targets, objectives and special characteristics.

To this end, it contains the overall Dissemination and Communication Strategy of the PARITY project, the detailed Dissemination and Communication implementation Plan, the details about the activities carried out until now and the progress towards the specified dissemination and communication targets of the project.

More in detail, the general definitions of the dissemination and communication concepts are provided, in order to clarify the distinction between those two terms and set up a comprehensive dissemination and communication plan. Following that, the target groups enrolment in dissemination and communication activities are identified for the target audiences of the project. In addition, the timeline that needs to be followed, according to the project needs, is presented and the target messages and communication channels definitions and descriptions are given. Moreover, the activities that should take place are identified and the channels that will be used for dissemination events are presented along with the dissemination material of the project.

The presented in this report activities will be evaluated constantly towards the specified Key Performance Indicators and should reach the semi-annual targets and milestones as identified. This procedure will provide the opportunity to securely reach the final dissemination and communication targets of the project and support the raising of public awareness for the project results.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

P A R I T Y

Table of Contents

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

P A R I T Y

List of Figures

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

List of Tables

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

List of Acronyms and Abbreviations

Term	Description
D	Deliverable
DCA	Dissemination and communication activities
DCP	Dissemination and Communication Plan
DCS	Dissemination and Communication Strategy
DER	Distributed Energy Resources
DG	Distribution Grid
DoA	Description of Action
DSO	Distribution system operators
IoT	Internet of Things
KPI	Key Performance Indicators.
LFM	Local Flexibility Market
P2P	Peer to Peer
RES	Renewable Energy Resources
SE	Stakeholder Ecosystem
UG	User Group

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

1. INTRODUCTION

The PARITY project addresses the "structural inertia" of distribution grids (DGs) by delivering a transactive flexibility framework that will increase durability and efficiency of the electrical grid, while simultaneously enabling the adoption of more Renewable Energy Sources (RES) through enhanced real time control of Distributed Energy Resources (DER) flexibility combined with novel Active Network Management functionalities. PARITY will go beyond the traditional "top-down" grid management practices by delivering a unique local flexibility management platform through the seamless integration of IoT and Blockchain technologies. By delivering a smart-contract enabled market platform based on blockchain technology, PARITY will facilitate the efficient deployment of local micro-transactions and reward flexibility in a cost-reflective and symmetric manner, through price signals of higher spatio-temporal granularity based on real-time grid operational conditions. Finally, by deploying advanced IoT technology PARITY will offer distributed intelligence (DER profiling) and self-learning/self-organization capabilities (automated real-time distributed control), orchestrated by cost reflective flexibility market signals generated by the blockchain local flexibility market platform (LFM platform). Within PARITY, DER will form dynamic clusters that essentially comprise self-organized networks of active DER nodes, engaging in real-time aggregated & P2P energy/flexibility transactions.

More in detail, the PARITY project aims to enable the set-up and operation of local flexibility markets at the distribution network level via a holistic offering encompassing:

- A smart contract enabled, blockchain based LFM platform which will facilitate both peer-to-peer energy/flexibility transactions as well as the sell/purchase of flexibility to Smart Grid actors.

- IoT enabled DER Flexibility management tools - both in a peer-to-peer distributed fashion, but also through a centralized aggregator

- Smart Grid monitoring and management tools to enable the distribution system operator (DSO) to optimally manage the low voltage distribution network in the presence of increasing intermittent RES penetration and with the aim to contain the problems they create to grid stability.

In parallel to the aforementioned technology solutions that will be created and demonstrated in the project, PARITY will also deliver all the necessary additional elements that are critical for the effective deployment, replication and proliferation of the PARITY solution. These include:

- The investigation of market coupling mechanisms that will enable to bundle and trade local flexibility potential in the national energy and ancillary service markets when it exceeds the needs of the local market and it can be monetized at higher levels of the grid,

- The definition of LFM actors and the associate business models that will ensure seamless LFM operation,

- The innovative retail energy commercial arrangements and contracts which will enable the automated provision and trading of flexibility in the LFM that will ensure grid stability

- The policy reform recommendations to shape the regulatory frameworks that will enable LFM creation in a financially sustainable manner.

PARITY will demonstrate all its results in four demonstration sites with varying characteristics in terms of climatic zones, proliferation of RES and demand device types, regulatory frameworks and market codes as well as culture and environmental consciousness. The sites are located in Granada, Spain; Athens, Greece, Malmo, Sweden and Massagno, Switzerland.

1.1 Scope and objectives of the deliverable

In this Dissemination and Communication Plan (DCP) the overall PARITY Dissemination and Communication Strategy (DCS) will be analyzed, while the different communication strategies, means and materials to address dissemination and communication will be described and the designed dissemination material will be presented.

More in detail, the main scope of this deliverable is to clearly define:

- The communication and dissemination objectives in comparison with the project's objectives
- The interdependencies between other project WPs and outcomes with the dissemination and communication activities
- The initial time plan for the communication and dissemination actions anticipated
- The specific segments of communication and dissemination target groups and which partners are involved in each activity
- The content and message that needs to be produced through the project and communicated at each activity, during the project's deployment phase
- The description of the selected dissemination and communication means and the time plan for multiplying the expected effect to the described anticipated audiences during but also after the end of the PARITY project
- The responsibilities between partners for the implementation of the designed communication and dissemination activities.

Moreover, the main questions that this deliverable will answer are:

- What kind of information has to be communicated through this plan?
- What is the most efficient approach and method to engage the PARITY end users and stakeholders during the different phases of the project?
- What should the project disseminate and communicate at each phase?
- When should the project disseminate and communicate each message?
- Which partner, will be responsible to disseminate and communicate, at each phase and with what actions?
- Where and to who should the project communicate and disseminate at each phase?

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

Finally, in the content of this deliverable a monitoring methodology for all communication and dissemination activities will be described, by using specific metrics and KPIs.

1.2   Structure of the deliverable

In the first part of this deliverable, the general definitions of the dissemination and communication concepts are given and the dissemination and communication strategy is presented. More in detail, in this part a clear distinction between those two terms is given, followed by the separate dissemination and communication objectives that are recognized and by the main strategy that needs to be followed. Moreover, in the same part, the target groups enrolment in dissemination and communication activities is presented for the target audiences with an identification of the groups of special importance for that the project needs to focus. In addition, the timeline that needs to be followed, according to the Description of Action, is presented and finally, the target messages and communication channels definitions and descriptions are given.

After the definition of term, methodology and strategy identification, in the next part of this deliverable, the implementation plan for dissemination and communication activities is deployed. Firstly, in this part, the detailed plan of the dissemination and communication activities planned to be executed within the framework of the project is presented, which will be updated every six months in the different versions of this deliverable. Following that, the specific target audiences and key stakeholder groups for the PARITY project are recognized among with the corresponding actions and awareness raising and engagement activities to stimulate those key target groups. Finally in this part, the relevant channels that will be used for dissemination and communication activities of the project are recognized and presented followed by a presentation of the dissemination material produced by the project up to this month.

In the last part of this deliverable, the monitoring, evaluation and impact assessment of dissemination and communication activities are presented. Firstly, in this part the methodology of the impact assessment and the meaning of the Key Performance Indicators (KPIs) is presented. After the definition of the methodology, in the next section, the results of the assessment are presented which will be updated every six months to monitor the successful implementation of the anticipated activities. Finally, the project dissemination online monitoring tool, that will be used be all partners to record their activities and plans, is presented.

Finally, as described in the PARITY DoA [3], this deliverable will be updated every six months, as presented in the following Figure 1.
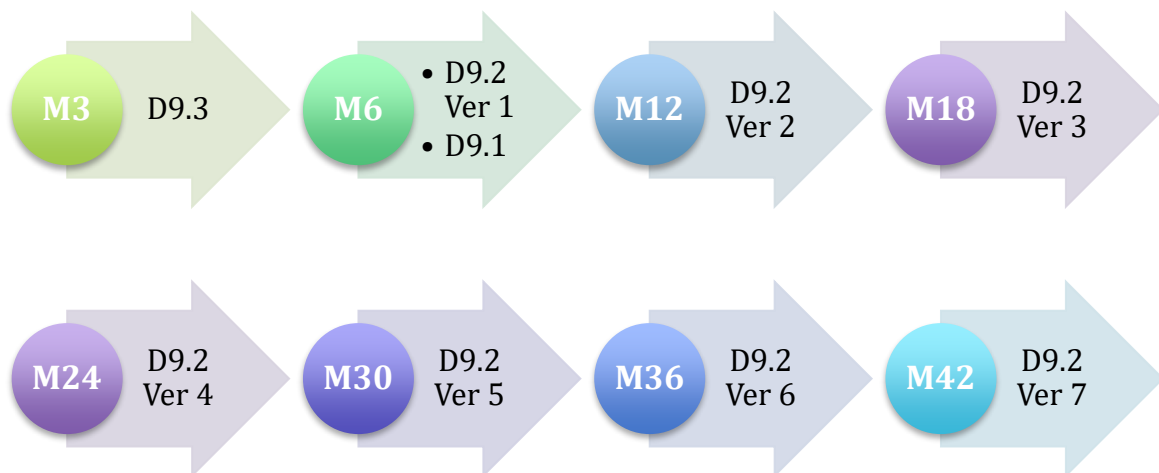
Figure 1: Update roadmap of deliverable 9.2 and related deliverables under the same work package

In the first version, during the first six months of the project, the initial plan of the dissemination and communication activities will be presented. In parallel, the initial Living Lab (LL) activities planning will be presented in D9.1 "Living Lab Setup and Activities Planning", which will be delivered also during the first six months of the project. Thus, the actions during the implementation phase of both dissemination and communication activities and the living lab activities, will be presented in the updated versions of this deliverable every six months, along with any adaptation or redesign in the initial plan. The schematic illustration of this is presented in the following Figure 2.
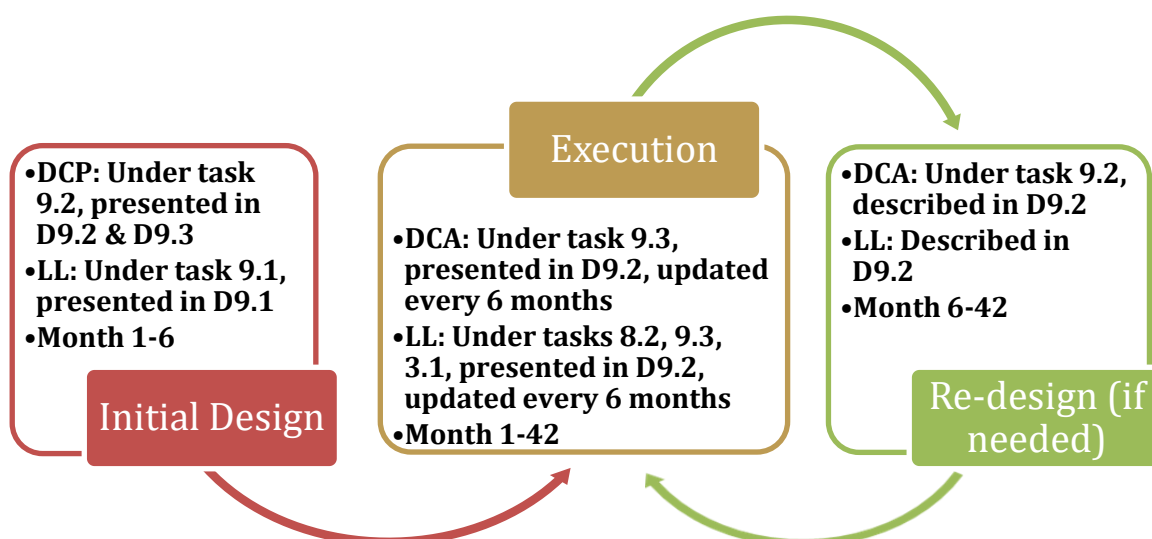
Figure 2: Design, re-design and execution of Dissemination, communication and living labs in the framework of PARITY tasks

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

1.3 Relation to Other Tasks and Deliverables

Naturally, the dissemination and communication activities have a horizontal relation with all work packages and tasks in the framework of a project, as its aspects are part of almost every other project activity. In addition to that, there are some particular interdependencies with tasks of great interest for dissemination and communication activities, that needs to be described in more detail:

- As described in the PARITY DoA, [3], this deliverable is connected with both T9.2 "Dissemination and communication plan" and T9.3 "Dissemination and communication activities". Thus, the initial plan and material will be presented in deliverable 9.2: "Dissemination and Communication Plan & Activities version 1" and Deliverable 9.3 "Dissemination and communication package". As a result, those two deliverables are closely interconnected and constitute together the dissemination plan of the project. Finally, in the updated versions of Deliverable 9.2, all the dissemination action reports, the updated dissemination material and the changes in the initial plan, will be described.

- As already presented in Figure 1 and Figure 2, Deliverable 9.2 is closely connected with task 9.1: "Living Lab Setup and Activities Planning". The actions anticipated in this task and described in D9.1: "Living Lab setup activities" will take place under the framework of task 9.3, between others and will be described in the updated versions of this deliverable. Moreover, any changes or redesigns in the initial plan of the Living Lab activities, will be also presented in the updated versions of this deliverable.

- Another task closely connected with the living lab activities and as a result connected also to this deliverable, is Task 8.2 "Community engagement, pilot participant recruitment and integration into local flexibility market". Under the framework of this task a part of the target audience, described in this deliverable, will be recruited.

- Moreover, as in the Horizon 2020 projects the exchange of knowledge with similar projects and synergies establishment is of a great importance, the dissemination and communication task is connected with T9.4 "Establishment of synergies and coordination with BRIDGE and similar projects for policy and research relevant issues".

- In addition, the dissemination and communication activities are naturally, strictly connected with the project's exploitation activities. Thus, this task is connected with the whole WP10 "Exploitation and Business Innovation" and will be in close cooperation during the project implementation.

The interdependencies and interconnections described above are also illustrated in the following Figure 3:

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1
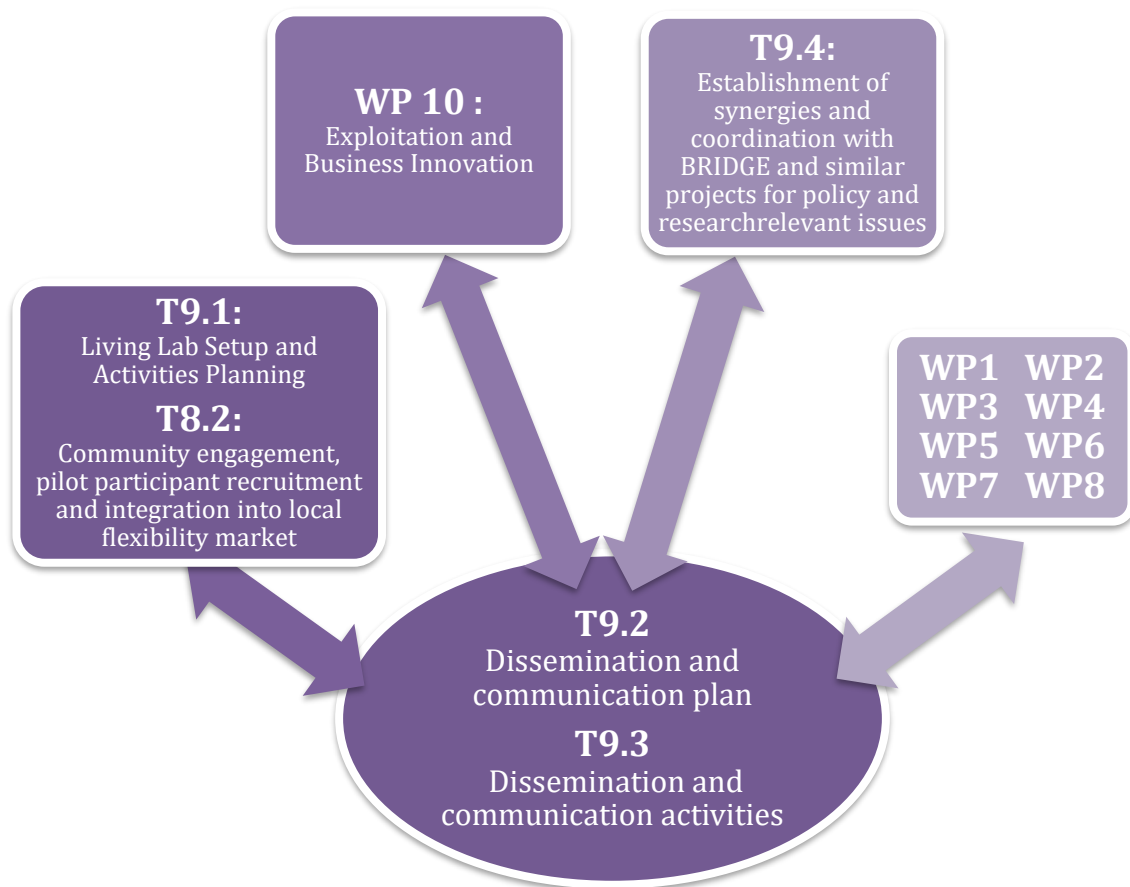
PARITY

Figure 3: Interrelations with other task and work packages

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

2. PROJECT DISSEMINATION AND COMMUNICATION OBJECTIVES AND STRATEGY

This section will present the structure and content of PARITY project's Dissemination & Communication Activities, which precedes a more in-depth description of the communication activities implemented. The PARITY project draft Dissemination & Communication plan includes a variety of activities directed to ensure the highest project impact. Among them, Task 9.2 involves the development, execution and continuous improvement of the project Dissemination & Communication plan. The major focus of the PARITY Dissemination & Communication plan is to ensure that the project activities and outcomes are widely spread among the appropriate target Smart Grid energy communities, at appropriate times, via appropriate methods, as well as to identify potential contributors to the development, evaluation, uptake and exploitation of PARITY outcomes, encouraging their participation on a systematic and regular basis. It should be pointed out that the PARITY Dissemination & Communication supports and channels described are intrinsically linked to the exploitation of the project results; the efficient publicity and the wide exposure of the project activities and/or results to targeted stakeholders and media would facilitate the use of these results beyond the project's lifetime and thus, would increase the project impact.

To this end, horizontal activities will be implemented in the framework of this task, with the scope to increase the outreach of the project results and improve its visibility. Such communication activities will be implemented supporting the dissemination activities and altogether will result in a maximized impact for the project, while attempting to make EU citizens more familiar with Horizon 2020 and its impact in reinforcing EU economy. Thus, the PARITY consortium had designed an integrated communication campaign, along with the project's dissemination activities attempting to utilize a variety of tools and means to communicate the project's results and instruments, that will make the project results, more understandable to more stakeholders and to a wider public audience.

2.1 Definitions

Before attempting to draft the dissemination, communication and stakeholder's engagement strategy, it is important to have a clear picture of the basic definitions from which the development will start and the approach that it should follow. The PARITY Dissemination and Communication Plan (DCP), will be in a processes of constant development, being updated every 6 months throughout the project duration, while it is important to be constantly monitored re-evaluated and in case needed readopted, with the scope to fulfill the defined Key Performance Indicators (KPI's). This procedure is presented in the following Figure 4.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1
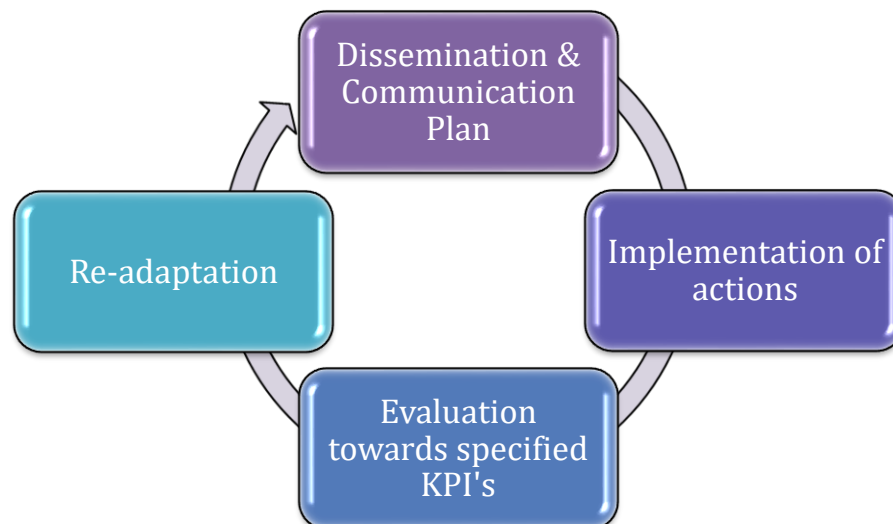
PARITY

Figure 4: The PARITY DCP constant development procedure

Another important aspect that needs to be distinct before the deployment of the project's DCP, is the difference between the definitions of communication and dissemination. This clear distinction of those two terms is of a special importance for the success of any DCP, as several strategic elements and relative actions are influenced by this difference.

Considering that, those two terms can be defined as follows [1]:

Communication *"on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."*

Dissemination is *"the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."*

In the following Table 1 a summary of the distinction between those two terms is presented, with focus on target audiences and the objectives [2].

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

Table 1: Distinction between communication and dissemination.

Communication	Dissemination
About the **project and results**	About **results only**
Multiple audiences **Beyond the project's own community (including the media and the public)**	**Audiences that may use the results** in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organizations, policymakers
Inform **and** reach out to society**, show the benefits of research**	**Enable use** and **uptake** of **results**

2.2 Dissemination objectives and main strategy

Following this distinction between dissemination and communication, an initial task towards the definition of the strategy is the identification of objectives behind dissemination associated activities.

The dissemination activities, as predicted in this plan, deal with the diffusion of knowledge generated within the project's context, having as a scope to ensure a mid-term but also a long-term impact of project results by informing the specified target audiences. Thus, the dissemination strategy set to be applied in the framework of this project should be aligned with those objectives:

Dissemination objective 1: To diffuse beyond the project's consortium, the technological and the scientific knowledge generated by the project.

Dissemination objective 2: To maximize the project visibility in the specified target audiences through the appropriate defined key messages.

Dissemination objective 3: The establishment of synergies, coordination or liaisons with BRIDGE and similar projects for knowledge transfer, innovation exchange and policy relevant issues.

Dissemination objective 4: To engage the defined targeted audiences and to get feedback in order to validate the project's results, through the living labs methodology.

Dissemination objective 5: To attract potential users, stakeholders and urge the appropriate market segments.

Dissemination objective 6: To initiate the development of further research on the domain and develop outcomes in new initiatives.

Those high-level objectives are to ensure that the project outcomes will be promoted in different target groups, diffusing that way the PARITY outcomes by following the specified steps of the dissemination strategy:

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

- **Dissemination strategy step 1:** Definition of the project key results and outcomes

- **Dissemination strategy step 2:** Definition of the key messages to be disseminated by PARITY partners

- **Dissemination strategy step 3:** Identification of appropriate dissemination channels

- **Dissemination strategy step 4:** Categorization of identified dissemination channels

- **Dissemination strategy step 5:** Prioritization of identified channels and proposed activities according to their expected impact

- **Dissemination strategy step 6:** Definition of objectives, goals and indicators to measure the potential impact of each activity to each target audience or dissemination channel.

2.3   Communication objectives and main strategy

Following the same procedure for the communication objectives of the project, one can identify that communication strategy is driven by the following:

- **Communication objective 1:** To create awareness of the project and its results among the potential users and the general public.

- **Communication objective 2:** To prepare the communication material with scope to provide the general public with a clear view of project concept and proposed PARITY solutions.

- **Communication objective 3:** To prepare the ground for the project results be exploit.

- **Communication objective 4:** To support the dissemination activities of the project

- **Communication objective 5:** Familiarize general public with Horizon 2020 projects and their impact to EU economy and society.

As a result and with the scope to meet those high level communication objectives, the PARITY project communication approach bears the following steps:

- **Communication strategy step 1:** Definition of the key messages and the branding of the PARITY project.

- **Communication strategy step 2:** Identification of the communication pillars and project strengths, identifying indicatively the unique core values or unique selling points.

- **Communication strategy step 3:** Identification of appropriate communication channels and ways to leverage them.

- **Communication strategy step 4:** Prioritization of identified channels and proposed activities according to their expected impact.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

Communication strategy step 5: Test the identified communication channels estimating the cost or effort needed in comparison with the audience acquired and monitor the results.

Communication strategy step 6: Focus on the most successful communication channels that produced the most promising results in terms of resources consumption cost to benefit.

2.4 Target audience

Another very important aspect in the creation of a coherent and effective dissemination and communication plan, is the proper identification of the target audience, since it is more than obvious that it will make no sense to setup a plan without knowing who is addressed. So, after defining the objectives and main steps for dissemination and communication (what?), the potential targeted audience (who?) need to be specified, along with their specific interest in the project. Thus, considering the range of solutions and technologies that the PARITY project offers, different types of end users linked with the Dissemination and Communication Activities (DCA) and project objectives have been identified. The identified target audience and stakeholders can be sorted according to their interest/relevance to the project and as a result be divided in target audiences and stakeholder groups that are highly interested in the project and its results, to those with medium interesting to the project and to those who have a more generic interest for the project. The results of this mapping for the PARITY stakeholders is presented in the following Figure 5.

Stakeholders with low interest	Stakeholders with medium interest	Stakeholders with high interest
General public Press European Comission	Standardization bodies Technological platforms Scientific community Prosumers Policy makers Associations	Living lab participants Technology providers Network operators Energy market regulators Flexibility aggregators

Figure 5: Target audience mapping

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

2.4.1 Target groups enrolment in Dissemination and Communication Activities

Having identified the different stakeholder groups of the PARITY project and having defined the several objectives for the dissemination and communication activities, a cross matrix analysis for each stakeholder group is provided presenting the objective that the DCP should focus on. In the following tables this analysis is presented, for the dissemination objectives per stakeholder in Table 2 and for the communication objective per stakeholder in Table 3.

Table 2: Dissemination Objectives vs. stakeholders' cross matrix

Stakeholder group / Dissemination objective	Diss. Objective 1	Diss. Objective 2	Diss. Objective 3	Diss. Objective 4	Diss. Objective 5	Diss. Objective 6
General public						
Press						
European Union bodies		✓	✓		✓	✓
Standardization bodies	✓	✓			✓	
Technological platforms		✓	✓			
Scientific community	✓	✓	✓	✓		
Prosumers		✓			✓	
Policy makers			✓			
Associations	✓	✓	✓			
Living lab participants		✓		✓		✓
Technology providers	✓	✓		✓	✓	✓
Network operators				✓	✓	✓
Energy market regulators		✓			✓	✓
Flexibility aggregators		✓			✓	✓

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

Table 3: Communication Objectives vs. stakeholders' cross matrix

Communication objective / Stakeholder group	Comm. Objective 1	Comm. Objective 2	Comm. Objective 3	Comm. Objective 4	Comm. Objective 5
General public	✓	✓			✓
Press	✓	✓	✓	✓	✓
European Union bodies	✓	✓	✓	✓	✓
Standardization bodies			✓		
Technological platforms	✓	✓	✓	✓	
Scientific community	✓		✓		
Prosumers	✓	✓	✓		
Policy makers		✓			
Associations	✓				
Living lab participants		✓	✓	✓	
Technology providers	✓	✓	✓	✓	
Network operators	✓	✓	✓	✓	
Energy market regulators	✓	✓	✓	✓	
Flexibility aggregators	✓	✓	✓	✓	

The aforementioned analysis presents the impact of PARITY project to each specific stakeholder group and moreover to which of those groups each dissemination and communication objective should focus.

2.5 Focus groups of special importance - User-Driven Innovation Approach

End-Users and main project beneficiaries (DSOs, Prosumers, Aggregators, Retailers) are collectively placed at the centre of all research, innovation, demonstration and communication activities of the PARITY project, which will adopt a User-Driven Innovation Approach towards addressing emerging end-user and market needs, critical for the successful project implementation and the realization of its anticipated impacts. The User-Driven Innovation Approach aims to involve beneficiaries and buildings occupants throughout all stages of the project life cycle, as key enablers of the PARITY innovation process, towards encouraging active and collaborative contributions in the development of a unique flexibility market ecosystem. Agile ICT implementation methodologies in conjunction with Continuous Validation and Verification processes will be incorporated in the overall User-Driven Innovation Approach to manage cross-functional teams and ensure the establishment of an effective Local Energy System Optimization Framework using innovative integrated ICT solutions. Continuous interactions

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

between beneficiaries, end-users and project team members will be encouraged to minimize deviations between expectations and final outcomes, as well as to divide the project final outcome into intermediate marketable results.
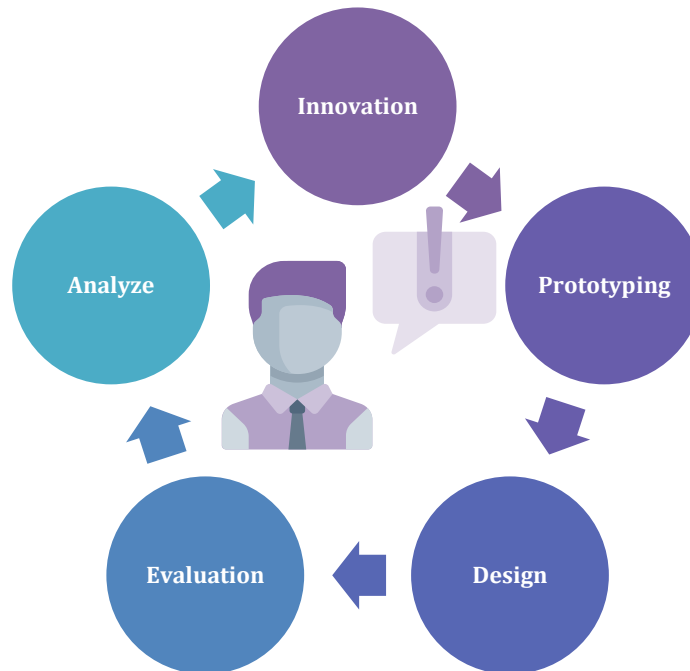
Figure 6: The PARITY User-Driven Innovation Approach

2.5.1 Living Lab activities

As described in the PARITY DoA [3], the User-Driven Innovation Methodology and Approach and Agile Development of PARITY will be supported by the establishment of the PARITY Living Lab. Its creation is motivated by the understanding that a Living Lab can provide an excellent network for experience sharing and exchange towards user and business-driven open innovation. The PARITY Living Lab activities will be oriented towards fulfilling the following objectives:

- Widely disseminate the project outcomes towards end-users, beneficiaries and energy stakeholders 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 completion;

- Obtain feedback from major stakeholders, end-users and targeted beneficiaries throughout project duration to optimize all project developments, so as to directly address critical needs of stakeholders involved in the operation of the PARITY framework

- Support knowledge and experience sharing with international partners together with other selected stakeholders.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

To achieve this degree of collaboration, PARITY will establish a complete awareness and communication framework with all stakeholders, either involved in or affected by project activities, as presented in Figure 7. The Living Lab methodology involves end-users and beneficiaries from the very beginning of a new idea, creating the motivation to share and discuss their experiences and requirements. This collaborative environment, where all stakeholders evaluate, appraise and disseminate solutions and learnings, will lead to a natural acceptance by users who will be empowered not only to test, evaluate and report their own experience with the PARITY solutions, but also to live with it, smoothly accept and incorporate PARITY in their everyday lives and operations. All the above-mentioned activities and plan of actions under the Living lab activities are in detail described in D9.1 "Living Lab setup activities".
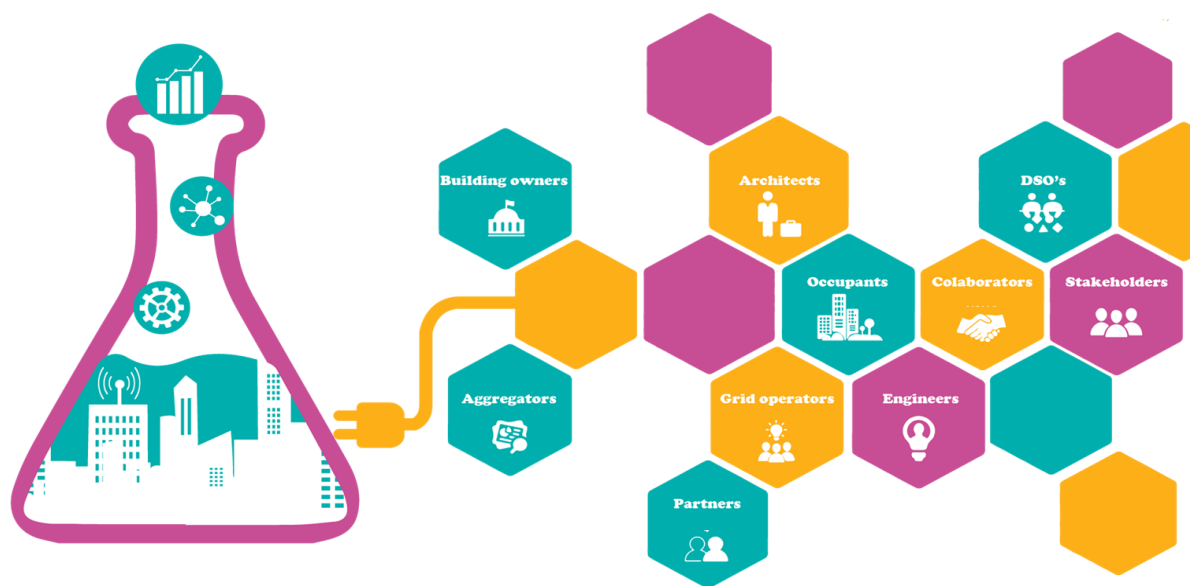
Figure 7: PARITY living labs operation principle.

2.5.2 Coordination with similar projects and the BRIDGE initiative

A primary goal of the PARITY project is to bring together, interconnect and promote synergies among projects which are active in the domain of Smart Grids, Storage, Demand Response and Energy Vector. This section constitutes a brief overview of the PARITY strategic plan to fill the gaps among Energy ICT, Interoperability Business Innovation and Energy markets knowledge areas and promote, as well as, establish collaboration in the aforementioned domains, closely connected to BRIDGE and other initiatives.

In summary, the overall plan includes the primary aim and benefits of PARITY, how PARITY will establish stable and continuous interlinks with other projects and initiatives, give and take insights by exchanging experiences and creating concrete Research and Innovation synergies. This strategy can be analysed into three main cooperation levels including, i) involvement in specific BRIDGE Working Groups (e.g. data management working group and others), ii) contribution to selected BRIDGE Task Forces and iii) Direct Project Synergies. The means that are expected to be utilised in order to achieve

that, are mainly workshops, publications and any online tool capable of supporting the networking in a continuous manner.

In reference to the BRIDGE coordination meeting that took place in March 2019 in Brussels, the projects which PARITY can build a collaboration framework (Direct Project Synergies) and follow-up actions with, and whose planned activities run in parallel or are closely aligned with PARITY's working actions, are classified into three main categories, as follows:

- Projects funded under the same call: Flexibility and retail market options for the distribution grid (ES1)
- All projects which are closely aligned with PARITY objectives as described in the project's proposal.
- Projects which are active in similar topics like: Smart Grids, Storage, Demand Response and Energy Vector interconnections domains

A more detailed plan is expected to be analyzed and presented in D9.4 – Report on Synergies with external initiatives which is an output of T9.4, as described in the DoA [3].

2.6   Dissemination and communication timeline

As described in the PARITY DoA [3], with regards to timeline, the PARITY dissemination and communication strategy is structured in three main phases:

- "Phase 1 – Initial awareness phase" (M1-M10) aims at:
    o   Agreeing upon the communication strategy and future activities;
    o   Creating initial awareness in the markets related with the Project's objectives and scope.
- "Phase 2 – Targeted awareness market phase" (M10-M25) aims at:
    o   Create more "targeted awareness" regarding PARITY technologies with key players and potential users;
    o   Inform the target market about the technological benefits of PARITY.
- "Phase 3 – Strategic phase" (M26-M42) aims at:
    o   Maximizing target market awareness regarding the PARITY solution;
    o   Thus, contributing to ensure the project sustainability and full exploitation

2.7   Target messages

Having identified the main objectives and core target groups in which the dissemination strategy of PARITY should focus, the core target messages that will be communicated should follow. The proper communication with stakeholders and target groups appears often to be challenging. To ensure that the main points of dissemination and communication strategy will get across, it is highly important to establish the proper key communication messages.

In order to identify the proper target messages, it is important to take into account some crucial points:

- Is the information we would like to communicate credible and supported by solid evidence?

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

- Is the message easy to be understood by stakeholders and on point?

- Is our main message using active language and formulated in a positive way?

- Are our activities properly represented through our message?

- What are the expected results of our main message?

In this sense, the PARITY target messages will be continuously reviewed and updated, to ensure their relevance, but also the continuous repetition is also important as it reinforces the key messages and can ensure the uptake from the target focus groups.

Finally, in order for our message to be delivered to the target audience in a way that it can be clearly understood, it has to be produced in a way that takes into account the focus group needs and characteristics, as shown in the following Figure 8 illustration:

What do they care about?

What does the target audience think?

What do we want them to think?
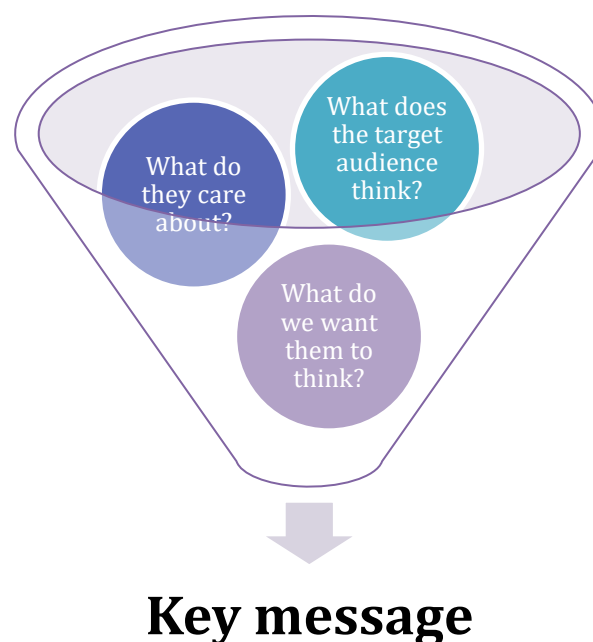
Key message

Figure 8: Creation of a comprehensive key message

2.8 Communication channels

Nowadays, a variety of possible communication channels is available to be used for targeting different focus groups and stakeholders with different types of messages. In order to make the right choice between them and send the right message to the respective audience, the following questions have to be answered:

- To whom we would like to deliver the message?

- What message we would like to deliver?

- Which are our key goals form the message delivery?

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

P A R I T Y

When answering those questions, we ultimately lead to answering the most important question, "how are we going to deliver the message", which means using the most appropriate dissemination and communication channels.

2.9   Audience and channel matching

In the following Table 4, the identified target audience groups are linked with the respective proposed communication and dissemination channels. However, the presented link between them, doesn't mean that those channels will be strictly and exclusively linked as presented, throughout the duration of the project. Those tools are initially estimated to be the most efficient to deliver the described key message to each target audience and will be updated periodically during the life cycle of the project through the constant development process of the PARITY DCP.

Table 4: Target audience and proposed channels matching

Target audiences	Proposed channels
General public	Website / social media / press releases / newsletter
Press	Website / social media / press releases / newsletter
European Union bodies	Website / policy briefs
Standardization bodies	Policy briefs / academic journals
Technological platforms	Social media / newsletter / workshops / fora & events
Scientific community	Academic journals / social media / fora & events / workshops
Prosumers	Website / social media / press releases / workshops
Policy makers	Policy briefs / workshops
Associations	Policy briefs / academic journals / workshops / fora & events
Living lab participants	Website / workshops / fora & events / newsletter
Technology providers	Website / workshops / fora & events / newsletter / academic journals
Network operators	Website / workshops / fora & events / newsletter / academic journals
Energy market regulators	Policy briefs / workshops
Flexibility aggregators	Website / workshops / fora & events / newsletter / academic journals

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

3. IMPLEMENTATION PLAN FOR DISSEMINATION AND COMMUNICATION ACTIVITIES

In this section the detailed plan of how the dissemination and communication strategy will be carried out and the activities with their respective implementation will be described. This part will be updated periodically (every 6 months) during the life cycle of the project through the constant development process of the PARITY DCP.

In the first chapter the dissemination and communication **activities** are described in detail, including the proposed communication channel to be used, an estimated schedule and the responsible for carrying it out. In the next chapter the presented target **audience** and stakeholder groups, are presented more in detail. Moreover, in the following chapter the proposed communication **channels** used within the project are presented in detail and finally, in the last section the proposed **target events** for the next period will be presented and updated periodically.

3.1 Activities

Table 5 shows a detailed plan of dissemination and communication which are planned to be carried out within the framework of the project is shown. This plan will constitute the basic guideline for all dissemination and communication activities during the project lifetime and will be updated every 6 months.

Table 5: Dissemination and communication activities detailed plan

Activity	Time plan	Partner
Project website	M1 -M3: Website initial design and launch	MERIT
	M4 – 42: Monthly update of website content	Coordination: MERIT Contribution: All partners
Social media	M1 – M3: Establishment of social media accounts in Twitter, LinkedIn, Facebook and YouTube	MERIT
	M4 – M42: At least 1 monthly update of LinkedIn content and at least 1 weekly update of Facebook and Twitter content	Coordination: MERIT Posts: All partners
Dissemination material	M1 – M12: One project leaflet One project poster One reference PPT presentation	MERIT

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

Activity	Time plan	Partner
	M13 – M42: One update of project leaflet One update of project poster One update of the reference PPT presentation	MERIT with contribution from technology provider and pilot partners
Scientific publications	M1 – M12: At least 3 open access scientific publications	Coordination: CERTH Publications by: Technology providers and research institutes Contribution: All partners
	M13 – M24: At least 3 open access scientific publications	
	M25 – M42: At least 4 open access scientific publications	
Workshops	M1 – M18: 1 Living Lab Workshop per pilot Site, as described in the Living Lab methodology, for elicitation of end user needs.	Coordination: Technical Manager Project coordinator Organized and moderated by: Pilot partners Contribution: All partners
	M19 – M42: 1 Living Lab Workshop per pilot Site as described in the Living Lab methodology, for feedback on project results	
Newsletters	One project newsletter every 6 months during project duration	Coordination: MERIT Input: All partners
Press releases	One press release for important milestones during project duration	Coordination: MERIT Input: All partners
External events	By M18: Participation in at least 6 external events or scientific conferences	Coordination: MERIT, CERTH Participation to events: All partners (following the specified internal procedure)
	M19 – M30: Participation in at least 9 external events or scientific conferences	

Activity	Time plan	Partner
	M31– M42: Participation in at least 15 external events or scientific conferences	
Project video / slideshow	By M18: Initial version of project video presenting the core and the objectives of the project	Creation: MERIT Contribution: All partners
	By M42: Second version of project video presenting the results of the project	
Trainings / webinars	By M22: 1 training session covering the core and the objectives of the project	Coordination: CERTH Organized & moderated by: PILOT PARTNERS
	By M42: 2 training sessions covering the project's results	

3.2 Audience

Following the overview of the most important target audience and stakeholder groups that was given in chapter 2.4 and the audience and channel matching in chapter 2.9 this part focuses on the most important target audience and stakeholder groups, specified by Table 6. This table could also be updated every 6 months in the framework of the constant update of the DCP.

Table 6: Dissemination and communication groups description

Scientific community	This target group corresponds to all academic organizations, research institutes, scientific journals, fora, and other stakeholders in research fields related to project's content.
Standardization bodies	PARITY through the participation of its members in technical committees and local standardization bodies, will ensure the compatibility with existing and evolving standards in the project domain while, with actions described in T9.5 "Grid integration and standardization recommendations for LFMs", the PARITY project will provide recommendation for new standards in the project's fields of interest.

Living Lab participants	The living labs participants, are identified as one of the most crucial key target groups of the PARITY project, since they are involved in the project activities from the very beginning by providing their initial needs, but also throughout the duration of the project by providing constant feedback during the project implementation.
Energy market participants and grid operators	Are considered to be very important key players for the project, as their role is very important in the possible future exploitation of the project results and the realization of the long-term impact of the project.
Flexibility aggregators and DER's	Flexibility aggregators and DER owners are key beneficiary groups for the project, as they belong to the list of final users of the PARITY solutions and their role is very important in the live feedback loop during the project technologies implementation, but also in the final stages of the project as the main key players in exploiting the project results.
Policy regulators	Policy regulators are also considered to be important players for the exploitation potential of the project. Specific dissemination activities will be planned to be performed towards them in an effort to motivate them to take action in order to change the status and try to overcome the critical barriers to innovation and legislative framework in Europe.
Technological platforms and professional initiatives	Targeting the technological platforms will provide the project with the opportunity to integrate several new technologies and ideas to produce multi-product systems, and transactions between distinct sets of market participants. Moreover, special attention will be given to the creation of synergies with the BRIDGE initiative as described in T9.4 "T9.4 Establishment of synergies and coordination with BRIDGE and similar projects for policy and research relevant issues" to further reinforce cooperation between projects in research, innovation, regulatory and market issues.
Facility managers	Facility managers are also considered to be key beneficiary groups for the project, as they belong to list of the final users of the PARITY solutions. Thus, their role is very important, providing feedback throughout the project implementation for the key functionalities of the PARITY solutions and by providing by the end of the project their opinion about the project's final results.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

Moreover, as described in the PARITY DoA [3], the PARITY target audience can be grouped according to occupation into several categories. As can be seen in Table 7, there are several target groups that have been defined and which include both high-level and low-level stakeholders:

Table 7: Key stakeholders grouped by occupation

Energy sector	End users	Facilitators
Energy retailers Aggregators DSOs & TSOs Market Operators ESCOs Technology Providers Scientific community	Building occupants Facility managers (e.g. EV charging facilities managers) System operators Commercial and Residential Customers Stakeholders at the Pilot Sites General Public	EU Institutions (EC, European science Foundation, MEPs) National public authorities (industrial committees, national regulation authorities, ministry and regional councils) Related EU-funded projects Organizations & EU Alliances in topics addressed by PARITY European Technology Platforms and respective clusters Public Bodies & Environmental Organizations

The PARITY project will result in high value for end users, as solutions provided will be adapted to their needs, based on appropriate user requirements and evaluation procedures, to ensure a high level of user acceptance. However, the dissemination activities target audience will also go beyond end-users as the main potential customers of the PARITY solutions are also decision makers (site managers, CEO, board of directors, etc.) and the project scale-up will need facilitators. Special attention will be paid to disseminate the project results through:

- National Level (i.e. National Exhibitions in Smart Grids/Energy storage/ Energy Efficiency)
- European Union Level (European Business Council for Sustainable Energy (e5), Union of the Electricity Industry – Eurelectric, European Council for an Energy Efficient Economy (ECEE), European Energy Exchange Associations (e.g. Europex), etc.).

3.2.1 Awareness raising and engagement activities to stimulate key target groups

As described in the PARITY DoA [3], to better focus its dissemination effort and improve the effectiveness and reach of dissemination efforts, PARITY plans to create two groups with dedicated needs and objectives, in which the project target groups will be represented.

The first is the "User Group" (UG) which will comprise the pool of potential participants in the project pilot demonstration and validation activities. The User Group participants are critical for successful validation and the generation of reliable, trustworthy conclusions. As a result, PARITY will establish the UG at the project onset and implement a comprehensive information, awareness raising and training campaign to ensure not only adequate participation in demonstration activities, but also that participants

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

use the PARITY solution as independent, beta users that will generate impartial feedback and recommendations. This will help the consortium identify weaknesses in the user experience and interfaces which will lead to improvements for easier market penetration. The campaign will include both physical and digital engagement means/activities and will strive to maintain a constantly open communication channel with the users.

The second key group includes market stakeholders who can provide an independent viewpoint and enhance the exploitation potential of project outputs by contributing to their design and creation. For this purpose, PARITY will find a "Stakeholder Ecosystem" (SE), populate it and actively involve it in project activities in a consultancy, advisory manner. It will include members that are direct stakeholders in the domains of PARITY interest and especially key market verticals, such as building energy management, flexibility management, energy market operation, retailing, etc. The SE will serve the purpose of an Advisory Board with emphasis on market and exploitation aspects, such as: a) to expand the consortium's viewpoint beyond the mere interests of its members, b) to infuse the project with novel ideas regarding new exploitation opportunities and how to address them, c) to ensure alignment of project outcomes with the expectations of the market stakeholders, d) enhance the relevance of project outcomes for further national markets in the EU and beyond. The Advisory Board will also include technical experts from fields related with the project scope: these will include grid-related ones (experts on system operation), and market-related ones (electricity market operation experts). The main aim would be to include such experts' recommendations early into the requirements' engineering phases to prevent misdirection into the later-on implementation stages.

3.3 Channels

This section provides an overview of the communication and dissemination channels that are going to be used by the project.

3.3.1 Project Website

The dedicated PARITY website – www.parity-h2020.eu – has been set up following websites best practices. The website will stimulate; a communication resource to promote the PARITY project, its objectives /tools and its partners; a communication resource to inform all the interested stakeholder on results, outcomes, and future events of the project. Responsiveness is very crucial for the function of the website (displayed on PC, tablet and smart phones).

The website comprises 9 sub-sections, namely the "about" section, the "concept", the PARITY "solutions", the PARITY "pilots", "partners", "news", "events", "publications" and a contact form, as is shown in Figure 9. Moreover, the PARITY website is visually attractive and informative, as presented

in the following Figure 10 and Figure 11. More information regarding the website can be found in D9.3 "Dissemination and Communication Package"
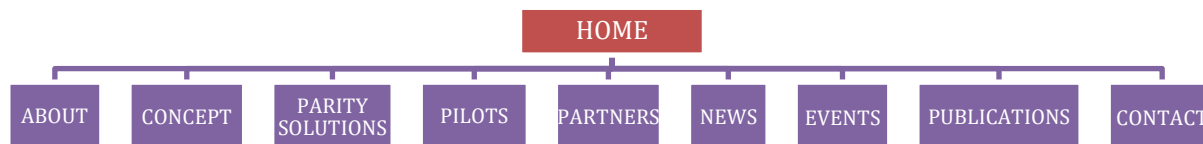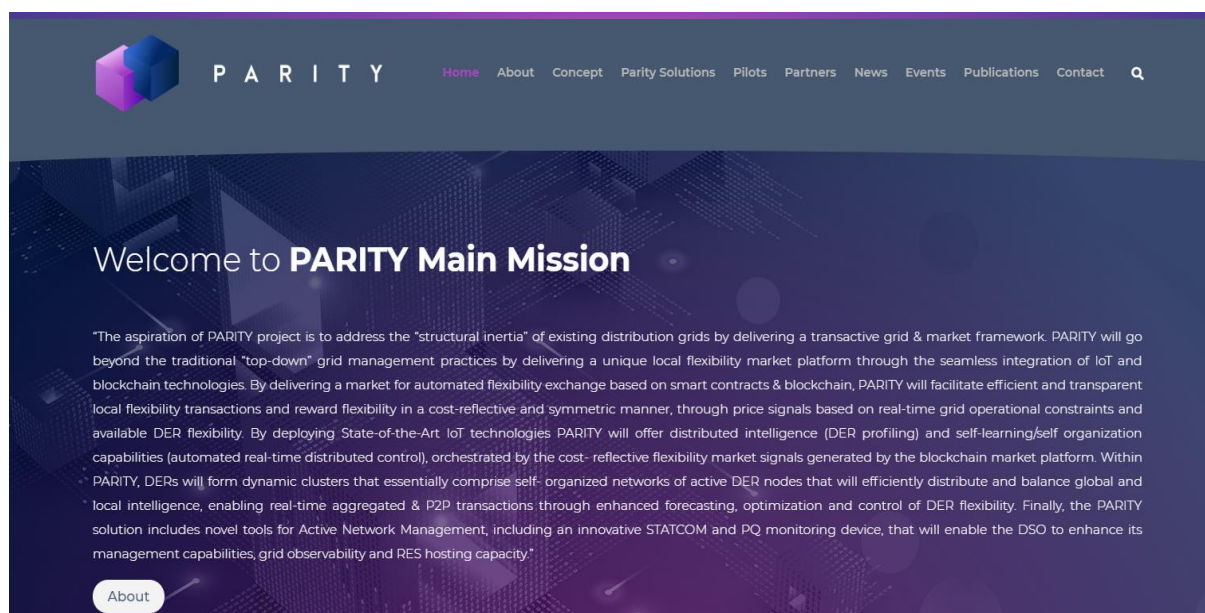

Figure 9: The PARITY web site structure

Figure 10: Home page screen capture with project mission.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY
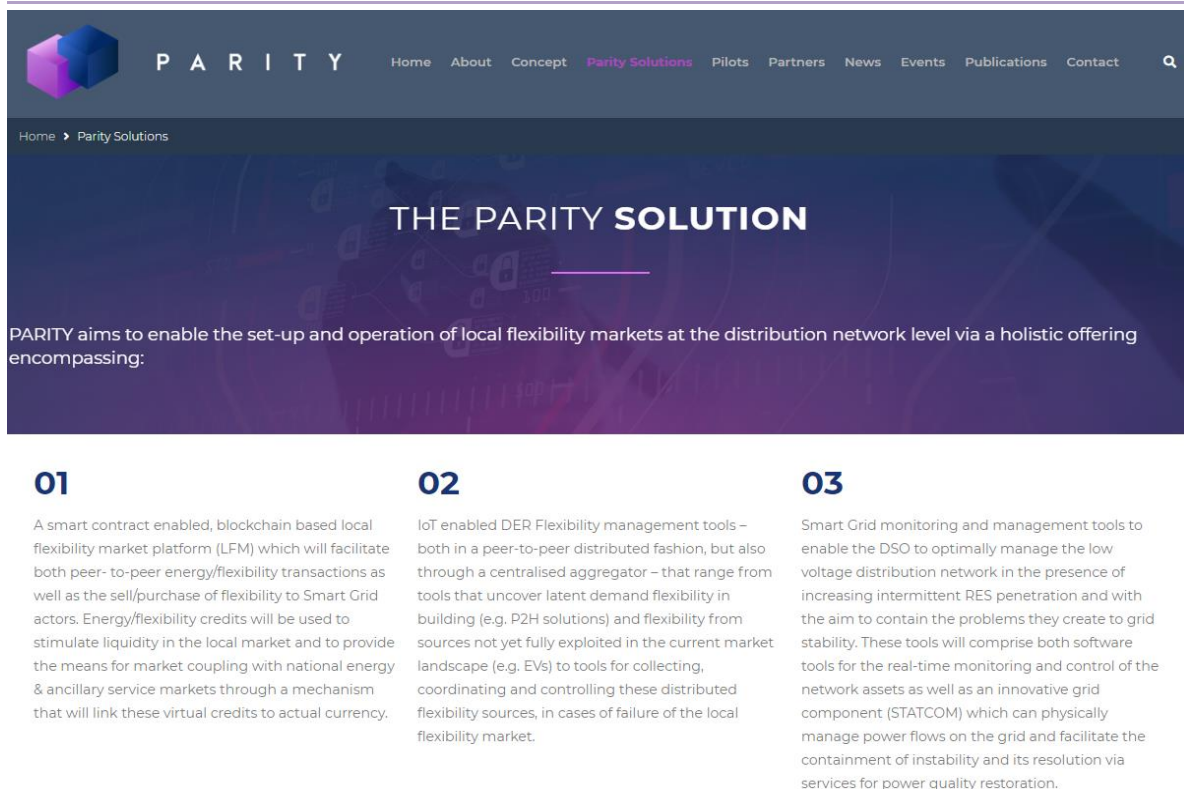
Figure 11: Screen capture of the "Solution" section

3.3.2 Social Media

As also presented in D9.3, social media nowadays are a very powerful tool that can be used for both dissemination and communication activities. The great advantage of the social media is that they could reach a wide variety of audiences and of different targets, making them ubiquitous and instrumental for communication, networking and content sharing purposes and by that guaranteeing the best dissemination of the PARITY project- related news, events and results. As part of PARITY's communication and dissemination plan, a detailed social media strategy is created for communication of the project idea and outcomes as well as for interaction with target audiences (Figure 12).

To that end, a variety of social media platforms relevant to the project are in place. Thus, in month 4 of the project, PARITY accounts in 3 most relevant social media, Twitter, LinkedIn and Facebook that will allow the project to reach an extremely wide and targeted audience, enlarging the impact and successful exploitation of the project results. Moreover, an account also in YouTube has been created, and will be filled with content as soon as relevant material is produced, e.g. Project Videos.

More information about the social media channels already set up, can be found in D9.3 "Dissemination and Communication Package".

PARITY

Step 1
Relevant social channels identification and creation

↓

Step 2
Target audience determination

↓

Step 3
Social community growth

↓

Step 4
Content promotion

↓

Step 5
KPI Measurement

Figure 12: Social media strategy steps

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

3.3.2.1 Twitter

The project Twitter account, as shown in Figure 13, will be used as one of the primary communication media, given its efficiency in terms of user engagement and visibility by momently reach a large audience or retweet relevant content.

The PARITY Twitter account can be followed in the following link:

https://twitter.com/Parity_H2020
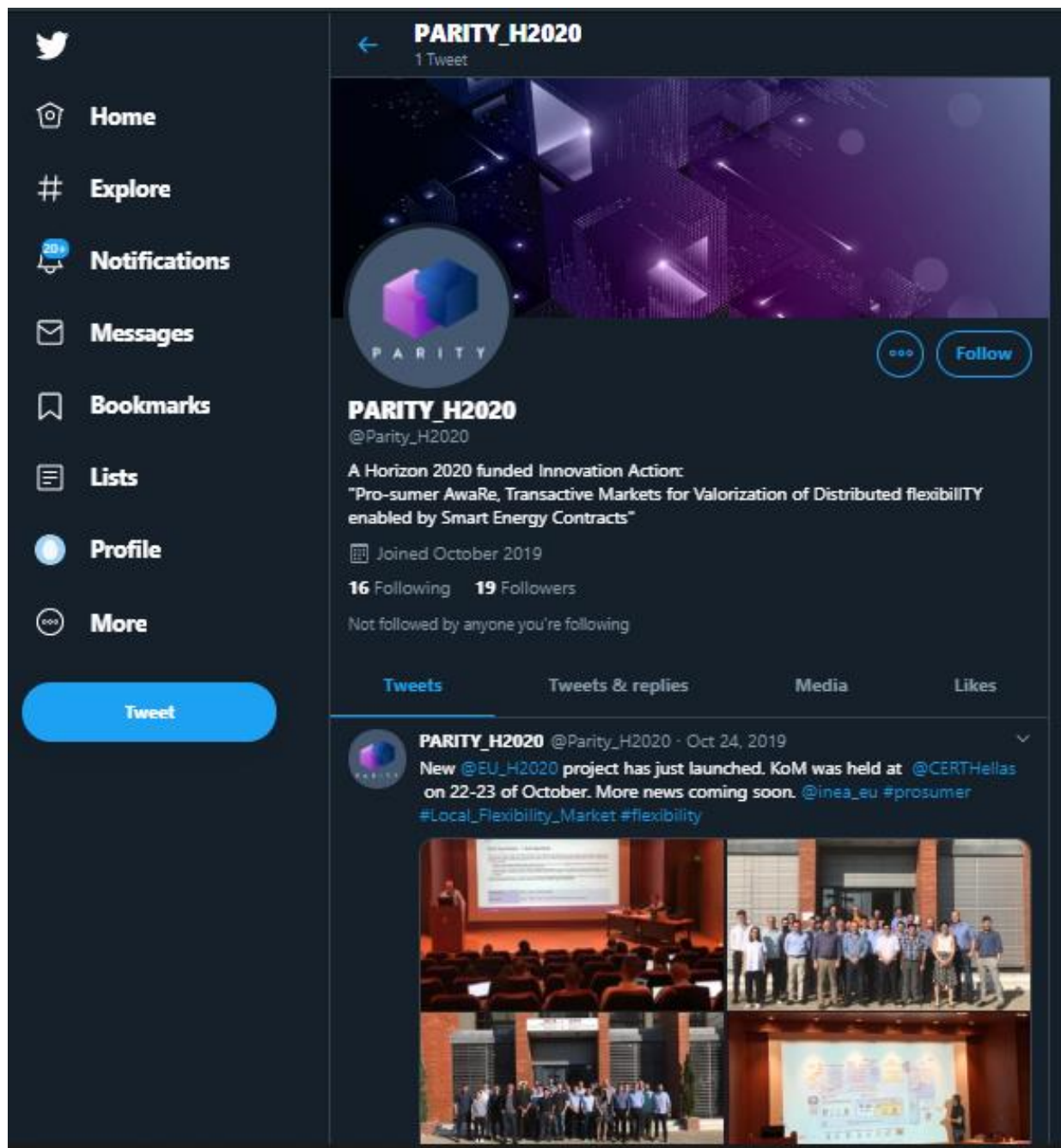
Figure 13: The PARITY Twitter page

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

3.3.2.2 *LinkedIn*

The next social media channel that is chosen to be created in the framework of the project is LinkedIn. LinkedIn platform is considered to be less popular than other social media platforms, however, it is the most relevant platform for professional use and business networking. As this networking site is targeting professionals, it can be used for reaching other business groups or professionals that might be interested in the scope, objectives, results or solutions of the PARITY project.

The PARITY LinkedIn account can be followed in the following link:

www.linkedin.com/company/parity-h2020

Figure 14: The PARITY LinkedIn page

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

3.3.2.3 Facebook

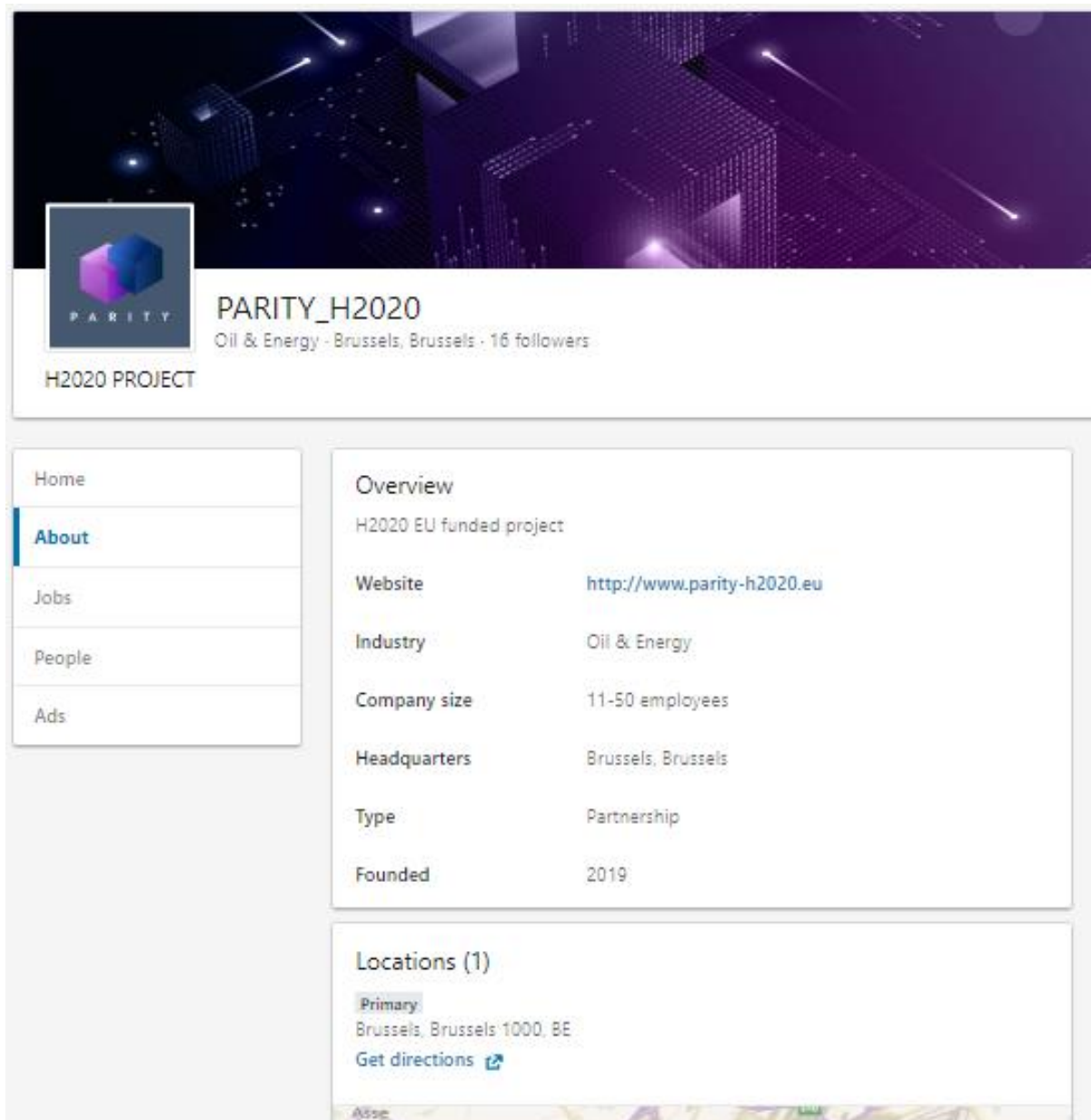In addition to Twitter and LinkedIn accounts, the PARITY project's third social media channel is Facebook. Facebook is the most popular and recognized social network. Therefore, it has the ability to reach a wide audience of multiple targets, guaranteeing the best results in disseminating the PARITY project, events, updates and results.

The PARITY Facebook page can be followed in the following link:

https://www.facebook.com/PARITYH2020/

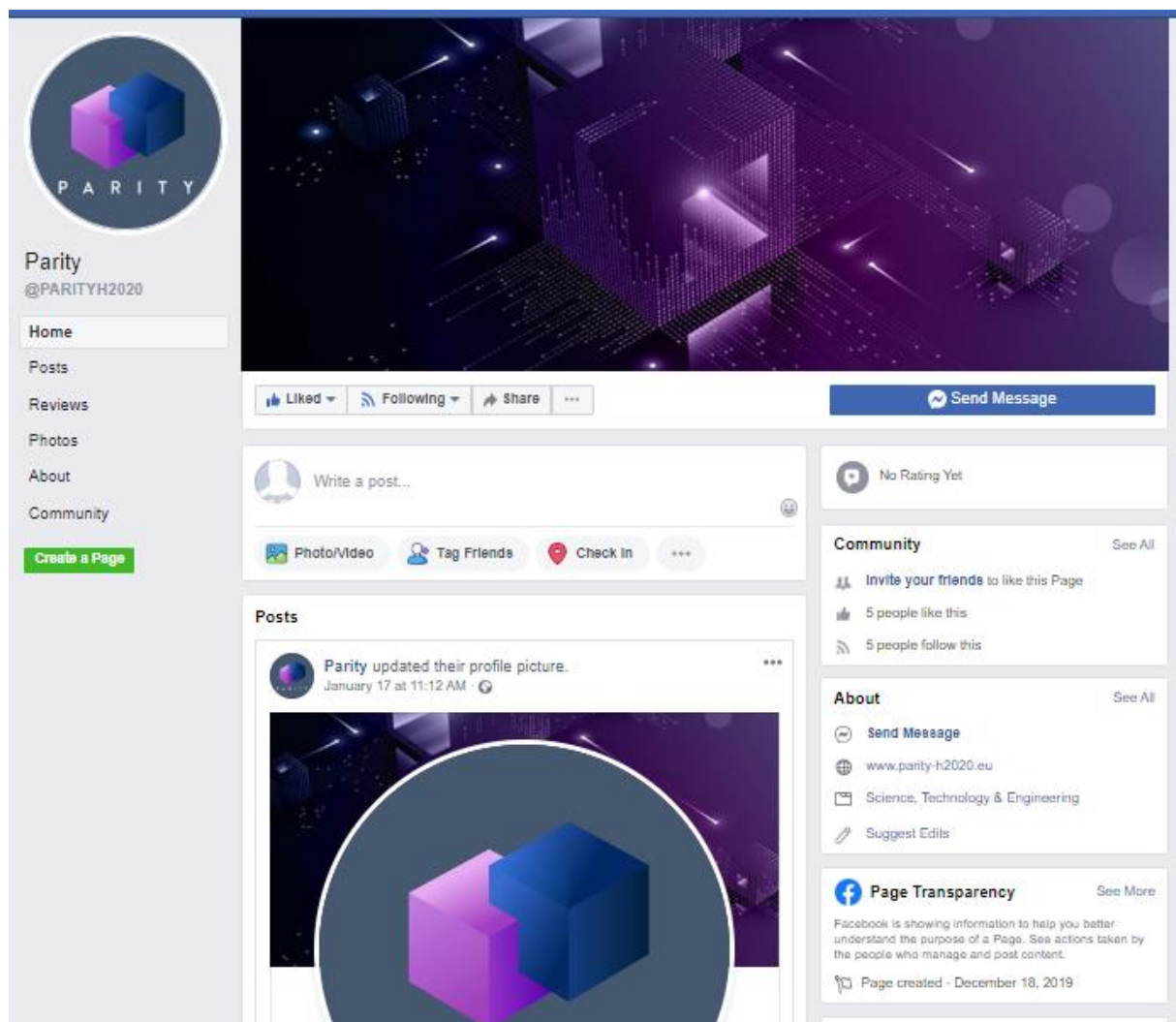**Figure 15: The PARITY Facebook page**

3.3.2.4 YouTube

YouTube will be the last social media account that is created for the PARITY project. YouTube is a video sharing platform that allows users to upload, view, rate, share, comment on videos and subscribe to other users. Thus, in the framework of the PARITY project, a YouTube page is created, and will be used as soon as relevant content will be available.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

The PARITY YouTube page can be followed in the following link:

https://www.youtube.com/channel/UCX_VKEf_LA_uNJ2wp75-OYQ

Finally, in the following Table 8, all project social media are presented in a brief, with the account name and URL for each one.

Table 8: The PARITY social media in a brief

Social Network	PARITY account	PARITY account URL
	PARITY_H2020	https://twitter.com/Parity_H2020
	PARITY_H2020	www.linkedin.com/company/parity-h2020
	PARITY	https://www.facebook.com/PARITYH2020/
	PARITY_H2020	https://www.youtube.com/channel/UCX_VKEf_LA_uNJ2wp75-OYQ

3.3.3 Newsletters

As already presented in Table 5, a project newsletter will be issued every 6 months, thus in total 7 newsletters will be issued in the framework of the project. The responsibilities and workflow of the newsletter issue procedure, ae presented in the following Table 9.

Table 9: Responsibilities and workflow of the newsletter issue procedure

MERIT	All partners
MERIT will prepare the layout of the newsletter and the graphic content	All partners should provide feedback, suggest and write content
MERIT will consolidate all contributions and prepare the final issue	
MERIT will distribute the newsletter to all partners	All partners are responsible to disseminate the newsletter to their channels and mailing lists
MERIT will disseminate the newsletter to project newsletter subscribers	

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

3.3.4 Publications

Publications in scientific journals & conferences relevant to the research and innovation activities will target scientific communities directly or indirectly in the project scope. They reinforce the project image and brand, cross-fertilize PARITY concepts and solutions with state-of-the-art techniques, foster cross-project cooperation and provide a fundamental verification of soundness of project results via peer review. Complementary means, like organization/ participation in thematic panels, workshops, roundtables and conference sessions, poster presentations and specialized demonstrations at scientific events will also be utilized. The time plan and responsibilities for the scientific publications are already presented in Table 5. In the following list the most relevant scientific journals for the publications of PARITY are presented, as an indicative, non-binding list of proposed journals.

- Energies
  - Available at: https://www.mdpi.com/journal/energies
- Elsevier Applied Energy,
  - Available at: https://www.journals.elsevier.com/applied-energy
- Elsevier Energy Policy,
  - Available at: https://www.journals.elsevier.com/energy-policy
- Elsevier Energy,
  - Available at: https://www.journals.elsevier.com/energy
- Elsevier Electric Power Systems Research,
  - Available at: https://www.journals.elsevier.com/electric-power-systems-research
- IEEE Transactions on Power Systems,
  - Available at: https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=59
- IEEE Transactions on Smart Grid,
  - Available at: https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5165411
- IEEE Access,
  - Available at: http://ieeexplore.ieee.org/xpl/aboutJournal.jsp?punumber=6287639#AimsScope
- MDPI Energies,
  - Available at: https://www.mdpi.com/journal/energies
- Taylor & Francis Electric Power Components And Systems,
  - Available at: http://www.tandfonline.com/action/journalInformation?show=aimsScope&journalCode=uemp20
- Energy Informatics, Springer
  - Available at: https://energyinformatics.springeropen.com
- Journal of Modern Power Systems and Clean Energy, Springer
  - Available at: https://www.springer.com/journal/40565
- Renewable and sustainable energy reviews, Elsevier, ISBN: 1364-0321
  - Available at: https://www.sciencedirect.com/journal/renewable-and-sustainable-energy-reviews
- Applied Energy, Elsevier
  - Available at: https://www.sciencedirect.com/journal/applied-energy
- Sustainable Energy Grids and Networks, Elsevier
  - Available at: https://www.sciencedirect.com/journal/sustainable-energy-grids-and-networks
- Energy and buildings, Elsevier
  - Available at: https://www.sciencedirect.com/journal/energy-and-buildings
- Energy Procedia

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

- o Available at: https://www.journals.elsevier.com/energy-procedia
- Future Generation Computer Systems
  - o Available at: https://www.journals.elsevier.com/future-generation-computer-systems
- Telematics and Informatics
  - o Available at: https://www.journals.elsevier.com/telematics-and-informatics
- Sustainable Computing: Informatics and Systems
  - o Available at: https://www.journals.elsevier.com/sustainable-computing-informatics-and-systems
- The Journal of British Blockchain Association
  - o Available at: https://jbba.scholasticahq.com/
- Special Issue on Emerging Blockchain Applications and Technology
  - o Available at: https://www.springer.com/journal/11280/updates/17528390
- Special Issue on Blockchain and Decentralization for Internet of Things
  - o Available at: https://www.journals.elsevier.com/future-generation-computer-systems/call-for-papers/special-issue-on-blockchain-and-decentralization-for-interne

3.3.5 *Workshops and training*

The most important workshops and training activities during the project duration are foreseen to be subsumed under the "living lab activities" of the project. Those activities are foreseen to be conducted in all pilot sites of PARITY, including training sessions for the Living Lab participants but also for wider local audience. More information regarding the workshops under the framework of the living lab activities, can be found in D 9.1 - Living Lab setup activities.

3.3.6 *Thematic events and fora*

To raise project awareness, to present the project results and to liaise with potential stakeholders, PARITY partners will participate in events like Concertation Meetings, industry and professional initiatives, thematic working groups and "Info Days". The PARITY partners will participate in at least 30 events during the project lifetime.

3.3.6.1 *Target events*

In the following Table 10 an indicative, non-binding list of candidate scientific conferences and industrial events is given: This list will be constantly updated by all consortium members, through the project dissemination online monitoring tool, as described in paragraph 4.3.

Table 10: Proposed thematic events list for 2020

Event Name	Date	Place	Link
Innogrid2020+	05-06 May 2020	Brussels, Belgium	Link
Eurelectric Annual Power Summit 2020	25-26 May 2020	Dublin, Ireland	Link
Energy days	May – June 2020	Brussels, Belgium	Link
CIRED 2020	4-5 June 2020	Berlin, Germany	Link

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

EU Sustainable Energy Week (EUSEW) 2020	23-25 June 2020	Brussels, Belgium	Link
9th International Conference on Renewable Energy Research and Applications	27-30 September 2020	Glasgow, UK	Link
IEE Blockchain Research & Applications for Innovative Networks and Services	28-30 September 2020	Paris, France	Link
Smart Grid Flexibility	01-03, October 2020	Amsterdam, Netherlands	Link
European Utility Week (EUW)	27-29 October 2020	Milan, Italy	Link
IEEE SmartGridComm	6 - 9 October 2020	Tempe, AZ, USA	Link
Swedish Solar Expo	October 2020	Uppsala, Sweden	Link
BEHAVE 2020	21 -23 October, 2020	UN City, Denmark	Link
Energy Informatics 2020	29 - 30 October 2020	Sion, Switzerland	Link
MEDPOWER 2020	9 -12 November 2020	Paphos, Cyprus	Link
Decentralized – The Premier Blockchain Conference in Europe	11-13 November 2020	Limassol, Cyprus	Link
European, Mediterranean and Middle Eastern Conference on Information Systems (EMCIS)	25-26 November 2020	Dubai, UAE	Link
Intersolar Europe (Munich, Germany)	9-11 June 2021	Munich, Germany	Link
2021 International Conference on Smart Cities and Smart Grid (CSCSG 2021)	17-19 September 2021	Frankfurt, Germany	Link

3.3.6.2 *Events participation procedure*

The following procedure has to be followed for participation to events requiring attendance:

A partner should make his application as early as possible and not less than 4 weeks in advance of the event. The application shall be submitted to the Quality Assurance Commission and should be accompanied by a copy of the event program together with a rationale describing the event and explaining the relevance of attendance to the objectives of the project. The application must provide a clear breakdown of the attendance cost explaining the proposed claim for the EC contribution. The partner should also provide the information about the event to the Dissemination & Communication Manager.

Within two weeks after the event, the partner must provide to Quality Assurance Commission a concise written report (1-2 pages) about the event. If possible, the report should be accompanied by the event's proceedings.

The aforementioned rules will be monitored by the Quality Assurance Commission in order to:

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

- Avoid repetition of publication of the same work
- Avoid publication of confidential data
- Avoid misunderstandings between partners and publications without proper referencing
- Secure optimum use of dissemination resources of the project
- Ensure proper archiving of all dissemination material

3.3.6.3 Completed events

In the following Table 11, the thematic events and fora, that PARITY consortium members have already participated, disseminating the project, is presented:

Table 11: Participation list in thematic events and fora

Event Name	Date	Place	Type	Partner	Short description & Comments	Audience	Link
International Blockchain Forum Rotkreuz 2020	19/2/2020	Rotkreuz, Switzerland	Forum / conference	HIVE	Presentation of the project	Scientific	Link

3.4 Dissemination material

In the following an overview is given of the overall project graphic identity and branding strategy. For more information regarding the dissemination material please refer to D9.3 "Dissemination and Communication Package"

3.4.1 Project logo

A unique project logo has been developed for project identity, as shown in Figure 16. A logo can help the user to form the right impression about the project idea. A smart element arrangement is required as well as a thorough selection of colours, fonts, and icons.

The logo is consisted of a visual presentation of two interlinking cubes, representing the transactive grid and blockchain technologies. The use of these particular colours resembles to the dynamic of the technologies included in the project. The main principal followed throughout the project, is consistency with the branding design. The colours will be used for the templates, presentations and other materials are the ones used in the PARITY logo.

Figure 16: The PARITY project logo

3.4.2 Leaflets

During the first months of the PARITY project the first two-sided triptych leaflet has been produced, that reflects the vision of the project and can be used in both printable and electronic version. The main purpose of the leaflet is to present the project objectives, the project scope and the anticipated impact while referring the proposed by PARITY solutions and presenting all project partners with their logos.

The two sides of the first project leaflet in electronic version, appears in the following Figure 17 the first side and Figure 18 the second.

Figure 17: First side of project leaflet

Figure 18: Second side of project leaflet

3.4.3 Posters and roll-ups

The first project roll-up was produced in a way that reflects its main vision, scope, approach, objectives and the high-level characteristics of the PARITY solutions in a minimal but appealing manner. The roll-up is produced keeping the same graphic identity and aesthetics as the leaflet with the scope to serve the PARITY branding strategy, project profile and artistic homogeneity as presented in the following Figure 19:

Figure 19: The PARITY project roll-up

3.4.4 Newsletters

The first semesterly issued newsletter of PARITY, was released by the end of March 2020 and distributed to all partners to be disseminated through their channels. The main content of the first newsletter is the presentation of the project, its objectives and to present the results of the first two project meetings. Moreover, in order to increase the audience of the newsletter, a registration will be added in the project website. A screencast of the first project newsletter is available in the following Figure 20:

Figure 20: Page 1 of the first PARITY newsletter

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

4. MONITORING, EVALUATION AND IMPACT ASSESSMENT

During the implementation of dissemination activities in the framework of the project, it is essential to consider how the key messages are delivered to the specified target groups and evaluate their effect. Dissemination activities are not a one-time activity, so there should be a long-term relationship with the specified focus groups, providing the ability to have a constant feedback and continuous monitoring. The Key Performance Indicators (KPI), will help the PARITY project consortium, define and measure the progress towards predetermined goals for dissemination activities.

4.1 Methodology and Key Performance Indicators

As already presented above, Table 5 includes an indicative set of expected results for dissemination activities and an expected set of performance metrics. More in detail, the table below (Table 12) presents the quantified targets for the project dissemination and communication activities. Those metrics will be gradually updated, every six months, with the updated versions of D 9.2, to provide a constant measure of success for the dissemination and communication activities.

Table 12: KPIs of dissemination and communication activities

Activity	M6	M12	M18	M24	M30	M36	M42
Leaflets / brochures	Initial version				Updated version		500 copies distributed
Posters	Initial version				Updated version		
Reference ppt presentation		Initial version				Updated version	
Newsletters	1st	2nd	3rd	4th	5th	6th	7th
Publications			3 public/ns		6 public/ns		10 public/ns
Videos			Initial version				Updated version
Website	Launched Monthly update	500 Visitors, Monthly update	Monthly update	2.000 Visitors, Monthly update	Monthly update	Monthly update	5.000 Visitors, Monthly update
Twitter / Facebook	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update

Activity	M6	M12	M18	M24	M30	M36	M42
LinkedIn	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update
Workshops / training			4 living lab	2 BRIDGE			8 living lab, 4 BRIDGE
External events		At least 5		At least 15			At least 30

4.2 Current status

The following Table 13 compares the dissemination and communication quantified targets of the project with the current performance and will be updated every 6 months.

Table 13: Dissemination and communication targets Vs current status

Activity	Accumulative target for month 6	Status in month 6
Leaflets / brochures	1st leaflet issued	The first leaflet issued in February 2020
Posters/ Roll-ups	1st poster/roll-up issued	The first roll-up issued in February 2020
Reference ppt presentation	No specified target	No results for this period
Newsletters	1st newsletter issued	The first newsletter issued in March 2020
Publications	No specified target	No publication for the period
Videos	No specified target	No results for this period
Website	Launched Monthly updated	Project website launched in January 2020 and updated regularly
Twitter / Facebook	Signed up Weekly updated	Accounts created in January 2020 Updated with an average interval lower than every week. Thus, it has been decided to create a list from the next semester assigning the responsible partner for the post of each week.
LinkedIn	Signed up Monthly updated	Account created in January 2020 and updated regularly
Workshops / training	No specified target	No results for this period

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

External events	No specified target	Participation in one event

4.3 Project dissemination monitoring tool

In order to increase the efficiency of dissemination activities and better monitor the completed dissemination events by partners, the progress towards the dissemination KPIs and in order to propose new target events, new target publications and new networking opportunities, an online dissemination monitoring tool has been created.

This tool is an online spreadsheet that can be accessed by all partners and consists of 6 different sheets. In the first tab instructions are given to the partners on how to use the tool, as presented in the following Figure 21.
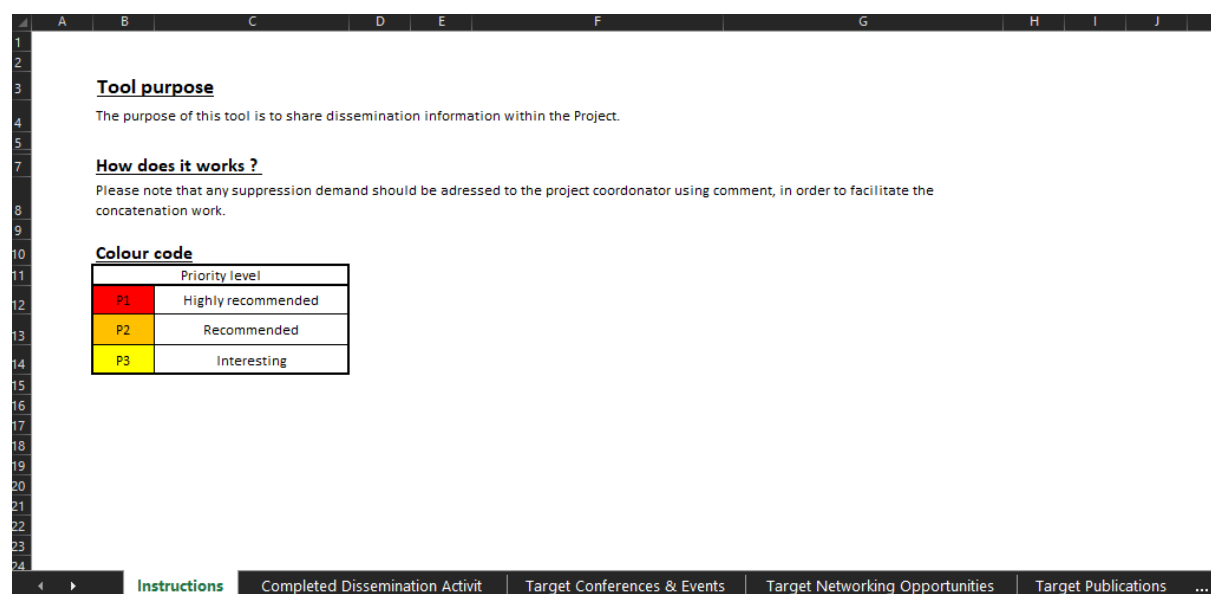
Figure 21: Instructions of the online dissemination monitoring tool

In the next sheet, the completed dissemination activities should be added by the partners, with details about the name of the event, the date, the place, the partners involved, the audience, the type and the activities that took place. Moreover, the link of the event should be added and any other comments by the partners. This part is presented in the following Figure 22.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

Figure 22: Completed events tab of the online dissemination monitoring tool

In the next sheet the target future conferences and events should be added by the partners. Again, details about the name of the event, the date, the place, the partners involved, the audience, the type and the activities that took place should be added, followed by details about the participation priority as presented in the instructions and the Call Paper Deadline. This part is presented in the following Figure 23

Figure 23: Target events tab of the online dissemination monitoring tool

In the next two sheets, the target networking opportunities should be added by the partners with details about the audience and field and the target publications, with details about title, category, publisher, periodicity, location and any comments. This part is presented in the following Figure 24.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

Figure 24: Target publications tab of the online dissemination monitoring tool

Finally, in the last sheet the dissemination KPI's are presented, as a reminder for the targets that we should reach in each semester.

Activity	M6	M12	M18	M24	M30	M36	M42
Leaflets / brochures	Initial version				Updated version		500 copies distributed
Posters	Initial version				Updated version		
Reference ppt presentation		Initial version				Updated version	
Newsletters	1st	2nd	3rd	4th	5th	6th	7th
Publications		3 public/ns		6 public/ns			10 public/ns
Videos			Initial version				Updated version
Website	Launched Monthly update	500 Visitors, Monthly update	Monthly update	2.000 Visitors, Monthly update	Monthly update	Monthly update	5.000 Visitors, Monthly update
Twitter / Facebook	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update
LinkedIn	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update
Workshops / training			4 living lab	2 BRIDGE			8 living lab, 4 BRIDGE
External events		At least 6		At least 15			At least 30

Figure 25: KPI's tab of the online dissemination monitoring tool

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities v1

PARITY

5. CONCLUSIONS

The main aim of this report was to determine, introduce and set up a specific action plan, by establishing a holistic dissemination and communication approach based on the project's targets, objectives and special characteristics.

To this end, this deliverable achieved its targets by presenting in detail all the dissemination and communication parameters, setting up the implementation plan, presenting the completed activities and identifying the specific targets which the dissemination activities should reach and Key Performance Indicators, that are going to evaluate them.

For the first six months, all the anticipated activities were implemented according to the plan, excluding the weekly updates of the Facebook and Twitter accounts. In order to reduce this risk in the future it was decided to create a list from the next semester, assigning the responsible partner for the post of each week in those social media accounts. That way the risk to fail in achieving this KPI is eliminated.

Finally, this report will be updated every six months, in order to follow the implementation plan of the dissemination and communication activities and evaluate the current status towards the anticipated KPIs, every six months.

H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

PARITY

6. REFERENCES

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H2020 Grant Agreement Number: 864319
Document ID: WP9/ D9.2 - Dissemination and Communication Plan & Activities
v1

Page 57