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## **DELIVERABLE D9.6**

### **Dissemination and Communication Plan & Activities v2**

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**T9.3 Dissemination and communication activities**  
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## Executive Summary

The main aim of this report is to present and evaluate the dissemination and communication actions of the first 12 months of the project, and to update the initial dissemination and communication plan, considering the impact assessment of the performed actions on the specified target audiences.

To this end, it contains the overall Dissemination and Communication Strategy of the PARITY project, the updated Dissemination and Communication implementation Plan, the details about the activities carried out up to September 2020 (month 12 of the project) and the progress towards the specified dissemination and communication targets.

More in detail, the general definitions of the dissemination and communication concepts are provided, as in the first version of the dissemination and communication plan, in order to clarify the distinction between those two terms and set up a comprehensive plan. Following that, the target groups' enrolment in dissemination and communication activities are identified for the target audiences of the project. In addition, the updated timeline that needs to be followed according to the project needs and the assessment of the performed actions, is presented. Then the target messages and communication channels definitions and descriptions are given, as in the first version of this report. Moreover, the updated 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 are and 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.

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## 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
LEM	Local Electricity Market
LFM	Local Flexibility Market
LL	Living Labs
P2P	Peer to Peer
RES	Renewable Energy Resources
SE	Stakeholder Ecosystem
UG	User Group




## 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 and electricity market platform (LFM/LEM 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/LEM 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 local market actors and the associate business models that will ensure seamless LFM/LEM 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/LEM 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, South Sweden and Massagno, Switzerland.

## 1.1 Scope and objectives of the deliverable







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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?

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

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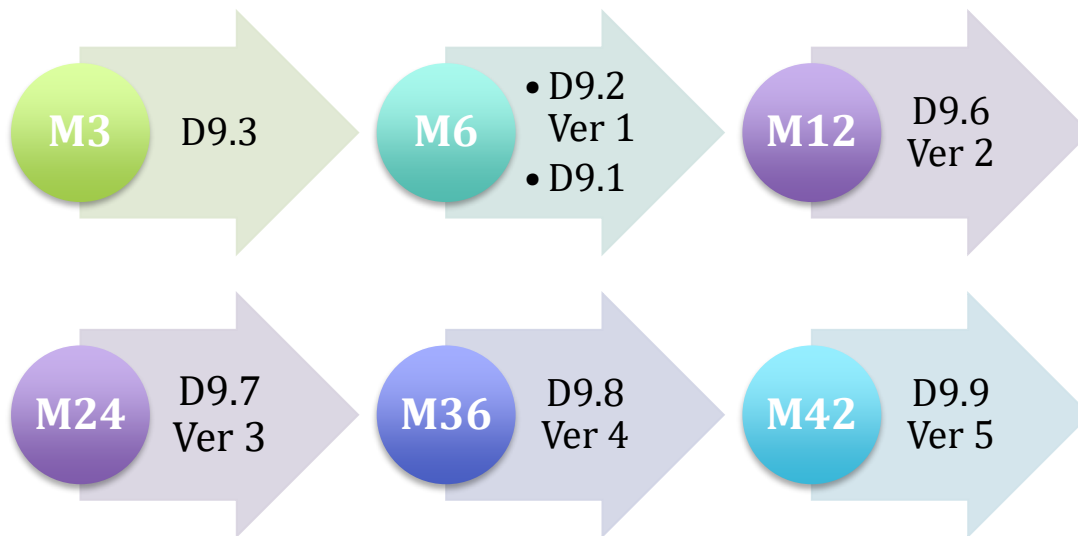
In the first part of this deliverable, the general definitions of the dissemination and communication concepts are given and the dissemination and communication strategy is presented. More in detail, in this part a clear distinction between those two terms is pointed out, followed by the separate dissemination 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 terms, methodology and strategy identification, in the next part of this deliverable, the updated implementation plan for dissemination and communication activities is deployed. Firstly, in this part, the updated detailed plan of the dissemination and communication activities that should be executed within the framework of the project is presented. This plan will be constantly updated in the different versions of this deliverable. Moreover in this part, the changes applied from the initial plan are presented and analysed. Following that, the specific target audiences and key stakeholder groups for the PARITY project are recognized among with the corresponding actions and awareness raising. Then the engagement activities to stimulate those key target groups are pointed out. Finally, in this part, the relevant channels and tools that will be used for dissemination and communication activities of the project are highlighted and presented followed by a presentation of the dissemination material.

In the next part, the detailed dissemination and communication activities of each project period are discussed. Initially the activities of the first six months are analysed, as already presented in the first version of this deliverable. Then, the activities from month six to twelve are provided and analysed, per category.

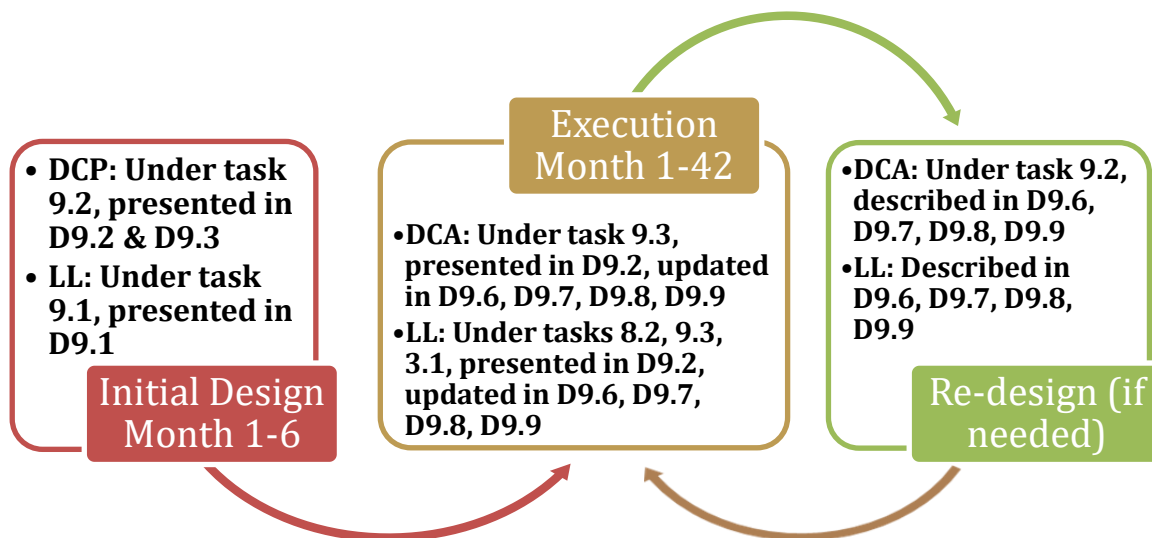
In the last part of this deliverable, the monitoring, evaluation and impact assessment of dissemination and communication activities are identified. Here, the impact assessment methodology and the Key Performance Indicators (KPIs) is provided. Next, the results of the assessment are presented up to month twelve of the project. Then, the dissemination and communication performance is evaluated towards the quantified targets of the plan, while actions to mitigate any future risks are identified.

Finally, as described in the PARITY DoA [3], this deliverable will be updated during the project duration, as presented in the following Figure 1.



**Figure 1. Updated roadmap of the related deliverables under dissemination and communication.**




During the first six months of the project, the first version, of dissemination and communication plan activities, has been presented. In parallel, the initial Living Lab (LL) activities planning has been presented in D9.1 “Living Lab Setup and Activities Planning”. After the second semester of the project, this plan was updated and the results are presented in this report, along with the executed activities during that period. Following the same procedure, in the next periods, 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. Moreover, any adaptation or redesign in the initial plan is going to be also analyzed. The schematic illustration timeline of the updated versions is presented in Figure 1, while the process and interconnections between deliverables is illustrated in the following Figure 2.



**Figure 2. Design, re-design and execution of Dissemination, communication and living labs in the framework of PARITY tasks.**

### 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, which 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 task 8.2 a part of the target audience, described in this deliverable, will be recruited.

Moreover, as in Horizon 2020 projects the exchange of knowledge and establishment of synergies with similar projects 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 closely linked to the project’s exploitation activities. Thus, this task is connected to 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:

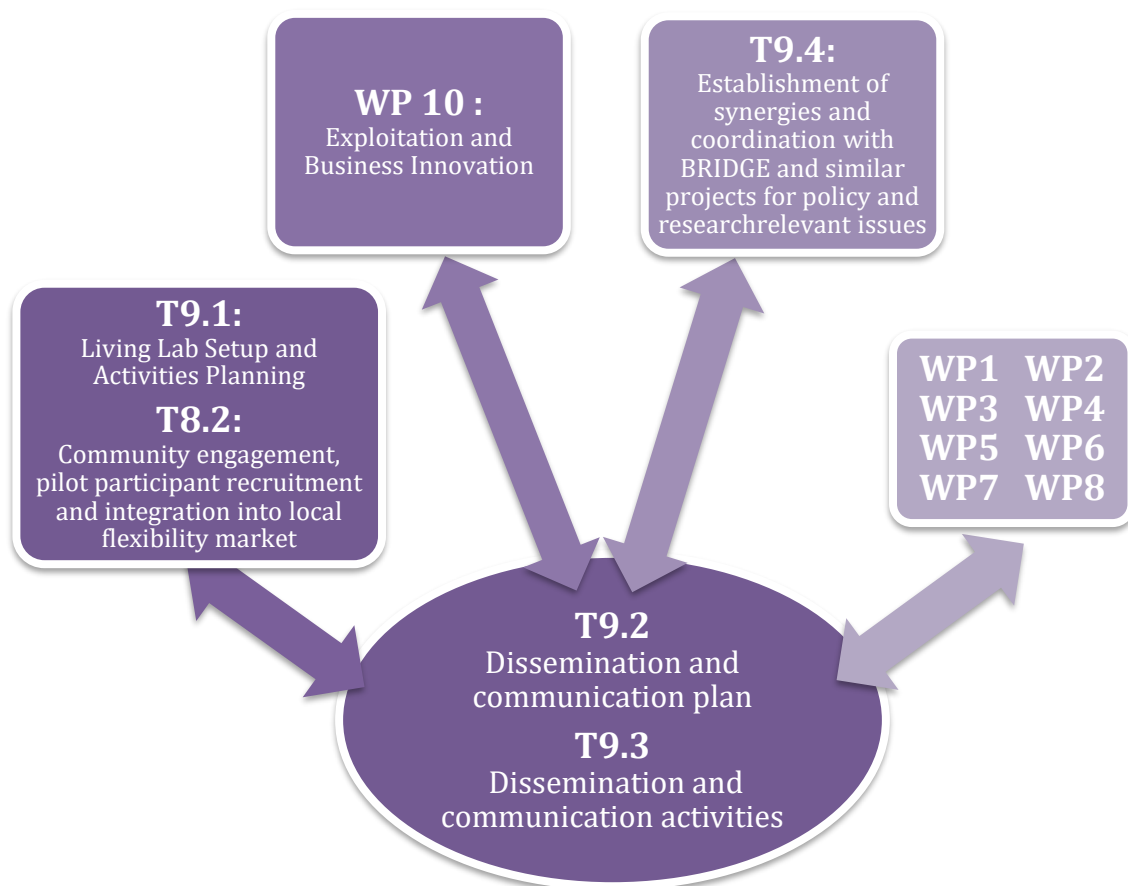


Figure 3. Interrelations with other task and work packages.

**It should be noted that parts of sections 2 and 3, are provided for coherency reasons and they include information as already presented in paragraph 2 and 3, of deliverable D9.2 “Dissemination and Communication Plan Activities v1”.**

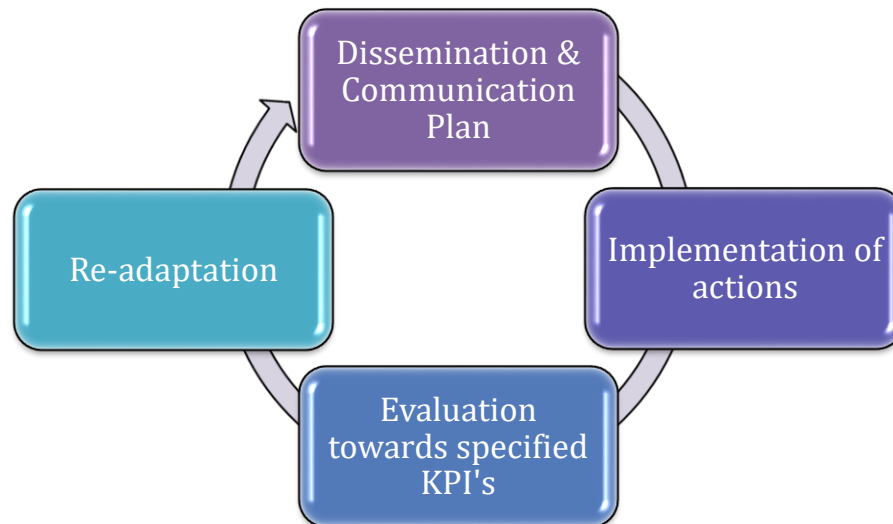
## **2. PROJECT DISSEMINATION AND COMMUNICATION OBJECTIVES AND STRATEGY**

This section will present the structure and content of PARITY’s project 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 PARITY Dissemination & Communication plan. Its major focus is to ensure that the project activities and outcomes are widely spread among the appropriate target groups, at appropriate times and 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, increase the project’s 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 result in a maximized impact for the project, while attempting to make EU citizens more familiar with the Horizon 2020 program 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, making the project results more understandable to stakeholders and 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 process of constant development, being updated every 6 months throughout the project duration, while it is important to be constantly monitored, re-evaluated and – if needed - readopted. With the scope to fulfill the defined Key Performance Indicators (KPI’s), this procedure is presented in Figure 4.



**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. A clear distinction of these two terms is of special importance for the success of any DCP, as several strategic elements and relative actions are influenced by this difference.

According to [1] they can be defined as follows:

-  **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 objectives [2].







**Table 1. Distinction between communication and dissemination.**

Communication	Dissemination
About the project and results	About <b>results only</b>
Multiple audiences Beyond the project's own community (including the media and the public)	<b>Audiences that may use the results</b> 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	<b>Enable use and uptake of results</b>







## 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:

- 
-  **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



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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.

-  **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.

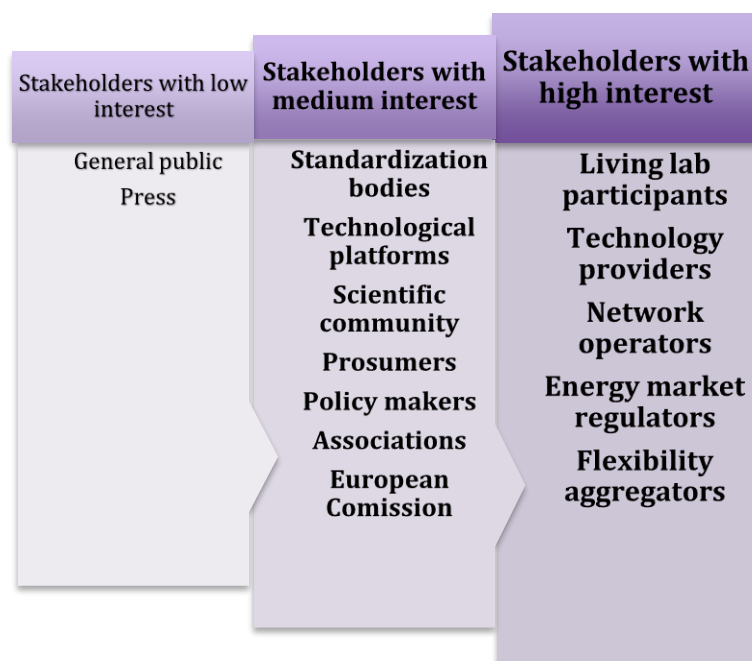


Figure 5. Target audience mapping.

### 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.**

Dissemination objective Stakeholder group	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		✓			✓	✓

**Table 3. Communication Objectives vs. stakeholders' cross matrix.**

Stakeholder group \ Communication objective	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	✓	✓	✓	✓	

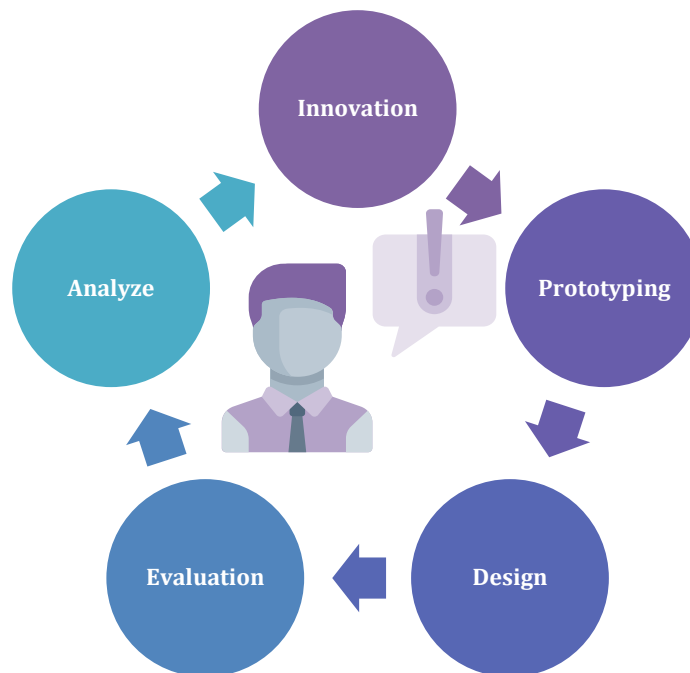
The aforementioned analysis presents the impact of PARITY project to each specific stakeholder group and moreover to which of those groups each dissemination and communication objective should focus. Those tables are being constantly revised throughout the project duration and will be updated in different versions of this report, if needed.

## 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 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.



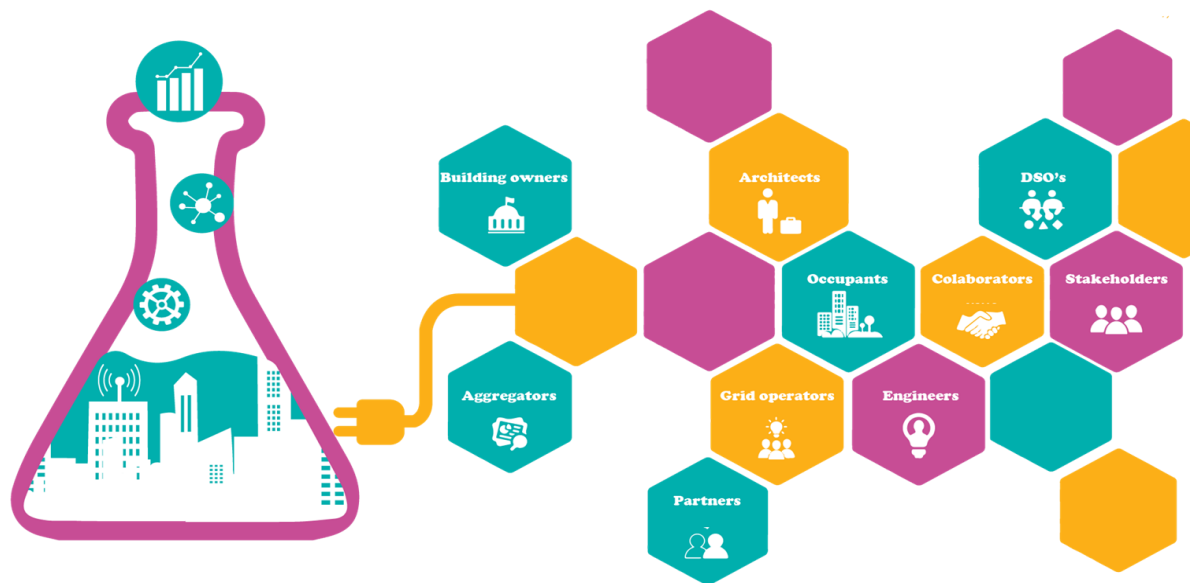
**Figure 6. The PARITY User-Driven Innovation Approach.**

### **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.

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:
  - Agreeing upon the communication strategy and future activities;
  - Creating initial awareness in the markets related with the Project's objectives and scope.
-  “Phase 2 – Targeted awareness market phase” (M10-M25) aims at:
  - Create more “targeted awareness” regarding PARITY technologies with key players and potential users;
  - Inform the target market about the technological benefits of PARITY.
-  “Phase 3 – Strategic phase” (M26-M42) aims at:
  - Maximizing target market awareness regarding the PARITY solution;
  - 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.

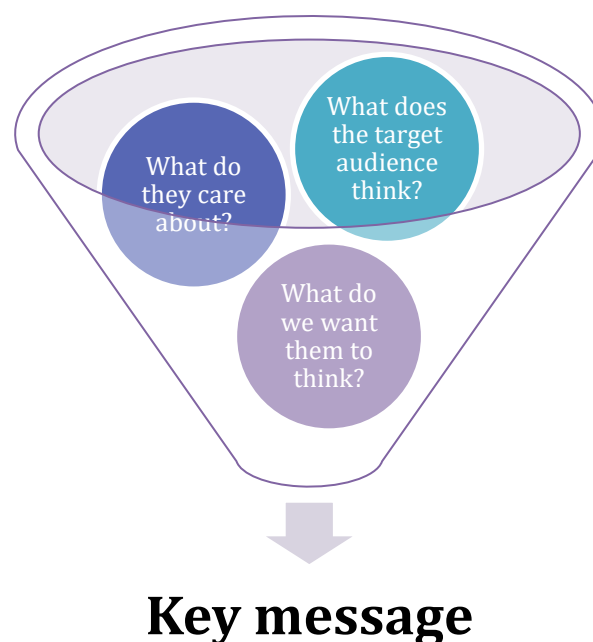
In order to identify the proper target messages, it is important to take into account some crucial points:

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

-  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:



**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 forming the message delivery?

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, does not mean that those channels will be strictly and exclusively linked only as presented throughout the project duration. Those tools are were 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. Thus, this table will be updated in different versions of this report, if needed. For this second version, no updates have been applied.

**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

### 3. DISSEMINATION AND COMMUNICATION PLAN

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 during the life cycle of the project through the constant development process of the PARITY DCP. The updates will be presented in the different versions of this report.

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 Dissemination and communication activities detailed plan

The following Table 5 shows the detailed plan of dissemination and communication activities, which are planned to be carried out within the framework of the project. This plan will constitute the basic guideline for all dissemination and communication activities during the project lifetime. It has been updated from the first version of this document and will be updated regularly, based on the performance estimation of the executed activities, the risks that might arise during the project implementation and the changes that might apply during the execution of the project's technical part. Any future changes will be presented in the next versions of this report.

**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 / MERITCH Contribution: All partners
Social media	M1 – M3: Establishment of social media accounts in Twitter, LinkedIn, Facebook and YouTube	MERIT
	M4 – M42: At least 1 weekly update of Twitter content, and Facebook new posts. Monthly update of LinkedIn content.	Coordination: MERIT / MERITCH Posts: All partners



Activity	Time plan	Partner
<b>Dissemination material</b>	M1 – M12: One project leaflet One project poster One reference PPT presentation	MERIT / MERITCH
	M13 – M42: One update of project leaflet (target month of the update: M28) One update of project poster (target month of the update: M30) One update of the reference PPT presentation (target month of the update: M36)	MERITCH with contribution from technology provider and pilot partners
<b>Scientific publications</b>	M1 – M12: At least 1 open access scientific publication	Coordination: CERTH Publications by: Technology providers and research institutes Contribution: All partners
	M13 – M24: At least 3 open access scientific publications	
	M25 – M36: At least 4 open access scientific publications	
	M36 – M42: At least 2 open access scientific publications	
<b>Workshops</b>	M1 – M18: 1 Living Lab Workshop per pilot Site, as described in the Living Lab methodology, for elicitation of end user needs. The workshops will be organized considering the health and safety of all participants and the restrictive measures applied in EU countries due to the COVID health crisis. If needed the workshops will be held online or in the worst case, be postponed if their realization is impossible because of any urgent restrictive measures.	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	
<b>Newsletters</b>	One project newsletter every 6 months during project duration	Coordination: MERITCH Input: All partners





Activity	Time plan	Partner
<b>Press releases</b>	One press release for important milestones during project duration	Coordination: MERITCH Input: All partners
<b>External events</b>	By M12: Participation in at least 6 external events or scientific conferences, according to the availability and limitations due to the COVID restriction measures. If needed the consortium members will participate in online events only.	Coordination: MERITCH, CERTH Participation to events: All partners (following the specified internal procedure)
	M13 – M24: Participation in at least 9 external events or scientific conferences according to the availability and limitations due to the COVID restriction measures. If needed the consortium members will participate in online events only.	
	M25 – M36: Participation in at least 10 external events or scientific conferences	
	M36– M42: Participation in at least 5 external events or scientific conferences	
<b>Project video / slideshow</b>	By M18: Initial version of project video presenting the core and the objectives of the project	Creation: MERITCH Contribution: All partners
	By M42: Second version of project video presenting the results of the project (target month of the update: M42)	
<b>Trainings / webinars</b>	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	

### 3.1.1 Changes from the initial plan

From the initial implementation plan presented in Deliverable 9.2, a few changes have been applied, as recognized in Table 5. Those changes are the outcome of the constant update procedure of the DCP and



specify in more detail a series of future actions, while they redefine the weaknesses spotted in the initial plan. Those changes are:

-  For the second version of the dissemination material (poster, leaflet, PPT presentation, video), details have been added regarding the target month for each updated version. This “target month” is the indicative period for the updated material and will be specified in the future versions of this plan, considering the technological progress of the project.
-  The scientific publication intermediate targets are now split in four periods, to be more in line with the technological progress of the project and the update intervals of this report.
-  In the living lab workshops part, a consideration has been added, regarding the upcoming workshops and the risks that have been identified due to the restrictive measures applied because of the health crisis. Thus, the consortium is planning to organize those workshops as on-line events if the restrictive measures continue and if needed it will be considered to postpone the events in case that the health crisis deteriorates rapidly.
-  In the external events part, again, this category is now split in four periods, to be more in line with the technological progress of the project and the update intervals of this report. Moreover, it is pointed out that due to the COVID-19 restrictions, project partners will participate mainly in on-line events, to ensure the health and safety of the team members and the local society.

### 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. Nevertheless, in this second version of this document, no changes have been recognized for the dissemination and communication target groups.

**Table 6. Dissemination and communication groups description.**

<b>Scientific community</b>	This target group corresponds to all academic organizations, research institutes, scientific journals, fora, and other stakeholders in research fields related to project's content.
<b>Standardization bodies</b>	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.

<b>Living Lab participants</b>	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.
<b>Energy market participants and grid operators</b>	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.
<b>Flexibility aggregators and DER's</b>	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.
<b>Policy regulators</b>	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.
<b>Technological platforms and professional initiatives</b>	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.
<b>Facility managers</b>	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.

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

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 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 Tools

#### 3.3.1 Project Website

The dedicated PARITY website – [www.parity-h2020.eu](http://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).



[www.parity-h2020.eu](http://www.parity-h2020.eu)

#### 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 9.

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”



**Figure 9. Social media strategy steps.**

### **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, as presented in the following Table 8.

**Table 8. Responsibilities and workflow of the newsletter issue procedure.**

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

### **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.

### **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 9 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.

**Table 9. Proposed thematic events list from M12 to M24.**

Event Name	Date	Place	Link
<b>9th International Conference on Renewable Energy Research and Applications</b>	27-30 September 2020	Glasgow, UK (Digital)	<a href="#">Link</a>
<b>IEE Blockchain Research &amp; Applications for Innovative Networks and Services</b>	28-30 September 2020	Online	<a href="#">Link</a>
<b>Swedish Solar Expo</b>	October 2020	Uppsala, Sweden (digital conference and fair)	<a href="#">Link</a>
<b>Smart Grid Innovation 2020</b>	01-03, October 2020	Online	<a href="#">Link</a>
<b>IEEE SmartGridComm</b>	6 - 9 October 2020	Virtual Conference	<a href="#">Link</a>
<b>Ediel- och avräkningskonferens</b>	7 – 8 October 2020	Stockholm, Sweden	<a href="#">Link</a>
<b>BEHAVE 2020</b>	21 – 23 October, 2020	UN City, Denmark	<a href="#">Link</a>
<b>European Utility Week (EUW)</b>	27 – 29 October 2020	Postponed for 2021	<a href="#">Link</a>
<b>Energy Informatics 2020</b>	29 – 30 October 2020	Sion, Switzerland	<a href="#">Link</a>
<b>MEDPOWER 2020</b>	9 –12 November 2020	Paphos, Cyprus	<a href="#">Link</a>
<b>Decentralized – The Premier Blockchain Conference in Europe</b>	11-13 November 2020	Online	<a href="#">Link</a>
<b>European, Mediterranean and Middle Eastern Conference on Information Systems (EMCIS)</b>	25-26 November 2020	Online	<a href="#">Link</a>
<b>VII Natinoal Congress Smart Grids (Spain)</b>	16 December 2020	Online	<a href="#">Link</a>
<b>NextGen SCADA Global 2021</b>	24 – 25 March 2021	Online	<a href="#">Link</a>
<b>Intersolar Europe (Munich, Germany)</b>	9-11 June 2021	Munich, Germany	<a href="#">Link</a>
<b>2021 International Conference on Smart Cities and Smart Grid (CSCSG 2021)</b>	17-19 September 2021	Frankfurt, Germany	<a href="#">Link</a>
<b>Enlit Europe</b>	1 – 2 December 2021	Milan, Italy	<a href="#">Link</a>

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### **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:

- 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



## 4.DETAILED ACTIVITIES OF EACH PERIOD

### 4.1 Month 1-6

This section provides an overview of the communication and dissemination activities, during the first six months, as presented in deliverable 9.2 “Dissemination and Communication Plan Activities v1”.

#### 4.1.1 Project Website

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 10. Moreover, the PARITY website is visually attractive and informative, as presented in the following Figure 11 and Figure 12. More information regarding the website can be found in D9.3 “Dissemination and Communication Package”



Figure 10. The PARITY web site structure.

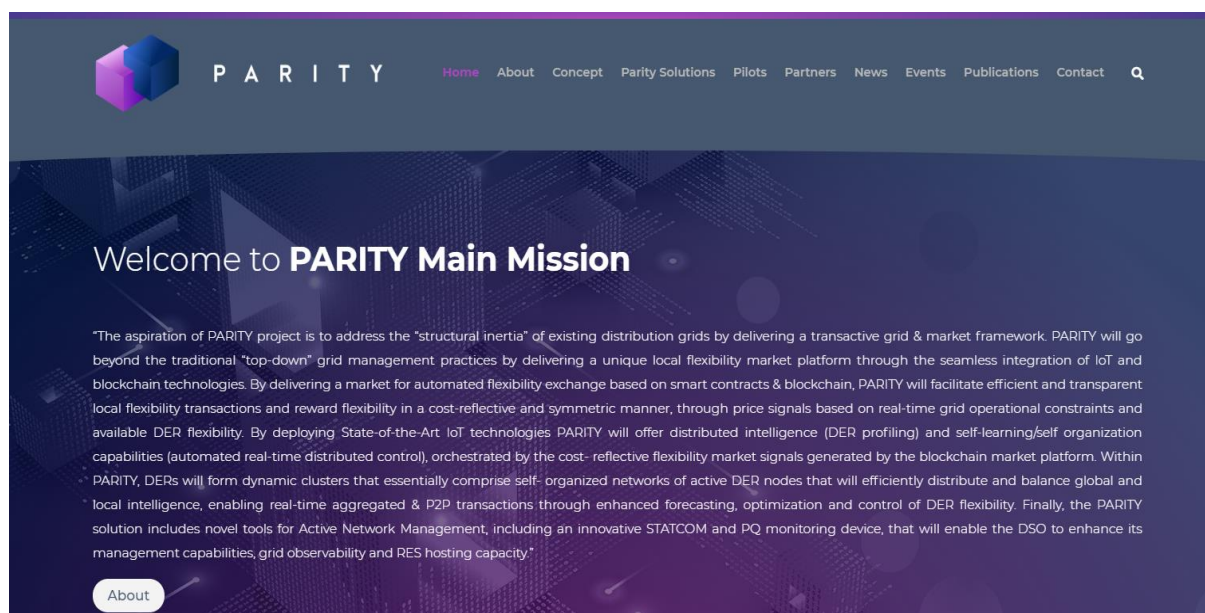
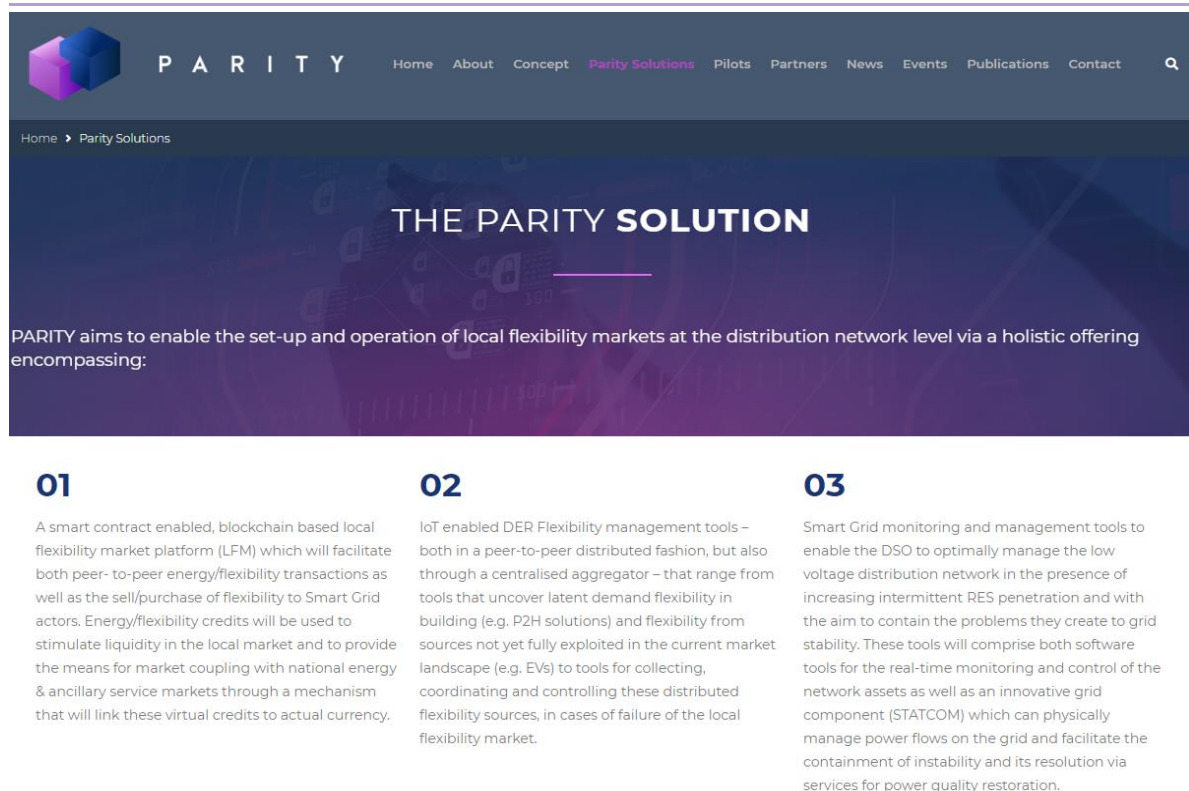


Figure 11. Home page screen capture with project mission.



**Figure 12. Screen capture of the “Solution” section.**

#### **4.1.2 Social Media**

##### **4.1.2.1 Twitter**

The project’s 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 momentarily reach a large audience or retweet relevant content.

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

[https://twitter.com/Parity\\_H2020](https://twitter.com/Parity_H2020)

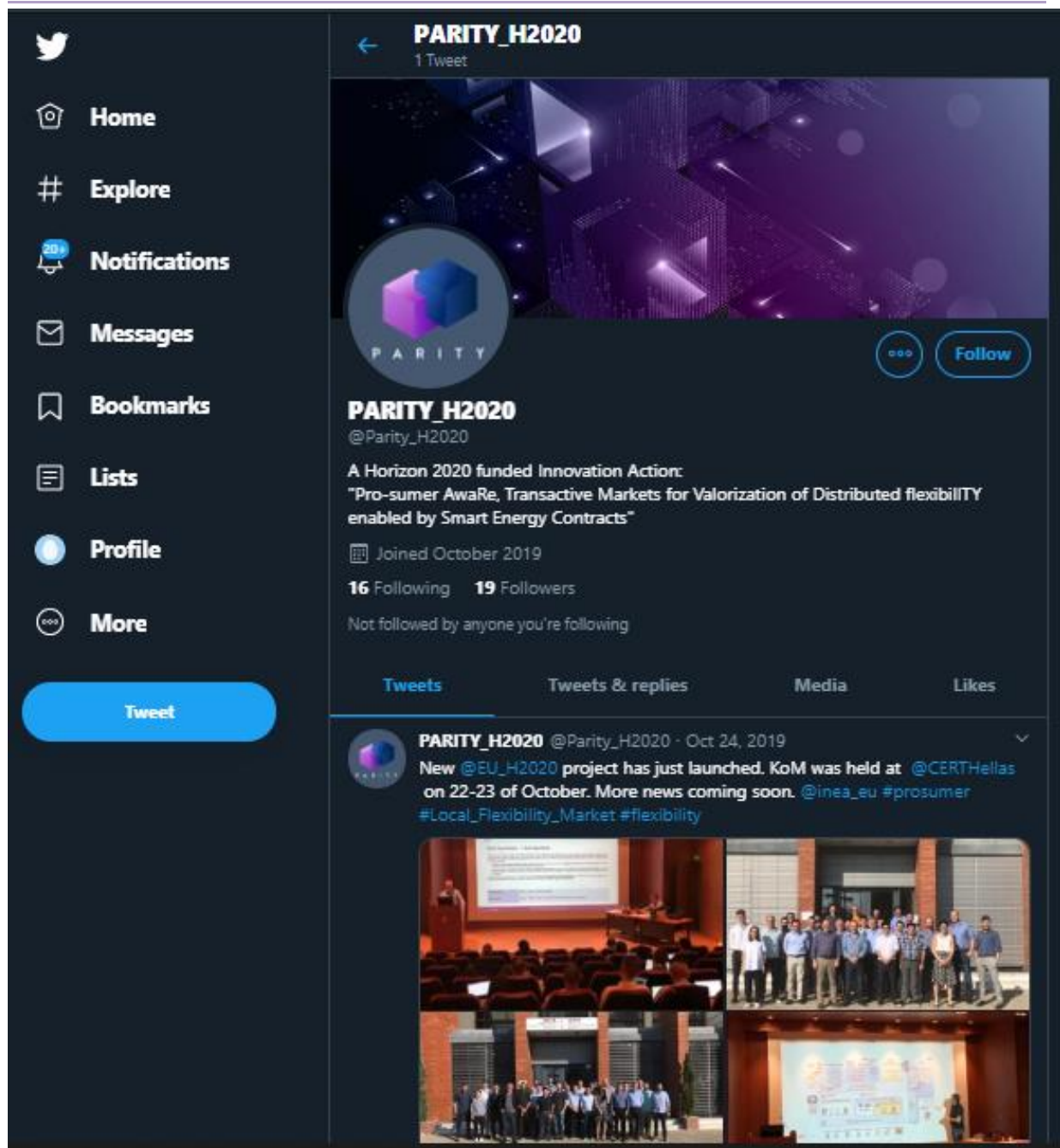


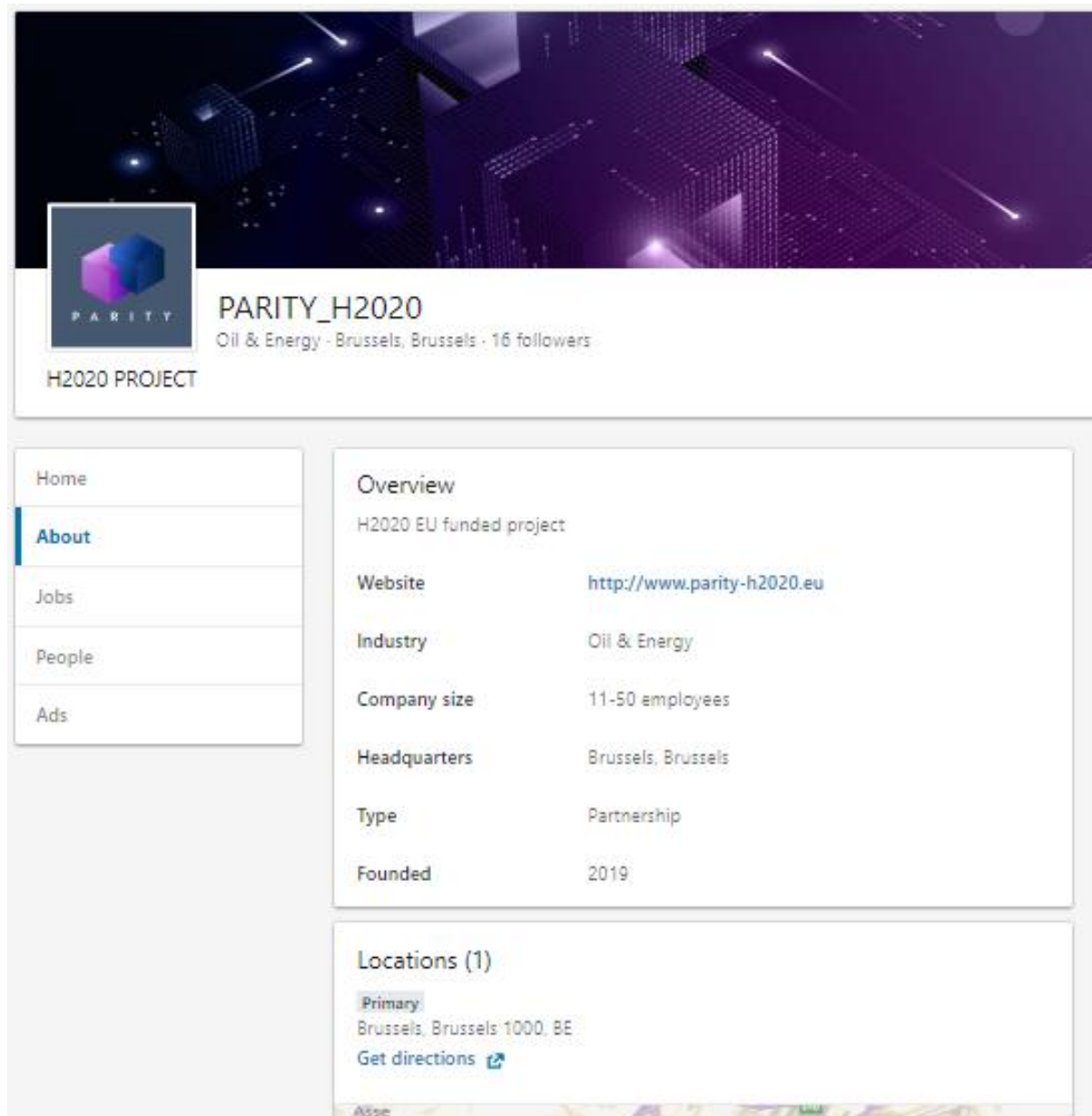
Figure 13. The PARITY Twitter page.

#### 4.1.2.2 LinkedIn

The next social media channel that is chosen to be created in the framework of the project is LinkedIn. The LinkedIn platform is considered to be less popular than other social media platforms, however, it is the most relevant medium 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](http://www.linkedin.com/company/parity-h2020)



**Figure 14. The PARITY LinkedIn page.**

#### **4.1.2.3 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/>



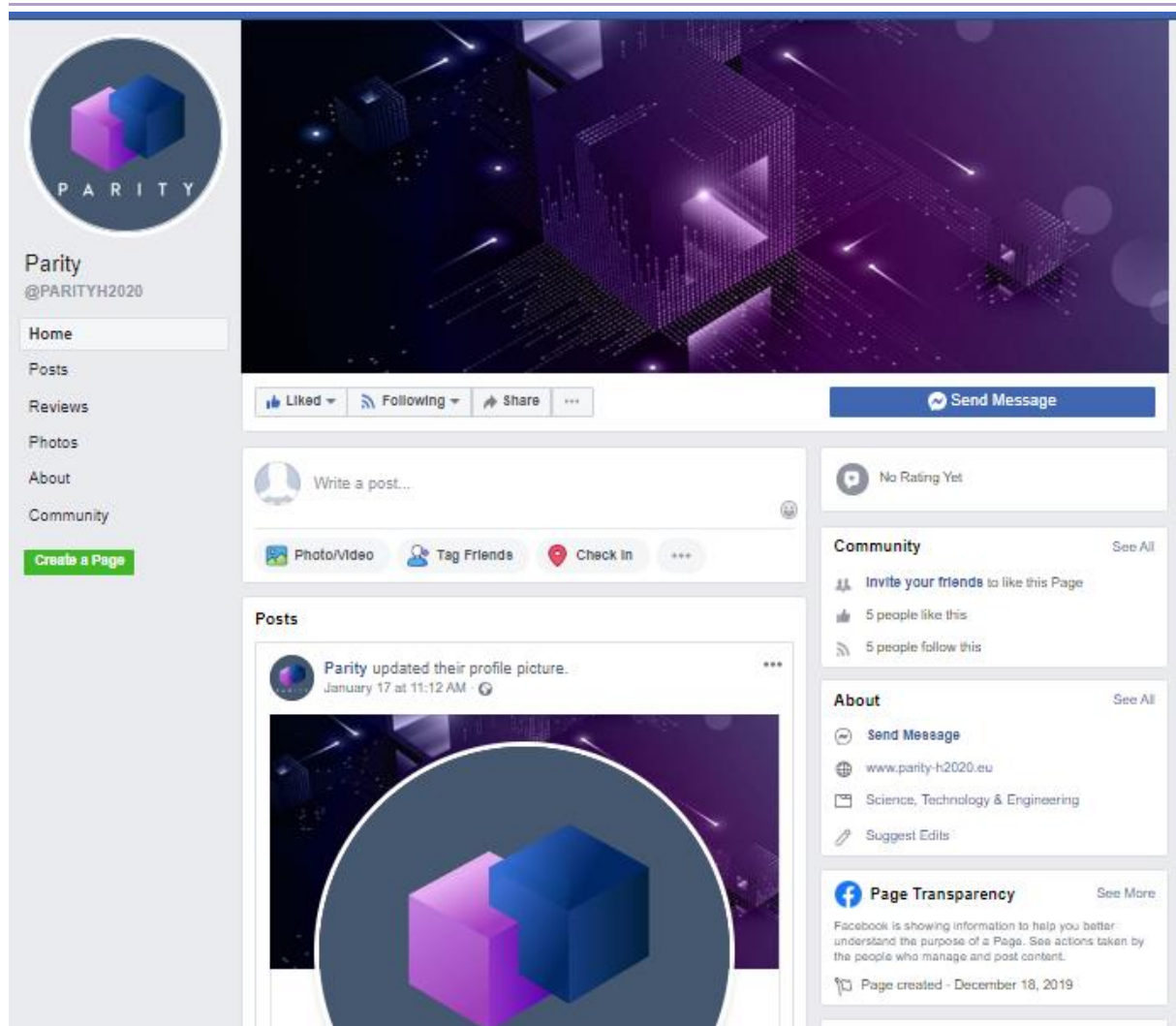


Figure 15. The PARITY Facebook page.

#### 4.1.2.4 YouTube

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

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

[https://www.youtube.com/channel/UCX\\_VKEf\\_LA\\_uNJ2wp75-OYQ](https://www.youtube.com/channel/UCX_VKEf_LA_uNJ2wp75-OYQ)

Finally, in the following Table 10, all project social media are presented in brief, with the account name and URL for each one.

**Table 10. The PARITY social media in a brief.**

Social Network	PARITY account	PARITY account URL
	PARITY_H2020	<a href="https://twitter.com/Parity_H2020">https://twitter.com/Parity_H2020</a>
	PARITY_H2020	<a href="http://www.linkedin.com/company/parity-h2020">www.linkedin.com/company/parity-h2020</a>
	PARITY	<a href="https://www.facebook.com/PARITYH2020/">https://www.facebook.com/PARITYH2020/</a>
	PARITY_H2020	<a href="https://www.youtube.com/channel/UCX_VKEf_LA_uNJ2wp75-OYQ">https://www.youtube.com/channel/UCX_VKEf_LA_uNJ2wp75-OYQ</a>

#### **4.1.3 Newsletters**



The first semesterly PARITY newsletter 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, to increase the audience of the newsletter, a registration form has been added in the project website. An extract of the first project newsletter is available in the following Figure 16.
























Figure 16. Page 1 of the first PARITY newsletter.

#### 4.1.4 Publications

In the following list the most relevant scientific journals for the publications of PARITY are presented. This list shall be considered as an indicative, non-binding list.

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



- Available at: <https://www.journals.elsevier.com/future-generation-computer-systems/call-for-papers/special-issue-on-blockchain-and-decentralization-for-interne>

#### 4.1.5 Workshops and trainings

The most important workshops and training activities during the project duration are expected to be subsumed under the “living lab activities” of the project. Those activities are foreseen to be conducted in all PARITY pilot sites, including training sessions for the Living Lab participants and also for a 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.

#### 4.1.6 Thematic events and forums

In Table 11, the thematic events and forums, that PARITY consortium members have already participated in, is presented:

**Table 11. Participation list in thematic events and fora.**

Event Name	Date	Place	Type	Partner	Short description & Comments	Audience	Link
<b>International Blockchain Forum Rotkreuz 2020</b>	19/2/2020	Rotkreuz, Switzerland	Forum / conference	HIVE	Presentation of the project	Scientific	<a href="#">Link</a>

#### 4.1.7 Dissemination material

This section provides an overview of the project’s graphic identity and branding strategy. For more information regarding the dissemination material, please refer to D9.3 “Dissemination and Communication Package”.

##### 4.1.7.1 Project logo

A unique project logo has been developed for project identity, as shown in Figure 17. 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 principle followed throughout the project, is consistency with the branding design. The same colours will be used for templates, presentations and other materials.



**Figure 17. The PARITY project logo.**

#### ***4.1.7.2 Leaflets***

During the first months of the PARITY project the first two-sided triptych leaflet has been produced, reflecting the vision of the project and for use with both printable and electronic versions. The main purpose of the leaflet is to present the project's objectives, scope, and anticipated impact. In parallel it presented the proposed by PARITY solutions and present all project partners with their logos.

The two sides of the first project leaflet in electronic version, appears in the following Figure 18 the first side and Figure 19 the second. The full version of the project leaflet is available in Annex II.



## 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**

AEM, BFS, CENES, HEDNO, HIVE POWER, CheckWatt, eirce, Cuerva, SUPSI, Deusto, e-on, E7, URBENER, HYPERTECH, Q, UNIVERSITY OF MEXICO, USTC, COAL TRANSITION, IRI, European Commission

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](http://www.parity-h2020.eu)

Figure 18. First side of project leaflet.

### 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.

### 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.

Figure 19. Second side of project leaflet.

#### 4.1.7.3 Posters and roll-ups

The first project roll-up was produced in a way that reflects its main vision, scope, approach, objectives and high-level characteristics of the PARITY solutions in a minimal but appealing manner. The roll-up is designed 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 Figure 20: The full version of the project poster is available in Annex II.



Figure 20. The PARITY project roll-up.

## 4.2 Month 6-12

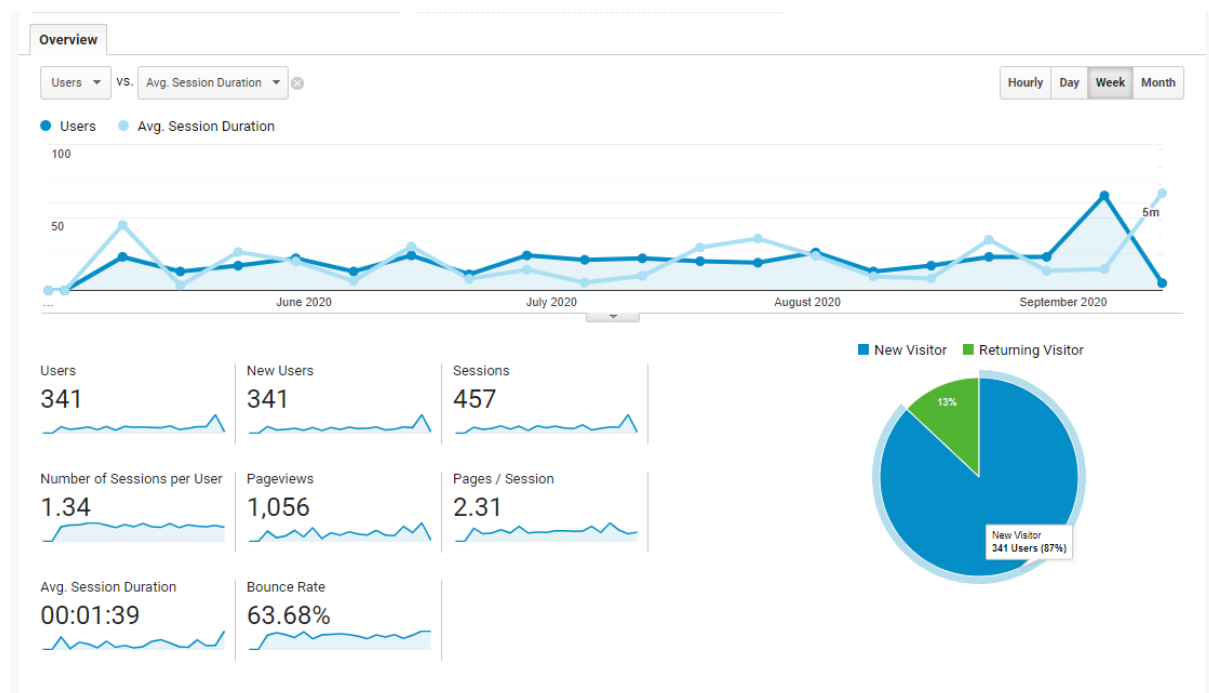
This section provides an overview of the dissemination and communication activities, from month 6 to month 12.

### 4.2.1 Project Website

During this period, the project website was updated regularly, as its content was finalized with descriptions contributed from all partners.

Moreover, first analytics have become available for the website traffic. Those were reporting website activity such as unique visitors, session duration, pages per session and bounce rate. The results will contribute to the impact assessment of the actions and content shared through the website.

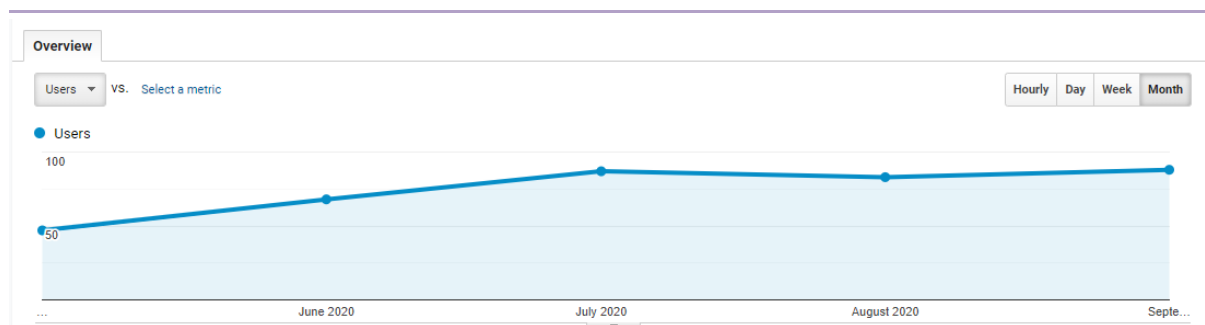
In the following Figure 21, the overview of the website analytics is available. The reference period website performance measurement is May 1<sup>st</sup> until September 15<sup>th</sup> 2020. From those results one can see that a total number of 341 unique users have visited the PARITY website, with an average session duration of one minute and thirty-nine seconds. The total sessions in this period are 457, with an average of 1.34 sessions per user. The total pageviews are 1056, with an average of 2.31 pageviews per session.



**Figure 21. Google analytics results for PARITY website.**

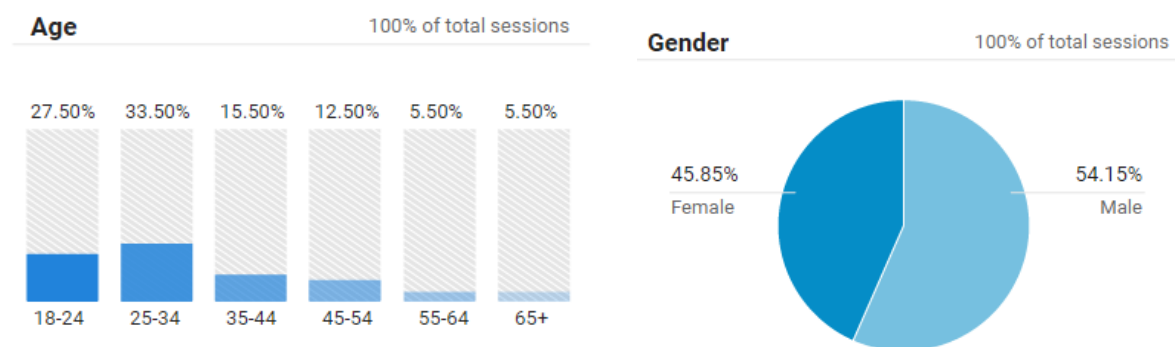
Analyzing the results, one can conclude that the number of visitors is steadily increasing, as can be better seen in the following Figure 22, where the results are presented per month. With the exception of August (due to summer vacation) and taking into account that September has been counted only up to 15<sup>th</sup>, the number of website visitors is steadily increasing, as the content is finalized and the project increases its impact.





**Figure 22. Google analytics results for visitors per month.**

Regarding the demographics (Figure 23) of the audience, PARITY website attracts mainly younger visitors, while it maintains a balanced gender profile, with slightly more male visitors.



**Figure 23. Demographics of PARITY website visitors.**

Finally, as can be seen in Figure 24, the geographic data indicates that the website attracts visitors from all over the world. Due to the nature of the consortium, most visitors are from Spain and Greece.

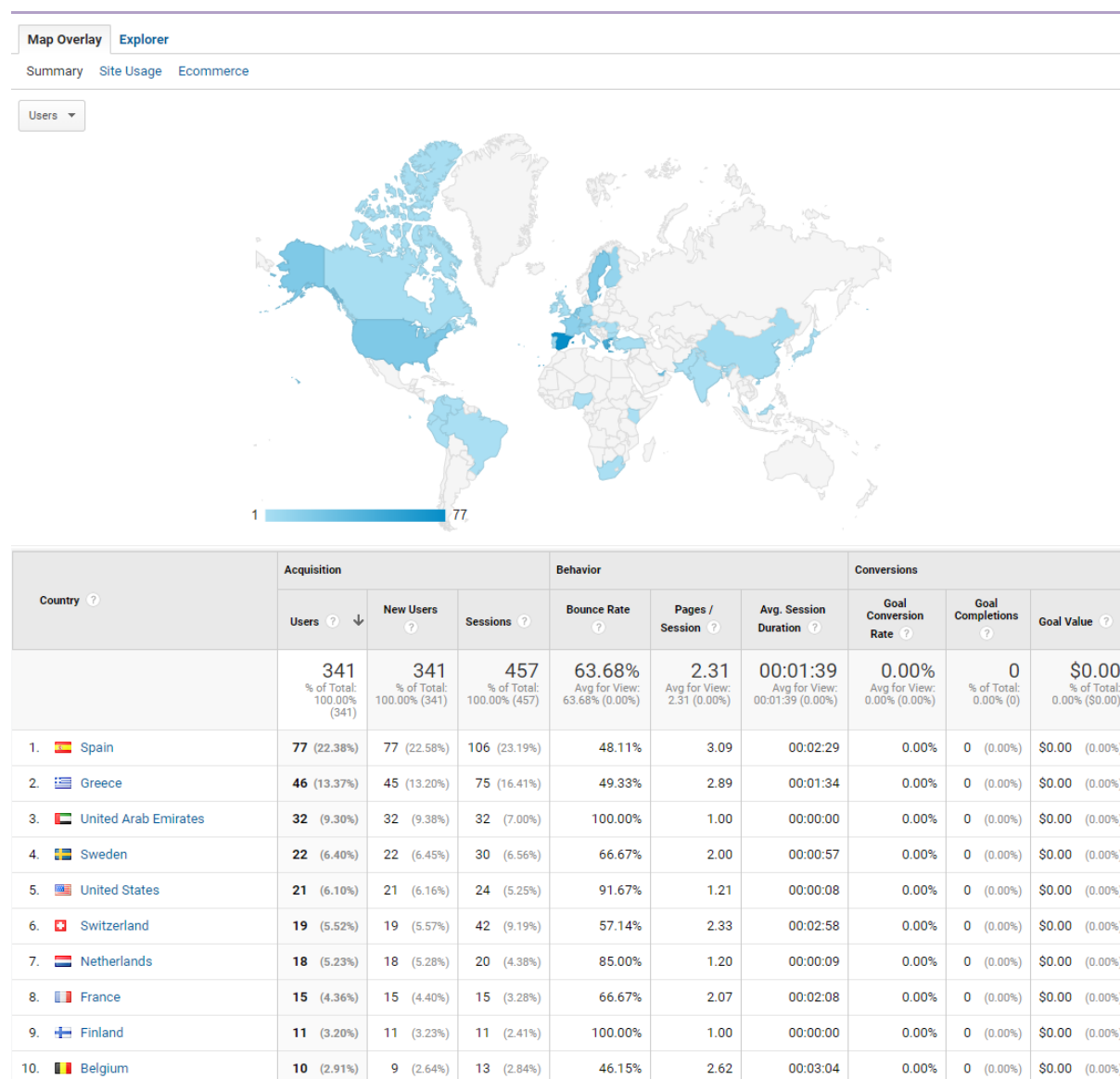


Figure 24. Google analytics geographic data for PARITY website.

#### 4.2.2 Social Media

During the first six months of the project, PARITY social media accounts were created: LinkedIn, Twitter, Facebook and YouTube. During the second semester the Twitter account was updated weekly, following the “post of the week” timeline, as agreed with partners. With this procedure, one member of the consortium is responsible for providing the post of the week. In the same way posts were provided for the Facebook account, while the LinkedIn account was updated regularly. The YouTube account will be updated as soon as the first project video will be prepared

In total the PARITY accounts in social media have 110 followers. Regarding the activity there have been 53 posts in total, which led to 196 reactions (likes, shares, and comments) increasing the project’s impact significantly. In Figure 25, screenshots of the PARITY Twitter account from September 2020 are available.

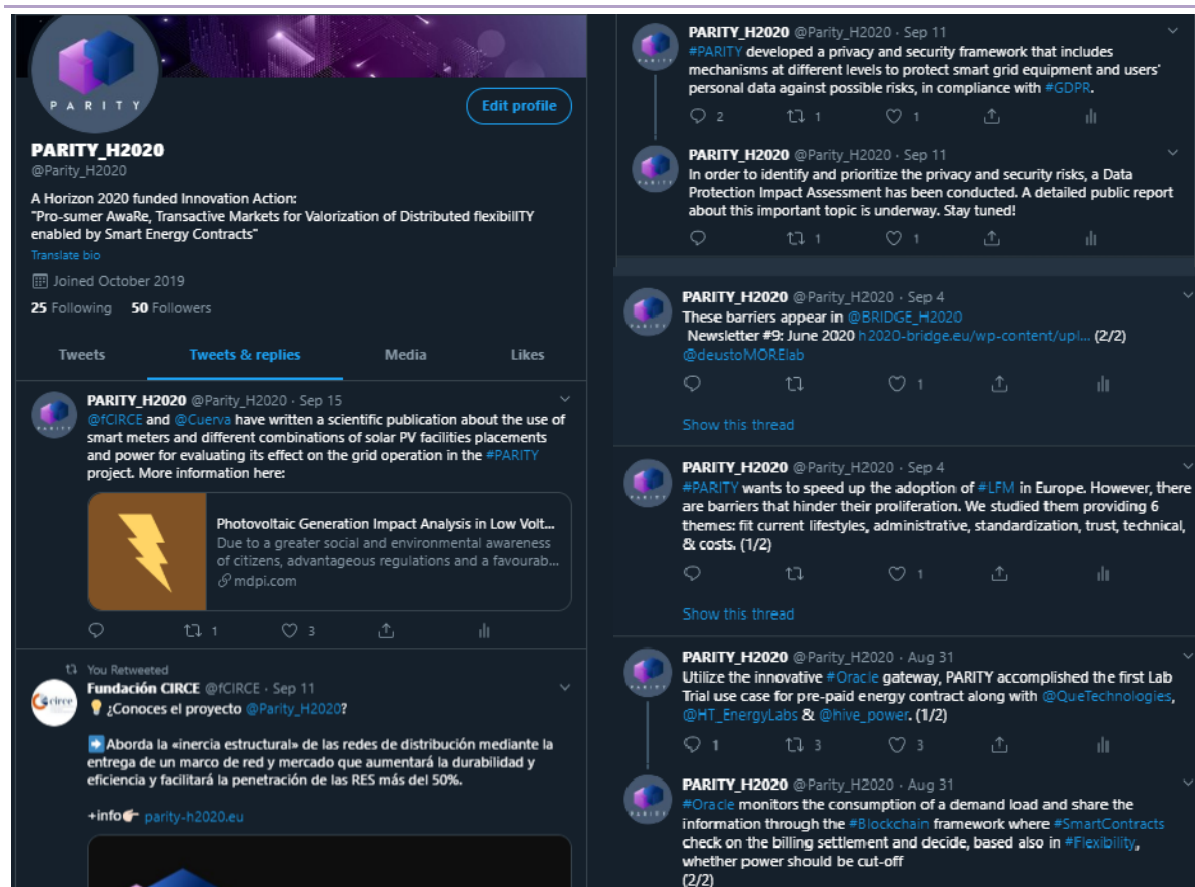


Figure 25. The PARITY Twitter account in Month 12.

#### 4.2.3 Newsletters

As anticipated by the end of month 12, the second project newsletter was issued. As one can see in Figure 26, this newsletter includes information about the PARITY solutions, as described in the project website and updates about the project news for the second semester. The newsletters are also available in Annex 1.





Figure 26. The second PARITY newsletter.

#### 4.2.4 Publications

During the second semester of the project, the project consortium members succeeded to have one scientific paper published. The authors were Gregorio Fernández, Noemi Galan, Daniel Marquina, Diego Martínez, Alberto Sanchez, Pablo López, Hans Bludszuweit, and Jorge Rueda. The title was “Photovoltaic Generation Impact Analysis in Low Voltage Distribution Grids” and it was published in Energies 2020, Volume 13, Issue 17, pages 4347 – 4374. The full text of this open access publication can be found in this link <https://www.mdpi.com/1996-1073/13/17/4347>. The abstract and further details of this publication are depicted in Figure 27.



Article

## Photovoltaic Generation Impact Analysis in Low Voltage Distribution Grids

Gregorio Fernández <sup>1,\*</sup>, Noemi Galan <sup>1,\*</sup>, Daniel Marquina <sup>1,\*</sup>, Diego Martínez <sup>1,\*</sup>,  
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**Abstract:** Due to a greater social and environmental awareness of citizens, advantageous regulations and a favourable economic return on investment, the presence of photovoltaic (PV) installations in distribution grids is increasing. In the future, not only a significant increase in photovoltaic generation is expected, but also in other of the so-called distributed energy resources (DER), such as wind generation, storage, electric vehicle charging points or manageable demands. Despite the benefits posed by these technologies, an uncontrolled spread could create important challenges for the power system, such as increase of energy losses or voltages out-of-limits along the grid, for example. These issues are expected to be more pronounced in low voltage (LV) distribution networks. This article has two main objectives: proposing a method to calculate the LV distributed photovoltaic generation hosting capacity (HC) that minimizes system losses and evaluating different management techniques for solar PV inverters and their effect on the hosting capacity. The HC calculation is based on a mixture of deterministic methods using time series data and statistical ones: using real smart meters data from customers and generating different combinations of solar PV facilities placements and power to evaluate its effect on the grid operation.

**Keywords:** photovoltaics; distributed energy resources (DERs); grid impact; power quality; low-voltage distribution network; inverter regulation

Figure 27. Part of the PARITY first publication.

### 4.2.5 Thematic events and fora

Finally, during this period the consortium members participated in 6 events, as presented in the following Table 12.

**Table 12. Events participation during the second semester.**

Event name	Dates	Place	Type	Partner	Short description	Audience
<a href="#"><u>International Blockchain Forum Rotkreuz 2020</u></a>	19/02/2020	Rotkreuz, Switzerland	Forum / conference	HIVE	Presentation of the project	Scientific
<a href="#"><u>Seminar about behaviour change in energy-related projects</u></a>	15/07/2020	Cardiff, Wales, UK	Series of seminars	DEUSTO	Barriers that hinder LFM adoption	Scientific
<a href="#"><u>IEEE PES SPAIN. THE ENERGY TRANSITION: Power electronics: key to the transformation of the electricity network. Challenges and opportunities</u></a>	16/07/2020	Online webinar	Forum / conference	CIRCE	Analyses the causes that can lead to a malfunctioning of the electrical network protection system due to a high penetration of power electronics devices in the system and sets out the basis for power electronics technology to solve the problems raised.	Scientific, industry, public authorities, and stakeholders.
<a href="#"><u>"The Grid Connection European Stakeholder Committee (GC ESC)</u></a>	10/09/2020	Online webinar	Expert group meeting	CWATT	Modernization of the Requirements for Generators (RfG) by Entso-e. For example, on how to include distributed energy storage and demand side flexibility.	TSOs, industry, lobby organizations.
<a href="#"><u>EU PVSEC Opening Panel discussion</u></a>	07-11 /09/2020	Online panel	Forum / conference	AEM	The new business frame for making DER (and in particular PV) a consistent system, including link to the Local Flexibility Market	Scientific, industry, public authorities and stakeholders.

<a href="#"><u>5th International Conference on Smart and Sustainable Technologies</u></a>	23-26 /9/2020	virtual event	Conference	DEUSTO, UNIC, E7	Barriers to Widespread the Adoption of Electric Flexibility Markets: A Triangulation Approach	Scientific
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#### **4.2.6 Dissemination material**

##### **4.2.6.1 Project reference presentation**

According to the dissemination and communication plan, by the end of month 12 the first project reference presentation has been prepared including general information about the project objectives, concept, solutions, pilots and the members of the project consortium. The layout of the presentation is following the general branding design and project image using the same colours, as for the rest templates, presentations, website and the PARITY logo. Part of this presentation is available in the following Figure 28.



**Figure 28. Part of the first project's reference presentation.**

##### **4.2.7 Living lab activities**

During this period, no specific targets for the living lab activities has been set, as the first workshops are anticipated to be executed by month 18 of the project. Nevertheless, the organization of those workshops has already begun in cooperation with the pilot site owners and the technology providers. Their scope is to identify the end user needs and give the opportunity to the technology providers to receive feedback from the end user for the tools to be developed within the PARITY framework. Moreover, it will enable testing & validation in real -yet limited- conditions and receive feedback from a specified number of end users to ensure reliability, scalability, and user acceptance. This procedure will initiate the live feedback loop between the end users and technology providers, a procedure that lies in the heart of the user driven innovation approach of the PARITY project.

From the channels presented in the toolkit of deliverable 9.1, the “questionnaires – interviews” and the “focus groups” will be implemented. If necessary and according to the need of the technology providers, “usability testing”, “contextual inquiry” or “Scandinavian methods” might also be used. Those



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parameters will be finalized in the next period and by month 16 the latest, to start preparing the required material for the workshop execution.

Moreover, according to the measures applied in all Europe because of the health crisis due to the COVID-19 outbreak, the exact nature of those workshops is still under investigation and will be decided according to the needs and capabilities of each pilot site separately, always taking into account the health and safety of the participants. As a result, if the organization of workshops with physical presence is impossible in some cases, the pilot site owners will be able switch to online events, using the same tools and maintaining the same scope for the workshop.



## 5. 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.

### 5.1 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. Taking those targets in account, Table 13 below presents the quantified accumulative targets for the project dissemination and communication activities, per period of six months. Those metrics will be gradually updated, every six months, to provide a constant measure of success for all dissemination and communication activities. For this version, Table 13 has been updated with the changes described in paragraph 3.1.1 “Changes from the initial plan”.

**Table 13. KPIs of dissemination and communication activities.**

Activity	M6	M12	M18	M24	M30	M36	M42
<b>Leaflets / brochures</b>	Initial version				Updated version		500 copies distributed
<b>Posters</b>	Initial version				Updated version		
<b>Reference ppt presentation</b>		Initial version				Updated version	
<b>Newsletters</b>	1st	2nd	3rd	4th	5th	6th	7th
<b>Publications</b>		1 public/n		4 public/ns		8 public/ns	10 public/ns
<b>Videos</b>			Initial version				Updated version
<b>Website</b>	Launched Monthly update	300 Visitors, Monthly update	Monthly update	1.000 Visitors, Monthly update	Monthly update	3.000 Visitors, Monthly update	5.000 Visitors, Monthly update

<b>Twitter / Facebook</b>	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update	Weekly update
<b>LinkedIn</b>	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update	Monthly update
<b>Workshops / training</b>			4 living lab	2 BRIDGE			8 living lab, 4 BRIDGE
<b>External events</b>		At least 6		At least 15		At least 25	At least 30

## 5.2 Current status

The following Table 14 compares the dissemination and communication accumulative quantified targets of the project with the current performance and will be updated with the new versions of this report.

**Table 14. Dissemination and communication targets Vs current status.**







Activity	Accumulative target for month 12	Status in month 12
<b>Leaflets / brochures</b>	1 <sup>st</sup> leaflet issued	The first leaflet issued in February 2020
<b>Posters/ Roll-ups</b>	1 <sup>st</sup> poster/roll-up issued	The first roll-up issued in February 2020
<b>Reference ppt presentation</b>	1 <sup>st</sup> Presentation prepared	1 <sup>st</sup> Presentation finalized by the end of September 2020
<b>Newsletters</b>	2 newsletters issued	The first newsletter issued in March 2020 and the second in September 2020
<b>Publications</b>	1 <sup>st</sup> project publication accepted	One publication accepted and published in August 2020
<b>Videos</b>	No specified target	No results for this period
<b>Website</b>	Launched Monthly updated 300 visitors	Project website launched in January 2020 and updated regularly. Up to mid-September it had 341 unique visitors.
<b>Twitter / Facebook</b>	Signed up Weekly updated	Accounts created in January 2020 Updated with an average interval of at least one post per for Twitter, while for Facebook the update interval was lower.
<b>LinkedIn</b>	Signed up Monthly updated	Account created in January 2020 and updated regularly
<b>Workshops / training</b>	No specified target	No results for this period



<b>External events</b>	Participation in at least 6 external events	Consortium participated in 6 events
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### 5.3 Evaluation

During this period, the main dissemination and communication targets have been accomplished. In detail:

-  The dissemination material (posters, leaflets, presentations) was created according to the plan, and has been made available for partners to be distributed and to increase the project impact.
-  Newsletters are issued every six months, including all the updated of the project implementation. Moreover, a registration form for the newsletter has been created on the website, as a pop-up window during the first visit on the website. This form will increase the target audience for disseminating the project through its official newsletters. Moreover, the newsletter is distributed to all project partners, to be disseminated through their own channels.
-  The first project publication has been accepted, as anticipated in the plan before month 12. For the next period some scientific papers have already been submitted, and thus the KPI is predicted to be reached. The approval procedure of the submitted papers is monitored by the dissemination and communication manager, through the online dissemination monitoring tool of the project.
-  The project website was launched on time and updated regularly as predicted in the plan. This has led to an increased impact, as unique visitors during that period are above the quantified target. Moreover, for the rest metrics it should be pointed out, that better performance could be achieved in the average session duration and the pageviews per session. Those metrics should be improved in the future as the content of the website is finalized and more information is added. That way the visitor will have more content to attract his interest and spend more time in the website, visiting more pages.
-  Regarding the social media accounts, following the creation of the dissemination timeline and the “post of the week” procedure, in which a different partner is responsible for the social media post of each week, the update intervals of the Twitter accounts are now as predicted in the plan. The Facebook account of the project needs to have better performance in the future, since the target of one post per week was not reached. For that reason, it was decided to link the project accounts, to create content in parallel.
-  Finally, regarding the external events, project partners participated in 6 events during the first 12 months of the project, reaching the specified KPI. For the next period and taking into account the health crisis due to COVID-19, consortium members will participate mainly in online events. Thus, the specified KPI, is not considered to be in danger. In parallel, the participation in future events is monitored by the dissemination and communication manager through the specific tab of the online dissemination monitoring tool. If any risk is identified in the future for events participation due to the health crisis, it will be spotted in an early stage through this tool.

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## 6. CONCLUSIONS

The main aim of this report was to present and evaluate the dissemination and communication actions of the first 12 months of the project. Moreover, a specific target of this report was to update the initial dissemination and communication plan, taking into account the assessment of the already performed actions.

To this end, this deliverable achieved its targets by presenting in detail all the dissemination and communication actions that took place during this period and assessing them towards the specified KPIs and the predicted impact.

Moreover, the first changes in the initial plan have been applied and described in this report, resulting in a more accurate, coherent, and efficient dissemination and communication plan. In addition, the new plan and the respective KPI milestones, are expected to be more in line with the technological progress of the project and the update intervals of this report.

Finally, this report will be updated in its next versions as predicted in the DoA, to follow the implementation plan of the dissemination and communication activities and evaluate the status towards the anticipated KPIs. The next updated version will be submitted in deliverable 9.7, by the end of month 24.



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## **7. REFERENCES**

- [1]. EC Research & Innovation Participant Portal Glossary/Reference Terms.
- [2]. EC Directorate-General for Research and Innovation 2017. Communication and Dissemination in Horizon 2020. Energy Infoday. Brussels: EC
- [3]. The PARITY EU research project Description of Action, GA Number 864319

## Annex I: Project Newsletters

1

**PARITY**  
**Newsletter #1**  
March 2020

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**PARITY**  
[parity-h2020.eu](http://parity-h2020.eu)

in   

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 864319

Call Identifier: LC-SC3-2019-ES-SCC





P A R I T Y

### The parity concept

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 Internet of Things (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 Distributed Energy Resources (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 & Peer-to-Peer 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 Distribution System Operator to enhance its management capabilities, grid observability and Renewable Energy Source hosting capacity.

### Industry challenges

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.



## PARITY

[parity-h2020.eu](http://parity-h2020.eu)



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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.

## 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.

## Scope

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

- 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 decarbonization.
- 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 incentivizing 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



3

**PARITY**

[parity-h2020.eu](http://parity-h2020.eu)



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demonstrate the necessary cooperation with other system operators and particularly TSOs by facilitating the integration of wholesale and retail markets."

## News

### KICKOFF MEETING IN THESSALONIKI

In 22nd and 23rd of October 2019 the PARITY Kickoff meeting took place in Thessaloniki, hosted in the premises of the project coordinator, Information Technologies Institute (ITI) of the Centre for Research and Technology Hellas (CERTH).

During this face to face meeting the project partners had the chance to discuss the details of the project implementation, know each other and organize the cooperation framework of the tasks ran during the first six months of the project.



### MONTH 6 CONSORTIUM MEETING (ONLINE)

In 12nd and 13rd of March 2020 the PARITY 6-month plenary meeting took place online, due to safety precautions and following the "stay at home" safety guidance.

In this online meeting the PARITY partners discussed the progress during the first six months of the project, the barriers they met and the programming for the work implementation for the next six months, along with the risks that might arise. Finally, a workshop took place to discuss the Use and Business Cases that are going to be implemented in the project pilot sites.





1

## PARITY Newsletter #2

September 2020

PARITY

[parity-h2020.eu](https://parity-h2020.eu)



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Call identifier: LC-SC3-2019-ES-SCC



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 local flexibility market platform

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.

### 02 Flexibility management tools

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

### 03 Monitoring and management tools

Smart Grid monitoring and management tools to enable the Distribution System Operators to optimally manage the low voltage distribution network in the presence of increasing intermittent Renewable Energy Sources 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





2

PARITY

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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.

## News

### Publication accepted

CIRCE, with the collaboration of CUERVA, has writing a scientific paper in the framework of PARITY project both proposing a method to calculate the low voltage (LV) distributed photovoltaic generation hosting capacity (HC) that minimizes system losses and evaluating different management techniques for solar PV inverters. The key of the PARITY project that has been explained in the publication is that using real smart meters data from customers and generating different combinations of solar PV facilities placements and power we can evaluate its effect on the grid operation. All this information has been published in journal Energies as open access publication: <https://www.mdpi.com/1996-1073/13/17/4347>

### PARITY project participating in the BRIDGE initiative

PARITY project started its participation to the working groups and task forces of the BRIDGE EC initiative, including the new Research & Innovation priorities Task Force. BRIDGE unites H2020 Smart Grid and Energy Storage Projects. More information can be found <https://www.h2020-bridge.eu>





## Annex II: Project dissemination material

### Project Leaflet

#### 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**

AEM, BFS, E.ON, HIVE POWER, ICheckWatt, Circe, Cuerva, SUPSI, Deusto, e-on, E.ON, URBENER, SUPERTECH, Q, UNIVERSITY OF PISA, CONSORCIO MANIZALES, and others.

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](http://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.



#### 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.



#### 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 self/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.



## Project roll-up banner

**PRO-SUMER Aware, TRANSACTIVE Markets**  
for **VALORIZATION of DISTRIBUTED**  
**FLEXIBILITY ENABLED by SMART ENERGY CONTRACTS**

**The PARITY SOLUTION**

- IoT enabled DER Flexibility Management Tools
- AI Smart Contract Enabled, Blockchain Based Local Flexibility Market Platform (i-Rel)
- Smart Grid Monitoring & Management

**17 PARTNERS**  
from 7 member states

**PROJECT BUDGET:**  
approx. **9,5 million**

**PROJECT DURATION:**  
**42 months** (01/2019 - 03/2020)

**4 PILOT Sites**

- Granada, SPAIN
- Athens, GREECE
- Halmstad, SWEDEN
- Masugnano, SWITZERLAND

**PARTNERS**

AEM, BFS, H2O2, HIVE POWER, iCheck.Watt, G4iree, Cuenca, SUPSI, Deusto, e-on, e2, and others.

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