D5.1

Updated plan for dissemination, exploitation and communication activities

int:net

Interoperability Network for the Energy Transition

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ABSTRACT

This document is the initial communication and dissemination plan for int:net. It gives a comprehensive overview of the communication, exploitation and dissemination strategy, the derived measures and their implementation. It will be updated and improved halfway through the project at month 18.

KEYWORD LIST

Communication, dissemination, exploitation, project identity, project logo, collaboration, network, ecosystem

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EXECUTIVE SUMMARY

Deliverable D5.1 provides the communication, exploitation and dissemination plan for the int:net project. It represents tasks of work package five of the project´s description of action. It outlines the current strategy and measures to communicate and disseminate the project´s activities and exploit them in the sense of creating the Interoperability Network for the Energy Transition (int:net).

An overall communication, exploitation and dissemination strategy of the int:net project is described. The ambition of int:net to create one interoperability network where all stakeholders can come together and where it is made sure that comprehensive and consistent sets of models and standards will be developed and displayed. Measures to reach the goal are among others to link existing platforms, implement an ambitious social media campaign, establish a knowledge and support hub and organize regular events, webinars and workshops.

The first steps towards creating an interoperability ecosystem are listed and start with an analysis of initial needs that are the motivation for the creation of such an ecosystem. Following the needs analysis, requirements for the int:net ecosystem are defined and described. In addition to the int:net website showing the project activities, it shall become a community platform hosting repositories and databases as well as linking to existing networks, either living on the int:net platform, such as the network of interoperability testing laboratories, or are being hosted on another platform. One key part is an interoperability certification and labeling system. Coming from the requirements, the int:net platform's general functions and elements are described, being a network of stakeholders, a repository of methods and contents as well as a section for information and collaboration, providing not only knowledge but also the ecosystem to develop knowledge further.

Measures for implementation as well as the current status is given, starting from organizational activities such as setting up an email address, followed by creating a project identity and logo as well as first communication materials such as website, social media channels and print and digital materials. Initial plans for publications aim at spreading and sharing the knowledge generated during the project with all relevant knowledge actors with at least 10 publications in professional and/or academic journals as well as relevant conferences contributions. The events planned to be organised by int:net include cooperation events such as connectathons as well as a summer school and conference but also capacity building events for consortium partners' members.

The status of the network will be revised halfway through the project with an interim report on the status of the network delivered in month eighteen. A "final report on the status of the Interoperability Network for Energy Transition and dissemination and communication activities" will be described in D5.3; a final report on "Exploitation and long-term sustainability of int:net" in D5.4, both at the end of the project.

CONTENTS

1 Introduction

The energy sector needs an unprecedented transition. This transition is already ongoing. We have understood that electricity from renewable resources, combined with a smart digital grid infrastructure, is the only way to decarbonise the energy sector. But the transition affects many other sectors: transport, building, agriculture, industrial production etc. To make the transition happen, not only connectivity in the energy sector is needed but energy related processes and products in all sectors need to be aligned. To be widely adopted, technology must be easy to be implemented and used. Complex and costly interfaces, complex adaptation efforts, incomparable data sheets and not open-standards hinder adoption of advanced solutions and the transition towards an intelligent, future prone energy system will be slowed down. What is needed is a consistent, resilient, and financially viable eco-system of solutions. This is where the proposed Interoperability Network for the Energy Transition project (int:net) sets out to bring the right stakeholders together, align their views and approaches and help them to jointly create a feasible ecosystem that fosters a stable and reliable energy value chain built from highly interoperable, trustworthy, and cost-effective elements and sub-systems to take us all a big step forward.

1.1 Objectives of the work reported

The interoperability network shall comprise a wide range of stakeholders from academia through legal and regulatory bodies to product developers in industry. The network shall make sure that comprehensive and consistent sets of models and standards will be developed and deployed. The basis for cooperation in the int:net will be a combined knowledge and cooperation platform which enables a lively community of stakeholders interested in interoperability: product developers, vendors, users, and framework setters. The int:net community shall be self-maintained in the long term with a community platform and formal institution, possibly an association.

Multidimensional dissemination, exploitation and network building are the fundamental aspects in int:net. By involving as many as possible actors from research, standardisation, product development, governance, and practice, int:net will contribute to a favourable political and regulatory framework. While many partners in the interoperability network will actively participate in the networking events, decision makers in policy and industry will regularly receive policy briefs to get informed about int:net, its findings and its results. Communication as well as dissemination aspects are merged in an overall strategy and related measures and tools.

1.2 How to read this document

This deliverable reports about already undertaken activities related to dissemination, communication and exploitation and gives a detailed description of planned activities in the aforementioned fields as well as networking and uptake of project's results. It can be read without knowledge about any other report.

2 Communication, Exploitation and Dissemination Strategy

The communication strategy determines how to convey messages to stakeholders to achieve the strategic and practical goals of int:net. For reaching the communication objectives and approaching suitable interest groups, the different stakeholders will be identified and defined.

The strategic approach describes how to convey the right messages to the key stakeholders and determines specific, relevant and attainable targets. Beyond that, the focus of the communication and dissemination activities will be adapted to the project's progress. Communication is successful when it exactly meets its target group. Appropriate style and tonality are taken into account for stakeholder specific communication. A clear organization of the communication processes ensures an effective implementation of the measures.

2.1 int:net's ambition

The goal of the project is to establish an Interoperability Network for the Energy Transition (int:net) which is at the same time the basis to meet the project's exploitation goals. The mentioned network shall comprise a wide range of stakeholders from academia through legal and regulatory bodies, framework setters, vendors and users to product developers in industry. The network shall ensure that comprehensive and consistent sets of models and standards will be developed and deployed.

The basis for cooperation in the int:net will be a combined online knowledge and cooperation platform – the int:net online platform – which enables a lively community of stakeholders interested in interoperability. The int:net community shall be self-maintained in the long term with an online community platform and formal institution, possibly a new association or a part of an existing institution. Way beyond the end of the int:net project, the community will continue to manage and maintain the knowledge base, to keep refining and maturing the models, to define the legal and regulatory frameworks that allow for and foster interoperability, to improve the interoperability testing facilities and to invite and make developers use the models and standards when developing and deploying their products and infrastructures.

The int:net online platform addresses a wide range of stakeholders from those who want to learn about interoperability in smart grids and smart energy systems and keep track of the project's process to those who look for technical specifications and practical support required for their daily business. int:net shall be the best place to find out what is going on in terms of interoperability in the energy sector on member states level, in the EU and beyond. Additionally, it enables active participation in the process of driving interoperability further. Stakeholder categories addressed comprise end users of interoperable technologies, operators of interoperability validation testbeds, academia, standardisation groups, innovation experts and product developers, policy makers and regulators and finally media that help to spread the int:net messages.

2.2 Measures to reach the goal

The int:net project consortium will not deliver yet another newsletter but will leverage its access to existing communication channels which consortium partners have access to or are even leading. int:net can rely on a widespread existing network and will leverage and feed the communication channels of its partners (including their websites and newsletters). Examples of partners with existing

communication platforms that will be linked with int:net are the ETIP SNET and BRIDGE platform (called EIRIE) operated by the SPRING project, the Joint Programming Platform Smart Energy Systems (JPP SES), the digital platform of the CETPartnership, ISGAN, CENELEC, IEC, Mission Innovation. Other partner networks and their online platforms will be incorporated as they join the int:net community. Contributions to such existing communication channels will be delivered on a quarterly basis and ad hoc if appropriate.

An ambitious social media campaign will be implemented to maximise the impact of the int:net project. Activities will concentrate on professional networks to address a broad range of stakeholders with a lively int:net LinkedIn group, presentation material on slideshares, talks on YouTube etc. Alone with their personal and professional LinkedIn accounts consortium members reach out to a significant number of followers. The consortium communication team will provide professionally designed tools for the other consortium members: editable templates, lists of links and hashtags and guidelines to support all partners in maximising their outreach. Following an editorial calendar, posting in the social networks will be done weekly at a minimum and will leverage specific occasions such as related events, EU policy communication, publication of new standards, etc. To maximise attractiveness, “storytelling” methods will be used whenever possible.

To optimally prepare int:net knowledge and supporting material, int:net will conduct a needs analysis to better understand the concerns and expectations of the different standardisation bodies, sector organisations and associations. The int:net website is a kind of a gateway to direct visitors to the most suited existing and emerging interoperability models, partners and testbeds. A tutorial video will be created, and quarterly webinars implemented to explain the int:net ecosystem, the “int:net approved” certification and labelling system and how to join it. Partners from the field of education (e.g., universities) and support (e.g., associations and consulting firms) will be actively invited to join the int:net eco-system. To discuss and learn about the maturity model and related standards, int:net will at least once per quarter invite partners and candidates for the interoperability network to an attractive online or offline event: a connectathon workshop, a summer school, an online expert panel or just a webinar. In case participants of such events present IPR sensitive information, they will of course be given the opportunity to take up their right for ownership and exploitation.

Multidimensional dissemination, exploitation and network building are the fundamental aspects in int:net. By involving as many as possible actors from research, standardisation, product development, governance, and practice, int:net will contribute to a favourable political and regulatory framework. While many partners in the interoperability network will actively participate in the networking events, policy makers will receive a regular policy brief to get informed about int:net, its findings and its results.

3 First steps on the pathway to an interoperability ecosystem

The first step towards the interoperability ecosystem was the assessment of needs and definition of resulting requirements. In a subsequent step, functions and elements of the platform for the int:net ecosystem have been defined.

3.1 Initial needs analysis

The following list of past activities and existing needs has been identified and underlines the importance to create a lively interoperability ecosystem:

- Various interoperability standards and models for smart grid connectivity have been developed. These solutions need to be further improved. The usability and accessibility of such solutions is important to meet future energy system requirements.
- A comprehensive model for data exchange in advanced use cases between TSOs, DSOs, and other grid users has to be adopted and enhanced to enable a flexible and smart energy system. A good exploitation strategy can help to bring all stakeholders together to co-create and collaborate on the missing links for a smart and flexible system.
- More emphasis needs to be given to the functional and business layer of e.g., SGAM while not neglecting the interoperability needs on the data and protocol layers. This can ensure a better understand of the complexity of the current and future energy system.
- Networks of testing facilities have been developed in the framework of publicly funded projects, but there is a need to harmonize testing procedures, increase the variety of test facilities (and establish a work structure so to continue operation – cooperating on EU and national levels). int:net should create a platform that acts as a focal point for testing interoperability.
- Smart grids standards have been independently developed in EU, America, and Asia and need to be aligned so they do not hinder development and deployment of widely useable, interoperable solutions. A collaboration platform must be established to meet these needs.
- The energy sector should learn from more advanced processes in other sectors (e.g., health) and learn from their success story and possibly adopt their strategies.
- Policymakers and regulatory bodies need innovative models to trigger interoperability without enforcing specific models or standards.

In addition to these listed needs, the int:net project already started coordination and collaboration with Horizon Europe Energy Dataspace projects that recently have been or in near future will be kicked off to include their insights and needs as well in the development of the int:net ecosystem.

3.2 Requirements for the int:net ecosystem

We want to address the above-mentioned needs with an ecosystem that will holster all functions necessary to ensure the maximum impact on the exploitation of interoperability. The following steps will be undertaken to ensure a flawless and successful development of the int:net ecosystem and its

requirements. The ecosystem will not be one piece of software but will consists of a combination of solutions:

1. As a first focal point and part of the ecosystem, the int:net website (https://intnet-project.eu/) will be designed with minimum hurdles for visitors to attract and inform them. The website can but need not to contain the various parts of the proposed ecosystem. But it will act as an entry point to the digital ecosystem (i.e., the knowledge and cooperation platform) which is the core enabler of the int:net community.
2. The int:net community platform will host repositories, databases and marketplaces linking to testing laboratories and other networks.
3. While the int:net website attracts users to the community platform and allows to register for it, the community platform as such will technically not be integrated in the project website. It will reside in one or multiple separate domains or be integrated in other information and knowledge systems.
4. The int:net platform will be a highly interactive cooperation platform with levelled user rights and will be built on top of or directly linked to existing platforms such as EIRIE (from PANTERA and SPRING projects) or expera (from ERA-Net Smart Energy Systems).
5. The int:net platform will address a wide range of stakeholders from those who want to learn about interoperability in smart grids and smart energy systems to those who need practical support required for their daily business.
6. int:net shall be the place to inform about interoperability in the energy sector on member states level, in the EU and beyond. It should also enable active participation in the process of driving interoperability further.
7. The int:net platform will host a big variety of stakeholders: end users of interoperable technologies, operators of interoperability validation testbeds, academia, standardization groups, innovation experts and product developers, policy makers and regulators and media that help to spread the int:net messages.
8. A key part of the exploitation strategy of the int:net ecosystem is the “int:net approved” certification and labelling system. Within the course of int:net the consortium will develop the details of this system.

3.3 Functions and elements of the int:net platform

As described, our goal is to bring together relevant initiatives to build an interoperability network as basis for a European interoperability network of networks, the int:net ecosystem. We want to provide a platform for enabling and encouraging the exchange within the ecosystem and be the place to be when talking about interoperability for the energy transition and establish a brand with the “int:net approved” certification system.

To accomplish all the above-mentioned tasks, we build a heterogenous and cross-sectoral ecosystem that can be divided into three main elements:

1. Network of Stakeholders

2. Repository of Methods and Content
3. Information and Collaboration Platform.

All three key elements represent the int:net ecosystem which is shown in Figure 1:

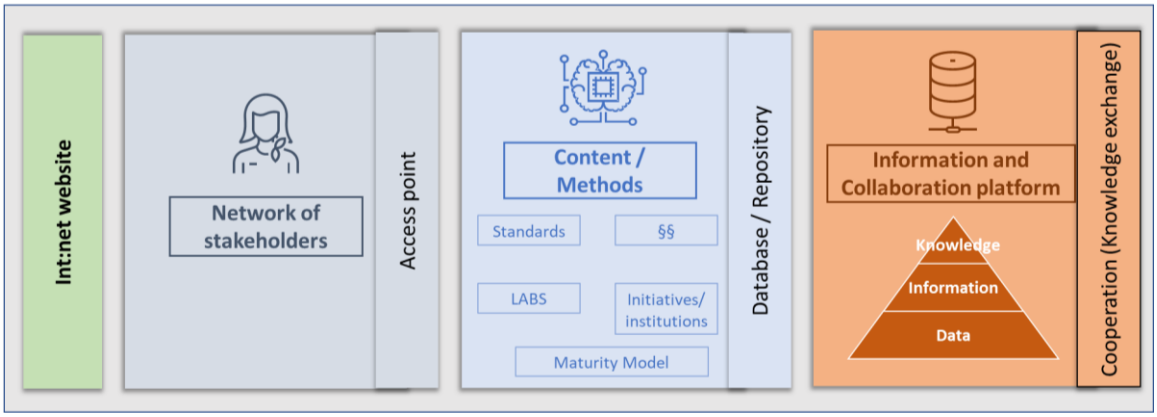

Figure 1: General structure and content of the int:net digital ecosystem including functionalities such as website, networking section, knowledge hub and collaboration section

3.3.1 Network of stakeholders

The first key element of int:net is the Network of Stakeholders. This part of the ecosystem can be understood as the "access point to the world outside of int:net". Therefore, it's not just important to facilitate the network of the stakeholders within int:net but also to provide a good visibility and accessibility of the ecosystem itself. The goal is to create a self-sustained community which should exist beyond the lifetime of the int:net project. The following functions/offers should be part of the implementation:

- Registration functionality
- Easy access for external stakeholders to become part of the community.
- Offer for added value creation e.g., becoming part of a working group, access to interesting events/ workshops etc.
- Creation of a space for like-minded people and build personal relationships (optional: matchmaking)
- A safe and trustful environment for information exchange within the network

3.3.2 Repository of methods and contents

The second key element of the int:net ecosystem is the Repository of Methods and Contents. This space will provide all established and content related information about interoperability in the energy system. This repository consists of one or more repositories and acts as a holistic and searchable database. It will be decided during the int:net project if the repositories should be hosted directly on the int:net platform or if they should be implemented into another platform like EIRIE which then will be closely

connected to the int:net platform to be a part of the int:net ecosystem. The following functions/offers should be part of the implementation:

- Repository of interoperability initiatives / products / solutions / standards / policies / maturity models
- Repository of interoperability networks
- Use Case analysis (possibly according to SGAM)
- Value Chain and business model repository
- Community of testing facilities
- “int:net approved” certification process

3.3.3 Information and collaboration platform

The third key element of the int:net ecosystem is the Information and Collaboration Platform. To be able to build a proper community, the ecosystem needs to have a place where stakeholders can interact and collaborate and create a Knowledge Community. In this community data and information will be transformed into accessible and applicable knowledge while the underlying information is distributed across the ecosystem and beyond. The following functions/offers should be part of the implementation:

- coordinate and moderate working groups
- maintain jointly edited documents (“living documents”)
- promote knowledge transfer and mutual learning among stakeholders and other peers (e.g., with webinars)
- connect the KC to the transnational and European knowledge base and initiatives
- make knowledge about interoperability accessible and understandable.

3.4 Implementation and outlook

As interoperability per definition is a characteristic of a product or system to work with other products or systems, int:net is striving to be more than the sum of all singular parts. int:net wants not only establish solutions for interoperable system in the energy sector, but also act as a role model for other projects. The proposed ecosystem tries to achieve all these things. It brings the project itself to a higher professional level with a better understanding of the complex topic for all involved partners. Moreover, it strengthens the collaboration between all peers alike, project partners but also external stakeholders; the addition of the latter might be necessary to tackle the holism of interoperability. To underline the open-access approach of int:net, we plan on implementing parts or the whole ecosystem into already established platforms / ecosystems on EU-level such as EIRIE. With this we ensure a broader dissemination and acceptance of our work as well as a higher reach towards relevant target groups.

Along the proposed research and development deliverables in the int:net Grant Agreement, int:net wants to establish a brand as part of a certification process. For this we have created the work title “int:net approved”. This logo / slogan will get its own design and shall be internationally established as

a recognized label for meeting the highest interoperability standards defined through the project. This approach will not just ensure that int:net (and its outputs) will live beyond the project lifetime but also try to become a self-sufficient and established system of testing applications regarding their interoperable capabilities. In addition, the ecosystem will ensure a strong network with other networks and the collaboration possibilities among peers. This will possibly create new connections and help form more initiatives such as new consortiums to continue the valuable work int:net will have contributed for the interoperable elements of the energy system of the future.

4 Measures and status of implementation

A set of measures have already been implemented, partly in a basic version, and will be further developed over the course of the project.

4.1 Organisation and coordination of activities

Every person in the consortium is supposed to directly or indirectly act as a communication and dissemination actor e.g., at events, in dialogue with cooperation partners etc. The hub for all activities is the dissemination team, coordinated by the consortium member B.A.U.M. Consult. It is responsible for initiation, implementation and evaluation of the measures. Beyond that, the dissemination team collects, validates and forwards cooperation, media or community inquiries and collects and coordinates event participations. It is essential that all consortium members share their dissemination activities with the team and can get support at the same time.

A general contact point for external inquiries of all kinds is managed by the dissemination team. it can be reached via e-mail-address info@intnet-project.eu.

4.2 Project identity

The project design guarantees that everything realised and communicated within int:net will be recognized as part of it. The logo will be used for external as well as internal communication. It will be included on every type of marketing material as well as all templates and publications such as PowerPoint template and deliverables.

An overall project design was developed in collaboration with a web and design agency in order to guarantee consistency and a high recognition value in all communication materials. A detailed briefing for the graphic design designer included

- the objectives and vision of int:net,
- results of a project-internal online co-creation process on project identity,
- a description of the stakeholders to be part of the interoperability network,
- a list of required advertising material.

Figure 2: int:net project logo

Within the co-creation process, it became clear that bringing stakeholders together in a network is indeed a big part of the project's work, but the potentially even more important part is to bring stakeholders together to interact, design and become the building blocks of int:net. According to this insight, the main design element of the logo (see Figure 2) is a hexagon of the three colours yellow, orange and blue which wind in around a colourless round but never mix into one new colour. The hexagon was chosen as it is one of the most stable structures in nature and it is seamlessly compatible with other hexagons. The never-mixing colours were chosen to represent the stakeholders that come together to join forces for the creation of new structures but still never take on a new role.

4.3 Communication material and tools

All communication and dissemination activities of int:net partners are supported by high-quality marketing material, publications, stakeholder specific information material and tools like the project website and social media channels.

4.3.1 Website

The project website serves as the central information platform for int:net. The website combines two communication and dissemination functions. First it implements a typical 1-way communication: what is the project and what does it aim for, who are the consortium partners etc. This part of the int:net website is designed with minimum hurdles for visitors to attract them to the second part, the entry to the knowledge and cooperation platform which is the core enabler of the int:net community (see Chapter 3). That platform hosts repositories, databases, and matchmaking functionalities linking to testing laboratories and other networks. The int:net website is kind of a gateway to direct visitors to the most suited existing and emerging interoperability models, partners and testbeds.

The website includes a dynamic, i.e., rotating logo in yellow, orange and blue. The web design is responsive (i.e., adapts to smartphones and tablets) and includes all elements for search engine optimization as well as social media sharing.

The basic version of the website has been launched on 26 September 2022 and is available via the URL https://intnet-project.eu/.

Figure 3: Landing page of int:net project website including the website's navigation menu

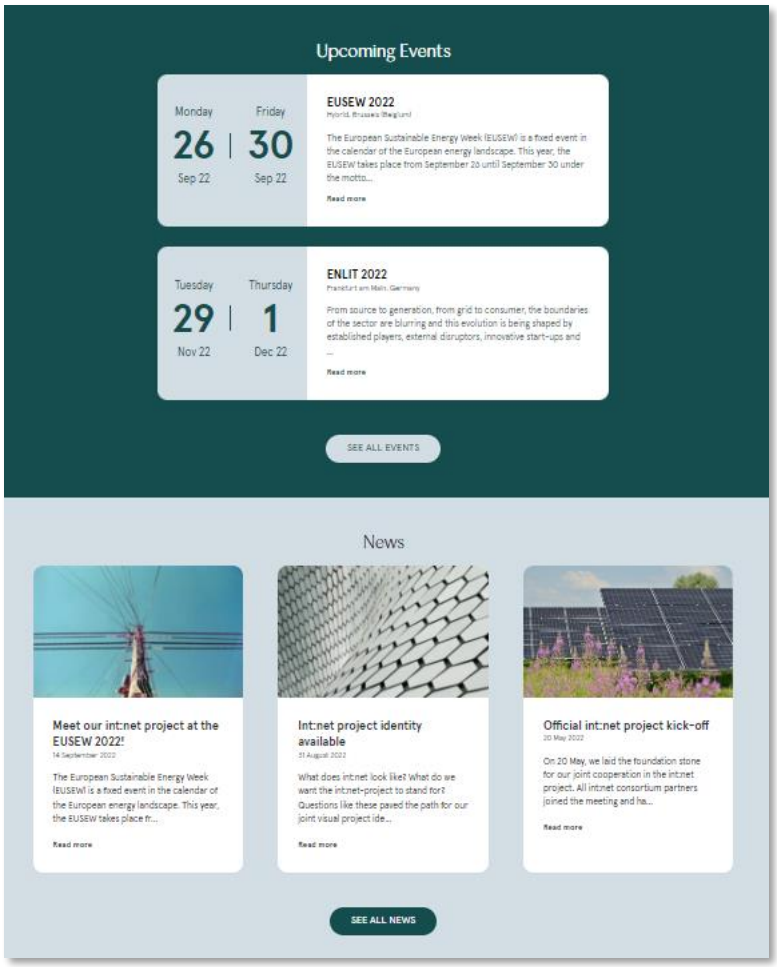

Figure 4: Overview of upcoming events and News on the main page of the int:net website

4.3.2 Social media

An ambitious social media campaign will be implemented to maximise the impact of the int:net project. For this purpose, a LinkedIn page was created posting updates from the int:net project and related news from other projects. The online professional network LinkedIn allows to reach a wide but also targeted audience in a professional context. For recurring post topics like event or publication announcements, CI compliant templates with accompanying images were designed.

The LinkedIn group with the name “int:net project” opened on 23rd September 2022. As of the time of creating this report, the profile had more than 80 followers. Figure 6 and Figure 5 show screenshots of the LinkedIn page which can be found via URL https://www.linkedin.com/company/int-net-project.

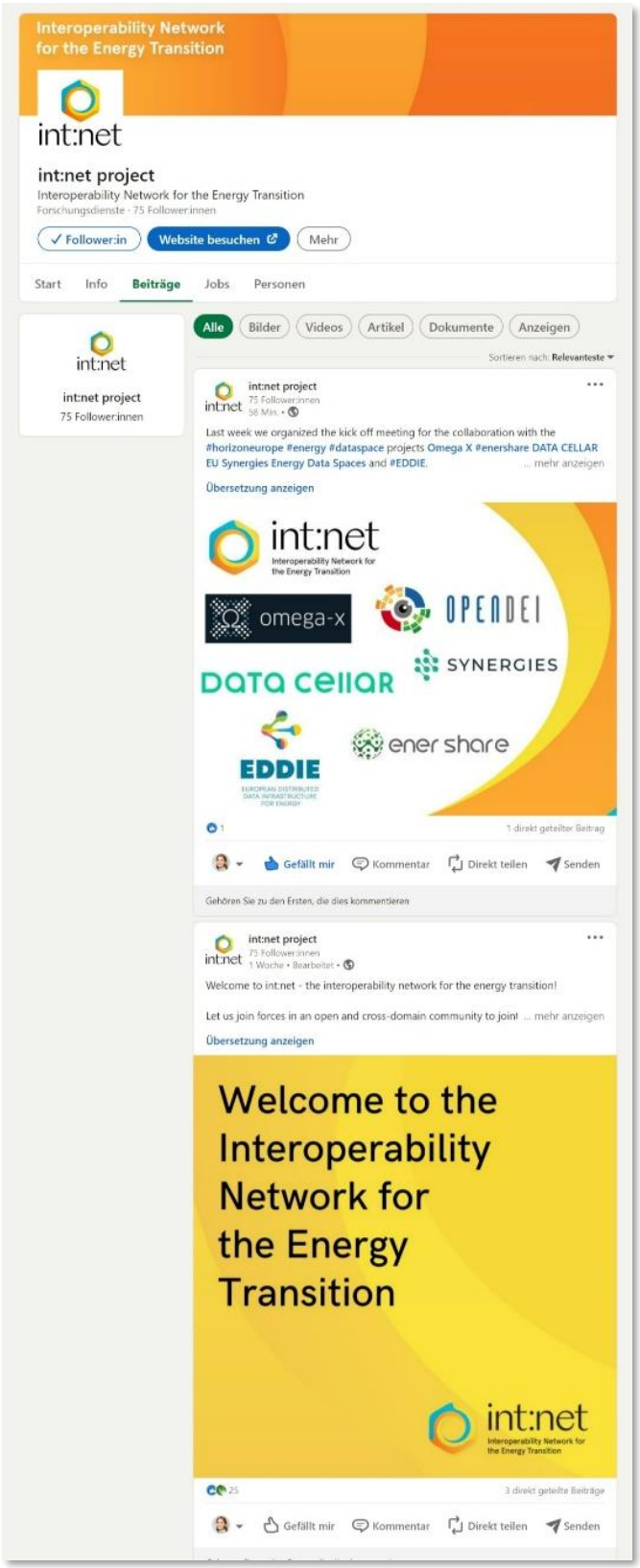

Figure 5: Screenshot of the LinkedIn page

Figure 6: Visual used for the initial post in LinkedIn

Setting up of a Twitter profile in addition to the LinkedIn profile has been discussed and will be decided by end of month 6 of the project.

4.3.3 Print and digital materials as well as videos

Based on the project design, the following templates and materials were created:

- Template for slides, deliverables and milestones
- Set of basic slides

The following materials are planned:

- (Digital) project flyer comprehending a general overview of the project, its challenges and expected impacts,
- Flyer and giveaways to attract stakeholders to our network and events,
- Attractive stand-up banner and poster presenting a general image of the project aiming to capture a first interest/attention.

To explain the int:net ecosystem, the “int:net approved” certification system and how to join it, a tutorial video will be created and quarterly webinars implemented.

4.4 Publications

Besides articles on the int:net website and posts on social media, key project results will be published using public channels. int:net will pursue the objective of spreading and sharing the knowledge generated during the project with all relevant knowledge actors, including academia, industry, public authorities, policy makers, regulators, standardization bodies, end users, citizens, and society at large, with at least 10 publications in professional and/or academic journals as well as relevant conferences contributions. Once the project results become mature for peer-reviewed journals with high impact factor, the most relevant journals will be addressed. These publications will inform about the objectives of the project as well as the results of the analyses and development of the community.

4.5 Events

The int:net project will organise its own events as well as participate in third party events.

Regarding int:net organised events, several events are planned, for example three media-effective cooperation events (e.g., connectathons or design thinking product development workshops). There will be at least quarterly webinars and other capacity building activities, and a minimum of one summer school and one conference/workshop organisations. In addition, the plan is to have two capacity building activities for regulatory bodies in cooperation with CEER or ACER. Furthermore, there will be two jointly implemented events by int:net consortium members E.DSO and ENTSO-E for their members and partners.

Third party events which meet the topics of int:net are very important and effective for dissemination and knowledge transfer as well as networking with different stakeholders. We already participated in the EUSEW 2022, which took place in a hybrid form, and the Joint Programming Conference Smart Energy Systems 2022, which took place in an online format. Int:net will also be part of Enlit 2022 in Frankfurt, Germany, to promote the project from an early stage on. The participation in future events is planned and the type of participation (in person or virtually) will depend on the development of the COVID-19 pandemic.

5 Summary & Conclusion

The communication, exploitation and dissemination plan sets the basis for the development of the digital int:net ecosystem as well as the upcoming communication and dissemination activities. It sets a clear orientation on what to do to achieve both the communication and dissemination as well as the exploitation goals. The focus of year 1 is to set up the tools and channels to start spreading information to relevant stakeholders and define aspects of the (digital) int:net ecosystem. Reaching stakeholders and getting them involved is crucial for the success of the project. Therefore, the definition of the requirements for the int:net platform will be in focus for the upcoming months. To create synergies and maximise the impact, collaboration with other H2020 flexibility projects will be sought for this community. Consortium members presenting int:net at events play an important role in transferring knowledge and disseminating int:net to relevant stakeholders.

The communication, exploitation and dissemination activities in the following project phases will experience a shift of focus towards the implementation of the digital ecosystem and deepen the stakeholder activation and integration. This plan will therefore be updated after month eighteen regarding the status of the Interoperability Network for Energy Transition. At the end of month 36, there will be a final report on the status of the Interoperability Network for Energy Transition and dissemination and communication activities as well as a plan for exploitation and long-term sustainability of int:net.

6 List of Figures

7 List of Abbreviations

ACER	European Union Agency for the Cooperation of Energy Regulators
CEER	Council of European Energy Regulators
CENELEC	European Committee for Electrotechnical Standardization
DSO	Distribution System Operator
ETIP	European Technology & Innovation Platforms
ETIP SNET	ETIP Smart Networks for Energy Transition
ISGAN	International Smart Grid Action Network
IEC	International Electrotechnical Commission
JPP SES	Joint Programming Platform Smart Energy Systems
KC	Knowledge Community
SGAM	Smart Grid Architecture Model
TSO	Transmission System Operator