

PARMENIDES

Plug&Play eneRgy ManagEmeNt for hybrID
Energy Storage

Deliverable D6.1

Communication and Dissemination Plan

Work Package 6

Disclaimer

The content of this deliverable reflects only the author's view. Neither the European Climate, Infrastructure and Environment Executive Agency (CINEA) nor the European Commission is responsible for any use that may be made of the information it contains.



Funded by the European Union's Horizon Europe programme under Grant Agreement n° 101096453

Grant agreement	101096453
Type of action	HORIZON-IA HORIZON Innovation Actions
Topic	HORIZON-CL5-2022-D3-01-10 Interoperable solutions for flexibility services using distributed energy storage
Starting date of project	01.01.2023
Project duration	36 months

Work package	WP6 Communication, dissemination, standardisation, and policy development
Related task	T6.1 Project marketing, communication, dissemination
Deliverable due date	M6 (30.06.2023)
Actual delivery date	M6 (30.06.2023)
Dissemination level	Public
Deliverable responsible	DERlab

Document Information

Document Version: 1.1

Revision / Status: Submission

All Authors/Partners

Name	Organisation
Greta Meshi	DERlab
Mark Stefan	AIT Austrian Institute of Technology GmbH
Malek Anouti	Experientia

Document History

Revision	Content/changes	Resp. partner	Date
0.1	Initial draft and draft structure	DERlab	07.04.2023
0.2	First draft	DERlab	12.05.2023
0.3	Version for review	DERlab	16.06.2023
0.4	Review	AIT	19.06.2023
0.5	Updated version	DERlab	26.06.2023
0.6	Review	AIT	28.06.2023
1.0	Updated version for submission	DERlab, EXP	29.06.2023
1.1	Updated template and disclaimer	AIT	14.07.2023

Document Approval

Final approval	Name	Resp. partner	Date
1.0	Mark Stefan	AIT	30.06.2023

Copyright Notice

© The PARMENIDES Consortium, 2023 – 2025

Executive Summary

The document presents a detailed plan to effectively communicate and share the activities and collaborations of the PARMENIDES project with stakeholders. It outlines a comprehensive communication strategy, targeting specific audiences and identifying suitable promotion channels. The plan emphasizes maintaining a consistent visual identity through various marketing materials. It highlights the use of tools like the project website, newsletter, and social media platforms for dissemination. Overall, the document provides a strategic roadmap to engage stakeholders and foster effective communication and collaboration.

Table of contents

Abbreviations	5
1. Introduction	6
1.1. Scope and objectives of this document	6
1.2. Structure of this document	6
2. Strategic Communication and Dissemination Plan	7
2.1. Objectives	7
2.2. Target groups	7
2.3. Activities scheduled	8
3. Project Marketing	9
3.1. Visual identity	9
3.2. Visibility – European flag and funding statement	10
3.3. Website	10
3.4. Social Media	11
3.5. Newsletters	12
3.6. Press Release	13
3.7. Stakeholder Communication	13
3.8. Technical factsheet	13
3.9. Brochure	14
3.10. PowerPoint Presentation template	14
3.11. Conferences, presentations, and journal articles	14
3.12. Webinars and workshops	15
3.13. Final event	15
4. Monitoring of Communication Activities	16
4.1. Target KPIs for communication and dissemination	16
4.2. Dissemination Activities Table	17
5. Conclusion	18
6. Annex	19
6.1. List of figures	19
6.2. List of tables	19
6.3. List of documents	19

Abbreviations

Acronym	Description
GA	Grant Agreement
OA	Open Access
PECO	PARMENIDES Energy Community Ontology
RTO	Research and Technology Organisation

1. Introduction

This document presents a comprehensive plan for effectively communicating and disseminating the activities and collaborations of the PARMENIDES project with various stakeholders. It outlines the objectives of the project's communication strategy and provides detailed explanations of the target groups it aims to engage. Additionally, the document identifies the most suitable channels for promotion and dissemination.

Moving beyond the communication strategy, the document also focuses on the visual identity of the project and elaborates on the marketing materials and tools utilized for project promotion. Emphasizing the importance of maintaining a consistent visual identity, the provided marketing materials include press releases, technical factsheets, brochures, and a PowerPoint presentation template. Furthermore, the document highlights the tools and platforms employed in the project, such as the project website, newsletter, and social media.

In conclusion, the document underscores the strategic communication plan's primary focus on engaging the target audience in order to achieve the project's objectives. It emphasizes the consortium's commitment to invest significant joint efforts in communication, dissemination, and collaboration.

1.1. Scope and objectives of this document

Effective communication and dissemination play a vital role in transmitting the activities and outcomes of the PARMENIDES project to target audiences.

This document outlines the marketing materials and channels that constitute the project's communication toolkit. It also explains how these materials are intended to be utilized based on specific purposes, target groups, and occasions. These materials, along with relevant guidelines, are developed to maintain a consistent visual identity throughout the promotional efforts and collaboration establishment. As a result, this document provides a comprehensive overview of the project's communication, dissemination, and collaboration strategy, as well as the tools that will be employed to achieve these objectives.

1.2. Structure of this document

The structure of this document is as follows: Section 2 provides an elaboration of the plan for initiating and sustaining communication activities, offering more insight into the target groups, approaches, and tools that will be employed by the consortium. Section 3 delves into the specifics of the promotion and marketing materials. Lastly, Section 4 concludes the document, summarizing the key points and findings.

2. Strategic Communication and Dissemination Plan

To ensure that PARMENIDES fully takes advantage of the many potential exploitation opportunities arising from the project and stakeholder collaboration, the Dissemination Manager (DERLab) will cover the dissemination activities while the Innovation Manager (R2M) will cover the exploitation activities throughout the project. Dissemination and Communication actions are key to maximise PARMENIDES impacts and to underpin the exploitation and replications activities.

2.1. Objectives

As highlighted in the PARMENIDES Project Proposal, the management of the Dissemination and Communication activities will be based on two main principles:

- a) **Relevance to project impact** – Dissemination and communication must support the visibility and further boost the potential impact of the project through a continuous alignment with its exploitation strategy.
- b) **Coordination of partners' efforts** – In a consortium composed by different types of entities, the coordination of dissemination and communication partners' efforts will be fundamental to support PARMENIDES project's pathways towards impact. DERLab will plan and control the partners' activities organizing the efforts and ensuring a continuous communication throughout the project

2.2. Target groups

Besides helping to reach out to the PARMENIDES stakeholders, the communication activities also target audiences beyond PARMENIDES's own community, who could be interested in knowing more about the project benefits for everyday life:

- i) Working groups and associations and other interest groups willing to showcase PARMENIDES solutions as best practices;
- ii) Public services wishing to sensitize their communities;
- iii) Citizens principally from EU, with attention paid to children and young adults as future policy influencers;
- iv) Potential future customers for the PARMENIDES exploitable results;
- v) Local/regional EU authorities, e.g. city mayors, energy local district managers or economic development agencies;
- vi) General printed/online media representatives (non-scientific, non-industrial), both at regional/national and EU/international level, in English but also in the languages of the consortium countries.

2.3. Activities scheduled

Table 1 shows the planned activities for strategic communication and dissemination in PARMENIDES.

Table 1: Scheduled activities for strategic communication and dissemination in PARMENIDES.

Target groups	Type	Examples
Component and system manufacturers	Workshop, Conference contributions, fairs	CIREC, CIREC workshop
System operators	Workshops, conference contributions, project presentations	CIGRE, CIREC, CIREC workshop
Stakeholders and experts in the energy sector	Expert group meetings, workshops	BRIDGE, ETIP-SNET
Regulators, Policymakers, Standardization Bodies	Workgroups, standardization activities	BRIDGE, CIREC working groups, IECON, IEWT
Academia, universities, research, students	Publications, conference contributions	IEEE Transactions on Smart Grids, IEEE Transactions on Power Electronics, CIGRE, CIREC, IEEE PES General Meeting
Related EU projects	Participation in Horizon Europe meetings, workshops	BRIDGE, Cluster meetings
General public	Public communication media	Project website, social media, press and media

3. Project Marketing

PARMENIDES developed a set of marketing materials and templates inspired by the project's visual identity, aiming to communicate project activities consistently and methodically. This standardized presentation will aid the target audience in identifying the initiative and ultimately facilitate effective promotion.

DERLab, as the Dissemination Manager of PARMENIDES, oversees the development and maintenance of various marketing materials, templates, tools, and communication channels used for both internal and external purposes within the project. Additionally, all printed marketing materials align with the project's overall visual identity to ensure consistency.

Effective coordination of dissemination and communication partners' efforts within a consortium comprising various types of entities will be crucial to drive the PARMENIDES project towards impactful outcomes. DERLab, as the central coordinating entity, will strategize, oversee, and organize the activities of the partners, ensuring consistent communication throughout the project's duration.

3.1. Visual identity

The PARMENIDES logo (Figure 1) presents the project name the letter P conceptualized as a cable plug in. A second logo (Figure 1) was also designed, with the color palette reversed, to be used in specific documents if the color scheme of these documents is different and the colors of the logo reversed are more appropriate.

All documents associated with PARMENIDES should prominently display the project logo, the EU logo and EU acknowledgement should also be visible, as well as project partner logos. Additionally, any material or document that receives (co-)funding from the project budget must explicitly reference PARMENIDES and, if feasible, incorporate the project logo.



Figure 1: PARMENIDES logo

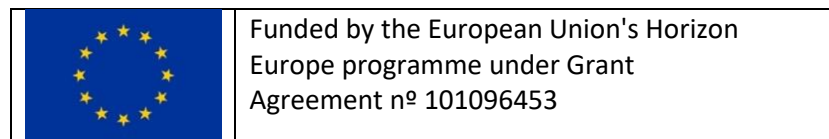


Figure 2: PARMENIDES logo with colours reversed

3.2. Visibility – European flag and funding statement

Logo (according to 17.2, 17.3) of GA

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”



3.3. Website

PARMENIDES leverages its online website, accessible at <https://parmenides-project.eu/>, as a means to communicate the project to a wide-ranging audience. The website serves as the central information hub, offering comprehensive details about the project's objectives, activities, and achievements. The consortium's website strives to ensure easy access to all public documents and publications associated with the project, making them readily available to the public.

As of the time of writing this document, the PARMENIDES website's homepage structure comprises six primary pages (

Figure 3):

- *Overview*: This page contains information about the project, separated into two sub-pages Consortium and Project Facts.

- *Resources*: In this section you will find concrete materials produced by the project, separated into two subpages Deliverables and Newsletters.
- *Media Corner*: More materials about the project can be found here, such as the project brochure, factsheet, visual identity and press releases.
- *News and Events*: This page is regularly updated with relevant information on the project's activities and participation in different events.
- *BRIDGE*: The PARMENIDES project is in close collaboration with the EU BRIDGE initiative and such collaboration will be highlighted in this page.
- *Contact*: The page provides contact details of the Project Coordinator and general information, as well as a contact form.
- *Socials*: Links to the social media platforms LinkedIn and Twitter are also provided in this section.

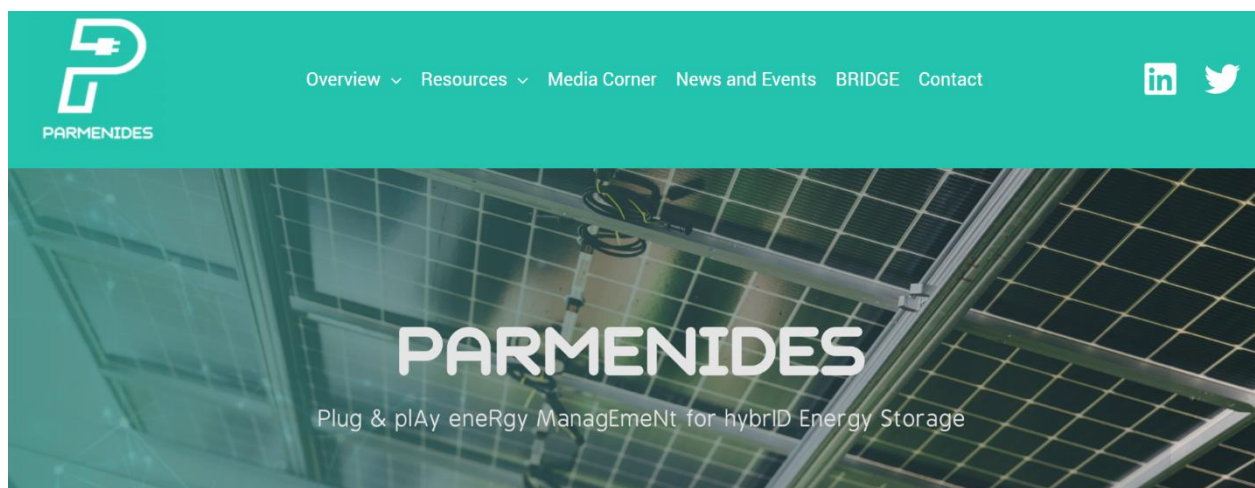


Figure 3: PARMENIDES website, homepage

3.4. Social Media

To ensure consistent and frequent communication with target audiences and effectively present project findings, PARMENIDES employs the following social media channels and associated platforms:

- [LinkedIn](#) serves as a platform for PARMENIDES to highlight ongoing announcements and engage with stakeholders. The project page has only been active for a little over three months and currently has 57 followers on LinkedIn. One post per month is expected to be shared on the platform. Maintenance is done through Dissemination Manager DERlab with shared posts whenever there is an event or communication material.

- [Twitter](#) utilizes for PARMENIDES to share short updates from within the project and disseminate announcements from other stakeholders. The Twitter account has only been active for a little over three months and PARMENIDES currently has 15 followers. One post per month is expected to be shared on the platform. Maintenance is done through Dissemination Manager DERlab with shared tweets whenever there is an event or communication material.
- *YouTube* serves as a platform by PARMENIDES to share information and engage stakeholders through video formats. The account is currently inactive and upon the availability of video recordings maintenance will be done through Dissemination Manager DERlab.
- *Zenodo* is utilized by PARMENIDES to broaden the scientific dissemination of its research, serving as a popular platform for scientific publications. Corresponding partners are responsible for uploading the publications on Zenodo. The account is currently inactive and upon the availability of publications maintenance will be done through Dissemination Manager DERlab.

The partners are invited to provide input for social media. This can be done bi-weekly or monthly by updating the “Partners Social Media Updates” document linked in the Annex.

3.5. Newsletters

The project releases newsletters that offer a summary of recent project news and important announcements. As outlined in the PARMENIDES Project Proposal, five newsletters are expected to be published throughout the project’s duration. All issues of the newsletter will be listed and accessible through the Resources page on the project’s website. Subscription to the newsletter is open and can be easily done through the website.

The newsletter distribution will be done with the help of the Mailchimp platforms. PARMENIDES starts producing the newsletters from M6. The initial newsletter is about objectives and scope, while further issues inform about major results and milestones. A rough schedule, aligned with project milestones, for further newsletters and topics is as follows:

- After M12: focus on pilots, stakeholders and use cases
- After M18: focus on architecture design and PECO
- After M24: focus on the PARMENIDES system, and again an overview about pilots and the implemented use cases
- After M30: interim results, insights, etc. of demonstration
- After M36: final results including business models

Dissemination Manager DERlab will care for the newsletters' design and distribution.

3.6. Press Release

Online or printed press releases in English at EU level will be published after PARMENIDES starts to raise awareness with the challenges, objectives, and partners involved. As outlined in the PARMENIDES Project Proposal, more than four newsletters are expected to be published throughout the project's duration. The press releases will also be translated into 4 EU languages of the project partners: German, Swedish, Italian, and French.

All the press releases will be listed and accessible for all website visitors on the PARMENIDES website, in the Media Corner page. Furthermore, the distribution of the press releases through project channels will also be implemented.

3.7. Stakeholder Communication

As part of the PARMENIDES consortium, Experientia's work in the project is focused on effectively addressing the needs of stakeholders in the pilot through a strategic communication plan and material. Their approach begins by identifying key stakeholders in each pilot, enabling a better understanding of the specific requirements. To gather valuable insights, surveys are conducted through reference persons, ensuring direct input from stakeholders themselves. This data is instrumental in tailoring decision-making tools and designing the eventual dashboard to better meet stakeholders' needs. In addition to stakeholder engagement, the goal is to uncover the needs, behavioural patterns, values, goals, drivers, and barriers of users within the pilot studies. This is achieved by identifying users and end-user profiles in each pilot and collecting data through a simple survey facilitated by reference persons. To gain a deeper understanding of the context and dynamics, visits to the pilot locations enables agile contextual inquiries and first-hand information gathering from the users.

To ensure comprehensive insights, Experientia prepares study guides and conduct interviews with each relevant stakeholder in each pilot. Once, findings from interviews are analysed, they release insights bases on the initial results. This quantitative and qualitative data, collected throughout the process, will enable tailoring the decision-making tools and design of the eventual dashboard to better meet stakeholders' needs. Eventually, the design of a recommendation system and nudging mechanisms will be developed based on the quantitative and qualitative of the data collected.

3.8. Technical factsheet

As outlined in the PARMENIDES Project Proposal, technical factsheets will be made available for relevant occasions throughout the duration of the project. Specific factsheets will be created and

disseminated to the target audience with the aim of promoting early adoption of the project's outcomes. These factsheets will be designed to effectively convey key information. Additionally, distribution through project channels will be conducted to ensure wide reach and accessibility.

3.9. Brochure

The PARMENIDES Brochure, with its visual elements and presentation, will be able to effectively communicate the project's purpose and serve as a tangible takeaway that can be distributed at events, meetings, and conferences, allowing interested individuals to explore the project further. According to the PARMENIDES Project Proposal, more than 1000 brochures will be created throughout the project's duration and different versions (with different languages) of them could be produced in relation to the target and the event where they will be distributed.

3.10. PowerPoint Presentation template

PARMENIDES has created a presentation template for various dissemination purposes throughout the project. This template will be employed by all partners when delivering presentations related to PARMENIDES, ensuring consistency in the visual representation of project content.

3.11. Conferences, presentations, and journal articles

The publication of scientific methodologies and results from PARMENIDES are important elements of the PARMENIDES dissemination activities.

PARMENIDES will provide open access (OA) to research outputs (e.g., publications, data, software, models, algorithms, and workflows) through deposition in trusted repositories. In fact, partners will provide OA to peer-reviewed scientific publications relating to their results. The authors of all peer-reviewed scientific publications will choose the most appropriate way of publishing their results, and these publications will be stored in an OA trusted repository, during and after the project's life following Article 17 and Annex 5 of the GA. The consortium will be encouraged to publish in the use of the Open Research Europe¹ (ORE) publishing platform and the open repository for research objects, as well as another repository like *Zenodo*².

Partners already count on experience on open science practices. All RTOs have open access publications and some of the partners are reviewers of open access journals. Additionally, as a

¹ <https://open-research-europe.ec.europa.eu/>

² <https://zenodo.org/>

specialist research communication agency, everything R2M publishes falls under the open science policy. R2M ensures all published material is open access through all its multimedia channels.

The PARMENIDES project partners will actively publish their methods, results, and acquired knowledge in scientific conferences and other types of presentation. Furthermore, active participation in workshop and other events with relevant stakeholder will be addressed (both on-site and online, depending on the format)

3.12. Webinars and workshops

PARMENIDES will organize dedicated webinars to engage specific target groups. Relevant stakeholders, umbrella organizations (leveraging multiplier effect) will be individually invited.

Workshops also ensure bi-directional communication between PARMENIDES and the community itself. The objectives of these webinars are:

- 1) Share with different stakeholders PARMENIDES objectives and results achieved;
- 2) Develop business innovative models applicable to smart grids and energy storage management tools;
- 3) Define potential supporting measures to extend the use of PARMENIDES platform and foster replication actions

At least two webinars with 30+ participants each are predicted in the project agreement.

3.13. Final event

A final PARMENIDES project meeting is planned as physical (and hybrid) event in order to present the achievements and results of the project. Project partners as well as relevant stakeholder will be invited. The final event will be organized by DERlab, together with the Coordinator AIT.

4. Monitoring of Communication Activities

4.1. Target KPIs for communication and dissemination

Table 2 summarize the planned communication and dissemination activities. Detailed KPIs are defined for each communication channel in order to regularly track and check the progress.

Table 2: Target KPIs for communication and dissemination activities.

#	Tool	Target KPI (M36)
1	<p>Publications: Open access scientific and industrial publications in international peer-reviewed journals: Scientific publications in journals in gold access with Impact Factor or in self-archiving green access with repositories listed in ZENODO and ORE.</p> <p>Potential journals: IEEE transactions on smart grid; IEEE Access, Journal of energy Storage, e&I Elektrotechnik und Informationstechnik, Energy (The international Journal of), energies; Energy Conversion and Management, Applied Energy, Journal of Building Performance Simulation, Environmental Science and Technology, Journal of applied Ethics, Applied Science, Renewable & Sustainable Energy Reviews, Il sole 24 Ore, Qualenergia, etc.</p>	More than 10 scientific and industrial publications
2	<p>Conference and fairs: Participation in scientific conferences, seminars, fairs, or industrial events including Ecomondo, IEEE PES General Meeting, IEEE Innovative Smart Grid Technologies, CIRED, CIRED Workshop, Energy Informatics, ComForEn, SMARTGREENS, IECON, IEWT, TEK GREEN - Renewable Energy, Eurosun, etc.</p>	Participation in more than 12 events
3	<p>Webinars & workshops: PARMENIDES, will organize dedicated webinars to engage specific target groups with respect to a range of topics in the T6.3. Relevant stakeholders, umbrella organizations (leveraging multiplier effect) will be individually invited.</p> <p>Workshops also ensure bi-directional communication between PARMENIDES and the community itself. The objectives of these webinars are: i) Share with different stakeholders PARMENIDES objectives and results achieved; ii) Develop business innovative models applicable to smart grids and energy storage management tools; iii) Define potential supporting measures to extend the use of PARMENIDES platform and foster replication actions.</p>	At least 2 webinars with 30+ participants each
4	<p>Demo site visits: PARMENIDES aims to organize visits at the demo-sites and the demonstration of operating examples of hybrid storages management, networks flexibility, and energy conversion technologies for storage systems to the stakeholders (distribution grid operators). This approach aims to place end-users in the center of the decision-making process.</p>	At least, 1 visit for each pilot
5	<p>Clustering with related HEU/H2020 & other initiatives: To foster cross-fertilization and joint activities via synergies to maximize impacts in common research areas as data management, business models and regulation, in particular with BRIDGE and InterConnect program thanks to the TRIALOG and DERlab participation in the working groups. Collaboration with related initiatives (e.g., HYPERGRYD, HESTIA, LocalRES, SENDER, FLEX COMMUNITY etc.)</p>	At least, 2 joint meetings per year

	is established. In this regard, the Sustainable Places event will be the collector for present the collaborative activities.	
6	Meetings with regional & EU stakeholders: leveraging synergies with other events, PARMENIDES conducts expert group meetings (e.g., Advisory Board) promoting knowledge exchange & training across actors to boost replicability, inform policy revision and inform public authorities about the benefits/impacts of different deployment and policy scenarios.	At least 2 meetings

4.2. Dissemination Activities Table

All dissemination activities will be added to an internal dissemination activities table ([Link](#)), available for all partners on the PARMENIDES Teams environment. This table is created to collect, monitor, and report all activities. This list contains the following information:

- Responsible person/main author (and beneficiary)
- Type of activity (publication, conference presentation, project presentation, workshop, webinar/seminar, press release, etc.)
- Title/name of activity
- Participants/Partners
- Date
- Place
- Link/Website/etc.

5. Conclusion

This document provides a comprehensive overview of the communication, dissemination, and collaboration tools and plans for the PARMENIDES project. It highlights the primary focus of the strategic communication plan, which is to engage the target audience and accomplish the project's objectives. As such, all recommendations and guidelines presented in this document should be carefully considered by the project consortium. The detailed marketing materials included in this document are intended to support the consortium in its communication efforts towards achieving these goals.

6. Annex

6.1. List of figures

Figure 1: PARMENIDES logo	9
Figure 2: PARMENIDES logo with colours reversed	10
Figure 3: PARMENIDES website, homepage	11

6.2. List of tables

Table 1: Scheduled activities for strategic communication and dissemination in PARMENIDES.	8
Table 2: Target KPIs for communication and dissemination.....	16

6.3. List of documents

[PARMENIDES Brochure](#)

[PARMENIDES Factsheet](#)

[PARMENIDES PowerPoint template](#)

[PARMENIDES PowerPoint Work Package template](#)

[PARMENIDES Press Release template](#)

[Partners Social Media Updates](#)

[Dissemination Activities Table](#)



PARMENIDES

Plug&Play eneRgy ManagEmeNt for hybrID
Energy Storage