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Deliverable D8.1: Initial dissemination and communication plan



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Abstract

This document is the initial the communication and dissemination plan for FEVER. It gives a comprehensive overview of the communication 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 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 D8.1 provides the initial communication and dissemination plan for the FEVER project. It represents tasks of work package eight of the project's description of action. It outlines the initial strategy and measures to communicate and disseminate the project's activities and results, which will be revised halfway through the project with an updated and improved communication and dissemination plan delivered in month eighteen. 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", due after project year two and three.

An overall communication and dissemination strategy is set out as well as the derived measures and their implementation. The strategy determines how to convey messages to stakeholders in order to achieve the strategic goals of FEVER. For obtaining the communication objectives and approaching suitable interest groups, stakeholders are identified and defined. Communication and dissemination objectives give guidance on what measures has to be implemented. The strategy also takes into account that the communication and dissemination activities especially in close to market projects need a change of focus in parallel with the project progress. Therefore, different emphasis is put on these activities during the project lifetime. A clear organization of the communication processes ensures an effective implementation of the measures.

All communication and dissemination activities are supported by high-quality marketing material, stakeholder specific information and publications and communication tools like a project website and social media channels. The identity created for the project ensures a high recognition values.

To spread FEVER content, a multichannel approach is chosen by using synergy effects wherever possible. Channels of networking and cooperation partners play an essential role to distribute and disseminate later FEVER results. All channels will be regularly updated with non-sensitive and publicly available information on the progress and outcomes of the project and will serve as a means for engagement with even more stakeholders. FEVER ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

Events are indispensable to distribute information about FEVER, a place to initiate cooperation and collaboration activities and to make contact with potential stakeholders, potential users and customers. At events, most of the communications tools and channels merge - including presentations, moderation, co-organization with partners and intermediaries, booths, media presence etc. 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 ongoing COVID-19 pandemic, online events will be organised wherever possible.

The FEVER consortium has a well-established collaboration network in Europe, with contacts to many key players of the target audience and partners involved in industry associations, standardization bodies, European energy governance and research networks as well as in other H2020 projects or initiatives. This network will be continuously established for FEVER to use it on different levels and purposes. Intermediaries and cooperation partners can facilitate the communication and dissemination activities on different levels and purposes by being multipliers within specific stakeholder groups, by having influence on regulation and standardization activities, by providing their channels for distribution of content or event related collaboration etc.

The FEVER Stakeholder Interest Group (SIG) forms a central part of the strategy. 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. On parallel, the SIG will take the role of an Advisory Board and provide feedback and critical assessment for the project.

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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 is the plan for the first half of the project. 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 change their focus in parallel with the project progress. Therefore, different emphasis is put on the activities during the project runtime. The FEVER framework development will follow three main phases. For the first project phase, the activities will focus on raising awareness of the project and getting in touch with selected key stakeholders. This includes producing the project's communication materials, getting tools up and running (project website, LinkedIn group, templates etc.), involvement of relevant stakeholders in the trials, promotion and establishment of a FEVER Stakeholder Interest Group (SIG) 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, later on, on the preparation of the commercial exploitation. Due to the ongoing COVID-19 pandemic, the event planning had to be adjusted with a shift towards online activities.

An annual controlling of effectivity and efficiency of the implemented measures and budget ensures that an adjustment in strategy and measures can be made where necessary. The plan will be updated after the first eighteen months to take all these aspects into account.

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 in order to achieve the strategic goals of FEVER. 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 General strategic objectives

The needs of Distribution System Operators (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 will address 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 DSO's 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's strategic objective is to demonstrate and implement solutions that leverage the potential of flexibility in generation, consumption and storage of electricity. The project will develop 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 will also link consumers and prosumers via a peer-to-peer mechanism to a trading platform to enable their active participation and remuneration. The solution incorporates artificial intelligence to achieve optimal coordination of all types of flexibilities and allow autonomously trading them on local and regional as well as wholesale markets. Tackling the upcoming challenges of distribution system operation, FEVER will provide a set of applications and instruments will be provided for DSOs to ensure optimal observability and controllability of their grids, leveraging flexibility for active network management.

2.2 Stakeholders

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

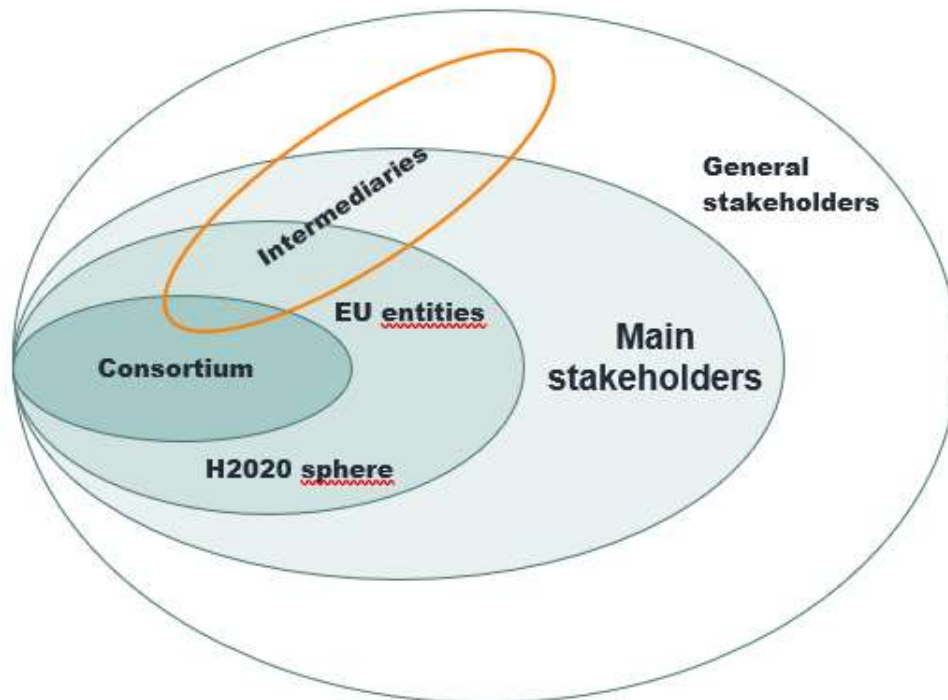


Figure 1 - FEVER stakeholders

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 H2020). 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 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.

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
 - Standardization bodies
 - Manufacturers
- 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

To ensure a holistic perspective, the FEVER consortium will aim at integrating as many stakeholder groups as possible into the Stakeholder Interest Group (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 key players of the energy market, such as market operators, aggregators, retailers and Balance Responsible Parties (BRPs) as well as potential providers of flexibility in the market 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.

Communications 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 organizations or policy makers. Therefore, the first phase of the project focusses on communications activities, while dissemination activities gain importance when results (or interim results) are available. The last phase will concentrate on exploitation of the obtained results.

The communication and dissemination activities in phase 1 will focus on raising awareness for the project and getting in touch with selected key stakeholders, especially regarding user centric and customer integration. The main communication materials, tools and channels will be set up (project website, social media), customers will be involved in the trials from the beginning and FEVER Stakeholder Interest Group will be promoted and established.

The communication and dissemination activities in phase 2 will focus on the trials and associated interim results. Innovation workshops at the trial site will be organised (see 3.4.1). First steps preparing the commercial exploitation of the FEVER results will be started.

The activities in phase 3 will focus on dissemination activities supporting the commercial exploitation and market take-up of FEVER solution after the project.

Nevertheless, all communication and dissemination activities will run over the whole project lifetime.

2.4 Communication and dissemination objectives

Communication and dissemination objectives give guidance on the measures that have to be implemented. They are regularly checked regarding their efficiency and effectiveness.

2.4.1 Knowledge transfer and barrier reduction

Information and knowledge transfer will include general and specific information on all FEVER contents and activities. The FEVER framework may encounter user, stakeholder or regulatory barriers. Not all players in the energy sector may see a general need for using flexibilities. For other players, FEVER opens new opportunities. To convince stakeholders of the FEVER approach is an essential step to later exploitation.

Communication and dissemination objectives:

- Directly involve DSOs to allow FEVER to find the best way to make the sector aware of the advantages offered by the new solutions.
- Show the advantages of the approach to different stakeholders.
- Address target groups who highly emphasise regional renewable energy (usually smaller utilities and regional DSOs and energy communities).
- Involve target groups who potentially have an impact on Europe's leadership in ICT solutions for flexibility.

- Convince European and national bodies in charge of defining roadmaps and frameworks for the development of the European energy system to allow for and foster deployment of the new technologies.
- Create high visibility of the project in professional circles as well as to the general public.
- Impact on developers of the new Strategic Energy Technology Plan (SET-Plan) to consider the new opportunities.

2.4.2 Target group development

An early integration of target groups to specify future needs and requirements is an essential part within FEVER. DSOs should be involved as soon as possible for proofing the solutions and as future customers.

Communication and dissemination objectives:

- Shared information on FEVER within business networks for DSO decision makers.
- Test and use of FEVER functionalities by a new generation of grid operators, students and Energy Sector professionals.
- Introduced FEVER technology into the products of established and new suppliers of the energy industry to motivate them to build new products and services.
- Successful integration of users and further potential user in the trials.
- Launch of FEVER Stakeholder Interest Group.
- Involvement of prosumers/consumers at trial site level (including energy communities).

2.4.3 Stakeholder relationship management

The stakeholder relationship management proposes an active management of the key stakeholders and is based on successful information and knowledge transfer. Stakeholder relationship management integrates a sustainable approach, which aims at a take-up of the project results during the project and after its end.

Communication and dissemination objectives:

- Establishment of the FEVER Stakeholder Interest Group, including a concept for continuation after the project.
- Collaboration with intermediaries, such as energy related national associations and institutions, mainly in the countries involved in trials and European entities.
- Successful involvement of prosumers and smart consumers in the trials.
- Successful lateral project networking.
- Interest of stakeholder groups (e.g. DSOs, retailers, aggregators) in using the FEVER solutions.

2.5 Stakeholder-specific communication

Communication and dissemination measures have to be stakeholder-specific to reach their target groups. If they are successful, targeted stakeholder will declare interest to engage in trials, join the Stakeholder Interest Group or participate in FEVER events. To induce these actions, customised communication tools and channels will be chosen (and adjusted) to convey the right message in a matching style and tonality.

Also, the place of action is relevant. Therefore, a wide communication mix is adopted in FEVER. For every target group, it will be checked how and where to address them best, e.g. through events, special network media, intermediaries or direct contact if necessary (e.g. for the customer integration).

Beyond the main target groups, further stakeholders, who have potential influence on FEVER, e.g. press, politics, potential users or critics are addressed by appropriate tools and channels, related to the context.

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 and reviews. 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 with e-mail and phone number for external inquiries of all kinds is managed by the dissemination team.

3.2 Project identity

The project design guarantees that everything realized within FEVER 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 (e.g. PowerPoint template and deliverables).

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. A detailed briefing for the graphic design designer included

- the objectives and vision of FEVER.
- a description of the target groups.
- results of a co-creation session on project identity at the kick-off meeting in Athens.
- a list of required advertising material.

Within the co-creation process, one main internal motto was formulated: "The system has fever. With the solutions developed in FEVER the system will be stable, the fever will be cured." According to this motto and the project name, the main design element of the logo is a fever curve featuring red and yellow, colours associated with heat. The font chosen consists of square block elements, symbolising stability. The font and the project colours will be used in every type of digital or print communication material.



Figure 1 - Project logo

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 basically version of the website was launched on 29 May 2020.

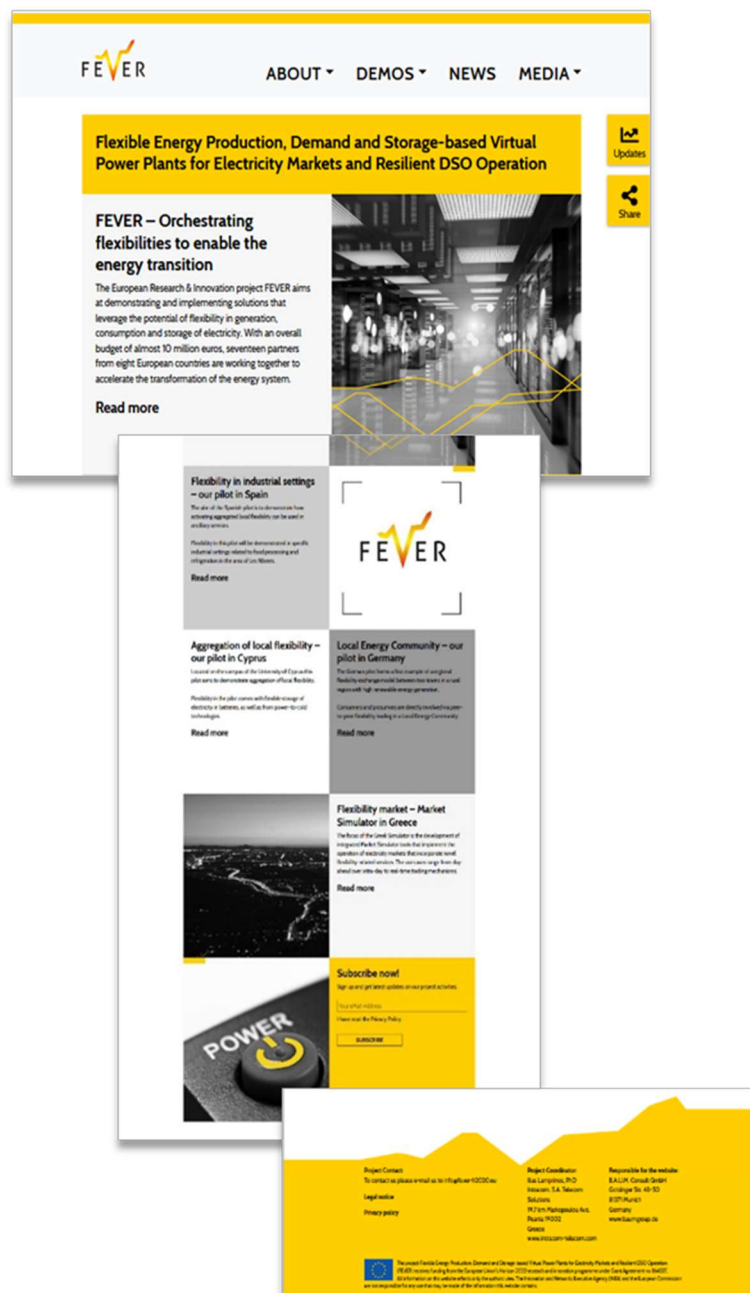


Figure 2 - Project website homepage

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/>



Figure 3 - Visual for LinkedIn

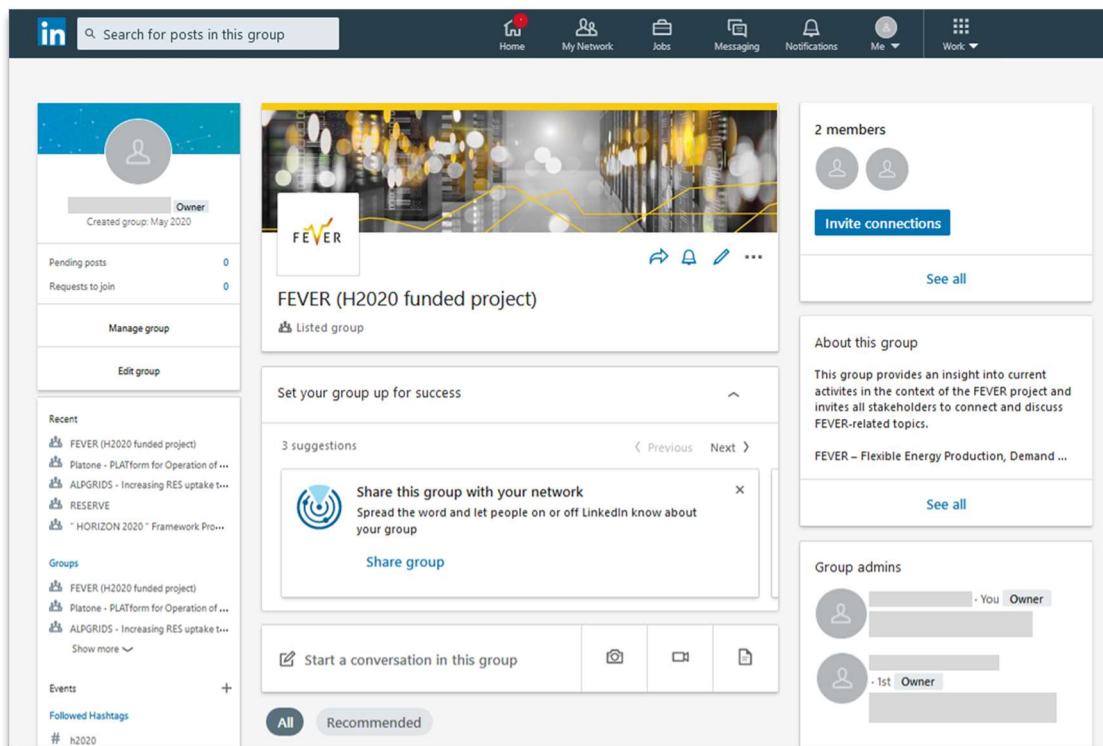


Figure 4 – Screenshot of the LinkedIn group

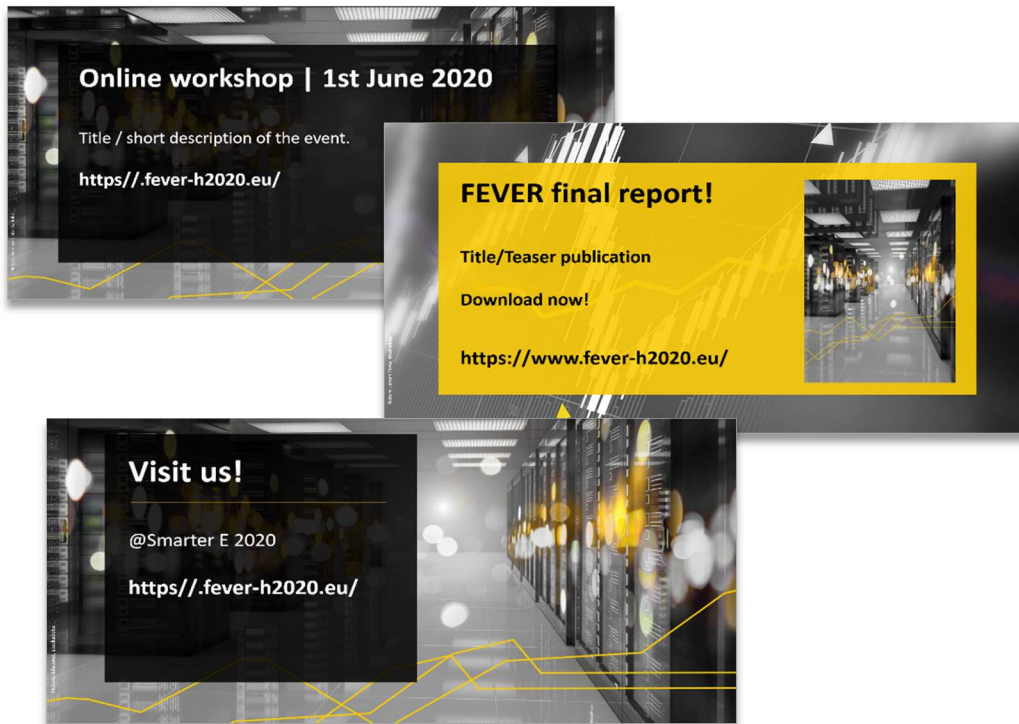


Figure 5 - Templates for images on LinkedIn posts

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

The following materials are planned for later, partly depending on how the situation with the COVID-19 pandemic will evolve and if face-to-face events will be 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 small 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 e.g. at booths in fairs or as openers for events if applicable.

3.3.5 Media

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



Figure 6 - Media information

The consortium wants to ensure good visibility of FEVER in the media, especially related to the trials at local media level, but also in specialised 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”.

At local level, the consortium partners can attract media attention very well in combination with trial related events as the planned innovation workshops (see 3.4.1). 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.

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

3.3.6 Publications

Besides articles on the FEVER website and posts on social media, key project results will be published in international scientific and trade magazines/journals by the research partners of the project. 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 pilot demonstrations. The scientific dissemination activities will be carried out by the universities and research institutes within the consortium.

The following (scientific) publications are planned:

- Creation of tailor-made articles and interviews for publications as well as other targeted media channels (e.g. EC newsletters, IEEE SmartGrid Newsletters, specialised national magazines etc.). Focus will be on success stories.

- High-quality scientific papers will be submitted to renowned conferences and to scientific journals.
- Deliverables and reports.

FEVER ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

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 all working groups of BRIDGE and will be introduced like all involved projects at website of the initiative². Contributions to the BRIDGE newsletter will be made upon invitation of the BRIDGE coordinators. Project news, event announcements etc. will be shared in the LinkedIn Group “BRIDGE (Horizon 2020, LCE 6-10)”.

3.4 Events

Given the contact restrictions in place due to the **COVID-19 pandemic**, and the likelihood that most of the project participants will continue to avoid travelling until a vaccine might be found, the possibility of organising “real-life” events with multiple participants is very reduced, if existing at all during the first reporting period of FEVER. Larger trade events scheduled for 2020, such as European Utility Week (re-branded as Enlit Europe), have all been cancelled and rescheduled to 2021. Others, like E-world 2021, are likely to be turned into digital events, rather than being held as trade fairs with an accompanying conference programme. BRIDGE meetings of European projects are also likely to be organised digitally.

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

During the first project reporting period, particular attention will be paid to providing comprehensive information on the project’s activities through its website and social media channels. Video messages will be prepared to communicate project results in order to disseminate findings and results, gather feedback of stakeholders and prepare future exploitation of results.

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

3.4.1 FEVER events

FEVER will set up an innovation process aiming to involve regional/local actors in co-creation processes: Several innovation workshops are planned at the trial sites. Private, public and commercial prosumers and consumers, municipalities, local energy communities, local utilities and DSOs will be invited to participate. The workshops will be organized according to the methods of Design Thinking to ensure that the produced prototypes of future applications and services are really based on customer needs and benefits. This process is meant to shape FEVER applications and services, create local ecosystems to support the uptake of local renewable energies and to create local markets for energy and flexibility trading.

A first online workshop is planned for November 2020. To maximise the outreach and reinforce collaboration with other Horizon 2020 Smart Grid and Energy Storage Projects, the FEVER consortium will seek to organise it as a joint event.

² <https://www.h2020-bridge.eu/participant-projects/>

3.4.2 Third party events

3rd 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, the participation in these events during the second half of the project will depend on the development of the COVID-19 pandemic. The consortium will ensure to make every effort to replace these dissemination opportunities by digital events. National and international online events will be checked on relevance and potential impact regarding the target groups as well as possible involvement.

3.5 Stakeholder Interest Group (SIG)

The knowledge and the innovative technology created by the project innovation activities, and the opportunities arising from the creation of the FEVER ICT tools, will actually become a breakthrough in the European Smart Grids domain only when adequate number of stakeholders can generate a critical mass of adopters. Thus, FEVER will establish a community in the form of Stakeholders' Interest Group (SIG), which will consist of different types of actors that are positioned along the FEVER value chain. This SIG will be a key tool to boost the impact of the project. This group will be composed of members who span from research or academic institutions to industrial actors to potential adopters & users of the project's technology and solutions. The SIG will be composed of representatives from energy communities, DSOs, TSOs, policy makers and relevant associations, innovation alliances, storage technology providers and charging station owners to name few. Already at the proposal phase the consortium has collected a significant number of Letters of Support, indicating the interest of the corresponding institutes to join the SIG. Additional members will be approached based upon outcomes of the stakeholder analysis done in WP7.

The envisaged role of our 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 to 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 group will be contacted at least twice every year during the project lifetime. Their participation during (online) project events and dedicated workshops will be fostered with the aim to contribute their knowledge and viewpoint to FEVER.

A strategic decision of the FEVER consortium was to involve TSOs 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 TSO 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, we aim at establishing a link with ENTSO-E in the same context.

Potential members of the SIG who already expressed their in the proposal phase by signing a letter of support:

- Bayernwerk (German TSO)
- Electricity Authority of Cyprus (Cypriot DSO)
- Bassols (Spanish DSO serving an area adjacent to the FEVER Spanish pilot)
- Som ENERGIE (Spanish ESCO serving the same area with the FEVER Spanish pilot)
- TOT-CUIT (Spanish Prosumer to facilitate the power-to-cold use case demonstration)
- ENTRA (Spanish Association of Flexibility Aggregators)
- EWII (Danish multi-utility company)

Currently, there is an ongoing discussion with other H2020 projects focussing on flexibility issues to join forces and set up a joint stakeholder interest group/energy flexibility community. A detailed strategy will be developed in the upcoming months.

4 Conclusion

The initial communication and dissemination plan gives the basis for 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 following project year and in respect to the current project phase. The focus for year 1 and phase 1 is 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. Therefore, the set-up of the Stakeholder Interest Group 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 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, the consortium will strive to present the project at online events (third party events as well as FEVER events).

The communication and dissemination activities in the following project phases will experience a shift of focus towards the trials and associated interim results, deepen the customer integration and doing first preparations for the exploitation of results. This plan will therefore be updated after month eighteen regarding ongoing and further planned activities and considering the progress of the project. The upcoming plan will take into account the analysis of success indicators, possible adjustments in the strategic approach and in the implementation of measures. It will also contain the results of the implementation of the measures in phase 1.

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