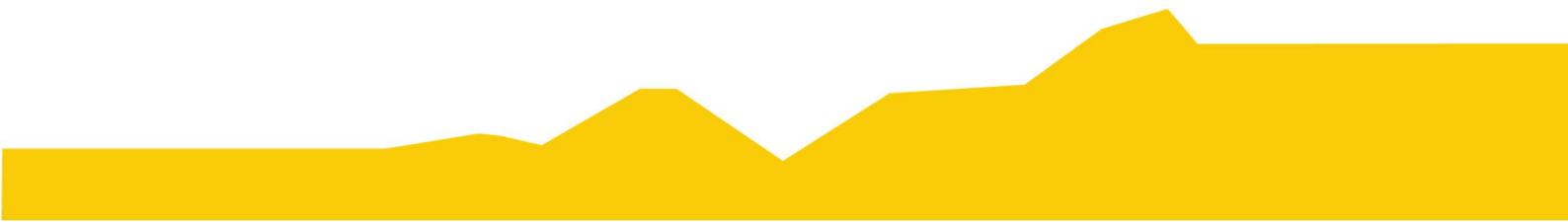

July 2021

Deliverable D8.4: Improved dissemination and communication plan



The project Flexible Energy Production, Demand and Storage-based Virtual Power Plants for Electricity Markets and Resilient DSO Operation (FEVER) receives funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no 864537.

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Project name	FEVER – Flexible Energy Production, Demand and Storage-based Virtual Power Plants for Electricity Markets and Resilient DSO Operation
ID & Title	D8.4 – Improved dissemination and communication plan
Work package:	WP8 – Measures to maximize the project’s impact: communication, dissemination and exploitation preparation
Contractual delivery date:	31.07.2021
Actual delivery date:	30.07.2021
Main responsible:	Anna Lene Maaß, B.A.U.M. Consult GmbH
Security:	Public
Nature:	Report
Version:	v1.0
Total number of pages:	27

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Abstract

This document is the improved communication and dissemination plan for FEVER. It gives a comprehensive overview of the communication and dissemination strategy, the derived measures and their implementation.

Keyword list

Communication, dissemination, exploitation, project design, project logo, marketing, collaboration, community

Disclaimer

All information provided reflects the status of the FEVER project at the time of writing and may be subject to change. All information reflects only the author’s view and the Innovation and Networks Executive Agency (INEA) is not responsible for any use that may be made of the information contained in this deliverable.

Executive summary

Deliverable D8.4 provides the improved communication and dissemination plan for the FEVER project. It represents tasks of work package eight of the project's Description of Action. It summarises the achievements of the first project phase and outlines the strategy and measures to communicate and disseminate the activities and results in the second and third phase which will focus more on the trials and associated interim results and, later on, on the preparation of the commercial exploitation. A detailed elaboration for the commercial exploitation of the project results will be carried out with the deliverables D8.5 *Report on business model assessment, market analysis, regulatory context assessment and preliminary exploitation assessment* and D8.6 *Final exploitation plan*.

In phase 1, the communication and dissemination activities focused on creating awareness for the project and getting in touch with selected key stakeholders. A project identity was created to ensure a high recognition value. The main communication channels and materials were created and set up (website, LinkedIn group, templates etc.). Events are indispensable to distribute information about FEVER, a place to initiate cooperation and collaboration activities. Besides knowledge transfer and one-way distribution of information, different kinds of interactive events are a very effective way to attract, involve and link relevant stakeholders. Given the COVID-19 pandemic, all events in the first project phase have been organised virtually.

In phase 2, the focus will be on the first results from the pilot sites where the high-level use cases will be trialled (see *Deliverable D1.1 Flexibility at the distribution grid: Reference usage scenarios for market and system operation services* for a detailed description of the high-level use cases). Currently, the "big picture" of the project with actualised messages is being worked out and will be promoted on the website and through marketing material. Innovation workshops at the trial site are being organised.

Activities in project phase 3 will focus on supporting business modelling and exploitation of FEVER results, maximising the impact beyond the project's runtime. Consortium members will continue to present the project at online events (third party events as well as FEVER events) and presumably at face-to-face events as of the end of the year.

The FEVER Stakeholder Interest Group (SIG) forms a central part of the strategy. In order to create synergies and maximise the impact, a collaboration with other H2020 flexibility projects in form of a *FlexCommunity* has been agreed on. The community will be open for all stakeholders who are interested in flexibility issues with a focus on key stakeholders. The aim is to share knowledge and disseminate the project results in order to foster transnational learning and develop a market for flexibility on the one hand. A dedicated website is currently created with different subsections for specific topics and groups. A planned selected FEVER sub-group assuming the notion of an Advisory Board providing feedback and critical assessment for the project will be part of the community. To officially kick-off the FlexCommunity, a virtual event will be organised in November 2021 and it is planned to have a face-to-face side event at Enlit in Milan.

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1 Introduction

Horizon 2020 is a Research and Innovation programme aiming to foster competitiveness and growth of the European Union's economy and increase benefits for its citizens. Under different funding schemes the framework programme supports research and development activities resulting in new knowledge, new products and services, and also in non-technological and social innovation¹.

The project FEVER works under the funding scheme topic "Flexibility and retail market options for the distribution grid" within the work programme "Secure, Clean and Efficient Energy". Under Horizon 2020 it is essential that the society benefits from investment in these projects. Therefore, there is a clear accent to the beneficiaries' obligations to exploit and disseminate the outcomes of the funded activities.

The aim of activities regarding communication, dissemination and exploitation is:

- to maximize the take-up of the elaborated knowledge, both for commercial purposes and for policy making,
- to boost research and innovation among participants within the programme as well as among other actors, who could benefit from the research conducted,
- to make the expenditures on the research and development activities accountable and transparent and
- to show how the EU citizens benefit from the results.

The communication and dissemination plan for FEVER outlines the strategy and measures to reach these goals. This deliverable elaborates what was reached in the first project phase and the plans for the second and third project phase. A separate exploitation plan will be developed in D8.5 *Report on business model assessment, market analysis, regulatory context assessment and preliminary exploitation assessment* and D8.6 *Final exploitation plan*.

Communication as well as dissemination aspects are merged in an overall strategy and related measures and tools. It is taken into account that the communication and dissemination activities, especially in projects that are close to the market, need to adapt their focus in parallel with the project progress. Therefore, different emphasis is put on the activities during the project's runtime, following three main phases.

For the first project phase, the activities aimed at raising awareness of the project as well as involving selected key stakeholders. This included producing the project's communication materials, getting tools up and running (project website, LinkedIn group, templates etc.), involvement of relevant stakeholders in the trials and representation of the FEVER project at stakeholder relevant events.

In phases 2 and 3, the activities will focus more on the trials and associated interim results and, at a later stage, on the preparation of the commercial exploitation. A FEVER Stakeholder Interest Group is established and promoted within a *FlexCommunity*, aiming to create impact beyond the project's runtime. Due to the ongoing COVID-19 pandemic, the event planning had to be adjusted with a shift towards online activities.

In the ongoing phase 2, the focus is on the first results from the trials and the link between them. The "big picture" of the project with actualised messages will be worked out and promoted on the website and marketing material. Activities towards the end of the project will focus on maximising the impact of the project and the exploitation of FEVER results.

¹ For further information see www.ec.europa.eu/programmes/horizon2020

2 Communication and dissemination strategy

The communication strategy determines how to convey messages to stakeholders. The strategic approach describes how to convey the right messages to the key stakeholders. The focus of the communication and dissemination activities is being 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.

2.1 General strategic objectives

The needs of DSOs for real-time insight into the operation of their networks while unlocking new flexibility markets in a fair and open way is growing. The utility challenges that FEVER addresses are:

- the need for DSOs to secure power supplies in the context of ever-increasing RES penetration, decreasing network outages and increasing system security, including under extreme climate events,
- the need for DSOs to gain near real-time insight into the operation of the networks and to optimise them in near real-time, meaning higher automation and control of the grid and distributed energy sources,
- the need to unlock local markets of flexibility to mitigate short-term and long-term congestions, voltage stability issues and other problems in the network (e.g., dynamic network tariffs and solutions to reduce the costs of energy transition, non-frequency ancillary services),
- the need to fine-tune the orchestration of flexibilities.

To meet these challenges, FEVER aims at demonstrating and implementing solutions that leverage the potential of flexibility in distributed generation, consumption and storage of electricity. The project is developing technologies and techniques to extract flexibilities on various levels from small-scale households to industrial appliances which can automatically be switched on and off within set time frames. In a holistic approach, FEVER facilitates establishing and operating appropriate business models for all market participants. The project also links consumers and prosumers via a peer-to-peer mechanism to a trading platform that enables their active participation and remuneration. The solution incorporates artificial intelligence to achieve optimal coordination of all types of flexibilities and allows autonomously trading them on local and regional as well as on wholesale markets. A set of applications and instruments will be provided for DSOs to ensure optimal observability and controllability of their grids, leveraging the flexibility for active network management.

2.2 Stakeholders

Those stakeholders with the most relevant influence on reaching the FEVER strategic objectives are the main stakeholders of communication and dissemination activities. The main stakeholders comprise also the target groups for the preparation of a commercial exploitation of FEVER results.

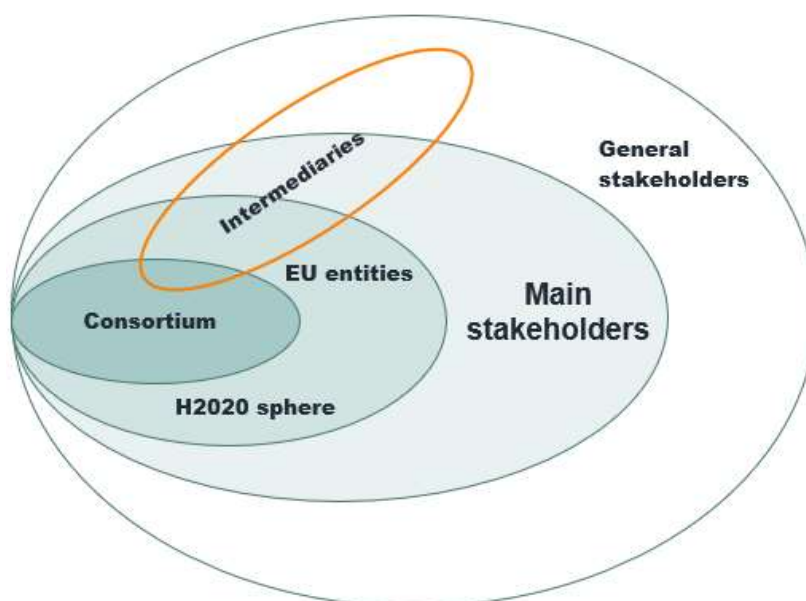


Figure 1 - FEVER stakeholders

The following list identifies typical groups of the main stakeholders for FEVER:

- Regulators on national and European level and their associations such as:
 - DSOs/utilities
 - TSOs
 - National energy associations
 - Academy and research centres
 - Manufacturers of tools for the digitalisation of the electricity grid
- All types of European and national bodies in charge of defining roadmaps and frameworks for the development of the European energy system:
 - Industries with potential flexibility to offer
 - Intermediaries in energy industry organisations / Industry initiatives with energy focus
 - Business oriented institutions on European level
 - Prosumer/consumer at trial site level

Beyond that, stakeholders in the context of H2020 such as other H2020 projects on smart citizen-centered energy systems and related, further institutions within the programme and the funding body, the European Commission, are important, especially for cooperation and joint dissemination activities (e.g. BRIDGE). There is a flowing transition between programme-related, main stakeholder group intermediaries and interest groups. To that end, the consortium will use the projects, groups and channels that consortium partners have been, are and will be directly involved in.

Additionally, general stakeholders like the “green public” and consumer organizations, which shape public opinion regarding ecological sustainability and safety of energy supply can be crucial for future wide-spread implementation of the FEVER framework. General stakeholders also include universities and research institutes, practitioners in the energy domain, industry experts and executives or venture capitalists.

To ensure a holistic perspective, the FEVER consortium will aim at integrating as many stakeholder groups as possible into the Stakeholder Interest Group/FlexCommunity (see section 3.5).

2.3 Strategic approach

With its comprehensive communication and dissemination strategic approach, FEVER will foster the growth and promote integration of its solutions among not only DSOs, but also towards other market operators like aggregators, retailers and BRPs as well as potential participants of flexibility markets in general, unlocking new opportunities for a wider and more efficient flexibility market.

To meet the strategic goals and the challenges and opportunities regarding the main stakeholders, a multi-track strategic approach with the following elements is chosen:

- Information and knowledge transfer to all stakeholder groups,
- barrier reduction e.g. for regulators and standardization bodies,
- target group development and contact initiation especially for customer engagement in the trials
- active involvement of stakeholders in the Stakeholder Interest Group/FlexCommunity.

Communication activities cover the whole project from the beginning and target multiple audiences, including media and general public. Dissemination activities focus mainly on the results and target audiences that may use the results in their own work, including peer groups, industry, professional organisations or policy makers. Therefore, the first phase of the project focussed on communication activities, while dissemination activities gain more importance in the second project phase with (interim) results being available. The last phase will concentrate on exploitation of the obtained results.

2.3.1 Target groups and means of dissemination

Dissemination target group	Objective	Dissemination means
Distribution System Operators	Share best practices Encourage the adoption of solutions tested in the project Support the execution of feasibility and replicability studies to different regions	Workshops, conferences, fairs Stakeholders Interest Group/FlexCommunity
Balance Responsible Parties with a regional focus (local utilities, virtual power plants)	Introduce local flexibility as an alternative means to balance the balance group and support the local approach	Workshops, conferences, fairs Stakeholders Interest Group/FlexCommunity
Relevant ongoing Innovation Action projects	Reinforce European academic and industrial knowledge and lead to joint research initiatives as well as the foundation for university courses, theses and novel research approaches. Share best practices and experience	Interaction via BRIDGE initiative, individual meetings Stakeholders Interest Group/FlexCommunity
Private/public/commercial consumers and prosumers/energy cooperatives and local energy communities	Raise awareness of opportunities for the prosumers springing from the added value of their energy flexibility Trigger regional cooperation Reinforce European academic and industrial knowledge and lead to joint research initiatives as well as the foundation for university courses, theses and novel research approaches. Trigger regional cooperation	Local workshops of FEVER trials Stakeholders Interest Group/FlexCommunity (for industrial prosumers) Target campaigns in conferences, seminars, events, meetings, workshops Establishment of Local Energy Communities in the German pilot

Solution providers, hardware suppliers	Push innovative outcomes of the project to the market and establish commercial partnerships	Participation in fairs (e.g. Enlit and E-world) Stakeholders Interest Group/FlexCommunity
Policy makers	Raise awareness about real-life barriers for the deployment of the envisaged flexibility-related services	Interaction via BRIDGE and ETIP-SNET initiative (EC) and individual tasks on national workshops

3 Measures and implementation

3.1 Organization and coordination of activities

Every person in the consortium acts directly or indirectly 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, collects and/or 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.

3.2 Project identity

The project design guarantees that everything realized within FEVER will be recognized as part of it. The logo is used for external as well as internal communication is used on every type of marketing material as well as all templates and publications (e.g. PowerPoint and deliverables template).

An overall project design was developed in collaboration with a German web and design agency in order to guarantee consistency and a high recognition value in all communication materials.

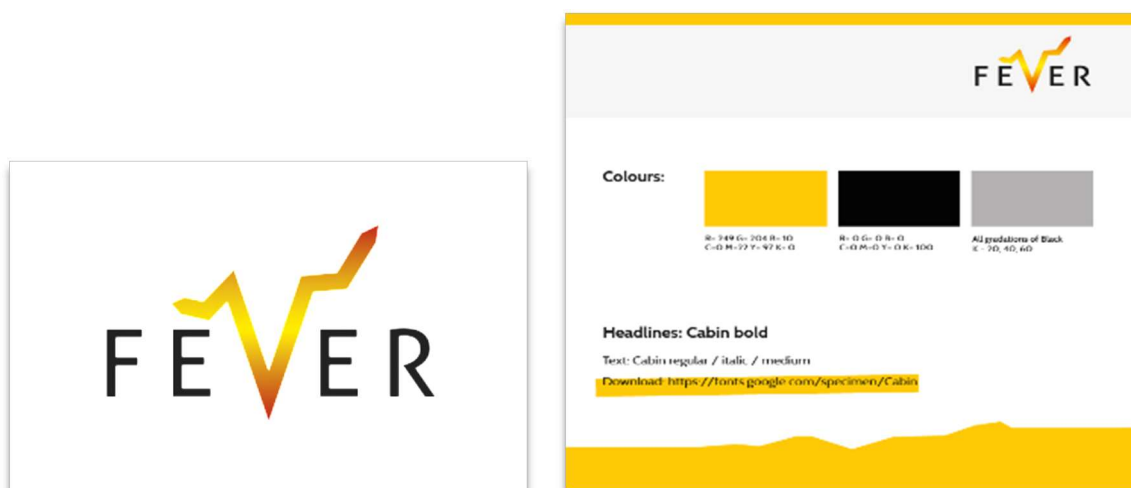


Figure 1 – Project design

3.3 Communication material and tools

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

3.3.1 Website

The project website serves as the central information platform for FEVER. Its purpose is to inform interested stakeholders and it includes all main information about the project, its progress, project related news and events. Different information levels take into account different stakeholder needs. The website also provides relevant details of all project partners involved in FEVER.

It includes dynamic elements like colouring of black and white images per mouse-over and a highlighting element for active links. The web design is responsive and includes all elements for search engine optimization as well as social media sharing.

The URL www.fever-h2020.eu was chosen to include the project acronym and clearly refer to Horizon 2020.

The website was launched on 29 May 2020.

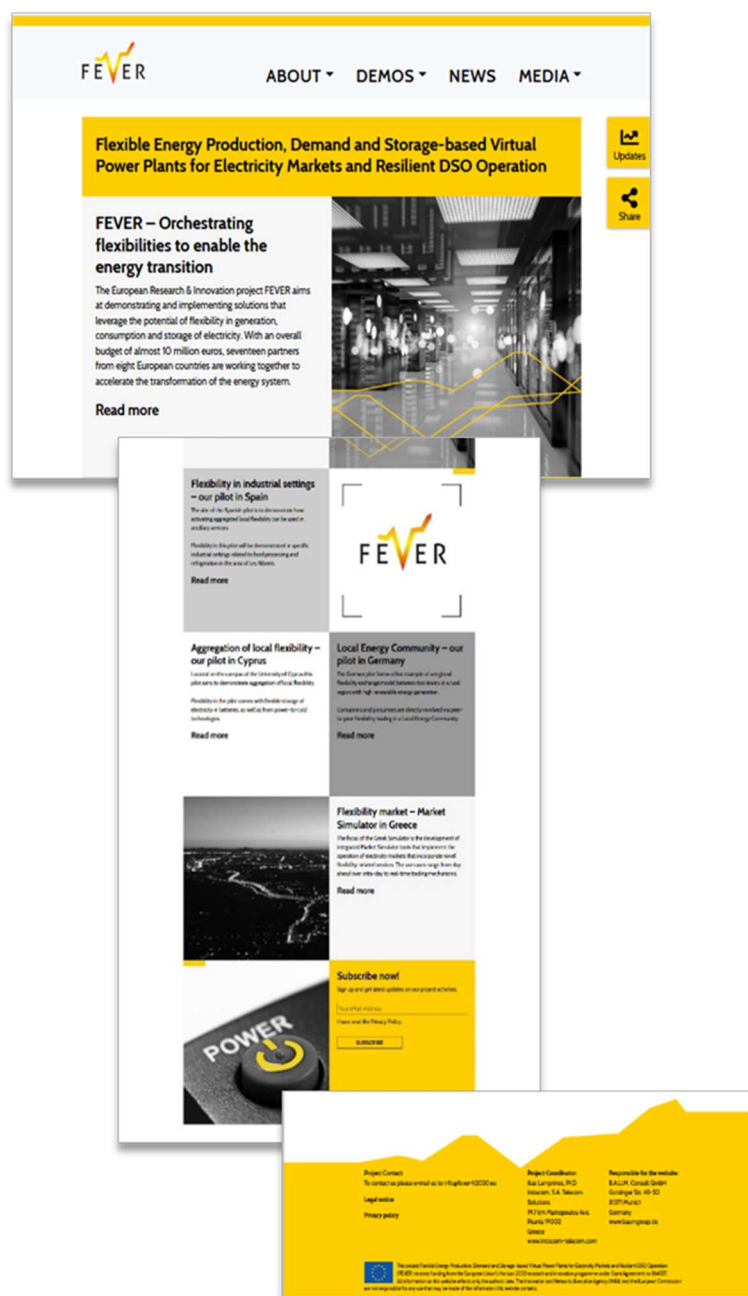


Figure 2 – Project website

3.3.2 LinkedIn group

Dissemination of the FEVER activities and results is also carried out using social media.

For this purpose, a LinkedIn group was created posting updates from the FEVER 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 opened on 29th May 2020.

Name: FEVER (H2020 funded project)

URL: <https://www.linkedin.com/groups/8932940/>

It is currently discussed to replace the LinkedIn group by an open LinkedIn profile representing the project in order to make content available for everyone who is interested and thus reach more stakeholders.



Figure 3 – Visual for LinkedIn

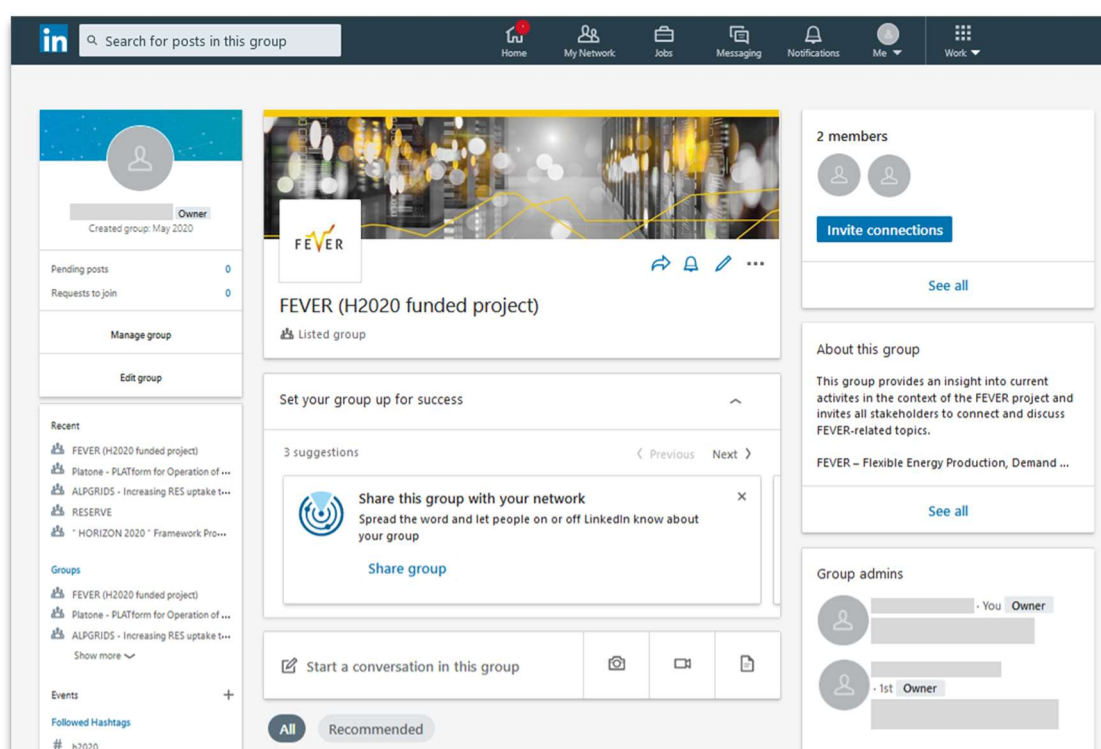


Figure 4 – Screenshot of the LinkedIn group

3.3.3 Print and digital materials

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

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

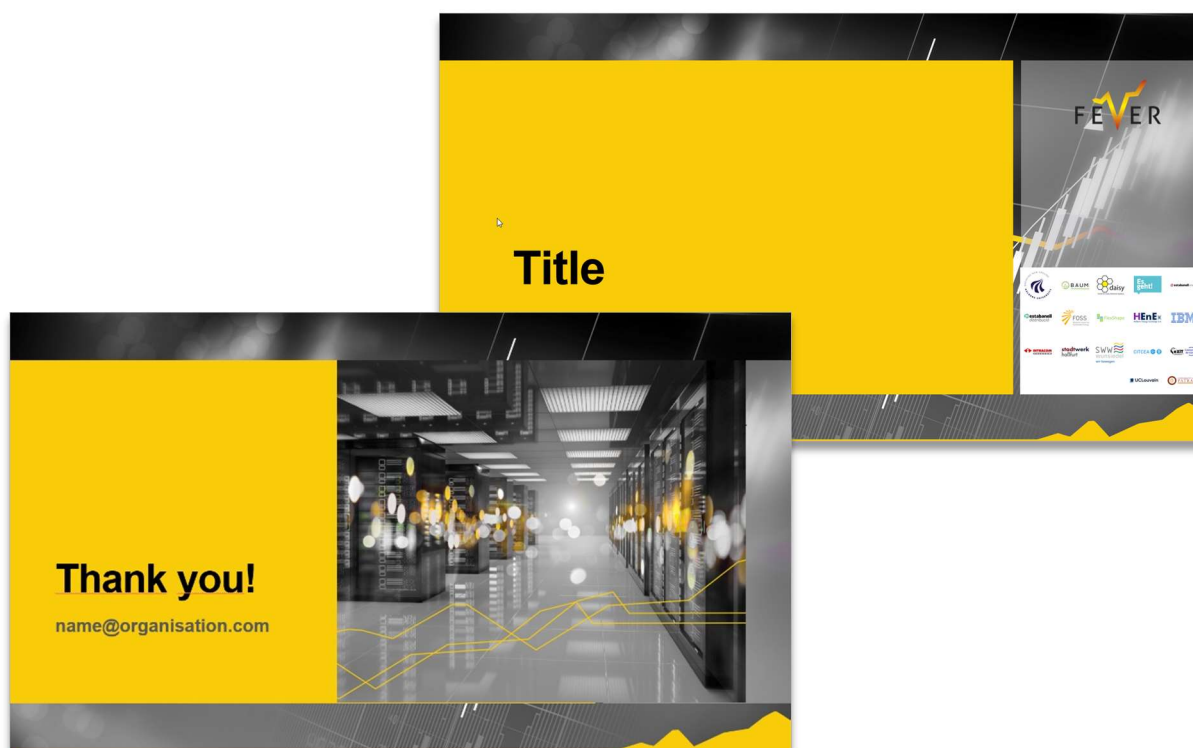


Figure 5 – PowerPoint templates

The following materials are planned for later, partly depending on how the situation with the COVID-19 pandemic will evolve and when face-to-face events are possible again:

- (Digital) project flyer comprehending a general overview of the project, its challenges and expected impacts,
- Attractive stand-up banner presenting a general image of the project aiming to capture a first interest/attention,
- Flyer to spotlight the trials to be used at fairs etc. to attract experts to our website and events,
- Giveaways,
- Poster – one general, one per trial as well as an overview on the trials.

3.3.4 Videos

A set of videos will be orchestrated to present the project describing the general context, the technologies developed and tested in the FEVER trials and the expected results. The videos will be available on the FEVER website and will be used at booths at fairs or as openers for (digital) events.

A first video describing the Wunsiedel trial site and the system of flexibility trading has been produced in the first project year and is available on the FEVER website (https://fever-h2020.eu/data/videos/Fever3_MP4HD_web.mp4).



Figure 6 – Wunsiedel trial site video

3.3.5 Media

The media is addressed by the dissemination team as well as by the FEVER partners, especially in relation to results of the trials by addressing local media. Media activities will focus on project findings that are “telling a story”.

To attract technical and research related media at national or transnational level addressing the FEVER stakeholders, the following input can be provided: results of the project, invitations to events, photos and graphics, articles written by FEVER experts and organized visits for journalists.

Media can be directly contacted by each partner by using existing media contacts and approaching other journalists and magazines working on FEVER related issues.

A media information for download on the project website gives a comprehensive overview on the project, its objectives and the different consortium partners.

For media requests, a transnational contact as well as national contacts of partners and trials is provided.



Figure 7 – Media information

3.3.6 Scientific publications

Besides articles on the website and posts on social media, key project results are published in international scientific journals and conference papers by the universities and research institutes within the consortium. FEVER ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. So far, 2 publications have been made.

All non-confidential publications will be available in the download area on the FEVER website.

3.3.7 BRIDGE

BRIDGE is a European Commission initiative which unites Horizon 2020 Smart Grid and Energy Storage Projects. Participation in BRIDGE increases synergies between the projects and provides dissemination opportunities. FEVER is represented in the four Bridge H2020 working groups. It is introduced like all involved projects at <https://www.h2020-bridge.eu/participant-projects>. FEVER actively contributes to the BRIDGE Regulation Action on Harmonised Electricity Market Role Model (HEMRM).

Contributions to the BRIDGE newsletter were made upon invitation of the BRIDGE coordinators.



Figure 8 – BRIDGE newsletter

3.4 Events

Given the contact restrictions in place due to the COVID-19 pandemic, all face-to-face events in the first project phase had to be cancelled. It is very likely that most of the project participants will continue to avoid travelling until enough people are vaccinated, so the possibility of organising “real-life” events with multiple participants is still reduced.

Therefore, the consortium developed its skills in organising digital meetings for both small and large numbers of participants to reach the relevant stakeholder groups and target audiences.

In the second project phase, the COVID-19 restrictions may have been relaxed, enabling face-to-face meetings to promote and place our results in the agendas of stakeholders and to prepare exploitation.

3.4.1 FEVER events

A first online FEVER workshop with the title *Exploiting the potential of local flexibilities: the role of energy communities* took place in November 2020. To maximise the outreach and reinforce collaboration with other Horizon 2020 Smart Grid and Energy Storage Projects, it was co-organised with the H2020 partner projects edgeFLEX, DECIDE and Platone. External experts were invited to discuss the potential of local flexibilities in relation to energy communities. The workshop saw a high number of participants, 90 stakeholders joined. Besides discussing the topic, it also served to sound out the possibilities of a closer cooperation, elaborate the similarities of the involved projects and to find out the differences aiming to learn from each other. After reviewing similarities and differences as well as collaboration opportunities, the participants agreed on continuing to work together in a FlexCommunity (see 3.5)

To support the development of the FEVER solutions and their implementation in the three European pilots in Germany, Spain and Cyprus as well as the use of flexibility provision in the integration of local renewable energy sources, innovation workshops are being organised and carried out by B.A.U.M. Consult and the respective trial site partners to get feedback from the relevant stakeholders. The target groups for the events are consumers, prosumers, local utilities, DSOs, energy communities and municipalities.

Two innovation workshops have been conducted in the first project phase:

A workshop supporting the progress of the German trial site was organised in November 2020 with utility and DSO experts from the project partners SWW and SWH. The discussion focussed on the role of municipal utilities and DSOs in the future energy system, setting a focus on the relation to Energy Communities. In the Spanish trial site, a workshop was organised in July 2021 with the project partner Estabanell, the local DSO and energy retailer. It focussed on getting feedback from the industrial clients in order to know how to better involve them in the future.

Three additional innovation workshops are planned for the first two quarters of 2022 at the German and the Cyprian pilots. These events are foreseen as face-to-face events, subject to the further development of the pandemic.

The main insights gained from the workshops as well as the formats of the planned innovation events are described in detail in *Deliverable D8.3: Report on innovation/co-creation activities at the trial sites*.



Figure 9 – Innovation workshop by B.A.U.M. & Estabanell for Spanish pilot

To officially kick-off the FlexCommunity, a virtual event will be organised in November 2021 and it is planned to have a face-to-face FlexCommunity side event at Enlit in Milan (see 3.5).

3.4.2 Third party events

Third party events which meet the topics of FEVER are very important and effective for dissemination and knowledge transfer to different stakeholders. At the time of the application, it was planned to participate in several conferences, workshops and fairs like EUSEW, E-world, Innogrid and European Utility Week (now Enlit) to demonstrate and promote the FEVER solutions. As already mentioned above, most of these have been cancelled. The consortium members made every effort to replace these dissemination opportunities by digital events. In phase 1 of the project, this was widely achieved. Consortium members presented FEVER in 45 different meetings, workshops, webinars, hackathons, working groups and conferences, all of them at digital events (see Annex, Chapter 6).

Indicatively, FEVER project was invited to present its scope objectives and outcomes in the context of the 12th Regional Workshop of the European Technology & Innovation Platform (ETIP) on Smart Networks for Energy Transition (SNET). Dr Ilias Lamprinos, Project Coordinator of FEVER, participated in a panel session focused on market-based energy systems and discussed issues related to novel mechanisms and tools for the aggregation, management and trading of energy flexibility as a means to cope with local problems of the electricity distribution grid (e.g. congestion avoidance, power quality regulation). Legal and regulatory barriers for real life deployment of these tools, as well as the role of the different stakeholders were also discussed.



Figure 10 – Ilias Lamprinos presenting FEVER at the RESOLVD final event

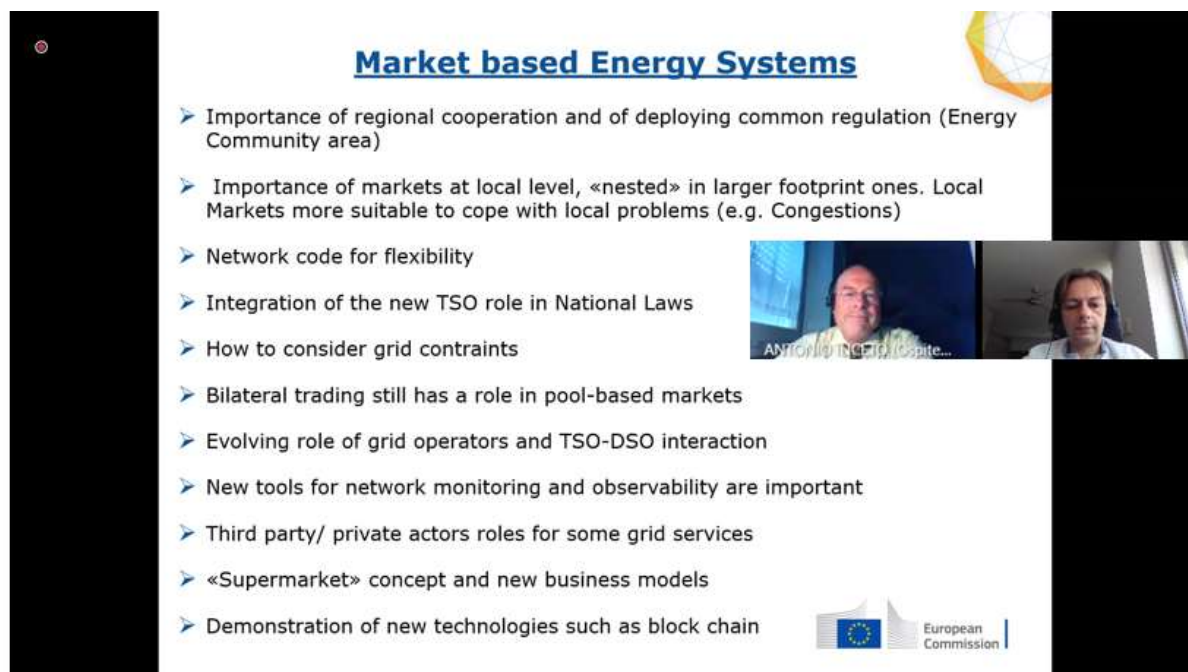


Figure 11 – Participation of FEVER in the 12th Regional Workshop of the European Technology & Innovation Platform (ETIP) on Smart Networks for Energy Transition (SNET)

With the suspension of all face-to-face events, an innovative approach to try and make up for the missing networking and dissemination opportunities was made with virtual booths at the *Smart Grids for Smart Cities* (SG4SC) conference in March 2021 and at the *Forum Industrial* in April 2021.

At the SG4SC conference, the FEVER booth was open from 17-23 of April in good neighbourhood to several other H2020 projects like Platone, edgeFLEX, Asset and Interconnect. The virtual project zone was organised as a separate space with booths adapted to the projects' corporate identities featuring information material such as presentations, graphics, videos, social media channels etc. Visitors with remaining questions had the possibility to contact consortium members of the different projects for a live chat or video call during the conference.

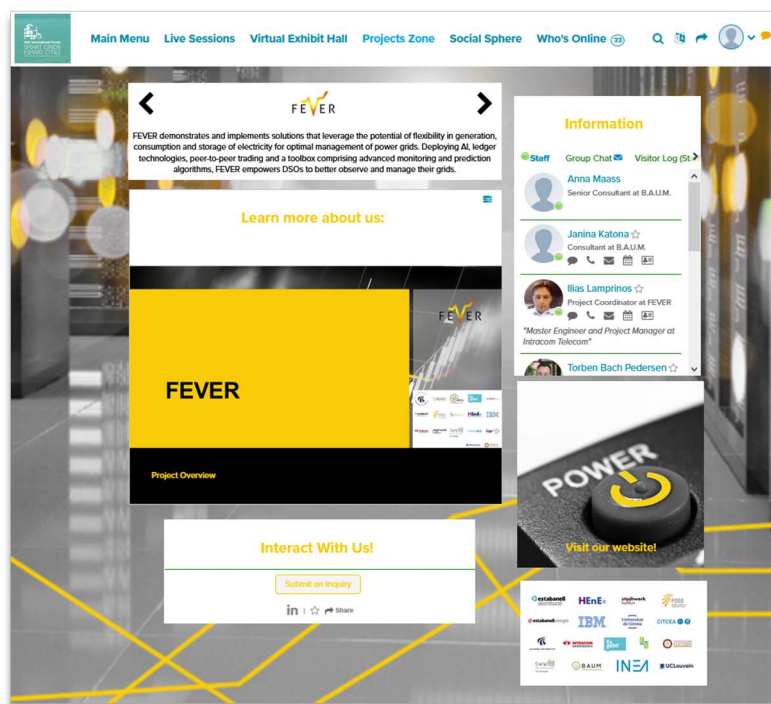


Figure 12 – Virtual booth at IEEE SC4SG conference

In October 2021, the European Sustainable Energy Week (EUSEW), organised by the European Commission, will take place as a virtual event. FEVER is going to be presented with a virtual stand at the Energy Fair of the Networking Village

The participation in face-to-face events during the second half of the project will depend on the development of the COVID-19 pandemic. Envisioned are Enlit at the end of November/beginning of December 2021 in Milan, E-world in Essen in February 2022, Innogrid in May 2022 and EUSEW in June 2022.



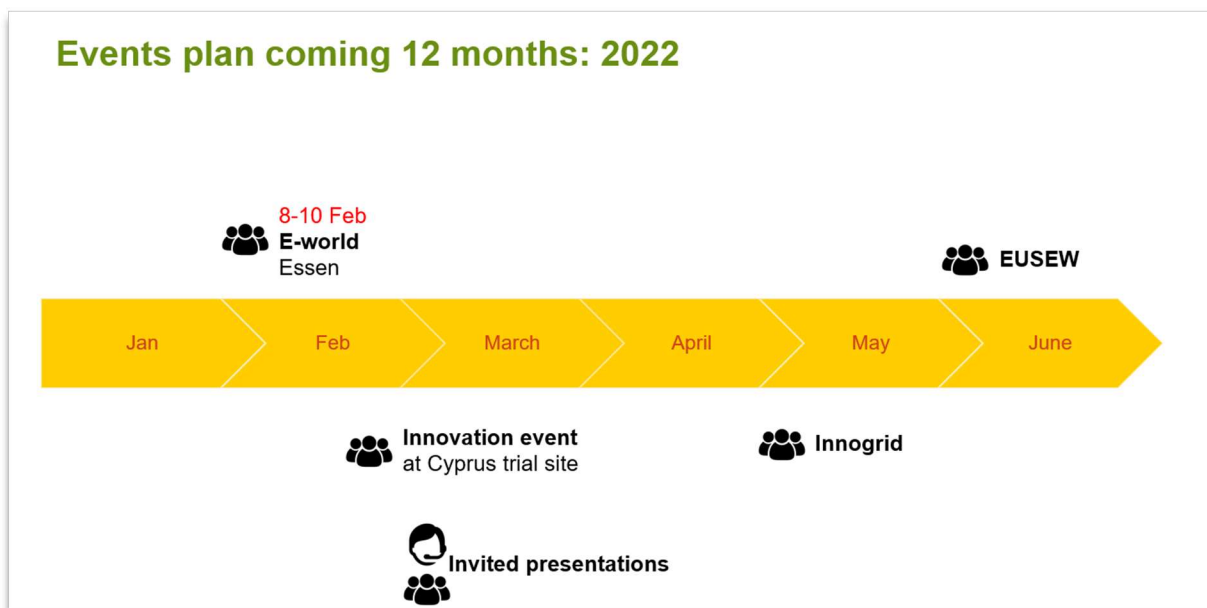


Figure 13 – Project planning for the next year

3.5 Stakeholder Interest Group (SIG) / FlexCommunity

To support the development of the FEVER ICT tools, promote their adaption by a critical mass of stakeholders and foster the necessary changes in legislation, the project decided on establishing a community in the form of a Stakeholders Interest Group (SIG). It is planned to be composed of different types of actors that are positioned along the FEVER value chain, spanning from research or academic institutions to industrial actors to potential adopters & users of the project's technology and solutions: representatives from energy communities, DSOs, TSOs, policy makers and relevant associations, innovation alliances as well as storage technology providers, to name a few.

The envisaged role of the SIG is twofold: serve as a body for disseminating the project results and on parallel as a body to provide feedback and a critical assessment of the positioning and evolution of FEVER. A carefully selected sub-group of the SIG will be permanently involved in the project and give feedback on business models, use cases and to help FEVER to identify and approach market niches. In that sense, this sub-group pertains to the notion of the Advisory Board. Once created, the participation of the sub-group during (online) project events and dedicated workshops will be fostered with the aim to contribute their knowledge and viewpoints to FEVER.

A conscious decision of the consortium was to involve TSOs and larger DSOs in the case of Germany in the project as members of the SIG rather than as full members. Considering the location of the real-life pilots (Germany and Spain), relevant TSOs have already been contacted at the proposal phase. The German DSO Bayernwerk provided a letter of support expressing their interest to join the Stakeholders Interest Group. The Spanish DSO participating in the project (Estebanell Energia) already established a link and discussed the project with the Spanish TSO. Finally, the project aims at involving ENTSO-E in the same context.

After several strategic discussions, it was decided to change the format of the SIG in order to build a more powerful and diverse community. The FEVER consortium teamed up with other projects that focus on flexibility issues. By joining forces, the number of relevant experts is expected to be maximised thus reaching a critical mass of stakeholders and creating a bigger impact. This goal will be reached by having partners from different project consortia on board, but also by being more attractive to external stakeholders due to a broader scope and higher number of members. The community will be organised as a knowledge community on different levels (technical, business & market aspects, energy communities etc.), but also reach out to potential adopters and users of the project's technology and solutions.

The kick-off for the collaboration took place on 19 November 2020 with the participation of the H2020 projects Platone, edgeFLEX and DECIDE.

A new logo has been designed and a dedicated website is currently being set up with different subsections for specific topics and groups. The selected FEVER sub-group assuming the notion of an Advisory Board will be part of the community, their members are recruited for the community and the sub-group at the same time.

To officially kick-off the FlexCommunity, a virtual event will be organised in November 2021 and it is planned to have a face-to-face FlexCommunity side event at Enlit in Milan.



Figure 14 – Design element for the FlexCommunity website

4 Conclusion

The updated communication and dissemination plan determines the upcoming communication and dissemination activities of FEVER that support the strategic goals of the project. It sets a clear orientation on what to do to achieve the communication objectives for the current project phase. The focus for phase 1 was to set up the tools and channels to start spreading information to the identified relevant stakeholders. Reaching them and getting them involved is crucial for the success of the project. For project phase 2, promotion of first results from the trial sites, the “big picture” of the project and the set-up of the Stakeholder Interest Group/FlexCommunity will be in focus. A recognisable identity for the FlexCommunity has been created and the website is presently being set up. Recruitment of members is ongoing. Phase 3 will prepare exploitation of the FEVER solutions beyond the project’s runtime

Consortium members presenting FEVER at events play an important role in transferring knowledge and disseminating (interim) results to relevant stakeholders and later to the commercial target groups. Due to the COVID-19 pandemic and the accompanying cancellation of all face-to-face events, presentation of the project has been shifted to online events (third party as well as FEVER events). In phase 1, a considerable number of project presentations have been given by the different consortium members at meetings, workshops, webinars, hackathons, working groups and conferences.

For the upcoming months there are several online as well as face-to-face events planned to disseminate FEVER results, European Sustainable Energy Week being the first one after the summer break. The FlexCommunity will officially kick-off in November 2021 with a virtual session and a real-live side event at the Enlit conference which is scheduled for the end of the year in Milan.

5 Annex: FEVER at third party events

Year	Type of activity	Name of activity	Main leader	Date	Place
2020	presentation at webinar	Local energy communities webinar	B.A.U.M.	23.04.2020	online
2020	presentation	ERA-Net Online Workshop: ICT SOLUTIONS FOR LOCAL AND REGIONAL ENERGY SYSTEMS	B.A.U.M.	11.05.2020	online
2020	workshop	Workshop on scenarios for blockchain in the future energy system, organized by Copenhagen Institute of Futures Studies	AAU	25.08.2020	online
2020	presentation	Green Digitalization conference, organized jointly by the Danish DiCyPS and CITIES projects,	AAU	09.11.2020	online
2020	workshop	Flexible Energy Denmark (FED) workshop, organized by the FED project	AAU	11.11.2020	online
2020	Webinar	Energy Cluster Denmark Webinar	AAU	16.11.2020	
2020	invited presentation	AIOTI WG12 Smart Energy monthly call	ICOM	November	online
2020	Hackathon	Danish Energy Association – hackathon on sector coupling part 1	AAU	03.12.2020	online
2020	PhD graduation	Energy Days 2020	UCL	7. - 8.12.2020	online
2021	Hackathon	Danish Energy Association – hackathon on sector coupling part 2	AAU	06.01.2021	online
2021	presentation	Danish network for intelligent energy, local flexibility markets and the green transition	AAU	14.01.2021	online

2021	invited presentation	organized by Himmerland Boligforening (housing association) about the theme Green Hub House	FLEX	21.01.2021	online
2021	presentation	Betriebsversammlung SWH	SWH	26.01.2021	online
2021	presentation	Annual meeting of the Danish Association for Intelligent Energy	AAU	27.01.2021	online
2021	presentation	ERA-Net Smart Energy Systems, Digital transformation for the green energy transition	AAU	9. & 12.02.2021	online
2021	presentation	Resolvd final event	ICOM	23.02.2021	
2021	presentation	Flexible Energy Denmark, International Advisory Board meeting	AAU	04.03.2021	online
2021	Webinar	Soluciones energéticas: Soluciones para la digitalización y la gestión eficiente de la energía	UdG	17.03.2021	online
2021	presentation	IEEE Smart Grid 4 Smart Cities	FLEX	19.03.2021	online
2021	virtual booth	IEEE Smart Grid for Smart Cities	B.A.U.M.	17.-23.03.2021	online
2021	presentation	Danish network for intelligent energy, working group on flexibility	AAU	23.03.2021	online
2021	presentation	Danish network for intelligent energy, coordination of infrastructures and activation of customer flexibility	AAU	09.04.2021	online
2021	webinar	webinars serie by EPSRC National Centre for Energy Systems Integration of Newcastle University	UCL	13.04.2021	online
2021	webinar	Jornada Patronat EPS - Campus UdG- TECNIO: Tecnologia i Competitivat	UdG	21.04.2021	online

2021	presentation	Danish network for intelligent energy, demand response in the EU and energy communities	AAU	22.04.2021	online
2021	virtual booth	Forum Industrial 2021	UdG	29.04.2021	online
2021	conference	Jornada de l'Enginyeria de l'Energia: JORNADES NO PRESENCIALS SOBRE INNOVACIÓ TECNOLÒGICA EN ENGINYERIA INDUSTRIAL	UPC	03.05.2021	online
2021	invited presentation	Invited presentation at EBO Consult and Avedøre Green City	FLEX	10.05.2021	online
2021	invited presentation	Invited presentation at Copenhagen Municipality	FLEX	12.05.2021	online
2021	conference	Energy Informatics Academy Asia	FLEX	30.05.2021	online
2021	presentations	Urbantech accelerator interviews and presentations	AAU	7., 9., 10.06.2021	
2021	presentations	flexible energy Denmark meeting	AAU	11.06.2021	
2021	presentations	Danish network for intelligent energy, flexibility assets and market framework	AAU	16.06.2021	
2021	presentations	Danish democracy festival "Folkemødet", energy communities	AAU	18.06.2021	
2021	presentation	Betriebsversammlung SWH	SWH	17.06.2021	online
2021	presentation	Lab2market programme	UdG	April-June 2021	online
2021	invited presentation	UrbanTech Accelerator program	UdG	09.06.2021	online
2021	presentation	ECPE Online Tutorial: Model Predictive Control for Power Electronics, Drives and Power Grid Applications	UPC	17. - 18.06.2021	online

2021	presentation	Danish network for intelligent energy, independent aggregators	AAU	21.06.2021	online
2021	presentation	Danish network for intelligent energy, working group on flexibility	AAU	22.06.2021	online
2021	invited presentation	ETIP SNET Regional Workshop	ICOM	22.06.2021	online
2021	webinar	Energy Cluster Denmark webinar, Blockchain in Energy – new opportunities for innovation	FLEX	24.06.2021	online
2021	presentation	Energy Cluster Denmark, digitalization of climate plans	AAU	25.06.2021	online
2021	paper presentation	ACM e-Energy 2021 conference	AAU DAISY	29.06.2021	online
2021	presentation	Danish network for intelligent energy, sector coupling and planning in the green transition	AAU	30.06.2021	online

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