PARITY

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 D9.3
Dissemination and communication package

Work Package:	**WP9 – Dissemination, Communication & Stakeholder Engagement**
Task:	**T9.3 – Dissemination and communication activities**
Document Status:	**Final v1.0**
File Name:	**PARITY_D9.3_Dissemination and communication package_R1_V1.0_MERIT.docx**
Due Date:	**31.01.2020 (M4)**
Submission Date:	**31.01.2020**
Lead Beneficiary:	**MERIT**

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

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Version History

Version	Author	Date	Status
0.1	Nikolaos Kakardakos, Giannis Skiadaresis, MERIT	15th of November, 2019	Initial draft
0.2	Nikolaos Kakardakos, Theodoros Kakardakos, MERIT	15th of December, 2019	Draft
0.8	Theodoros Kakardakos, MERIT	7th of January, 2020	Quality check and minor corrections
0.9	Nikolaos Kakardakos, Giannis Skiadaresis, MERIT	9th of January, 2020	Final draft for internal review
1.0	Nikolaos Kakardakos, Theodoros Kakardakos, MERIT	27th of January, 2020	Final version ready for submission
1.0	Dimitrios Tzovaras, CERTH	31st of January, 2020	Submission to the EC

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The PARITY project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864319. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the Innovation and Networks Executive Agency (INEA) or the European Commission (EC). INEA or the EC are not responsible for any use that may be made of the information contained therein.

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Executive Summary

This document is a deliverable under the Work Package 9 "Dissemination, Communication & Stakeholder Engagement" of the PARITY project, funded from the European Union's Horizon 2020 research and innovation programme. The scope of this Work Package is to openly and proactively disseminate and promote PARITY to a wide group of stakeholders. In the Task 9.3 is included the creation of the PARITY public website, social media, online community, project brochures, newsletters and marketing materials appropriate to different audiences and the further development of existing contacts' database. This report presents the structure and the details for the Website and the Social Media of PARITY. In addition, the the brand identity of the project is designed and analyzed. The website and the Social Media of the PARITY project will offer to the visitor all the necessary information about the progress and the mission of PARITY project. Moreover, the first leaflet of the project is presented and analysed, while the principles for the creation of the first project poster are introduced. Lastly, screenshots from the website and the Social Media channels together with the initial communication material is presented.

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List of Acronyms and Abbreviations

Term	Description
LFM	Local Flexibility Market
DER	Distributed Energy Recourse
IoT	Internet of Things
DSO	Distribution System Operator
P2P	Peer-to-Peer
STATCOM	Static Synchronous Compensator
SG	Smart Grids
PQ	Power Quality
DG	Distributed Generation
RES	Renewable Energy Source
EV	Electric Vehicle
TSO	Transmission System Operator
EC	European Commission
PC	Personal Computer
P2H	Power to Heat
KoM	Kick off Meeting
KPI	Key Performance Indicator

List of Acronyms and Abbreviations

1. INTRODUCTION

1.1 Scope and Objectives of the Deliverable

The objective of this document is to present the branding strategy, the graphic identity, and the structure of the PARITY Website and Social Media. In this document, analyses the strategic overview and the structure of the main communication tools of the project. In addition, screenshots from the website and social media channels are provided together with the visual representation of the leaflet and the poster of the PARITY project.

1.2 Structure of the Deliverable

This deliverable consists of the following three main parts:

- Branding of PARITY
- Website Presentation
- Social Media Presence

The first part analyses the branding strategy and the graphic identity of the PARITY project. Outlines the main strategic points of the branding strategy of the PARITY project together with a visual presentation of the logo. In the second part, the Website of the project is presented. In the third part, the social media strategy is presented together with the social media channels that consist the social media presence of the PARITY project.

1.3 Relation to Other Tasks and Deliverables

The deliverable D9.3 – "Dissemination and Communication Package" will be the basis of the D9.2 - "Dissemination and Communication Plan & Activities v1" that will be submitted in M06. The branding strategy and the graphic identity, together with the social media strategy that is presented in this report, will be the basis for the strategic overview of the communication and dissemination of the PARITY project.

2. BRANDING OF PARITY

2.1 Branding Strategy

The PARITY project has a comprehensive and effective branding strategy and its main goal is to address the structure of existing distribution grids by delivering a transactive grid & market framework. PARITY will go beyond the traditional "top-down" grid management practices by delivering a unique local flexibility market platform through the seamless integration of IoT and blockchain technologies.

By delivering a market for automated flexibility exchange based on smart contracts & blockchain, PARITY will facilitate efficient and transparent local flexibility transactions and reward flexibility in a cost-reflective and symmetric manner, through price signals based on real-time grid operational constraints and available DER flexibility.

In order to implement an effective branding strategy, the PARITY Consortium needs a new logo in order to provide a common and exclusive graphic identity to support its branding throughout the project and beyond and to be used in the project's website and social media presence.

From all the above, it is crucial to grasp the holistic, broad nature of the logo to be produced. Therefore, imagery from the stakeholders (DSO, Aggregators, Occupants Build Operators) should be reflected somehow in the logo. In addition, concept that the logo will be based could be the iconic idea of buildings (occupants) and of a grid (building blocks).

In all cases, the logo should maintain the option of using the word "**PARITY**", as a distinctive representation of the project, underneath the logo.

2.2 Graphic Identity

A unique project logo has been developed for project identity, as shown in Figure 2. 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. We redesigned the logo based on the original idea of the black & white cubes (Figure 1), in a more modern way. The use of these particular colors resemble to the dynamic of the technologies included in the project. The main principal followed throughout the project, is consistency with the branding design. The colors will be used for the templates, presentations and other materials are the ones used in the PARITY logo.

Figure 1. Initial PARITY Logo for proposal stage.

Figure 2. The new PARITY project logo.

The project logo has been developed for horizontal or vertical use as shown in the following Figure 3, while more information about the logo guidelines, colors, spacing and logo variations can be found in Annex A.
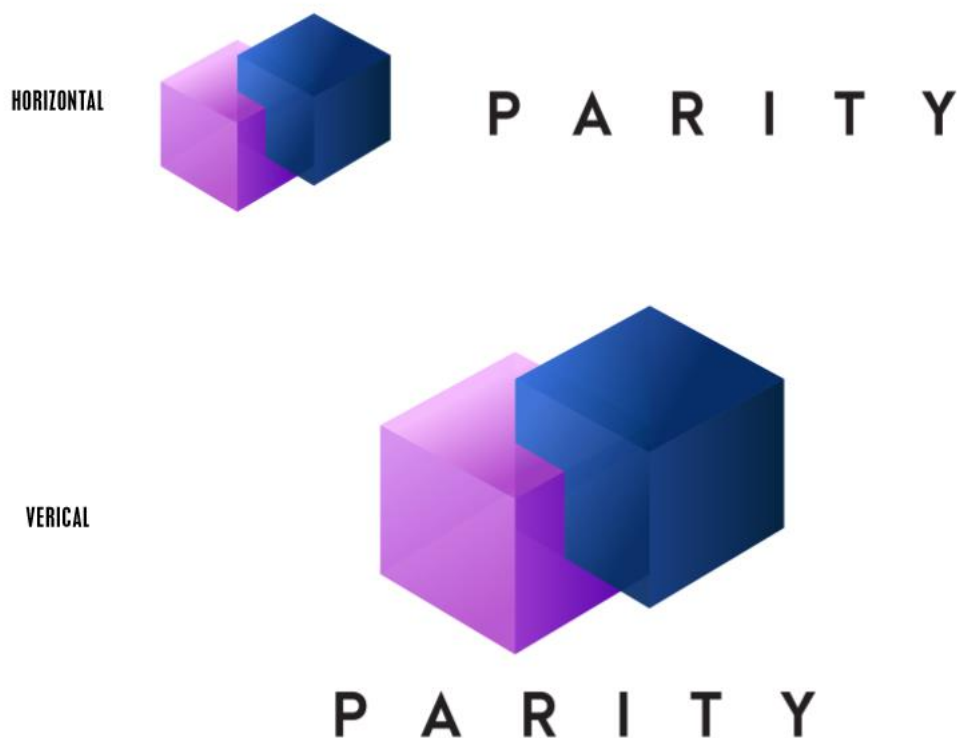

Figure 3. The horizontal and vertical PARITY logo.

3. WEBSITE PRESENTATION

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 PARITY website is visually attractive and informative. In the following Figure 4, an initial presentation of the structure of the website is presented.

Figure 4. The PARITY web site structure.

Welcome to PARITY Website

In this sub-section of the HOME page, the mission of the project is presented (Figure 5). The message that is displayed is a summary of the mission of the PARITY project. The HOME page is the main page of the website. It is the entry point for PARITY, with a welcoming note, the main project mission; the project vision (Figure 6); the project objectives (Figure 7); updates on News/Events, major tweets related to the project, etc. The Home page integrates all the different aspects of the project, visible in one window only. The visitor has different options depending on which section/subpage is choosing to be transferred.

The main mission displayed is the following:

"The aspiration of PARITY project is to address the "structural inertia" of existing distribution grids by delivering a transactive grid & market framework. PARITY will go beyond the traditional "top-down" grid management practices by delivering a unique local flexibility market platform through the seamless integration of IoT and blockchain technologies. By delivering a market for automated flexibility exchange based on smart contracts & blockchain, PARITY will facilitate efficient and transparent local flexibility transactions and reward flexibility in a cost-reflective and symmetric manner, through price signals based on real-time grid operational constraints and available DER flexibility. By deploying State-of-the-Art IoT technologies PARITY will offer distributed intelligence (DER profiling) and self-learning/self-organization capabilities (automated real-time distributed control), orchestrated by the cost- reflective flexibility market signals generated by the blockchain market platform. Within PARITY, DERs will form dynamic clusters that essentially comprise self-organized networks of active DER nodes that will efficiently distribute and balance global and local intelligence, enabling real-time aggregated & P2P transactions through enhanced forecasting, optimization and control of DER flexibility. Finally, the PARITY solution includes novel tools for Active Network Management, including an innovative STATCOM and PQ monitoring device, that will enable the DSO to enhance its management capabilities, grid observability and RES hosting capacity."
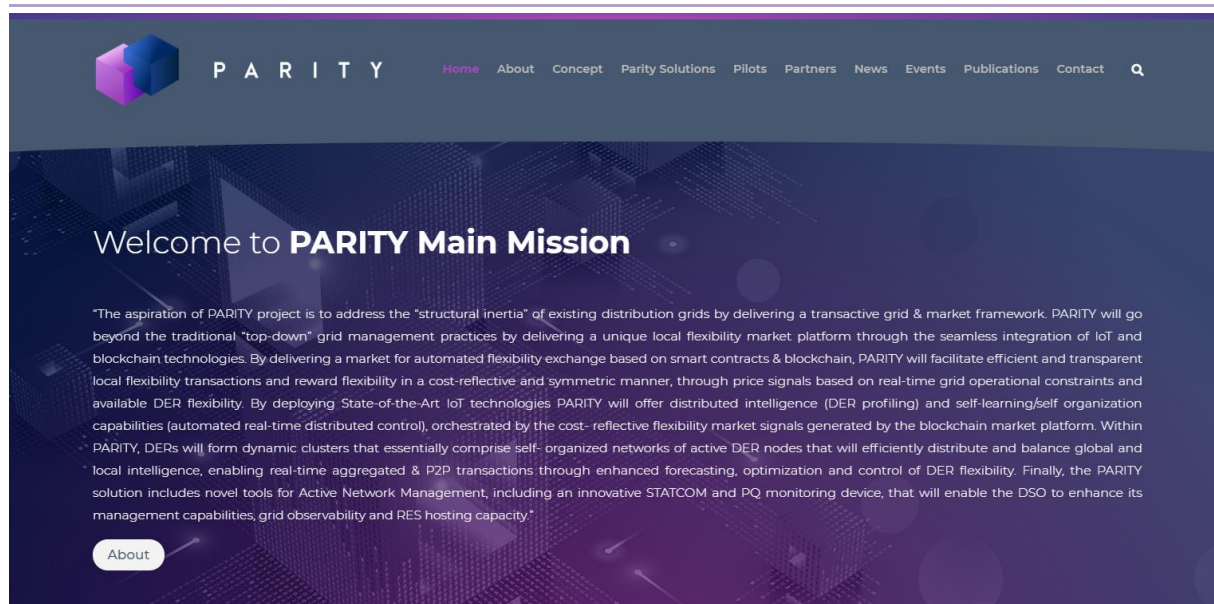
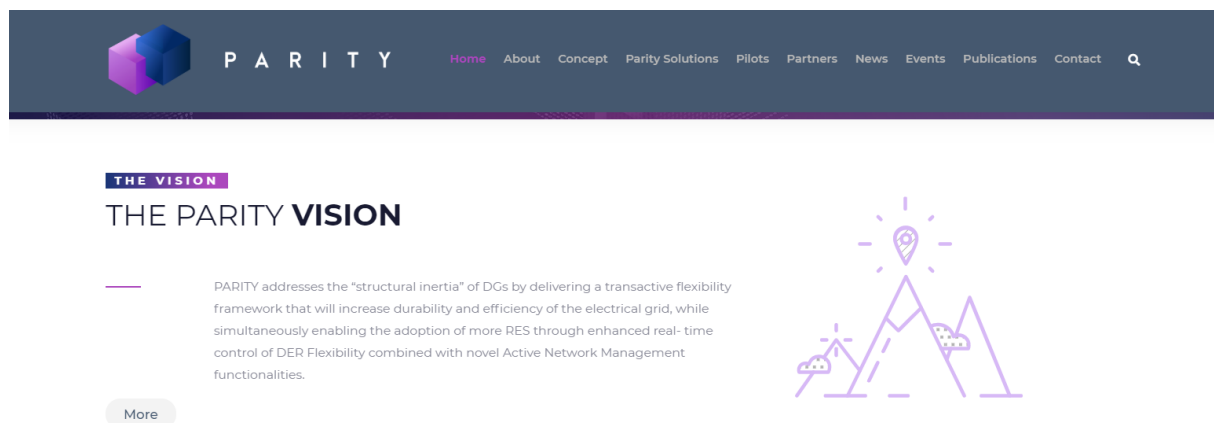**Figure 5. Home page screen capture with project mission.**

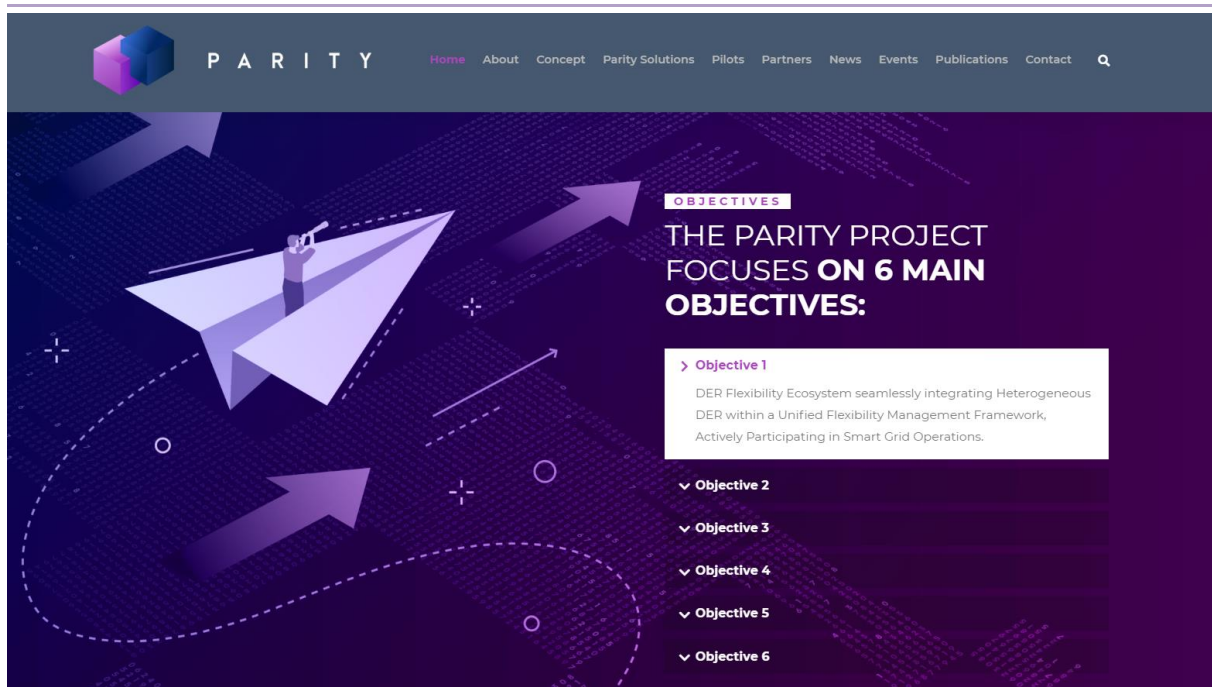**Figure 6. Home page screen capture with project vision.**

Figure 7. Home page screen capture with project objectives.

3.1 About

In the "ABOUT" tab four sub-sections are displayed, the industry challenges; the project objectives; the project's scope and the project's impact, as described below.

3.1.1 Industry Challenges

In this sub-section the industry challenges are presented, as shown in Figure 8: "*Today's energy markets remain inherently incomplete and imperfectly competitive mainly due to the characteristics and special nature of the commodity of power.*

Inelasticity of Demand along with the continuously increasing presence of distributed intermittent energy sources pose significant challenges and undoubtedly have considerably negative impact on the overall grid balance.

Moreover, non-forecastable variable generation from RES is posing critical challenges in grid management at all levels (distribution, transmission and cross-border).

Grid defection is becoming a rapidly growing threat to traditional utility business models. As indicated by Figure 2, utilities nowadays face a fundamentally different challenge the so-called "utility in a box".
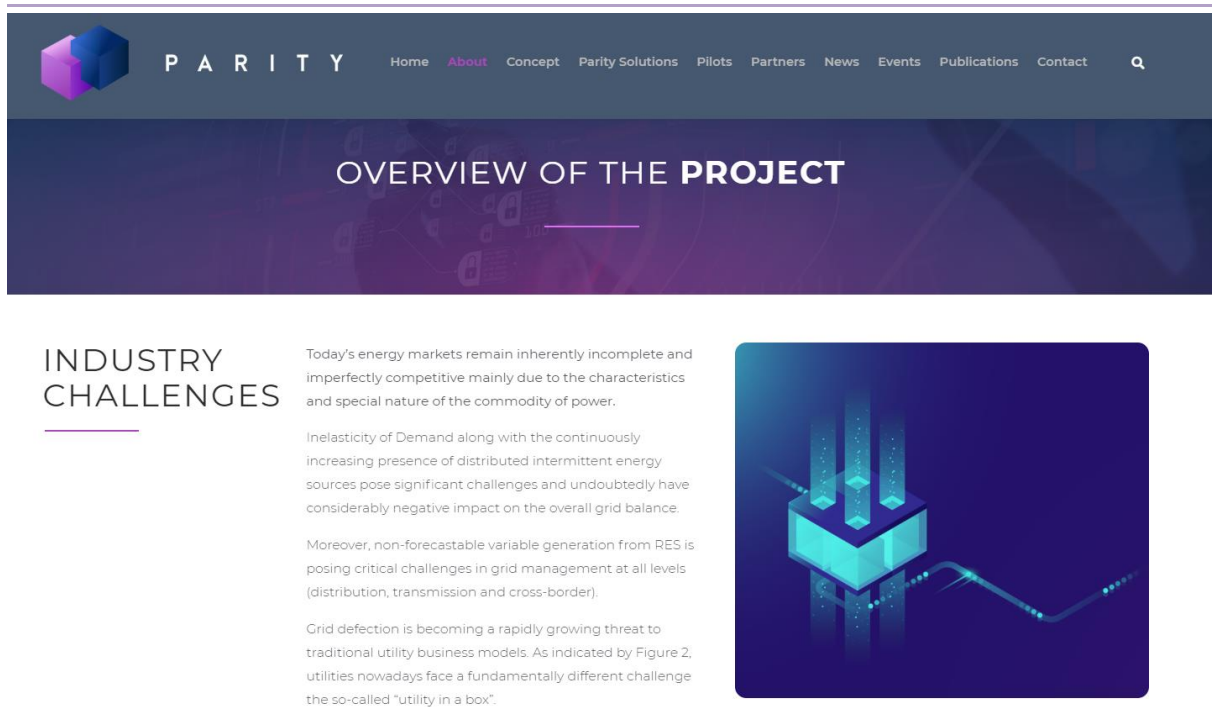
Figure 8. The industry challenges sub-section screen capture.

3.1.2 Objectives

In the next sub-section of "ABOUT' tab the objectives of the project are presented:

- *Objective 1 – DER Flexibility Ecosystem seamlessly integrating Heterogeneous DER within a Unified Flexibility Management Framework, Actively Participating in Smart Grid Operations.*
- *Objective 2 – Storage-as-a-Service framework efficiently combining Actual Storage (EVs and batteries) and Virtual Energy Storage (Power-to-Heat).*
- *Objective 3 – Smart Contracts Enabled Local Flexibility Market Platform that facilitates the transition to enhanced Transactive Flexibility Systems through Distributed Intelligence and Integrated Market Based Control.*
- *Objective 4 – SG Monitoring, PQ Management and Active network management*
- *Objective 5 – Holistic Assessment of Novel Business Models and Validation in Real-Life environments to ensure wide Market Actor Engagement in the PARITY Local Flexibility Market Platform*
- *Objective 6 – Promote the adoption of the PARITY solution as a next-generation Local Flexibility Market Platform through intense dissemination and knowledge transfer of the project's outcomes.*

3.1.3 Scope

The sub-sections that follows is the Scope of the project (Figure 9):

- *Flexibility measures and electricity grid services provided by storage of electricity (including batteries and vehicle to grid technologies), power to-X (in particular power to heat), demand response and variable generation enabling additional decarbonisation;*
- *Smart grids technologies for an optimum observability and tools for higher automation and control of the grid and distributed energy sources, for increased resilience of the electricity grid and for increased system security, including under extreme climate events;"*

- *Market mechanisms incentivising flexibility or other market tools should be defined and tested, for mitigating short- term and long-term congestions or other problems in the network (e.g. dynamic network tariffs and solutions to reduce the costs of energy transition, non-frequency ancillary services). Solutions should demonstrate the necessary cooperation with other system operators and particularly TSOs by facilitating the integration of wholesale and retail markets.*"
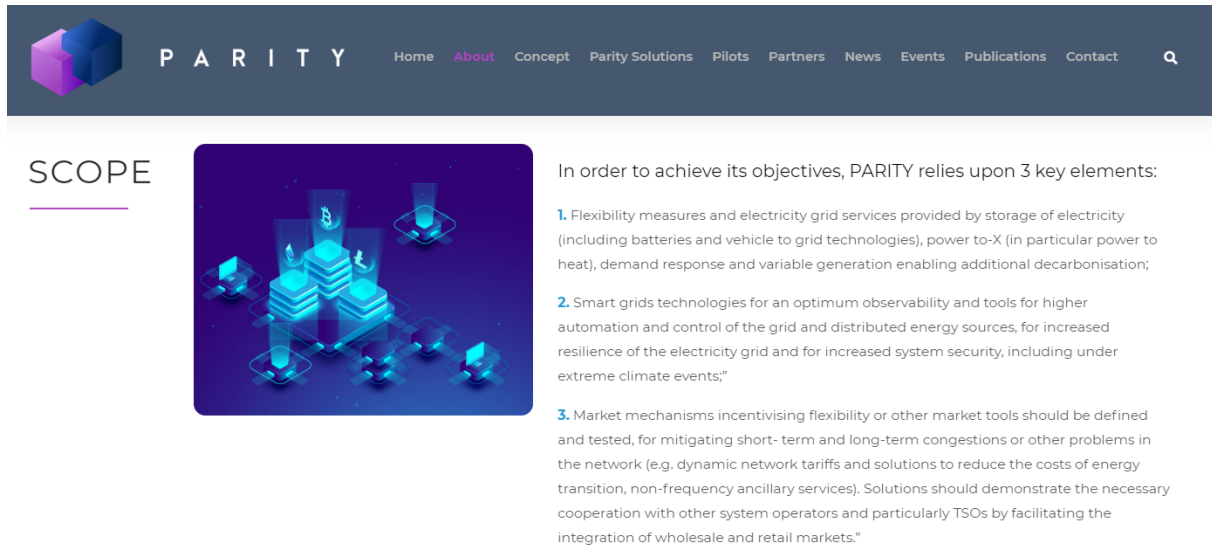

Figure 9. The scope sub-section screen capture.

3.1.4 Impact

Finally, in this tab, the impact of the project is presented (Figure 10):

"The PARITY solution eliminates a number of barriers for the consumer empowerment through the establishment of local flexibility markets and electricity market participation according to the EC pertaining to:

- *Demand flexibility discovery and aggregation*
- *System interconnection and interoperability*
- *Availability of demand response management systems to optimally utilise and mobilise demand flexibility*
- *Definition, elaboration and validation of business models to facilitate exchange of flexibility among local market actors."*
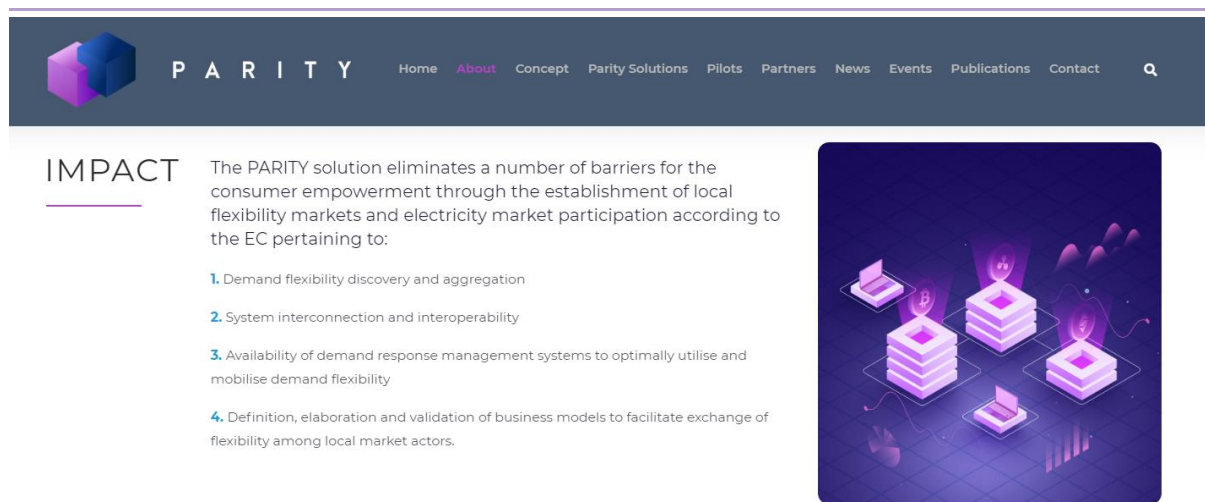
Figure 10. The impact sub-section screen capture.

3.2 Concept

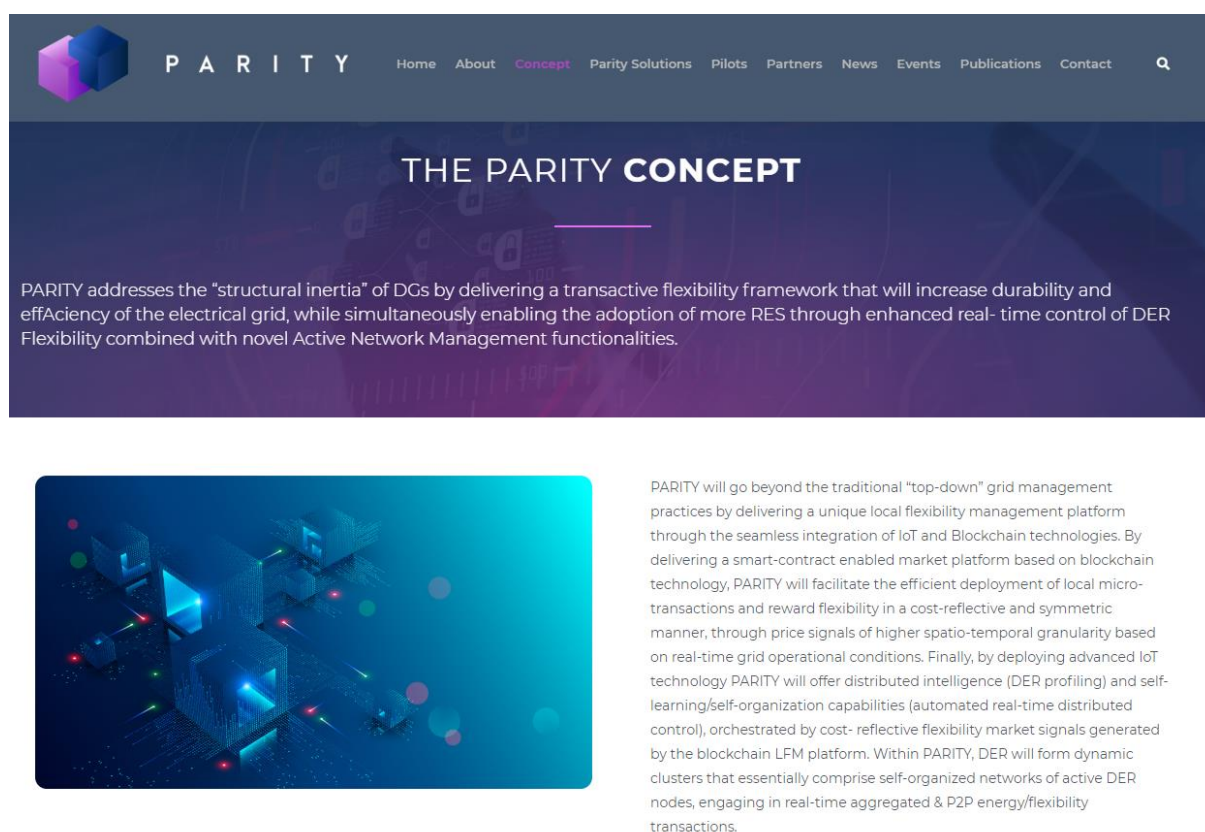In this section of the website, the concept of the PARITY project is presented (Figure 11).

Figure 11. Screen capture of the "Concept" section.

In detail, a summary of PARITY's concept is exposed:

"*PARITY addresses the "structural inertia" of DGs by delivering a transactive flexibility framework that will increase durability and efficiency of the electrical grid, while simultaneously enabling the*

adoption of more RES through enhanced real- time control of 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 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."

3.3 The PARITY Solution

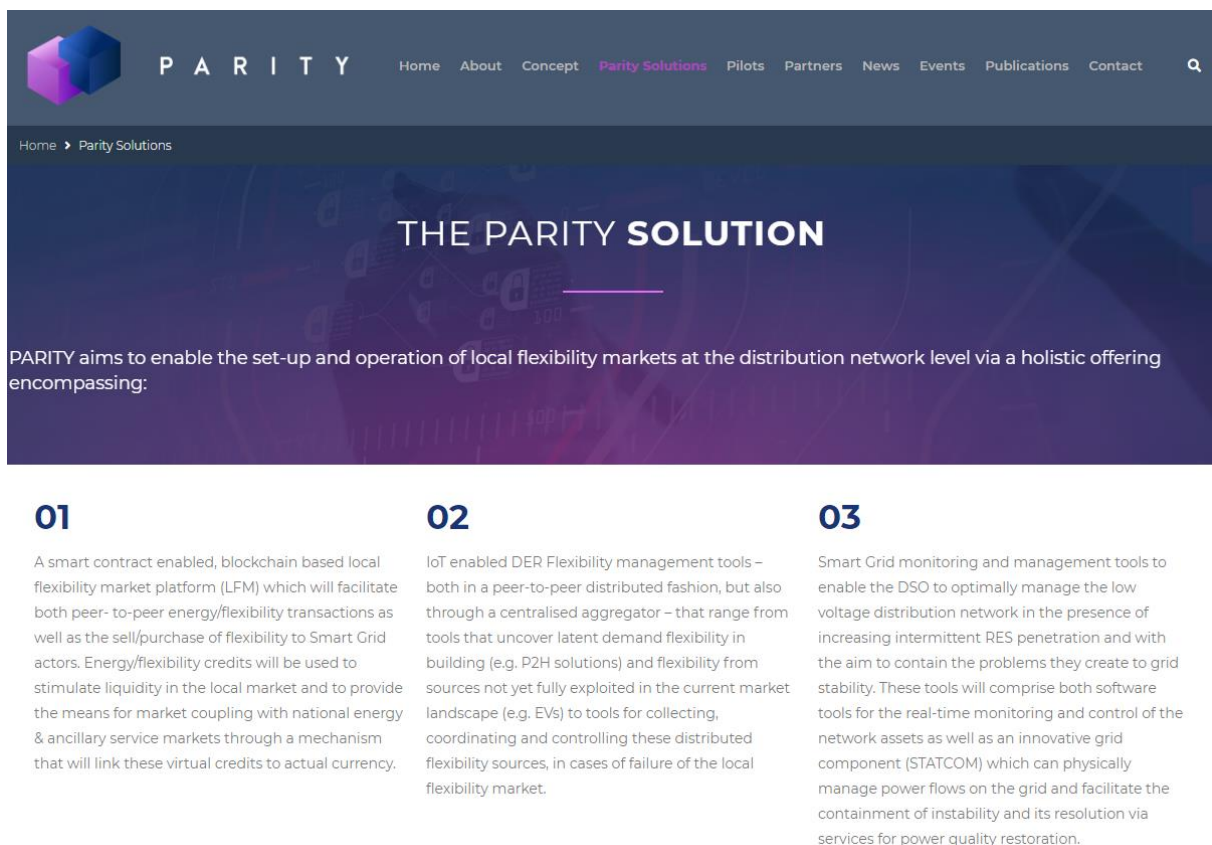The solution proposed by the PARITY project is presented in this section, as shown in the following Figure 12:

Figure 12. Screen capture of the "Solution" section.

In more detail the description added:

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

1. *A smart contract enabled, blockchain based local flexibility market platform (LFM) which will facilitate both peer- to-peer energy/flexibility transactions as well as the sell/purchase of flexibility to Smart Grid actors. Energy/flexibility credits will be used to stimulate liquidity in the local market and to provide the means for market coupling with national energy & ancillary service markets through a mechanism that will link these virtual credits to actual currency.*

2. *IoT enabled DER Flexibility management tools - both in a peer-to-peer distributed fashion, but also through a centralised aggregator – that range from tools that uncover latent demand flexibility in building (e.g. P2H solutions) and flexibility from sources not yet fully exploited in the current market landscape (e.g. EVs) to tools for collecting, coordinating and controlling these distributed flexibility sources, in cases of failure of the local flexibility market.*

3. *Smart Grid monitoring and management tools to enable the 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. These tools will comprise both software tools for the real-time monitoring and control of the network assets as well as an innovative grid component (STATCOM) which can physically manage power flows on the grid and facilitate the containment of instability and its resolution via services for power quality restoration.*"

3.4   The PARITY Pilot Sites

In this section the PARITY pilot sites will be presented and described.

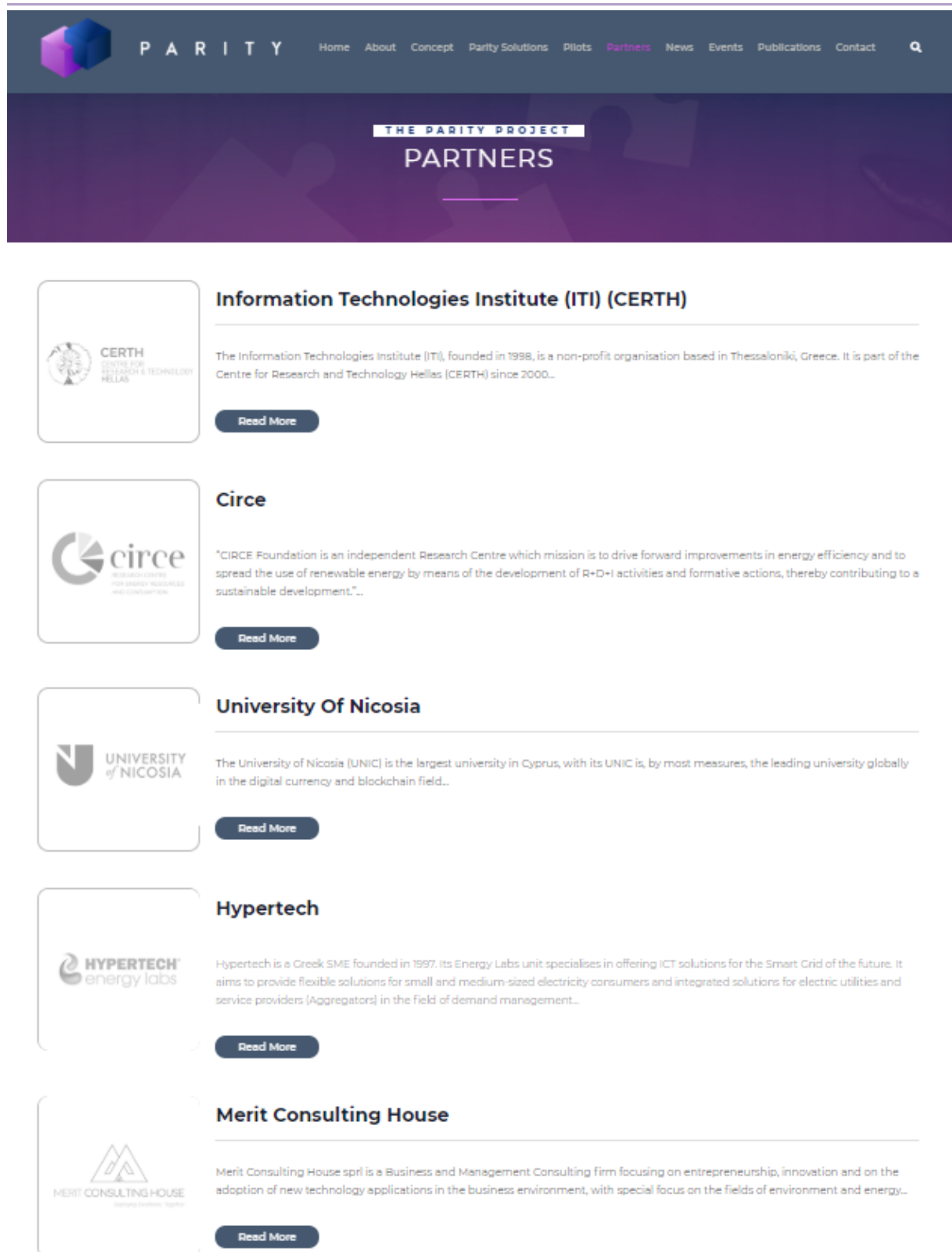Momentarily this section includes a general description of the pilot sites:

"*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."

This part is going to be updated with more information for the project pilots, as soon as they become available and the pilot sites are finalized.

3.5   Partners

In this section, a short profile of each partner of the PARITY Consortium is available. In the main page a short description of each partner is presented, while a "read more" button is available for each partner. This button redirects to a page dedicated for each partner with detailed information and link to its official website. A part of the main page is presented in the following Figure 13.

Figure 13. Screen capture of the "partners" section.

3.6   News

In the initial stages of the project, this section of the website will bear the phrase "Under Construction". In the framework of the project and during the following months, this section of the website will be gradually filled with news and updates.
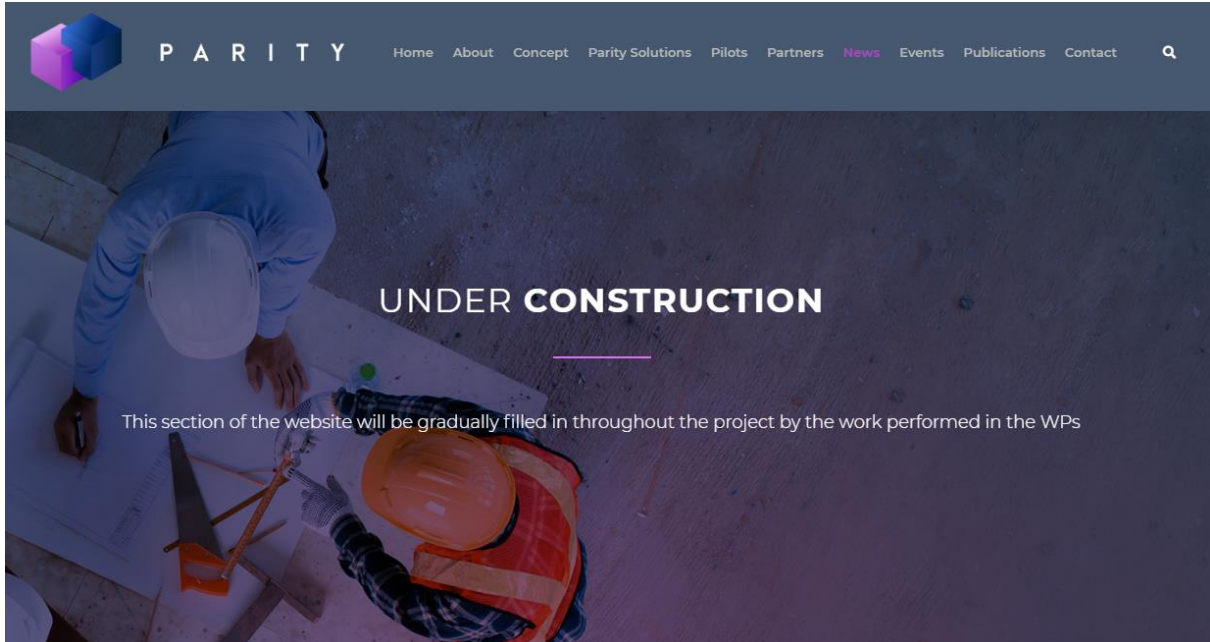
Figure 14. Screen capture of the "news" section.

3.7   Events

This section will include a short presentation of the Kick-off Meeting, the future and the past events:

- **Kick-of Meeting (KoM)**
  Short presentation of the KoM & photos to be inserted under this section

- **Future Events**
  ""*Under Construction" text to insert momentarily under this section of the website*

- **Past Events**
  "*Under Construction" text to insert momentarily under this section of the website*

3.8   Publications

In that section of the website the information (title, authors, abstract, publisher links, etc.) of scientific publications in journals and conferences will be listed, throughout project duration. Moreover in that section, all the public deliverables that will be produced by PARITY will be available for download. In the initial stages of the project, this section of the website will bear the phrase "Under Construction".

3.9   Contact Us

In this section the web site, users will have the opportunity to communicate with project coordinator and Dissemination and Communication Manager through a Contact Form.

4. SOCIAL MEDIA PRESENCE

4.1 Social Media Strategy

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 15).

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.

Through these channels, all partners will have an open attitude and share as much as possible with the public, so as to inform and create a "buzz" around PARITY activities.

Those accounts in Social Media channels will also give the opportunity to provide very valuable insights, precious analytics and statistics, providing a useful instrument to measure "dissemination performance" of the project towards the Key Performance Indicators of the project.
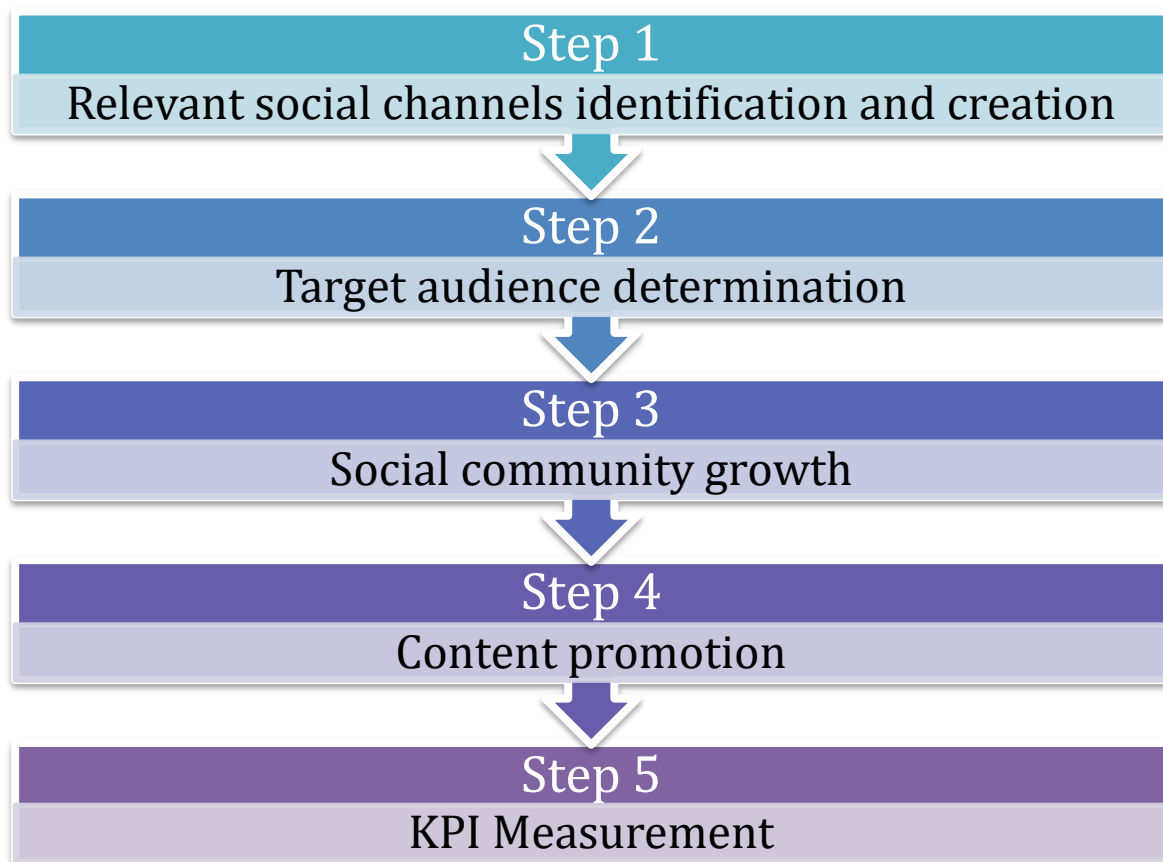
Step 1
Relevant social channels identification and creation

Step 2
Target audience determination

Step 3
Social community growth

Step 4
Content promotion

Step 5
KPI Measurement

Figure 15. Social media strategy steps.

4.2 Twitter

The project Twitter account, as shown in Figure 16, 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. One of the greatest advantages of Twitter is the ability it has to interconnect other users through hashtags and mentioning. This feature of twitter can guarantee the sufficient reachability of the project.

The project account is decided to be mainly dedicated to "non-visual" content, in order to spread the message and the updates of the project. The PARITY Twitter account will be used as a channel for constant update during the project technologies development, dissemination of results but also as a reminder for all the project activities and events that take place.

The purpose of the PARITY Twitter account is to make the hashtag of PARITY "#PARITYH2020" viral and aiming to be "mentioned" and "re-twitted" by all project partners and subsequently by a substantive number of followers.

The PARITY Twitter account can be followed in the following link:
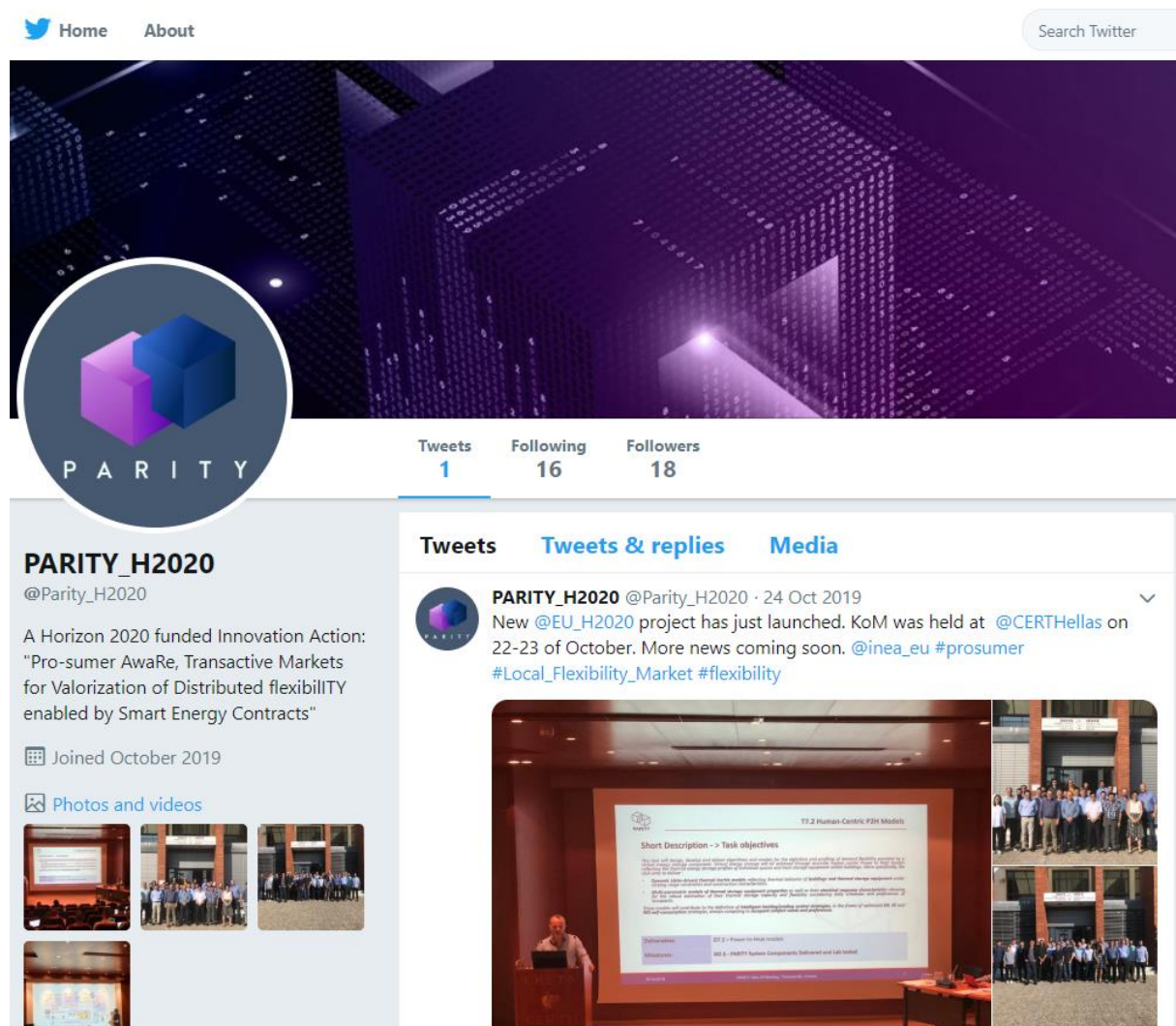
https://twitter.com/Parity_H2020

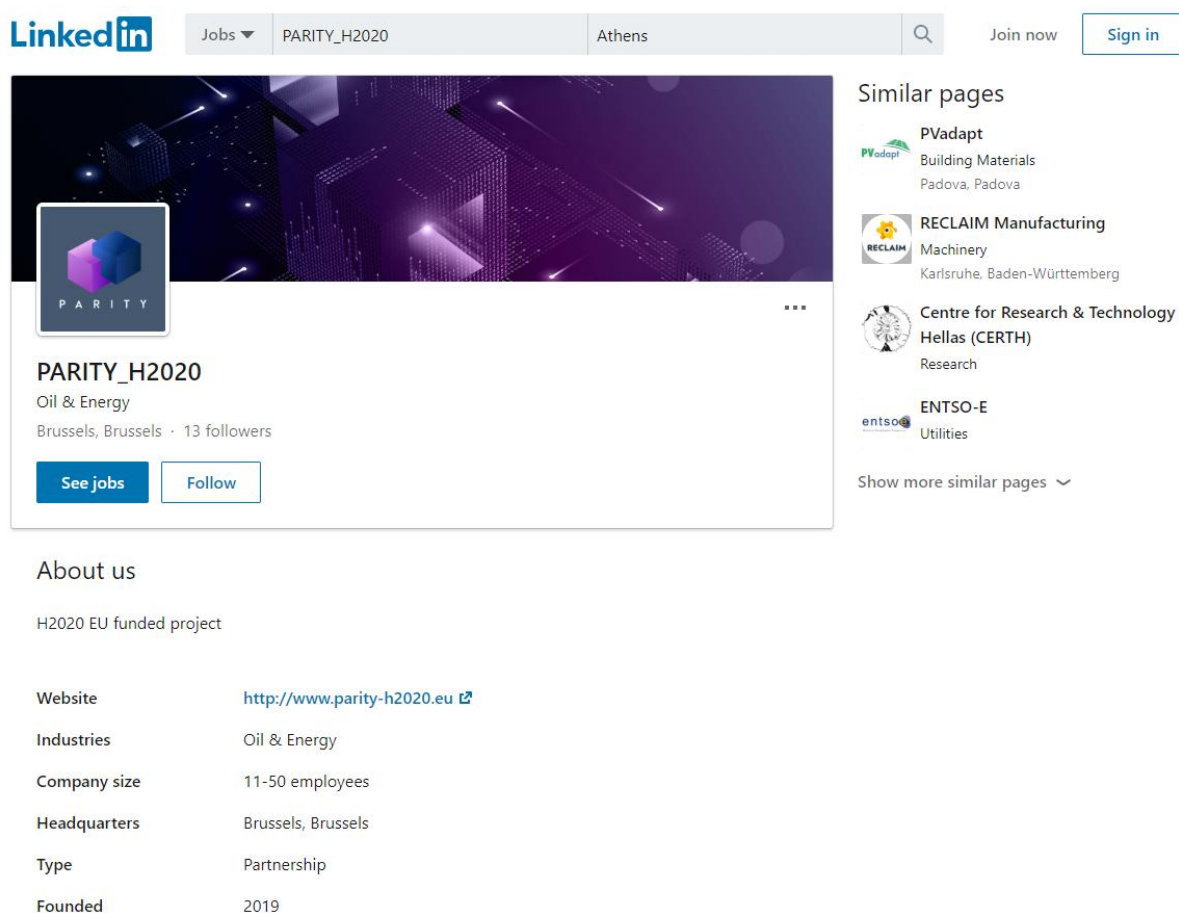**Figure 16. The PARITY Twitter page.**

4.3   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 that other social media platforms, however, it is the most relevant platform for professional use and business networking.

As networking site targeting in 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.

For the implementation of our strategy for PARITY presence in LinkedIn, our goal is to establish networks or target users with specific interests and share dedicated content which can engage professionals and relevant companies or connect with previously established groups. Moreover, LinkedIn, if used for that scope, can be a very effective tool towards implementing the project's exploitation targets that can promote the PARITY project as an innovative idea on the market, triggering potentially interested end users, companies and stakeholders.

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

www.linkedin.com/company/parity-h2020

Figure 17. The PARITY LinkedIn page.

4.4   Facebook

In addition to the Twitter and LinkedIn accounts, the third social media channel that of the PARITY project 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. Moreover, the Facebook analytic tool, called "Facebook Insights", is able to provide precious statistics, e.g. the number of reached people and their characteristics, providing a useful instrument to measure the performance of social media impact towards the project Key Performance Indicators.

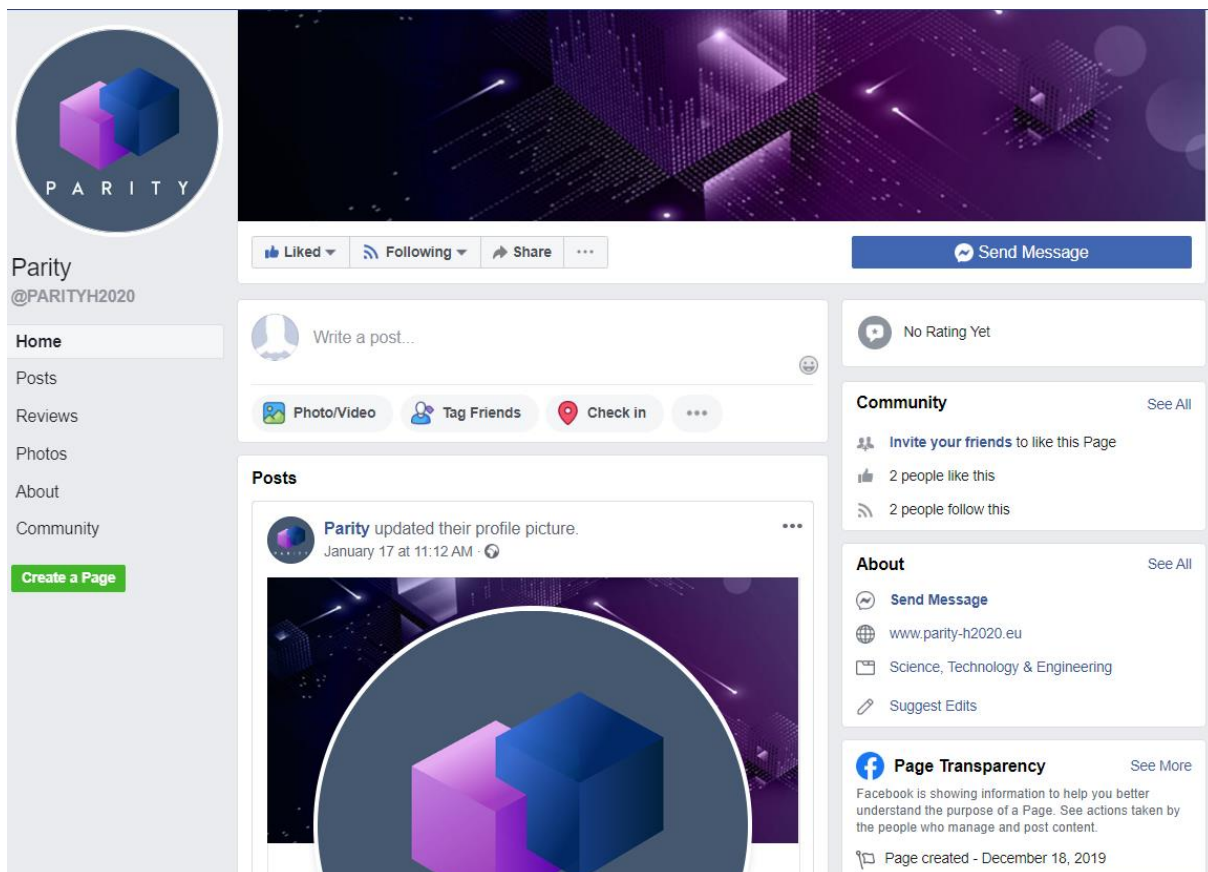The PARITY Facebook page can be followed in the following link:

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

Figure 18. The PARITY Facebook page.

4.5   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, providing the opportunity to upload and share the project videos, with the scope to visualize the project results and give the ability to reach a number of targeted stakeholders with a visualized perspective of the project.

In the following Table 1, all project social media are presented in a brief, with the account name and URL for each one.

Table 1. 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?

5. PROJECT LEAFLET AND POSTER

5.1 Project's First Leaflet

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 leaflet is produced in English and since it can be used both in printed and electronic versions, it enables the consortium partners to use it in all dissemination events and workshops they could participate, as well as to spread it through their social media channels and websites. The leaflet is produced in accordance with the agreed branding strategy and graphic identity of the project, maintaining the same colour tones and aesthetics with the web site and the project logo.

The two sides of the first project leaflet in electronic version, appears in the following Figure 19 the first side and Figure 20 the second. The printable version of the leaflet is presented in Annex B and has been uploaded in the project SVN repository in high definition.

Figure 19. First side of project leaflet.

Figure 20. Second side of project leaflet.

5.2 Project's First Poster

PARITY will produce the first project poster in a way that will reflect its main vision, scope, approach, objectives and the high-level characteristics of the PARITY solutions in a minimal but appealing manner. The poster will be 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.

Annex A: Logo Guidelines

GRAPHIC IDENTITY

A unique project logo has developed for project identity. 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 colors, fonts, and icons.

- The logo is consisted of a visual presentation of two interlinking cubes, representing the transactive grid and blockchain technologies. We redesigned the logo based on the original idea of the black & white cubes, in a more modern way
- The use of these particular colors resemble to the dynamic of the technologies included in the project.

The main principal followed throughout the project, is consistency with the branding design. The colors will be used for the templates, presentations and other materials are the ones used in the PARITY logo.

ORIENTATION

HORIZONTAL

P A R I T Y

VERICAL

P A R I T Y

HORIZONTAL

P A R I T Y

VERICAL

P A R I T Y

COLORS

PANTONE	7688 C
CMYK	60 l 79 l 0 l 0
RGB	161 l 65 l 198
HSB	283 l 67 l 78
HTML	#a141c6

80%	60%	40%	20%

PANTONE	7693 C
CMYK	100 l 81 l 20 l 5
RGB	15 l 62 l 130
HSB	215 l 88 l 51
HTML	#0f3e82

80%	60%	40%	20%

SPACING

Annex B: Leaflet printable version

The PARITY
VISION

The aspiration of PARITY project is to address the "structural inertia" of existing distribution grids by delivering a transactive grid & market framework. PARITY will go beyond the traditional "top-down" grid management practices by delivering a unique local flexibility market platform through the seamless integration of IoT and blockchain technologies.

By delivering a market for automated flexibility exchange based on smart contracts & blockchain, PARITY will facilitate efficient and transparent local flexibility transactions and reward flexibility in a cost-reflective and symmetric manner, through price signals based on real-time grid operational constraints and available DER flexibility.

PARITY will offer distributed intelligence (DER profiling) and self-learning/self-organization capabilities (automated real-time distributed control), orchestrated by the cost- reflective flexibility market signals generated by the blockchain market platform. Within PARITY, DERs will form dynamic clusters that essentially comprise self-organized networks of active DER nodes that will efficiently distribute and balance global and local intelligence, enabling real-time aggregated & P2P transactions through enhanced forecasting, optimization and control of DER flexibility.

The PARITY solution includes novel tools for Active Network Management, including an innovative STATCOM and PQ monitoring device, that will enable the DSO to enhance its management capabilities, grid observability and RES hosting capacity.
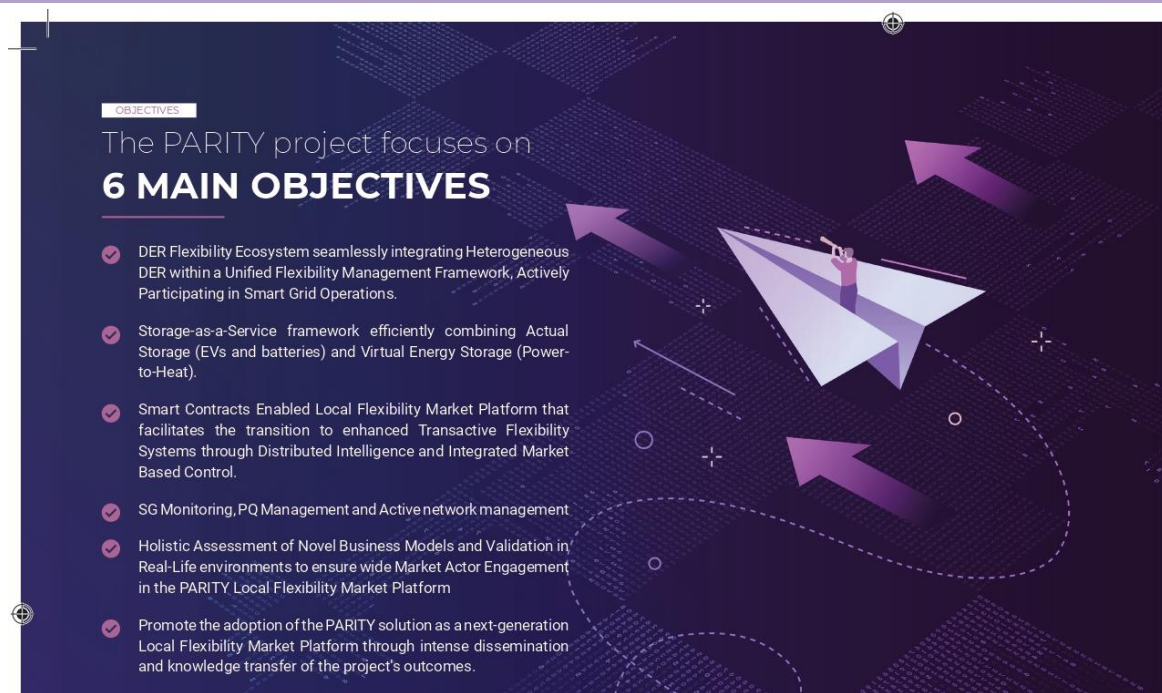
PARTNERS

This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement no 864319.

www.parity-h2020.eu

OBJECTIVES

The PARITY project focuses on

6 MAIN OBJECTIVES

- ✔ DER Flexibility Ecosystem seamlessly integrating Heterogeneous DER within a Unified Flexibility Management Framework, Actively Participating in Smart Grid Operations.

- ✔ Storage-as-a-Service framework efficiently combining Actual Storage (EVs and batteries) and Virtual Energy Storage (Power-to-Heat).

- ✔ Smart Contracts Enabled Local Flexibility Market Platform that facilitates the transition to enhanced Transactive Flexibility Systems through Distributed Intelligence and Integrated Market Based Control.

- ✔ SG Monitoring, PQ Management and Active network management

- ✔ Holistic Assessment of Novel Business Models and Validation in Real-Life environments to ensure wide Market Actor Engagement in the PARITY Local Flexibility Market Platform

- ✔ Promote the adoption of the PARITY solution as a next-generation Local Flexibility Market Platform through intense dissemination and knowledge transfer of the project's outcomes.

P A R I T Y

THE PARITY SOLUTION

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

01

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

02

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

03

Smart Grid monitoring and management tools to enable the 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.

SCOPE

In order to achieve its objectives, PARITY relies upon 3 key elements:

01 Flexibility measures and electricity grid services provided by storage of electricity demand response and variable generation enabling additional decarbonization.

02 Smart grids technologies for an optimum observability and tools for higher automation and control of the grid and distributed energy sources.

03 Market mechanisms incentivising flexibility or other market tools should be defined and tested, for mitigating short- term and long-term congestions or other problems in the network.

IMPACT

The PARITY solution eliminates a number of barriers for the consumer empowerment through the establishment of local flexibility markets and electricity market participation according to the EC pertaining to:

- ✔ Demand flexibility discovery and aggregation

- ✔ System interconnection and interoperability

- ✔ Availability of demand response management systems to optimally utilise and mobilise demand flexibility

- ✔ Definition, elaboration and validation of business models to facilitate exchange of flexibility among local market actors.