

# IGREENGrid



## **WP7: D7.1**

**DISSEMINATION:**

**Dissemination Plan**



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## Abstract

The aim of this document is to set the IGREENGrid Dissemination Plan up, summarizing the activities carried out in order to introduce the project to external parties. The dissemination objectives and policies are established, the phases for a dissemination process are defined, the target audiences are identified, and a schedule of dissemination activities is presented for the whole duration of the project.

This Dissemination Plan also describes the modalities for interaction during the course of the project among SINGULAR, SuSTAINABLE and IGREENGrid projects.



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# 1 Introduction and scope of the document

## 1.1 Scope of the Document

The main objective of the Dissemination Plan is to introduce the Project results internally and to third parties. In this Plan, the communication needs have been identified and the communication channels to be established in order to satisfy the communication needs have been specified.

This plan aims the following items:

- Proposing a dissemination policy for the knowledge and know-how shared by the projects.
- Defining the objectives of the shared dissemination actions.
- Defining the different types of communications, and the publication approval processes.
- Identifying the target audiences for each objective.
- Identifying the different communication delivery mechanisms
- Presenting a schedule of the dissemination actions along the three years of the projects.
- Summarizing the key factors of success for these shared dissemination actions.
- Proposing a methodology to assess the effectiveness at delivering information to the addressed stakeholders based on measurements of stakeholder feedbacks.

In this document we also summarize the main results of the D1.7 concerning the collaboration planed among SINGULAR, SuSustainable and IGreenGrid projects during the course of the project



## 1.2 Notations, abbreviations and acronyms

CA	Consortium Agreement
DER	Distributed Energy Resources
DoW	Description of Work
DSO	Distribution System Operator
EEGI	European Electricity Grid Initiative
ENTSO-E	European Network of Transmission System Operators for Electricity
EU	European Union
FP7	Framework Program 7
GA	Grant Agreement
ISGAN	International Smart Grid Action Network
KPI	Key Performance Indicator
TSO	Transmission System Operator
WP	Work Package

Table 1 Acronyms



## 2 Communication approach

This chapter describes the objectives and principles for dissemination of IGREENGrid project knowledge.

### 2.1 Dissemination Plan objectives

The Dissemination Plan aims to:

- Propose dissemination policy for the knowledge and know-how generated by the project.
- Define the objectives of the dissemination actions.
- Identify the targeted audiences for each objective.
- Identify the communication channels and materials, which will be used for the project dissemination.
- Present a schedule of the dissemination actions all along the three years of the project.
- Present the main actions concerning the collaboration planned among SINGULAR, SuSAINABLE and IGREENGrid projects as it is established in the D1.7.
- Summarize the key factors important for the success of these dissemination actions.
- Propose a methodology to assess the effectiveness at delivering information to the addressed stakeholders based on measurements of stakeholder feedbacks.

The Dissemination Plan could be reviewed and updated throughout the lifetime of the project to ensure appropriate messages are delivered and feedback auctioned.

### 2.2 Dissemination Strategy

The dissemination strategy of the project consists on planning and delivering an effective communication to all stakeholders concerned. To ensure the success of the dissemination activities we need to define two-way communication fostering dissemination at both EU and national levels. In addition, an increased and close collaboration among all partners, the WP7 Leader and the project coordinator is needed to ensure the success of our communication activities.

Dissemination strategy is defined globally for all partners and for all demo projects (demonstrators) in order to ensure a wide impact at EU level. In particular, the demonstrators should contribute:

- Enriching the global strategy.
- Spreading messages at local level.

In order to ensure an effective and performing dissemination, it is necessary to establish:

- The degree and type of communication and dissemination.
- The degree of audience impact.
- The current perceptions and barriers.



IGREENGrid main target audiences are in general Smart Grids professionals, i.e. they are already aware of Smart Grids context and stakes (although at different level of knowledge). Informal and formal exchanges of information within the operational areas of the project should continue and they are actively encouraged.

This strategy could be regularly reviewed and updated throughout the lifetime of the project to ensure appropriate messages are delivered and feedback taken into account.

Experience has shown that the design and implementation of an effective communication is critical to the success and the effectiveness of the communication.

## 2.3 Dissemination Phases

The communication and dissemination of IGREENGrid project should be conducted in the following four phases:

1. **Preparation.** This phase includes:
  - Identification of target audiences and degree of impact, perceptions and perceived barriers,
  - Establishment of desired methodologies and programs to achieve the objectives, assessing the effectiveness of existing communication practices and current channels.
2. **Development.** This phase includes:
  - Identification of support tools and messages adapted to each type of audience.
  - Identification of feedback and evaluation mechanisms.
3. **Implementation.** This phase includes:
  - Coaching and supporting presenters in delivery of messages,
  - Monitoring and reviewing the communication schedule against plan, and active use of new methodologies in all activities,
  - Development of contents, promotion and launching events using various channels to reinforce the same message
  - Assurance of timely response feedback.
4. **Building and Improve.** This phase includes:
  - Review of communication effectiveness taking into account the measuring levels of awareness, understanding acceptance and commitment.
  - Obtaining the feedback from stakeholders and project team members, evaluation of success of past communications, current and desired stakeholders commitment and finally adjustment and/or adds events in communication plan in order to satisfy the requirements.

All this phases will be managed by the responsibility of the WP7 Leader.



## 2.4 Communication Principles

There are a number of assumptions underlying the implementation of the approach.

- Dissemination activities and publications must follow chapter 2.4 Deliverable 1.2.
- All communication and dissemination materials should comply with IGREENGrid style sheet and include IGREENGrid logo as well as FP7 and EU logos.
- Project facts and status should be consistently communicated.
- Communication should be relevant, accurate, timely, appropriate and consistent.
- The appropriate level of dissemination should be guaranteed for each relevant audience.
- Input and review of communication messages will be obtained from Work Package (WP) Leaders. Communications will be coordinated, wherever possible, within IGREENGrid WPs.
- Consortium should be informed in advance of any communication initiative to prevent duplication of work.
- All communication and dissemination initiatives should follow the approval process described in chapter 3.1 Approval process.
- All communication materials should be stored in the IGREENGrid Repository (only accessible for beneficiaries of the project). This will enable the share of the knowledge of the project.
- Simple feedback mechanisms to assess user understanding of messages and to provide opportunity for two-way communications should be developed.

## 2.5 Types of Communication

There are two types of communication and dissemination:

1. Foreground or scientific publications delivering relevant results to stakeholders of the scientific community.  
For this type of publication, the following mention is mandatory as stated in Annex 2 of the Grant Agreement (GA):

*"The research leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 308864<sup>1</sup>".*

All publications have also to mention IGREENGrid, FP7 and EU logos.

2. General public communications, corporate communications or press releases increasing general awareness about Smart Grids implementation through IGREENGrid Demonstrators.

For this type of publication, the use of this mention is recommended:

*"This research has received funding from the European Union Seventh Framework*

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<sup>1</sup> Where "research" may be replaced with "project".



*Programme (FP7/2007-2013) under grant agreement n° 308864<sup>2</sup>".*

All publications should also mention IGREENGrid, FP7 and EU logos.

## 2.6 Communication Themes

As the knowledge gained through IGREENGrid project will have several components covering the whole value chain of distribution network operators, dissemination content shall be packaged by main themes:

- Problems and obstacles presently restricting the large-scale integration of DRES in low and medium voltage grids.
- Guidelines for the future massive integration of DRES in distribution grids.
- Technical performance of new tested functionalities, including reliability improvements, losses reduction and early results on scaling up and replication rules.
- Environmental impact of the demonstrated solution, including the effectiveness of reducing the CO2 emissions from electricity production.
- New network operation rules proposed, including the management of Distributed Energy Resources (DER).
- Regulatory recommendations, including the need for harmonization in order to replicate in an efficient and effective way.

Key communication messages will focus on the following areas:

- Impact and benefits to each individual audience.
- Key role and process changes.
- Progress updates.
- Benefits realization.
- Specific information release.

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<sup>2</sup> Where "research" may be replaced with "project".



Header	Theme
Distribution network value chain	<ul style="list-style-type: none"> <li>• Technical performances</li> <li>• Cost levels</li> <li>• Environmental impacts</li> <li>• New network operation rules</li> <li>• New coordination procedures</li> <li>• Regulatory recommendations</li> <li>• Expected impacts on technology standards</li> <li>• Lessons learnt</li> </ul>
Primary Audience	<ul style="list-style-type: none"> <li>• National regulatory authorities &amp; Policy makers</li> <li>• Local authorities &amp; Members States</li> <li>• Stakeholders Committee</li> <li>• TSOs</li> <li>• Researchers &amp; the scientific community</li> <li>• DSOs</li> <li>• Energy Suppliers / Retailers</li> <li>• Industrial Equipment Manufacturers</li> <li>• Distributed Generation Operators</li> <li>• Media</li> </ul>
Smart Grid main topics	<ul style="list-style-type: none"> <li>• DER</li> <li>• Storage</li> <li>• Innovation Power Management at MV level</li> <li>• Innovation Power Management at LV level</li> </ul>

Table 2 Synthesis of IGREENGrid dissemination themes

### 3 Knowledge management

This chapter describes knowledge management principles:

- Approval process for dissemination materials.
- Implementation of the dissemination plan through the knowledge use.
- Dissemination materials collection and storage.

#### 3.1 Approval process

There are two types of communication and dissemination processes depending on the target and/or the content. Figure 1, shows the publication approval process.

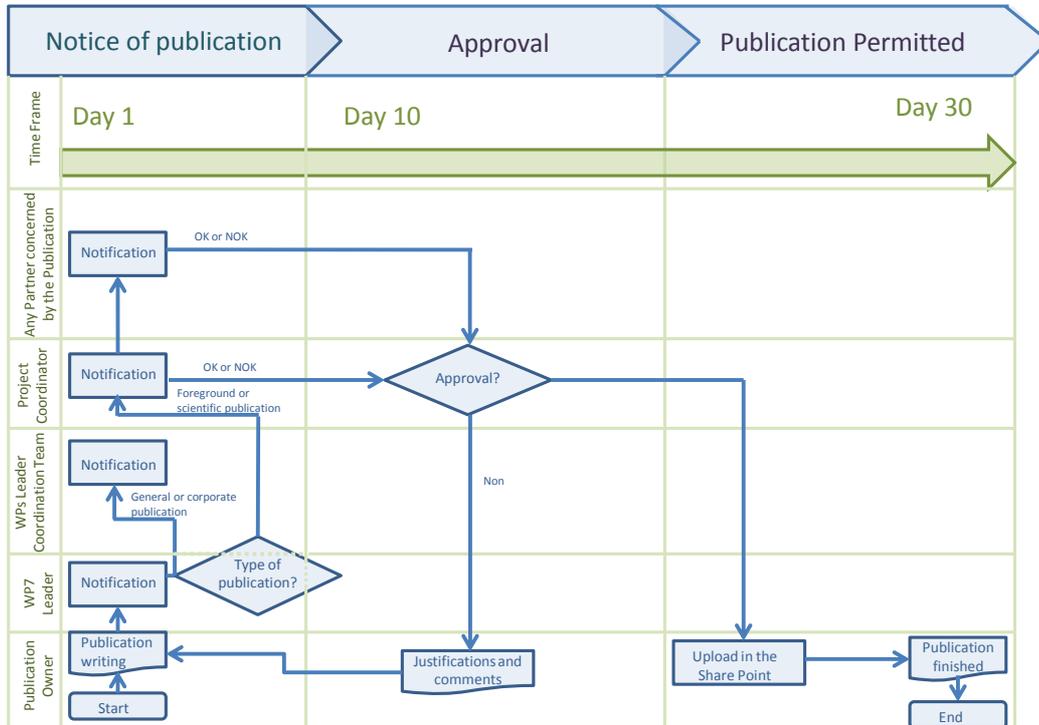


Figure 1 Publication approval process

### 3.1.1 Foreground or scientific publications

Any publication that contains foreground or results of the project should fulfill the following duties:

- Validation from the Steering Committee is needed.
- Publication should be in English or translated into English to allow validation process and dissemination whenever deemed possible.
- Dissemination activities and publications must follow article 8.3 of the IGREENGrid CA.

*“Prior notice of any planned publication shall be given to the other Parties concerned at least thirty (30) calendar days before the publication. Any objection to the planned publication shall be made in writing to the Coordinator and to any Party concerned within twenty (20) calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.*

*An objection is justified if:*

- a. the objecting Party's legitimate academic or commercial interests are compromised by the publication; or*
- b. the protection of the objecting Party's Foreground, Background or Sideground Held is adversely affected.*

*The objection has to include a precise request for necessary modifications.*



*If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate actions are performed following the discussion.”*

- Publications should be uploaded on IGREENGrid Repository.
- Publications should also follow guidelines mentioned in chapter 2.5.

### **3.1.2 General public communications, corporate communications or press releases**

Any publication that contains general information of the project without any reference to foreground or project results shall follow the instructions below:

- Agreement from the WPs Leader Coordination Team is sufficient to validate a publication.
- The publication will be stored on IGREENGrid Repository without need to translate it or to publish an abstract.
- Publication should also follow guidelines mentioned in chapter 2.5.

As an example for scientific articles (e.g. CIRED conference papers), publications may be done in two steps:

1. Abstract submission: abstracts are handled as general public communications, corporate communications or press releases; WP7 Leader should be informed and abstracts stored on the Repository.
2. Full paper submission: scientific papers should be handled as foreground or scientific publications and follow the approval process.

## **3.2 Knowledge sharing within the consortium**

We use IGREENGrid Repository to share the knowledge within the partners. It is accessible to consortium members at the following address: <http://www.iberdrolaingenieria.com/enovia>.

IGREENGrid Repository will be among others the tool to host all dissemination and communication documents. To this end, a dedicated document library will be created at the root of the Repository; all publications validated in accordance with the approval process described above will be stored.



## 4 IGREENGrid, SINGULAR and SuSTAINABLE projects- Modalities for interaction during the project

This chapter summarizes the collaboration planned between SINGULAR, SuSTAINABLE and IGREENGrid projects concerning common dissemination activities (see D1.7 for more information). The collaborative dissemination strategy is focused on the topic “Integration of variable distributed resources in electricity distribution networks”, and should act as catalysts:

- To enrich the dissemination strategy of each project.
- To spread messages to a higher audience.

Furthermore, in addition to the approach described hereafter, other formal or informal exchanges of information within the operational areas of these projects should be promoted and actively encouraged.

### 4.1 Stakeholders Committee participations

It has been agreed that every Project coordinator will invite two members of other two projects to their own “Stakeholder Committee meeting with external advisors” (also called “Advisory Board Meetings” by SuSTAINABLE, “External Advisory Board meetings” by Singular and “Stakeholder meetings” by IGREENGrid in some cases).

At least one of the two members should attend. But if other members of projects decide also attend to these meetings, it should be allowed.

The invitation to the meeting will be sent to other projects, at least, with two months of anticipation to facilitate the attendance to the meetings.

### 4.2 Web Presence and Interaction

To increase the visibility of projects web page, It will include links to the other project sites. In relation to the Social Networks (Linked IN, Facebook, Twitter...) the partners of each project will be invited to join the Communities of other projects.

### 4.3 Events

Projects under the same topic will be informed about the dissemination event held by other projects, and if it is possible they will be invited them. Also they will invite professionals of other projects to participate in its workshops.



Moreover some dissemination activities will be carried out together by the three projects.

After discussion between all projects and adjustment of dates the three projects agree to organize the following “Common events” in which the development of the three projects will be exposed to general public in open sessions:

- A workshop in Athens in April 2014 organized by SuSTAINABLE.
- A workshop in Paris in February 2015 organized by IGREENGrid.
- A workshop in Lisbon in November 2015 organized by Singular.

## 4.4 Publications

The three projects will provide articles to publish in its newsletter, and also they make together some publications that may be, for example:

- Newsletters (to provide project updates, main achievements, success stories, etc)
- Poster (to display simple key messages).
- Papers (foreground/ scientific publications and general public communications/ corporate communications).



## 5 Roles and responsibilities

This chapter focuses to define roles and responsibilities of IGREENGrid partners regarding dissemination activities (WP7) and describe interfaces between WP7 and other WPs or Demos to achieve knowledge use and dissemination. A number of individuals will be responsible for developing, delivering and managing communication messages throughout the project.

### 5.1 WP7 Leader & Project Coordinator

WP7 Leader and, by extension, project coordinator will be key in the process of securing proper dissemination of knowledge. They will pilot the dissemination process to ensure communication materials are created and disseminated as planned. Dissemination content will be made by all the project participants on the basis of their actual deliverables/findings,

In particular, WP7 and Project Management will:

- Manage the communication with the Steering Committee and Stakeholders Committee to ensure they understand the status and objectives of communication materials.
- Review communication materials, messages and events and provide sign-off where required.
- Ensure that the dissemination at the WPs level is being complied and ensure that the WPs Leader understands and communicates required messages to their respective teams.
- Follow-up on the completion of dissemination activities.
- Assess dissemination effectiveness.
- Update communication roadmap (see Table 6) to be included and updated in the D7.10 based on return of experiences of previous actions.

Ultimately, WP7 Leader will be responsible to gather in a formalized manner all dissemination content into the *“Final report on dissemination activities and description of exchanges experiences”* (D7.10).

### 5.2 General Work Package or Demo Leader

WP Leaders and Demo Leaders with the collaboration of WP7 Leader, are responsible for their dissemination strategy and producing dissemination content for communication themes deemed as relevant for their own WP.

### 5.3 Consortium Partner

Individually, each Consortium partner is invited to prepare and deliver communications (while



respecting at any time the approval process for dissemination content, as described in chapter 3.1 Approval process):

- Concerning own contribution to the project.
- Concerning the overall project scope

Consortium partners are also strongly encouraged to broadcast information regarding IGREENGrid both internally towards their employees and externally towards their partners and customers (for instance by creating a specific content presenting IGREENGrid on their own corporate website and linking it to IGREENGrid website).

Finally, they may be asked by WP Leaders (who are responsible for producing dissemination content for their own WP) to contribute to a dissemination activity.



## 6 IGREENGrid expectations from targeted audiences

This chapter focuses on defining target populations for dissemination, identifying current perceptions and barriers to efficient communication and defining commitment objective for each audience.

### 6.1 Target audiences

An analysis of target audiences is needed to ensure that appropriate messages are communicated to the right groups. It involves determining the number and type of audience groups, internal and external, as well as identifying the priority groups for communication.

Three levels of targets have been identified for IGREENGrid:

1. A Core Target gathers those who are impacted by or influencing the project, and those who provide skills, knowledge, decision making, feedbacks and/or approval to the project.

The core project target will be assigned a special communication effort and specific results are expected. Therefore, many communication means will be used to communicate to this audience.

IGREENGrid Core Target is constituted by the European Commission (EC) and the direct beneficiaries of the project (the 12 partners involved, including the 8 DSOs and Universities & Research centers).

All possible synergies between the different Partners will be taken into account to ensure the communication plan efficiency. The actions implemented by each partner within their respective interventions will also be taken into account to improve the communication in the project.

A special communication effort for this audience is mainly due to its importance as feedback provider and key access to reach the primary audience.
2. Targets constituting the Primary Audience are those who are interested by IGREENGrid Project, and indirectly affected by the project.

It includes National Regulatory Authorities which aim at establishing the legal framework ruling the relationships among energy sector actors.

The Stakeholders Committee members, GRID+, SINGULAR and SuSTAINABLE projects, other DSOs, TSOs, producers, manufacturers, ISGAN, EEGI and scientific communities are also targeted as a primary audience. This allows gaining notoriety in the community, sharing results and developing exchanges of results.

Finally, Press and Media can be an interesting target if we ensure that they receive the information and promote the European presence in Development and Innovation Projects.
3. The Secondary Audience includes all end users of electricity and DRES owners.

Communication towards all Smart Grids users will prove beneficial and advantageous to establish future values (e.g. innovation, renewable energy, sustainable development,



etc.) and to show the involvement of European actors of the energy sector.

Table 3 presents the synthesis of key audience groups further segmented by audience sub-groups:

Target Audience	Subgroups
Core Target	<ul style="list-style-type: none"> <li>• EC</li> <li>• Partners (Direct Beneficiaries):               <ul style="list-style-type: none"> <li>• The eight DSOs</li> <li>• The four Research Centers</li> </ul> </li> </ul>
Primary Audience	<ul style="list-style-type: none"> <li>• National Regulatory Authorities &amp; Policy Makers</li> <li>• Local Authorities &amp; Members States</li> <li>• Stakeholders Committee</li> <li>• GRID+, SINGULAR and SuSTAINABLE projects</li> <li>• TSOs</li> <li>• Researchers &amp; the scientific community</li> <li>• DSOs</li> <li>• Energy Suppliers / Retailers</li> <li>• Industrial Equipment Manufacturers</li> <li>• Distributed Generation Operators</li> <li>• Media</li> </ul>
Secondary Audience	<ul style="list-style-type: none"> <li>• End-Users / General Population</li> </ul>

**Table 3 Key Audience Groups**

During the project lifetime, different level of commitment may be identified from the audience and the consortium members. Communication and dissemination activities should target and address each commitment level by specific vehicles, channels and tools in order to improve the commitment from a lower to a higher level. For instance:

- For a specific audience from “Awareness” to “Understanding”.
- For specific partners form “Commitment” to “Operational”.

It is important to identify any communication barriers that may prevent dissemination content from being received appropriately as showed in the Table 4.



Target Audience	Current perceptions & barriers
Core Target	<ul style="list-style-type: none"><li>• Risk of confusion between the objectives and results of the different WP (in particular for Demos)</li><li>• Competitive environment between actors</li></ul>
Primary Audience	<ul style="list-style-type: none"><li>• Competitive environment between actors.</li></ul>
Secondary Audience	<ul style="list-style-type: none"><li>• Limited technical knowledge</li><li>• Smart Grids perceived as “hype”, “trendy” communication topic with no actual application to daily life.</li></ul>

**Table 4 Audiences perceptions & barriers**

This initial analysis will be completed and detailed over time accounting for feedback mechanisms and commitment evaluation. Furthermore, in order to deepen perceptions & barriers analysis, WP7 will feed on the output of other WPs, namely the following deliverables:

- D2.1 – *“Barriers for connection of DRES in distribution grids (Leader: TECNALIA)”*.
- D3.1 – *“Individual reports on the evaluation of local Pilot projects (Leader: TECNALIA)”*.
- D4.1 – *“Report listing selected KPIs and precise recommendations to EEGI Team for improvement of list of EEG (Leader: RSE)”*.



## 7 Communication delivery mechanisms

This chapter is focused to identify possible communication channels and materials to use for IGREENGrid project in order to ensure messages are communicated in a right way to target audiences.

### 7.1 Communication channels

Key themes and messages may be delivered through following channels:

- Face-to-face presentation and information session.
- Work team meeting (including conference call).
- Stakeholders Committee meetings.
- Public Workshops, including common dissemination events with SINGULAR and SuSTAINABLE projects.
- Conference presentation.
- Seminar participation.
- Press (selected on the basis of editorial positioning adapted to the communication objectives).
- Website (to communicate general updates and messages).
- Partners' institutional website.
- Repository (internal to project, to provide and share information/ results between project members).

### 7.2 Communication materials

Following formats may be used for communication purposes:

- Newsletters (to provide project updates, main achievements, success stories, etc.).
- Poster (to display simple key messages).
- Video interviews/ messages.
- Brochures.
- Presentations kits.
- Deliverables and official publications (foreground / scientific publications and general public communications / corporate communications).
- Press articles / press kits.
- Social networks.

### 7.3 Delivery mechanisms per audience

There are many delivery mechanisms that can be used effectively. Each has its advantages and disadvantages and the selection of the right mechanism for each audience group depends on:



- How does each audience group prefer to receive information?
- What objectives are we pursuing and which level of detail is required in each communication?
- What responses are we expecting or requiring from each communication?

It is important to note that as priority targets increase, more communication channels and materials will be used.

Below is the summary of channels and materials which may be used per audience group, with a highlight of key objectives for the group – these objectives will then be detailed per sub-group and dissemination content in the communication roadmap.

Target Audience	Objectives	Channels	Materials
Core Target	<ul style="list-style-type: none"> <li>• Share all possible synergies between the different partners to ensure Communication efficiency</li> <li>• Taking into account each partner contribution within their respective interventions</li> <li>• Perpetuating results and using them as models</li> </ul>	<ul style="list-style-type: none"> <li>• Face-to-face presentation</li> <li>• Information sessions</li> <li>• Project meetings</li> <li>• Workshops</li> <li>• Repository</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• Deliverables &amp; official publications</li> <li>• Newsletters</li> <li>• Presentations kits</li> </ul>
Primary Audience	<ul style="list-style-type: none"> <li>• Policy makers: Establishing the legal framework in force in the energy field</li> <li>• Scientific community: Gaining notoriety in the community, sharing results and developing exchanges on works</li> <li>• Media: Ensuring they broadcast information and indicate the European presence in Innovation projects</li> </ul>	<ul style="list-style-type: none"> <li>• Conferences presentations</li> <li>• Seminar participations</li> <li>• Stakeholders Committee</li> <li>• Workshops</li> <li>• Website</li> <li>• Specialized Press</li> </ul>	<ul style="list-style-type: none"> <li>• Deliverables &amp; official publications</li> <li>• Newsletters</li> <li>• Presentation kits</li> <li>• Brochures</li> <li>• Videos</li> <li>• Posters</li> <li>• Press kits</li> </ul>
Secondary Audience	<ul style="list-style-type: none"> <li>• Establish future values (innovation, renewable energy, sustainable development...)</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Press</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Presentation kits</li> <li>• Brochures</li> <li>• Videos</li> <li>• Posters</li> <li>• Press kits</li> </ul>

**Table 5 Delivery mechanism and objectives per audience**



## 8 Communication roadmap

This chapter proposes a macro-planning of dissemination actions over the project lifetime and linking all components of communication previously defined, e.g. target audiences, dissemination responsible, channels, materials, themes and objectives.

### 8.1 Communication roadmap

Each item of the Communication roadmap will incorporate the following pieces of information:

1. ID/Event: The specific intervention being planned.
2. Audience: Audience targeted by the specific event.
3. Event Objective: The audience's goals, expectations, concerns and fears will often prescribe the intervention objective and its appropriate owners. While the key objectives per audience were globally defined in chapter 7.3, each event will have a more detailed objective.
4. Chanel: Chanel used to deliver the intervention.
5. Material: Material used to deliver the intervention.
6. Owner(s): Partner in charge of delivering the dissemination content. It is important to select owners who are the closest to the audience to manage the intervention.
7. Timing/frequency: Timeline for the rollout of dissemination. In general, dissemination will be delivered early on, often and throughout all phases of the project.
8. Feedback Mechanism: This is a critical part of the plan, which provides understanding of the effectiveness of the event in meeting its objectives. It can be done formally or informally and it will be used as an input for the D7.10 "Final report of the dissemination activities".

Specific actions already identified in the DoW are listed in the roadmap below and will serve as critical dissemination tools:

- D1.5: "Report I: coordination with SINGULAR & SuSTAINABLE Projects".
- D1.6: "Report II: coordination with SINGULAR & SusTAINABLE Projects".
- D1.7: "IGREENGrid, SINGULAR & SuSTAINABLE Coordination Plan".
- D2.3: "Suggestions and comments regarding the use of EEGI KPIs in real Demo Projects (first step): First feedback to GRID+ initiative in order to improve the EEGI KPIs scheme".
- D4.1: "Report listing selected KPIs and precise recommendations to EEGI Team for improvement of list of EEG: Set of recommendations to improve Benefits and KPIs defined by EEGI in "Roadmap 2010-18 and Detailed Implementation Plan 2010-12"."]
- D4.2: "List of reference targets (country-specific & EU-wide) for grid integration of DER based on selected: Identification of effective solutions for DRES integration in distribution grids that could be scaled and replicated."
- D6.3: "Commercial and Exploitation Plan". Exploitation targets are: "EEGI team, Demo projects, DSOs, DRES promoters, manufacturers and Rest of players".
- D7.6-9 Four dedicated workshops towards professional associations and the research performers aiming at disseminating detailed results per key business areas.
- D7.3-5: Three newsletters.

In addition, the Stakeholders Committee will be an important knowledge sharing tool as the regular Stakeholders Committee meetings will allow presenting and analyzing IGREENGrid results and prepare dissemination with representatives of Member States, Regulators, Smart Grid Experts, ENTSO-E, etc.



ID	Event	Audience	Event Objective	Chanel	Material	OWNER	Timing/ Frequency	Feedback Mechanism
1	Steering Committee	IGREENGrid Steering Committee members	Presenting global project progress	Committee	Internal presentation material	Iberdrola	At least quarterly	Minutes & Decision log
2	WP Leaders Meetings	IGREENGrid WP leaders	Presenting WP progress	Committee	Internal presentation material	Iberdrola	Every two months	Minutes & Decision log
3	Stakeholders Committee	Primary audience	Presenting global project progress	Committee	Internal presentation material	ERDF	Twice per year	Minutes & Decision log
4	EC Meeting	European Commission	Presenting IGREENGrid global progress and focus on specific request by EC	Committee	Internal presentation material. Formal reporting	Steering Committee	Once a year	Minutes & Decision log
5	International Workshops for the Smart Grid Community	DSO, DRES players, Manufacturers, Regulatory bodies, Standardization bodies, R&D institutions	Introduce project assessments and outputs	Workshop	Packaged foreground publication	To Be Defined	Month 16, 22, 28, 34	Proceedings of the 4 workshops available online
6	Two additional events in collaboration with other relevant EU projects/initiatives	Energy community, Scientific community, Manufacturers	Introduce project assessments and outputs	Workshop	Packaged foreground publication	To Be Defined	Month 16, 35	Proceedings of the 2 workshops available online
7	Common dissemination activities with SINGULAR and SuSAINABLE	DSO, DRES players, Manufacturers, Regulatory bodies, Standardization bodies, R&D institutions	Introduce projects assessments and outputs	Workshop	Packaged foreground publication	To Be Defined	The last one in month 35	Proceedings of the 2 workshops available online



ID	Event	Audience	Event Objective	Chanel	Material	OWNER	Timing/ Frequency	Feedback Mechanism
	Projects							
8	Contribution to GRID+ activities	Primary audiences at international level	Disseminating detailed results per key business areas	Workshop	Packaged foreground publication	Iberdrola / ERDF	Regularly	Proceedings & contributions available online
9	Conferences/ Seminars presentation	Primary Audiences	Presenting project and Disseminating detailed results	Conference/ Seminar	Packaged foreground publication;	Conferences / Seminars presentation	Following well known events calendar (CIGRE, CIRED,...)	Conferences proceedings available online
10	Link from partners' websites to IGREENGrid website	Consortium members	Ensuring partners have a presentation of IGREENGrid (respecting its style sheet) and a link to project website on their Corporate website	Website	Corporate communication	ERDF	Q2 2013	-
11	IGREENGrid project website online	All	Having qualified, up-to-date public (external) content on project website	Website	General communication; Interview; Newsletter, Press kit	ERDF	Q2 2013	Interview
12	IGREENGrid Repository online	Consortium members	Having qualified, up-to-date internal content on project website	Repository	All	Iberdrola	Q2 2013	Interview focus group
13	Newsletter publication	All	Disseminating general communication, project updates, main achievements, etc	Website; Emailing	Newsletter	ERDF	Month 18, 24, 36	Interview



ID	Event	Audience	Event Objective	Chanel	Material	OWNER	Timing/ Frequency	Feedback Mechanism
14	Create IGREENGrid posters	All	Displaying simple, key messages to be used during conferences, etc.	Conference/ Seminar	Poster	WP 7 contributor	Q2 2013	-
15	Create official presentation kits	All	Disseminating general information in an official, centralized format	All	Presentation kit	ERDF	Q2 2013	Interview
16	Use of social networks	All	Introduce projects assessments and outputs	Internet	Presentation	To Be Defined	Q2 2013	Interview
17	Press articles	Targeted depending on editorial positioning and topic addressed	Disseminating general communication, project updates, main achievements, etc.	Press	Press article	ERDF and WP leaders	Nine articles during the project	Feedback form; Focus group

**Table 6 Communication roadmap**



# 9 Communications KPI & feedback mechanism

This chapter describes the means to measure the effectiveness of dissemination and gathering feedbacks regarding communication contents, in order to successfully implement the Dissemination Plan and even continuously improve it.

To ensure that the dissemination events are performing well in achieving the objectives pursued, evaluation has to be an integrated part of the dissemination process. A variety of performance indicators and feedback mechanisms may be used, focusing on two key areas:

1. Is the dissemination effective? E.g. are we using the right objectives, vehicles, content, etc.? Specific metrics per event in the communication roadmap will be measured after the event has been delivered. More general feedback about how the stakeholders/audiences evaluate the interventions will also be gathered on a periodic basis.
2. Are the dissemination actions achieving the required level of commitment? E.g. are the Communication actions impacting the behaviors and knowledge of the audiences?

Examples of effectiveness indicators:

- Do people know that specific contents exist?
- Has the right information been covered in a delivered message?
- Have people understood the objectives of a specific media?

Examples of feedback mechanisms:

- Surveys after events.
- Feedback cards attached to the dissemination material.
- Focus groups.

Examples of dissemination implementation follow-up:

- Detailed action plan follow-up.
- Steering committees review.
- KPIs in IGREENGrid Repository.

## 9.1 Measuring effectiveness

Metrics to implement to monitor effectiveness may be the following:

Metrics	How to Measure	When
Number publications	Number of publications by year	Yearly
Quality / Relevancy of the Newsletter content	Interviews	Quarterly
Level of satisfaction with quality of publications	Interviews	Depending on the channel and material (may be ad-hoc or on a pre-defined frequency)



Metrics	How to Measure	When
Number of events with presence of IGREENGrid	Number of events by year	Yearly

Table 7 Metrics for effectiveness measurement

Metrics are in charge of WP7 Leader.

## 9.2 Building and sustaining commitment

Feedback is the key to ensure the ongoing effectiveness of project communication and introducing continuous improvement for dissemination actions.

Some feedback mechanisms that may be used over the project lifetime include:

- **Interviews:** face-to-face interviews may be undertaken with key stakeholders to determine their expectations of the project, how they will measure success and potential risks. This information is used to determine the degree of alignment within the stakeholder group as well as identifying specific actions required with the stakeholders to ensure a successful dissemination.
- **Project email:** an email address anyone can send questions to. This mailbox will be regularly reviewed and used to ensure people receive timely feedback. It will also be confidential to encourage people to raise issues, opportunities for improvement, and feedback on project implementation.
- **Focus groups:** as the project progresses, focus groups may be used as a means of evaluating the effectiveness of communication items/events. Focus groups will give participants the opportunity to provide input and voice their opinions on the Dissemination Plan. The outcomes of the focus groups will be used as input to improving communications.
- **Feedback survey:** a feedback form may be used at the end of presentations, meetings or briefing sessions. The aim of the form would be to obtain information regarding the content of the sessions and whether it met expectations as well as suggestions, ideas or comments on how we could improve project communications

## 9.3 Implementing the Plan

The objective of dissemination plan is to build, share and communicate the project vision to targeted audience. To ensure this occurs, it is imperative that the preparation and development of the communication plan are as accurate as possible and implemented as specified.

Regular monitoring and reviewing of the Dissemination Plan's implementation and its effectiveness is required. Issues that arise will need to be managed appropriately and escalated as required.

To that end, the Communication roadmap presented in this document will be converted into a detailed action plan of dissemination actions which will be monitored by WP7 Leader and followed in Steering Committee.



Additionally, some metrics will be set-up to measure dissemination, e.g. among others:

- Total number of publications in the Repository and in the Website.
- Number of press articles published.
- Number of contributions to Smart Grids conferences.
- Number of participations to committees and seminars.

Finally, as the implementation of the Dissemination Plan will mainly be performed by stakeholders from other WP, strong coaching and support tools will be set up centrally by the WP7 team.



## 10 References

### 10.1 Project documents

All documents and/or resources mentioned hereafter are published on IGREENGrid Repository:  
<http://www.iberdrolaingenieria.com/enovia>.

List of reference document produced in the project or part of the GA:

- [DoW] – Description of Work.
- [GA] – Grant Agreement.
- [CA] – Consortium Agreement.

List of resources/sources for Dissemination Plan:

- IGREENGrid official logo.
- 7<sup>th</sup> Framework Program logo.
- European Union logo.
- Publication Approval Process.