



Horizon 2020 - LCE-2016-2017 - Competitive Low-Carbon Energy

FLEXCoop

Democratizing energy markets through the introduction of innovative flexibility-based demand response tools and novel business and market models for energy cooperatives

WP8 - Dissemination, Exploitation and Standardisation/ Policy Recommendations



D8.4 – Dissemination and Communication Plan and associated Material – First Version

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Grindrop	GRINDROP LIMITED
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Suite5	SUITE5 DATA INTELLIGENCE SOLUTIONS Limited
CIMNE	CENTRE INTERNACIONAL DE METODES NUMERICS EN ENGINYERIA
REScoop.eu	RESCOOP EU ASBL
Som Energia	SOM ENERGIA SCCL
ODE Decentraal	ORGANISATIE VOOR HERNIEUWBARE ENERGIE DECENTRAAL
Escozon	ESCOZON COOPERATIE UA - affiliated or linked to ODE
MERIT	MERIT CONSULTING HOUSE SPRL

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EXECUTIVE SUMMARY

The FLEXCoop solution aims at setting up the tools enabling energy cooperatives and their members to valorise demand-side flexibility where it can be useful in the energy system. By doing so, it touches upon various stakeholders from the energy value chain, from end-users to system operators, including retailers and aggregators. All these stakeholders have a role in the short and long success of the FLEXCoop project. The Dissemination and Communication Plan (DCP) outlines the FLEXCoop strategy to communicate with its chosen audiences.

First, it defines the different target groups and the chosen approach for each of them, from simple “attention dissemination” aiming at raising awareness on the project to “action dissemination” which implies a more direct involvement stakeholders and a longer term relationship.

The communication tools include internal management ones as well as the all the means that will be used to increase FLEXCoop visibility and share results. These are the FLEXCoop website and social media channels (Twitter, LinkedIn and Facebook), publications in scientific journals, the general press or European Commission’s specialised media and FLEXCoop newsletter. Physical interactions with FLEXCoop audience will also take place through the participation in thematic events and with the help of dissemination material.

We plan to set-up a privileged relationship with the members of FLEXCoop Living Lab. It includes pilot users as well as energy cooperatives and end-users who will collaborate in the project along its development. We will implement a set of at least six workshops for this specific purpose.

The dissemination and communication strategy will be monitored and evaluated on a regular basis using European Commission’s indicators (based on the number of activities and their outreach). This monitoring will be complemented with a sub-set of indicators and targets to reach at M18 which will highlight the success or gaps of the communication strategy in the next version of the DCP (M12, 24 and 36).

Several members of the REScoop.eu team will support the dissemination strategy and it will be deployed in compliance with the regulation in place, in particular with the General Data Protection Regulation.

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ABBREVIATIONS

aFRR	Automatic Frequency Restoration Reserve
AMI	Advanced Metering Infrastructure
API	Application Programming Interface
BIM	Business Integration Manager
BRP	Balance Responsible party
BSP	Balance Service Provider
CAGR	Compound Annual Growth Rate
CO	Confidential, only for members of the Consortium (including the Commission Services)
CRM	Capacity Remuneration Mechanism
D	Deliverable
DA	Day Ahead Market
DER	Distributed Energy Resources
DEM	Dissemination and Exploitation Manager
DMP	Data Management Plan
DPO	Data Protection Officer
DOI	Data Object Identifier
GDPR	General Data Protection Regulation
DoW	Description of Work
DR	Demand Response
DRMS	Demand Response Management System
DRSR	Demand Response Settlement and Remuneration
DSO	Distribution System Operator
DSS	Dispatch Decision Support System
DSU	Demand Side Unit
EED	Energy Efficiency Directive
EMO	Energy Market Operator
EMS	Energy Management System
ESB	Enterprise service bus (Message Oriented Middleware)
EUSEW	European Sustainable Energy Week
EV	Electric Vehicle
FAIR	Findable, Accessible, Interoperable and Re-usable
FCR	Frequency Containment Reserve
FLOSS	Free/Libre Open Source Software
FRR	Frequency Restoration Reserve

G2V	Grid to vehicle
GDEM	Global Demand Manager for Aggregators
GUI	Graphical User Interface
H2020	Horizon 2020 Programme
ICT	Information and communication technologies
IMP	Innovation Management Plan
INEA	Innovation and Networks Executive Agency
ISAEP	Identification Selection Acquisition Exploitation Protection
IPR	Intellectual Property Right
ID	Intra-Day Market
IEQ	Indoor Environmental Quality
IPR	Intellectual Property Rights
IPS	Integrated Power System
LDEM	Local Demand Manager
MGT	Management
mFRR	Manual Frequency Restoration Reserve
MS	Milestone
NEEAP	National Energy Efficiency Action Plan
NRA	National Regulatory Authority
O	Other
OS	Open Source
OSB	Open Smart Box
OTC	Over The Counter
P	Prototype
P2H	Power-to-Heat
PM	Person Month
PMV	Performance Measurement and Verification
PU	Public
R	Report
RES	Renewable Energy Sources
RR	Replacement Reserve
RTD	Research and Technology Development
SEAC	Security Access Control
SM	System Manager
SWOT	Strengths Weaknesses Opportunities Threats
TM	Task Manager

ToU	Time of Use
TRL	Technology Readiness Level
TSO	Transport system operator
V2G	Vehicle to Grid
VPP	Virtual Power Plant
VRES	Variable Renewable Energy Sources
VTES	Virtual Thermal Energy Storage
VTESM	Virtual thermal energy storage module
WIPO	World Intellectual Property Organization
WP	Work Package
WPL	Work Package Leader
WSN	Wireless Sensor Network
Y1, Y2, Y3	Year 1, Year 2, Year 3

1. INTRODUCTION

The FLEXCoop project aims at introducing a complete automated Demand Response framework and tool suite for residential electricity consumers. The solution will enable consumer flexibility to be valorised in front of a range of possible users in order to fulfil different services to the grid. This requires interactions between various actors of the energy system starting from residential end-users to energy cooperatives (as retailers or service providers), together with independent aggregators and system operators as intermediaries and users of this flexibility. This also requires a favourable environment, which implies the action of public authorities supporting an adapted regulation and the availability of smart technologies offered by the professionals of the energy services. All these stakeholders have a role in the short and long success of the FLEXCoop project.

The Dissemination and Communication Plan outlines the FLEXCoop strategy to communicate with these different audiences. It defines the objectives for each of these groups and the related chosen approach. It also describes the different dissemination tools, including a focus on the FLEXCoop Living Lab activities targeting cooperatives and their members as well as the indicators that used to monitor progress. Finally, some indications are given regarding the team who will work as Dissemination and Exploitation Manager and the regulation compliance of the dissemination strategy.

This report complements the deliverable D8.1 ‘FLEXCoop Branding, Website and Social Media Channels’.

2. OVERALL STRATEGY

2.1. Main Objectives

The FLEXCoop dissemination strategy and activities will ensure that the project outcomes (concepts, scientific results, tools, methodologies, results of validation work, standardization punch-lists, policy and market recommendations) are widely disseminated to the appropriate target communities, at appropriate times and via appropriate methods, and that external stakeholder who can contribute additional value to the development, evaluation, uptake and exploitation of these outcomes can be identified and encouraged to participate (FLEXCoop Grant Agreement, Annex 1, part B, p. 42).

Dissemination is embedded in many project activities. It consists in activities targeting specific stakeholders aiming at obtaining feedback and establishing a dialogue through Living Lab activities; from requirements definition to final evaluation, the FLEXCoop Living Lab will involve pilot participants and potential end-users of the FLEXCoop solution in all phases of the project implementation. The dissemination strategy also addresses broader communication activities aiming at reaching out to the wide audience of relevant stakeholders for the FLEXCoop project. This encompasses aggregators, technology vendors, academics, policy makers, etc. and aims at making them aware of the project and its main results in order to open short and long-term collaboration perspectives.

2.2. Preliminary Audience and Tools Analysis

The need of residential pilot users in terms of information are very different from the ones of academics from the Smart Grid sector. Different dissemination strategies are possible depending on how active the targeted audience is going to act. The two following tables will clarify the different target groups of FLEXCoop and the dissemination strategies that will apply to them.

The table below details the different target groups (see FLEXCoop Grant Agreement annex 1, part B, p. 43), intent to hierarchize their importance and the related dissemination type that will apply to them.

Target group	Explanation	Dissemination type
Pilot end-users	They are key target group as they are directly involved into the project activities. The success of the project depends on a fruitful collaboration with them.	Dissemination of “Action” (training activities)
Energy cooperatives with special emphasis on REScoops and their members	They are important stakeholders of the FLEXCoop solutions as potential end-users.	Dissemination of “Action” (non- pilot)
Third-party aggregators and ESCOs	They are potential adopter of the FLEXCoop solution or of part of it, with valuable experience in existing Demand Response markets.	Dissemination of “Attention”
Policy making/support bodies	They are ‘facilitator’ for the FLEXCoop solution, supporting local implementation or adapted regulation (in particular at EU level) ¹ .	Dissemination of “Attention”
Standardization bodies	They are important for supporting interoperability which is a key feature of the solution ² .	Dissemination of “Attention”
Building owners/managers and home dwellers/ Prosumers	Potential adopter of the FLEXCoop solution or of part of it.	Dissemination of “Attention”

¹ The deliverable D8.9 “Policy/Market Reform Recommendations Report” will specifically address this group.

² The deliverable D8.10 “Standardization Punch-List and Promotion Activities” will specifically address this group.

Solutions/technology providers in the building automation and control industry	Potential adopter of the FLEXCoop solution or of part of it	Dissemination of “Attention”
Research community	Research organisations active in the fields of FLEXCoop	Dissemination of “Attention”

Table 1: Dissemination type according to target group

The table below gathers the type of relevant dissemination channels depending on the type of dissemination chosen.

Category	Description	Dissemination and Communication Objective	Dissemination channels
Dissemination of “Action”	<p>The audience is interested in taking action, possibly adopting products, materials or approaches offered by FLEXCoop project.</p> <p>These groups/audiences will need to be equipped with the right skills and understanding to favour interactions.</p>	<p>Causing decisions</p> <p>Causing actions</p> <p>Establishing a dialogue</p>	<p>Living Lab activities:</p> <ul style="list-style-type: none"> - workshops - telcos - emails - dedicated document exchanges <p>(longer term relationship enabling provision of structured feedback)</p>
Dissemination of “Attention”	The audience does not require a detailed knowledge of the project but is rather interested in FLEXCoop overall activities, objectives and out-comes	<p>Raising awareness</p> <p>Influencing attitudes of decision-makers</p>	<ul style="list-style-type: none"> - FLEXCoop website - Paper and electronic media - social media - publications - conferences - workshops, fairs - newsletters

Table 2: Dissemination channels according to dissemination strategy

These differentiated strategies are going to be implemented along the course of the project using the dissemination tools described in the following section.

3. THE DISSEMINATION TOOLS

3.1. FLEXCoop Internal Management and Communication Tools

All data generated throughout the project are collected in an internal repository. This repository is BSCW platform managed by the Project Coordinator Fraunhofer. Access to the BSCW platform is protected through a login and password procedure. This platform is used by project partners to store and share working documents and deliverables. The Platform is clearly structured in Work Packages with clear references to Work Package Leaders.



Rules related to ensuring project quality are available in FLEXCoop Deliverable D1.2 ‘Quality Management Plan’. This report includes the common rules for meeting planning and organisation the deliverable process and the template for FLEXCoop deliverables.

3.2. FLEXCoop logo and presentation template

The FLEXCoop logo and presentation template are reviewed in ‘D.8.1 FLEXCoop Branding, Website and Social Media Channels’.

3.3. FLEXCoop Website

The FLEXCoop website will be the main tool that will support the dissemination and communication strategy of the FLEXCoop project.

Throughout the FLEXCoop project various stakeholders will be invited to watch the development of FLEXCoop and even to contribute to important aspects. To serve this ambition, the FLEXCoop website has been designed as a clear online visibility tool, able to satisfy the curiosity of the most expert colleagues (from other H2020 projects and the EU energy sector in general), as well as a broader audience, including residential end-consumers involved in Living Labs. The website will also address the different levels of expertise present within energy cooperative, providing the appropriate level of clarity on FLEXCoop purpose and activities.

The FLEXCoop website is based on the platform “Strikingly”. This platform is an easy-to-manage tool for creating and updating websites for non-specialists. This will improve the website’s capability to react to project new developments and to follow its general pace.



Figure 1: FLEXCoop website home page screen capture

A detailed review of FLEXCoop Website is available in ‘D.8.1 FLEXCoop Branding, Website and Social Media Channels’.

3.4. Social Media Presence

Concerning social media channels, FLEXCoop will use:

- **Twitter** (https://twitter.com/FLEXCoop_H2020): Twitter will be used as a daily tool for instantaneous communication with high visibility in the EU policy area and international audience.
- **LinkedIn** (<https://www.linkedin.com/company/flexcoop/>): LinkedIn will be used as weekly tool for longer posts targeted towards a professional audience
- **Facebook** (<https://www.facebook.com/rescoop.eu/>): The REScoop.eu Facebook page will be used as a punctual tool addressing citizens interested by REScoops and the energy transition.



Figure 2: Screen capture of FLEXCoop twitter account

A detailed review of FLEXCoop Social media channels is available in ‘D.8.1 FLEXCoop Branding, Website and Social Media Channels’.

Partners are expected to:

- Follow FLEXCoop on Twitter or LinkedIn and tag the project while posting any news related to the project;
- Send pictures and related information when attending in any event or conference or of any dissemination activity carried out.

3.5. Publications

3.5.1. Scientific Publications

The Smart Grid is a highly innovative sector where decision and policy making is informed by scientific publications. Therefore, FLEXCoop partners are expected to publish results in scientific (peer-reviewed) publications. Examples of scientific journal where FLEXCoop results could be published are listed below:

- Applied Energy, Elsevier ([link](#))
- Energy and buildings, Elsevier ([link](#))
- Energy Policy, Elsevier ([link](#))
- International Journal of Energy research, Wiley ([link](#))
- Renewable and Sustainable Energy Reviews, Elsevier ([link](#))
- Transactions on Smart Grid, IEEE ([link](#))
- Transactions on Sustainable Energy, IEEE ([link](#))

Joint publications among FLEXCoop partners will be encouraged. As stated in article 29.2 of the Grant Agreement, FLEXCoop partners will ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to their results. Rules related to Open Access to FLEXCoop publications are detailed in FLEXCoop deliverable D8.3 ‘Data Management Plan’.

Procedure: Scientific publications resulting from FLEXCoop project must be notified electronically 45 days before the submission date. Any objection to the planned publication shall be made in writing to the Coordinator and to any concerned party within 30 days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted. (Horizon 2020, AGA, art. 29.1)

3.5.2. Press Publications

FLEXCoop partners will promote the project in front of a range of media including media specialised in renewable energy and smart grids, blogs, web TV channels, website news sections or newsletters.

The list of published articles and post is available in Section 10 ‘Annex: Overall Dissemination Actions’.

Procedure: A publications and event registry is available in two formats: as Google forms which can be filled online or as an Excel file. These files or related links are available on the shared project repository BSCW³. With these tools, partners are expected to provide on a regular basis the details of publications they published or contributed to, including:

- publication’s name and editor,
- article’s title,
- date,
- outreach,
- web link or photo

As DEM, REScoop.eu will take the initiative in writing press releases to disseminate the major milestones of the FLEXCoop project and will distribute them at the EU level by means of its own dissemination channels.

3.5.3. European Commission’s Media

The European Commission holds a set of media specialised in research or in energy policies. These media are an important tool to get visibility among the most expert European communities. The relevant ones for a FLEXCoop related publication are:

³ <https://bscw.fokus.fraunhofer.de/bscw/bscw.cgi/2725444>

- **Horizon Magazine** (<http://horizon-magazine.eu/>): EU Research & Innovation online magazine, it covers the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth. It is updated about three times a week.
- **Project stories** (<https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>): Articles about selected EU-funded research projects, which led to breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market, at the same time contributing to economic growth and creating jobs, and tackling societal challenges.
- **Research*eu results magazine** (https://cordis.europa.eu/research-eu/home_en.html): This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.
- **Newsletters** (<http://ec.europa.eu/newsroom/index.cfm?fromMailMass=1>): Newsletters are published by the European Commission for different research areas, including the energy and Digital Single Market areas.

Along the development of FLEXCoop, the DEM will get in contact with each of these EU media to share press releases and relevant stories.

3.6. Participation in Fora and Thematic Events

The organisation of or participation in thematic events (panels, roundtables, conference sessions, workshops, poster presentations or demonstrations at scientific events) will also be used as FLEXCoop dissemination activity. It will be used to raise project awareness, present the project results and liaise with potential stakeholders. During events, partners will disseminate FLEXCoop results by networking and cooperating, holding presentations, organising stands and distributing project dissemination material.

The list of planned participation into events is available as section 11 ‘Annex: Past and Planned Dissemination Events’.

Procedure: Partners participating in events are expected to inform the Dissemination and Exploitation Manager (REScoop.eu) as soon as they know and at least 7 days in advance.

Procedure: A publications and event registry is available in two format: as Google forms which can be filled online or as an Excel file. These files or related links are available on the shared project repository BSCW⁴. With this tool, partners are expected to provide the details of events they participated in, including:

- event's name,
- location,
- date,
- outreach,

⁴ <https://bscw.fokus.fraunhofer.de/bscw/bscw.cgi/2725444>

- web link and related material (photo of the session and session's mention in event's agenda).

This information will be used to fill the dissemination activities report to be provided in the next versions of the Dissemination and Communication Plan (M12, 24 and 36)

3.7. Dissemination Material

Within the course of the project, a set of dissemination tools will be produced or procured. The complexity of the project core topic (demand response) and of the specific audience that the project targets - which includes residential electricity users - a set of illustrations is important to make the project more understandable and accessible. A set of illustrations related to the following aspects will be delivered:

- an overall project illustration,
- demand response principles and
- FLEXCoop project architecture.

These illustrations will be used to complement FLEXCoop's website and presentations, as well as complementary dissemination material to be provided by M9 (June), in particular a FLEXCoop banner and a leaflet. These illustrations and dissemination material will be realised with the support of a graphic design professional. The realisation of complementary material will be assessed throughout the development of the project.

3.8. The FLEXCoop e-Newsletters

Project e-newsletter will be distributed to FLEXCoop targeted audience at least every 6 months. The articles will include the latest information on the project's activities, striking results, or events. The e-newsletters will be sent to:

- FLEXCoop partners,
- the pilot user group,
- Living Lab partners,
- and all interested stakeholders who have signed up to the newsletter through the webpage.

The newsletter will also be published on the project website as well as disseminated on social media.

The e-newsletter will be sent via Mailchimp (online email marketing solution to manage subscribers, send emails, and track results). Mailchimp is compliant with the new EU regulation on data privacy (GDPR) and the subscribers can unregister at any time.

3.9. FLEXCoop Videos

Taken into account the limited communication budget, FLEXCoop will not privilege the procurement of promotional videos from graphic design professionals. Instead, FLEXCoop will explore the range of other videos possibilities including: recorded presentations or webinars, interviews, or other accessible formats. This type of format will play a significant role in the

first stages of the Living Labs. FLEXCoop project results will be presented in YouTube . The first video introducing the FLEXCoop project has already been published (<https://www.youtube.com/watch?v=YATUEyZfMO4&t=22s>).

4. FLEXCOOP LIVING LABS

The role of Living Labs is to enhance knowledge replication, transfer of results and promotion of open innovation and co-creation (*Description of work, WP8*).

4.1. Living Lab and Pilot Users

Living Lab and pilot users have already been defined in the FLEXCoop deliverable D2.1 End-User & Business Requirements (see appendix D: Pilot User Selection Criteria):

- **Living Lab:** it comprises the project consortium cooperatives and all their stakeholders (owners, managers, employees, cooperative members and cooperative clients). Communication strategy within the Living Labs is coordinated by REScoop.eu within WP8 and actually managed by each Living Lab partner, ODE and Som Energia.
- **Pilot users:** This is a subgroup of the Living Labs that include 10 pilot users per Living Lab (Netherlands and Spain) selected by the Living Lab partners to be able to test physically the FLEXCoop set of solutions for aggregated Demand Response.

The Living Lab methodology will consist in creating a long-standing relationship with a group of people in order to establish a constructive dialogue over FLEXCoop along the project duration. This implies:

- In-depth understanding: Living Lab participants will benefit from detailed presentation of the project and its purpose, as well as specific document.
- Longer-term relationship: for different categories of stakeholders (cooperative representative or end-users), the same group will be involved with the intent to build trust and increase knowledge in an incremental approach.
- Dialogue: The purpose of the Living Lab is to favour co-creation, to this end, FLEXCoop partners will seek Living Lab participants contribution on specific issues according to the different stage of development of the project.

Training workshops are the Living Lab activities dedicated to pilot participants and aiming at providing all the needed information for a smooth implementation of the project, including: pilot participants pre-information and selection, FLEXCoop tools introduction and feedback sessions.

4.2. Different Approaches for Spain and the Netherlands.

The Spanish and Dutch situations differ and involve different actors. Different approaches will be used to fit these particular contexts.

Netherlands: The FLEXCoop partner ODE Decentraal is a federation of Dutch cooperatives. It has access to an extended network of professionals and activists of the cooperative energy sector in the Netherlands. The FLEXCoop project will be implemented through the participation of the cooperative Endona. This cooperative is a RES electricity producer which

benefits from the experience of the ongoing GridFlex project⁵ and of a regulatory exception zone in that context. Besides dedicated events for involved residential end-users, the Living Lab in the Netherlands will count on the participation of ODE Decentraal network of cooperative representatives. They will ensure technical input related to the energy sector in the Netherlands FLEXCoop (and the cooperative sector in particular) as well as an appropriate dissemination of FLEXCoop results in the cooperative energy sector.

Spain: With more than 46,000 members, the FLEXCoop partner Som Energia is among the biggest energy cooperatives in Europe and has a vibrant network of involved members. In particular Som Energia's governance provides room for direct members contribution through local groups distributed all around Spain. Besides dedicated events for involved residential end-users, the Living Lab in Spain will count on the participation of those Som Energia's members who participate in the sharing platform. Those members have a high profile end-users (potential 'early adopters') and will enable an appropriate dissemination of FLEXCoop results in the Spanish cooperative energy sector.

At the EU level, an Aggregator Living Lab has been set up with energy cooperatives interested in developing Demand Response services. These cooperatives are members of REScoop.eu and will provide regular feedback on the business models and the technical solutions proposed to enlarge them to broader perspectives. They will ensure an appropriate dissemination of FLEXCoop results in the EU cooperative energy sector. Identified EU cooperatives are: Enercoop (FR), Ecopower (BE), EWS (DE), Enostra (IT), Coopérnico (PT), Energética (ES) and Elektra (GR).

In the EU as well as in the Dutch case, it is worth noticing that cooperatives contributions will be limited by their available resources.

An overview of the different FLEXCoop Living Labs targeted audience in Spain and in the Netherlands is available below:

	The Netherlands	Spain	EU
Residential Pilot Users	<u>Priority</u> target	<u>Priority</u> target	NA
Energy Cooperatives	Primary target	Secondary target	Primary target
Residential end-users	Secondary target	Primary target	-

Table 3: Living Labs participants main target in ES and NL

At this stage of the project (M6) the activities of the Living Labs will focus on the selection and appropriate information towards pilot end-users, which represent an essential process to grant the success of the project.

⁵ <http://gridflex.nl/> (website in Dutch language)

4.3. Provisory Schedule of Pilots End-users Living Labs

The pilot implementation have the object of detailed discussions between the PC, TM, DEM and Pilot partners. The result is a timeline of pilot implementation aiming at the selection of a final list of potential users fulfilling the requirements highlighted in the D.2.1 ‘End-User & Business Requirements’ by the end of June.

The timeline below shows the pilot end-user training activities planned in Spain and in the Netherlands:



Figure 3: Timeline of pilot end-user training activities

- Jan-Feb 2018: 1st Workshop of the FLEXCoop Living Lab (related to D. 2.1 and performed on 21 Jan and 5 Feb)
- May-June 2018: End-user selection (1 or 2 workshops per pilot site)
- May-June 2019: Pilot site deployment workshop
- 2019-2020: at least one workshop per year (to be further specified in the next version of this deliverable)

The pilot users Living Labs will be coordinated among the PC, TM, DEM and Pilot partners in order to fit the next steps of the project.

4.4. Other Living Labs activities

Beyond pilot end-users Living Labs will involve different categories of energy services actors: Residential end-users, energy cooperatives, ‘other actors’.

Residential end-users

- ES: they will be closely involved in Spanish Living Labs activities through the participation of Som Energia’s sharing platform.
- NL: residential end-user will not be systematically involved. However, FLEXCoop will seize opportunities to present the project in front of a broad audience in NL depending on existing local events.

Energy cooperatives

- ES: Spanish cooperatives will not be systematically involved. If deemed useful, Som Energia may involve members of the Unión Renovables gathering 17 energy cooperatives in Spain.

- NL: Energy cooperatives which are members of ODE Decentraal will be involved and invited to provide feedback at different stages of the project. These members will be involved in series of meetings and workshops. This longstanding relationship will appear as a forum in which to exchange on the future of innovative services for cooperatives in the NL and FLEXCoop solution in particular.

Other actors

Different actors may be interested in FLEXCoop as a solution. This includes:

- independent aggregators as possible intermediaries in FLEXCoop solution, contracting with end-user to sell electricity flexibility;
- system operators (DSOs in particular) as potential buyers of electricity flexibility.

Along the development of the project, FLEXCoop will seek the contribution of these actors and their related EU associations (EDSO for Smart Grid, GEODE, CEDEC, Eurelectric for DSOs smartEn for aggregators).

5. RELATIONSHIP WITH OTHER RESEARCH PROJECTS

5.1. Participation into Bridge 2020

BRIDGE is an initiative from the European Commission which gathers Horizon 2020 projects in the field of Smart Grid and Energy Storage. The goal is to share knowledge amongst projects and to deliver shared conclusions and recommendations about the future exploitation of the project results.

The different areas explored by the four Bridge 2020 Working Groups are: Data Management; Business Models; Regulation and Customer Engagement. These aspects are all relevant for the FLEXCoop project and the documents issued by the different working groups will be used to support FLEXCoop at its different stage of development and the DEM will get in contact with Bridge 2020 in order to access their documentation and possibly participate into working groups activities.

5.2. Synergies with individual H2020 projects

Horizon 2020 projects represents a rich pool of experience and knowledge. During FLEXCoop kick-off meeting, the project PO reported that in July 2017 INEA had 169 energy related projects, representing a €1.3 billion budget.

Along the development of the project, FLEXCoop will explore opportunities to join efforts to increase the project outreach or to achieve other common goals. Early examples are the joint EUSEW application of the H2020 projects BestRES, WiseGRID and FLEXCoop; or the possibility to join NobelGrid final dissemination event in Spain in July.

6. EVALUATION

6.1. Key Performance Indicators

6.1.1. European Commission's requested KPIs

The key performance indicators are based on European Commission's requirements. They concern the following actions:

- Organisation of conference
- Organisation of a workshop
- Press release
- Non-scientific, non peer reviewed publication
- Exhibition
- Flyer
- Training
- Social media
- Website
- Communication campaign (radio, TV)
- Participation to a conference
- Participation to a workshop
- Participation to an event other than a conference or a workshop
- video/film
- Brokerage event
- Pitch event
- Trade fair
- Participation in activities organised jointly with other H2020 projects
- Other

For each of these items the KPI are:

- the number of actions or publications;
- The outreach in terms of attendees, (potential) readers or average impressions for social media posts.

The detailed list of FLEXCoop dissemination activities and their related KPIs are available in section 10 'Annex: Overall Dissemination Actions'.

6.1.2. FLEXCoop Communication targets

The key targets of FLEXCoop dissemination will be limited to a subset of indicators which will reflect to what extend FLEXCoop has reached its own ambitions in terms of means and outreach. These targets are listed in the table below.

	KPI	Target by M12	Current status
Website	Design and implementation	Fully developed and up-to-date website	Website published
	Regular updates of the website content	Continuous update	Updated
	Number of unique visitors	600	447

Social media	Twitter followers	250	144
	LinkedIn followers	30	21
Newsletter	Number of newsletters	2	0
Publications	Scientific publications	3	0
	Non-scientific publications	15	8
	Press releases	3	0
Dissemination material	Banner	1	0
	Leaflet	1	0
	Illustrations set	1	0
Training Activities	Training sessions covering the core of the project to raise awareness	2 (by M18)	0
	Training kit with training material	1	0
Other Living Labs activities	Pilot participants trainings	2	0
	Cooperatives or end-users workshops and meetings	9	5
Participation in events	Partners participation in conferences or other thematic events	10	1
	Satisfaction of participants	Majority of positive assessments	-

Table 4: M12 targets per communication KPI

6.2. The Monitoring of KPIs

In order to report the periodic information about how KPI are achieved, the following measurement tools have been identified:

- Strikingly analytics tool: embedded analytics solution that provides insights into the website traffic and countries of origin over up to three months ahead.
- Twitter statistics enable to measure the number of followers, the overall number of posts, the number of impressions of each post on a 28 days period and to calculate the average impressions of all posts in a four week period.
- LinkedIn own statistics enable to measure the number of followers and the number of impressions of each post.
- Mailchimp provides detailed statistics on the release of newsletters such as number of opens and top opens by countries.
- Workshop assessment: a workshop assessment form will be distributed to participants in all major FLEXCoop workshops (see section 12 ‘Annex: Event Assessment Form’).

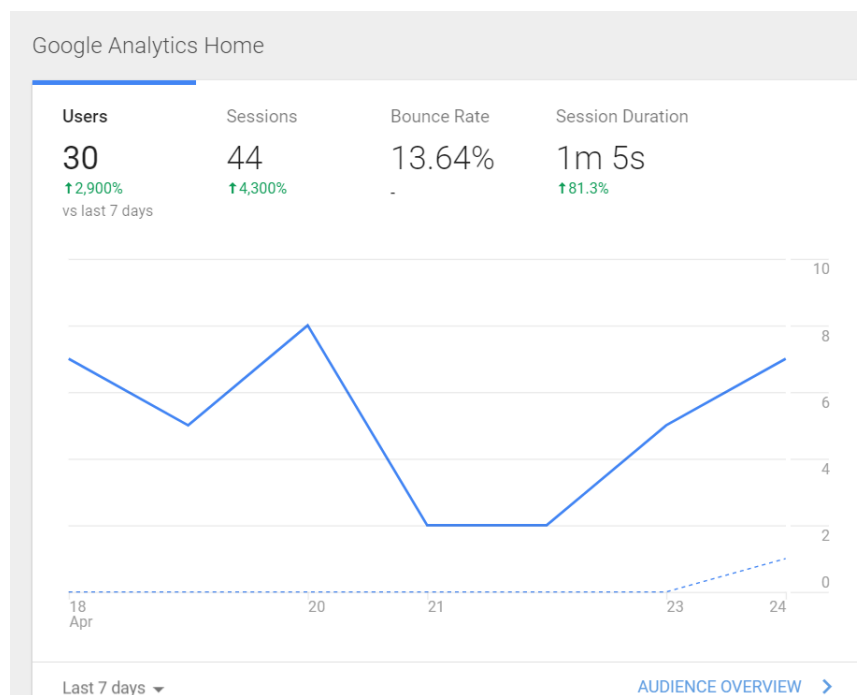


Figure 4: screen capture of FLEXCoop website Google analytic account in April 2018

The KPIs for FLEXCoop will be monitored according to the time line defined the different version of the Dissemination and Communication Plan:

- DCP – first version: M6 (March 2018)
- DCP – second version: M12 (September 2018)
- DCP – third version: M24 (September 2019)
- DCP – final version: M36 (September 2020).

7. FLEXCOOP DISSEMINATION AND COMMUNICATION TEAM



Roland Tual joined REScoop.eu in 2017 as Project Manager. He holds a Master degree in political sciences from IEP Aix-en-Provence. He used to work in EU affairs in the field of demand response and smart energy services. Roland is the main responsible for communication and dissemination activities of the FLEXCoop project.



Stanislas d'Herbement holds the position of Project Manager at REScoop.eu. Stan used to be the coordinator of Tournesol Microgrids, an organisation that supports decentralised energy systems throughout Europe. Stan is managing REScoop Plus, PV Financing and supports Roland on the management responsibilities in FLEXCoop.



Sara Tachelet holds a Master's degree in Communication Sciences and is responsible for the communication of REScoop.eu. She has been working in the field of marketing and communication since 2012. Sara is also coordinating the communication campaign of another H2020 project on smart grids. She will support FLEXCoop communication along the project development



Josh Roberts is a qualified lawyer in California, with experience in EU law and regulation on internal energy market issues. He will ensure that results of the FLEXCoop project are disseminated to relevant EU level decision makers and other stakeholders, an within relevant policy discussions.

8. REGULATION COMPLIANCE

FLEXCoop dissemination activities will comply with the principles highlighted in the Ethics Management Plan (FLEXCoop D1.2 'Quality Management Plan'):

- Core ethical issues within FLEXCoop are addressed by fully complying with EU and national legislation.
- Ensure transparency on all data collection and management practices performed by the project and notify all people and stakeholders involved.

- Confirm the (explicit and written) Informed Consent of occupants involved in the project pilot evaluation phase, while option to withdraw will be available at any time.
- Safeguard data protection, security and privacy issues through an integrated security and ethics research.

These activities will be performed with respect to the set of rules defined in FLEXCoop D8.3 ‘Data Management Plan’ aiming at fulfilling the requirements of the new General Data Protection Regulation.

9. CONCLUSION

The dissemination and communication strategy outlined in this document will be implemented along the next steps of the projects. It will be continually monitored, updated and reported during the course of the project; it will be a living document evolving along the development of the project, learning from interactions with targeted audience and adapting to observed needs. This report will be updated at M12, 24 and 36 of the project, enabling to assess progresses realised, possible gaps and take corrective measures.

10. ANNEX: OVERALL DISSEMINATION ACTIONS

The table below gathers all dissemination actions performed in the context of FLEXCoop

Overall dissemination and communication actions	number of items and description	Estimated impact (person reached)	Date	Links
Organisation of conference	0			
	EUSEW, Brussels		Jun-18	web
	MEDPOWER		Nov-18	web
Organisation of a workshop	4	16		
1	Workshop with Som Energia members, Barcelona	6	Feb-18	annex
2	Workshop with ODE members, Utrecht	10	Jan-18	annex
3	Workshop with ODE members, Heeten	6	Dec-17	annex
4	Workshop with ODE members, Heeten	4	Nov-17	annex
Press release	0			
Non-scientific, non peer reviewed publication	10	71,860		
1	BeeNews article in EN, ES and CAT	915	Apr-18	web
2	SmartGridInfo.es, article "Un proyecto de gestión activa de demanda eléctrica convertirá a los usuarios en prosumidores"	4,000	Mar-18	web
3	Eseficiencia.es, article "Agregadores y prosumidores, el nuevo escenario energético que estudia el proyecto Flexcoop"	10,000	Mar-18	web
4	Energynews.es, article "Flexcoop, un proyecto para flexibilizar la demanda eléctrica de los prosumidores"	4,000	Mar-18	web
5	Som Energia blog article "FLEXCoop, REScoopPlus i REScoop MECISE, els tres projectes europeus on participem"	53,000	Mar-18	web
6	REScoop.eu Newsletter, RES-scoop #24 "FLEXCoop project update"	860	Mar-18	web
7	REScoop.eu Newsletter, RES-scoop #21 "FLEXCoop project kick-off"	860	Nov-18	web
8	ODE News, article "FLEXcoop: Kunnen burgers handelen op de Onbalansmarkt?"	1,000	Oct-17	web
9	MeritConsultingHouse News, article 'FLEXCoop H2020 project just launched'	120	Oct-17	web
10	BeeNews article in EN and ES	931	Oct-17	web
Exhibition	0			
Flyer	0			

	Planned May 2018			
Training	0			
Social media	4	5,563		
	Twitter: 144 followers, 159 Tweets on April 2018	5,400*	Oct-17	web
	LinkedIn: 21 followers, 7 posts on April 2018	160**	Nov-17	web
	Facebook (REScoop.eu page): 1980 followers	1,980		
	ResearchGate: 3 followers, 0 updates	3	Jan-18	web
Website	7	5,620		
	1 ODE website, project description (NL)	1,000	Nov-17	web
	2 Project dedicated website	400***	Dec-18	web
	3 IT4Energy-Zentrum website, project description (DE)	tbd	Jan-18	web
	4 CIMNE website, project description (EN)	tbd	Jan-18	web
	5 Fraunhofer FOKUS website, project description (EN)	tbd	Jan-18	web
	6 CIRCE website, project description (ES)	120	Jan-18	web
	7 REScoop.eu website, project description (EN)	4,000	Dec-17	web
Communication campaign (radio, TV)	0			
Participation to a conference	1			
	Internet of Energy, Berlin: - 30 min FLEXCoop project presentation - panel discussion on blockchain - panel discussion on traditional utilities VS challengers-innovating		Mar-18	Link
Participation to a workshop	0			
Participation to an event other than a conference or a workshop	0			
video/film	1	111		
	Introductory webinar-type video on the project 15'23"	111	Jan-18	web
Brokerage event	0			
Pitch event	0			
Trade fair	0			
Participation in activities organised jointly with other H2020 projects	0			
Other	0			

*: average number of impressions for tweet between mid-March and mid-April

**: average number of impressions for all posts

***: number of unique visitors in 3 months time

Table 5: Overall dissemination actions per categories

10.1. Annex: FLEXCoop workshops photos & tweets



Figure 5: Photo of Heeten workshop and related tweet, 28 Nov. 2017



Figure 6: Photo of Heeten workshop and related tweet, 14 Dec. 2018**Figure 7: Photo of Utrecht workshop and related tweet, 13 Jan 2018****Figure 8: Photo of Barcelona workshop and related tweet, 5 Feb 2018**

11. ANNEX: PAST AND PLANNED DISSEMINATION EVENTS

This is a preliminary list of events where the FLEXCoop project could be disseminated. Conferences or sessions organised by FLEXCoop partners are highlighted.

The list will be updated along the project duration.

	Event	Date	Location	Website	Participants	Related material
Past events	Internet of Energy	6-7 Mar 2018	Berlin, DE	Link	REScoop.eu	Ref.
Coming events	4th Berlin Energy Transition Dialogue	17-18 April	Berlin, DE	Link	Fraunhofer	
	Urban Energy Forum	19 April	Berlin, DE	Link	Fraunhofer	
	Energy in Buildings	5 May 2018	Thessaloniki, GR	Link	Hypertech	
	Berlin Energietage	7-9 May 2018	Berlin, DE	Link	Fraunhofer	
	Innogrid	15-16 May 2018	Brussels, BE	Link	REScoop.eu, Fraunhofer	
	EU Green Cities Summit Conference	22-24 May 2018	Brussels, BE	Link	CIRCE	
	European Sustainable Energy Week	4-8 Jun 2018	Brussels, BE	Link	Organised by REScoop.eu	
	Global IoT Summit	4-7 Jun 2018	Bilbao, ES	Link	Hypertech	
	NOBEL Grid final event	July 2018 (exact date TBD)	TBD, ES	N/A	ETRA	
	3th Conference on Sustainable Development of Energy, ... (SDEWES)	30 Sept - 4 Oct	Palermo, IT	Link	CIRCE	
	European Utility Week	6-8 Nov 2018	Vienna, AT	Link	REScoop.eu	
	MedPower	12-15 Nov 2018	Dubrovnick, HR	Link	Organised by Koncar, ETRA,	

					Hypertech, DTU
ETIP SNET event (WG 3 Flexible Generation)	<i>tbd</i>	<i>tbd</i>	Link	CIRCE	
Procura+ 2019	<i>tbd</i>	<i>tbd</i>	Link	CIRCE	
The Fifth Indian Control Conference	9-11 Jan 2019	Dehli, IN	Link	DTU	
The European Control Conferences, ECC 2019	25-28 Jun 2019	Napoli, IT	Link	DTU	
CDC 2019 : IEEE 58th Conference on Decision and Control	11-13 Dec 2019	Nice, FR	Link	DTU	

Table 6: FLEXCoop participation in past and coming events

11.1. Internet of Energy 2018, Berlin

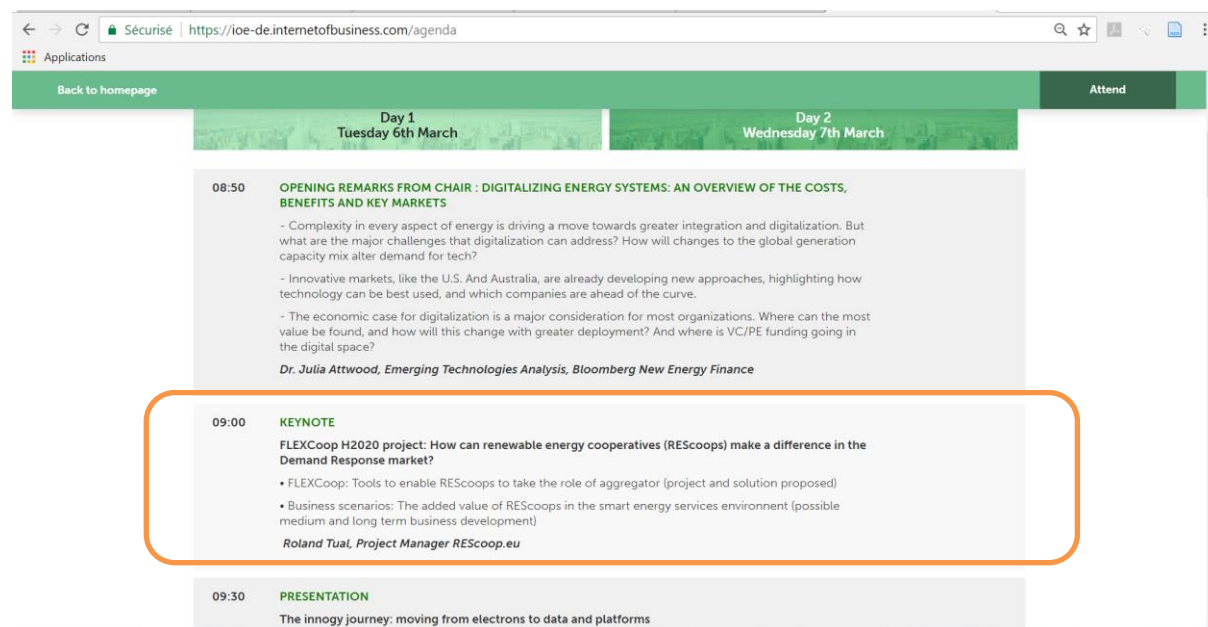


Figure 9: Screen capture of Internet of Energy 2018 agenda



Figure 10: Photo of R. Tual (REScoop.eu) presenting FLEXCoop at IoE 2018

12. ANNEX: EVENT ASSESSMENT FORM

The following form will be distributed after each FLEXCoop workshop.

Thank you for participating into our event, please take a couple of minutes to provide us with your feedback.

What is your overall assessment of the event?

Very Good	Good	Weak	Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate the quality of background **documents and materials** provided?

Very Good	Good	Weak	Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate the quality of the **speakers**?

Very Good	Good	Weak	Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate the **organisation** of the conference (location, facilities, support from organisers, etc.)?

Very Good	Good	Weak	Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please, provide us with **further comments / suggestions** on the event: