RealValue

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Dissemination Plan
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TABLE OF CONTENTS

TABLE OF CONTENTS 3
1 DISSEMINATION STRATEGY 4
1.1 Introduction 4
1.2 Introduction to the Dissemination Plan 5
1.3 Target groups 5
1.4 Brand Guidelines 8
2 DISSEMINATION TOOLS AND ACTIONS 9
2.1 International Advisory Board 11
2.2 Website 13
2.2.1 Project website – Internal and external 13
2.3 Eurelectric and EASE Cooperation 17
2.4 Social Media 18
2.4.1 Twitter 18
2.4.2 Linked In 19
2.4.3 You Tube 19
2.4.4 RealValue Blog 20
2.4.5 Facebook 20
2.5 Visual Dissemination 20
2.5.1 Posters and roll up 20
2.5.2 Business Cards 21
2.5.3 Brochure 22
2.5.4 Project movie, AV-Clips, Testimonials 22
2.5.5 PowerPoint Presentation 22
2.6 Written Dissemination 23
2.6.1 Internal and External Newsletter 23
2.6.2 Articles in magazines and journals 24
2.6.3 Press releases 24
2.6.4 Reports and documents 24
2.7 Events, Conferences and Meetings 24
2.8 Consortium meetings 25
2.9 Project Launch 25
2.10 Workshops 26
3 COOPERATION BETWEEN H2020 PROJECTS - SMART GRID AND STORAGE 27
4 EVALUATION AND INTERNAL COORDINATION 29
5 CONSORTIUM CONTRIBUTION TO THE DISSEMINATION PLAN 32
6 TIMETABLE OF DISSEMINATION ACTIVITIES 41
7 CONCLUSIONS 53

1 DISSEMINATION STRATEGY

1.1 Introduction

The dissemination plan describes the methodology for the dissemination of the activities of the RealValue project, by outlining dissemination planning, tools and strategy. The Dissemination Plan represents a strategic document of the project, describing the general dissemination activities that are designed for the promotion of the project in the partner countries as well as outside the consortium. The plan outlines the main objectives of the project's internal and external communication as well as the steps to be followed in order to achieve them. Additionally, the plan describes the basic mechanisms that the consortium partners will adopt and possible steps towards their realisation. The dissemination plan will clearly define the various dissemination channels in terms of target groups and responsible partners. This plan will provide a strategic platform to monitor and maximise the impact of results. The dissemination measures will address all relevant stakeholder groups. Each partner will define and detail their channels and targets for dissemination activities.

The RealValue project aims to demonstrate how local small-scale energy storage, optimised across the European Union (EU) energy system with advanced ICT, could bring benefits to all market participants. The 36 month project, commencing 01 June 2015, is expected to cost a total of €15.5m (European Commission (EC) contribution approx. €12.0m). The Dissemination Plan intends to guarantee the spread of the knowledge gained in the RealValue project in the broadest and most comprehensive way.

It is the purpose of the RealValue consortium to share knowledge gained through the project (including tools specifications, reports, analysis of consumer behaviours, analysis of future scenarios and overview of results of field tests) with a wide range of stakeholders, while preserving the confidentiality and Intellectual Property Rights (IPRs) of the project partners involved.

RealValue aims to provide project results that will have a wide impact during, and beyond, the lifetime of the project by conducting extensive dissemination activities and measures addressing all the stakeholders involved. The Dissemination Plan is elaborated and presented at the beginning of the project as an indispensable support for the project partners, so that they define their activities and outcomes at an early stage. This plan will be reviewed every year and amended if necessary.

1.2 Introduction to the Dissemination Plan

It is important to define clearly the goals to be achieved by the dissemination strategy. This will be done throughout this document by answering the following five questions:

What will be disseminated? - The message to be sent

What do the audience need to know about the project? How can the objectives be communicated clearly? It is necessary to focus on clear, simple messages that are easy to understand and to get the right message to the right audience.

To whom? - The audience

These are the target groups that the project partners want to reach and what they can do for the project.

Why? - The purpose

The purpose of the activity is to raise awareness by letting others know what is being done, by informing), engaging (get input/feedback from people) and promoting (sell outputs and results).

How? – Tools and methods

There is a wide variety of dissemination methods to get the message to the target audience and achieve the purpose. The different dissemination tools and methods are described throughout this document.

When? - The timing

Dissemination activities have different relevance. Messages will also vary during the timeframe of the project. At the start, dissemination should focus on raising awareness of the project, and at the end on 'selling' achievements. Ideal opportunities for disseminating the project are conferences or events. Milestones should be set according to these events in order to obtain better results.

1.3 Target groups

The RealValue project aims to achieve maximum impact by an active involvement of a wide variety of target groups. To attain this objective, it is important to determine which audiences should be reached by each partner and what they can contribute to the project. Target groups

can be individuals, groups and organisations that are interested or affected by the activities and measures to be implemented in the project.

Efficient dissemination is therefore necessary to inform and engage stakeholders, and get them to participate actively in the implementation of the local demonstrations. The main objective of the dissemination strategy of the RealValue project is to spread the knowledge obtained in the project throughout Europe. For this it is necessary to establish a direct communication with the main target groups and key actors, and to adapt the activities of the project to their local situation and requirements.

The following audiences should be considered when identifying the target groups:

- **Internal audience** (within the local institution, public administration and/or the project consortium) - All consortium members should be kept well informed about what the other partners are doing.
- **Other projects** - Sharing results with other projects, within the programme and across programmes. Meetings and thematic conferences are an excellent opportunity to share what's being done and get feedback from projects doing similar work or facing similar problems and issues.
- **External stakeholders** - Stakeholders are both target groups and supporters of the action that will be carried out. There is a wide variety of possible stakeholders according to the specific objectives of each partner.
- **People in local communities** where the deployment is taking place / EU citizens - Involving the community in early stages is the most efficient way of disseminating the project's objectives.
- **Politicians / Civil Servants / Policy Makers** at local, national and European level.
- **Funding bodies** at local, national and European level.
- **Energy / Electricity Organisations** in Europe.
- **Academic institutions / Research Institutions**
- **Influential lobbying associations in the European Energy Sector**
- **Local, national and EU media**

Within RealValue relevant target groups and key actors can be structured in the following categories:

- **Energy Industries**

These are for example utilities across Europe. This group needs usually concrete information about innovative solutions.

- **The general public**

The ultimate beneficiary of the actions of the project is the general public. For this reason, information on project activities aimed at this broader audience is of great importance. This target group consists mainly of end users participating in the demonstration trials.

Dissemination should aim at raising awareness of the benefits of the project. Most information will reach this target group directly through brochures, surveys, events or through websites.

- **Decision and policy makers**

These are for example politicians and civil servants, but also policy makers. Examples include heads of local authority departments (energy and environment).

This group needs usually concrete, preferably personalised, information. A half page with information is usually enough to transmit a message. Policy makers need to easily see the contents and services in order to raise their personal understanding and to be aware of successful case studies and examples. The results and implementation steps for the actions are the most important information source for this target group.

- **Academic Institutions**

Educational institutions (universities, schools), energy agencies and technology research centres are very important group.

Universities and research centres usually interact with other networks and have a wide experience in communication and dissemination, reaching wider audiences.

Finally, **networks** are ideal platforms to multiply ideas and strategies.

- **Internal audience**

This target group refers to the consortium partners of the RealValue project. Dissemination and exchange will take place within this group by means of a monthly newsletter which includes the most relevant information, activities and results of the partners.

1.4 Brand Guidelines

In order to ensure the consistency of the RealValue project and to increase awareness, the Project Management Office (PMO) created RealValue project Brand Guidelines outlining the fonts, colours, logos and standards to be used in all communication and documents relating to the RealValue project. All partners are required to adhere to the communication guidelines throughout and beyond the duration of the RealValue project.

2 DISSEMINATION TOOLS AND ACTIONS

The following section outlines different communication channels to be deployed by the RealValue project. Each Work Package leader provided the most appropriate channel for their respective outputs. In order to achieve the most efficient dissemination towards the identified target groups traditional and more sophisticated dissemination tools and actions will be applied. These tools and actions include:

- Project brochure: Provides a professionally produced and concise overview of the project, its aims and broader importance, as hard and soft copies. Accessible to the general public and to be used at launch and dissemination events it can be easily distributed as the 'project business card' simplifying introductions and creating goodwill. It will be updated as required (to be developed by GDI with input from all partners).

- Project website: (www.realvalueproject.com) provides easy access for the public as a contact point and a source of general project information in several languages. The website will be updated to reflect the progress of the project. It offers opportunities to engage and participate, contains contact information for project partners, technical information, planned events, links to publications and information about the wider importance of thermal storage to future power systems (to be developed and managed by GDI with input from all partners).

- Publications and Events: The high calibre of academic partners included will ensure that the work is published in leading peer reviewed academic journals i.e. IEEE, IET and Applied Energy Journal. Presentations at conferences and workshops will further promote the project within relevant communities i.e. distribuTECH and European Utility Week. Short articles designed for the popular press and corporate magazines will create access to a broader audience (to be coordinated by GDI with input from all partners).

- Social Media, Radio or TV: Public engagement is at the heart of the projects ambition, which seeks to make complex demand response issues accessible to a wide audience and thereby promote the uptake of thermal storage demand response solutions. Social media i.e. YouTube, LinkedIn and twitter, will play an important role in engaging with trial participants and to ensure the greatest possible outreach within the energy sector. In addition to social media channels, RealValue seeks to use radio and television appearances, where appropriate and practical (to be coordinated by GDI with input from all partners).

- Video: In conjunction with social media, videos are emerging as a powerful tool to access large audiences. YouTube is the second most used Internet search engine after Google. Professionally produced, these can effectively convey project outputs and act as teasers to further engage with some of the other project communication channels (to be developed and managed by GDI with input from all partners).

- Workshops: Consumers, participants and installers can contribute a wealth of information for this project and help us understand their needs and perceptions. RealValue will actively engage with participants in the co-creative environment of workshops to take full advantage of their insights.

- Posters, roll-ups,

- PowerPoint presentations,

- Networking

To maximise project promotion and building awareness the project will ensure that below activities are delivered:

1. Distribution of brochures and newsletters to EC, energy agencies, general public policy makers, local governments and other relevant organisations.

2. Organisation of at least two workshops per country to which representatives of the target groups and key actors will be invited to hear about the results of the project.

3. Ten presentations to relevant stakeholders about the project.

4. At least three articles in relevant professional journals or magazines in each country, where such publications exist.

5. The stakeholder workshops in each country are also intended to aid transferability and dissemination.

6. Dissemination through existing networks such as Eurelectric, EASE that operate at high level and that will reach out to many potential followers, using their contact / member lists, their existing media and their conferences.

Table 1 – Dissemination Activities

Channel	Targeted frequency	Type of audience	Language	Targeted audience size	Initiating partner
Project brochure	1 at start 1 after 3 years Inserts every 6months	All	Eng	1000	Project Coordinator (Glen Dimplex)
Project website	Month 4	All	Eng, Ger, Latvian	>50,000 visits after 5 years	Project Coordinator (Glen Dimplex)
Project Launch	Month 6	All	Eng	100-150	Project Coordinator in cooperation with all partners
Project website extension	Month 6	All	Eng, Ger, Latvian	Idem	Project Coordinator with cooperation with German and Latvian partners
Conference contribution	≥ 3 per demonstration site (UK, IR, LA, GER)	All	Not specified	50-250 per conferences	Leaders of WP1-6
Publications	≥ 5 per research institution / University	All	Eng	> 5000 in total	Research institutions / Universities
Press Release (written)	≥ 10 per year	All	Country's language	≥ 5000 per country	Individual Partners
Social Media, Radio or TV	Once in each country having ≥ 3 participants	All	Country's language	≥ 10000	Partners per country together
Exhibition contribution	≥ 2 per demonstration site (UK, IR, LA, GER)	All	Not specified	250 – 1000 per exhibition	Individual partners
Videos	1 at month 6 1 at month 18 1 at month 36	All	Eng	≥ 10000	Leader of WP7
Workshops	2 per country	All	Country's language	30 per event	Individual partners
Seminars	≥ 2 Latvian, UK	All	Lat, Eng	20-30 per class	Research Institutions / Universities

2.1 International Advisory Board

The International Advisory Board (IAB) has been established to give a strategic advice and in particular to note any emerging trends in this fast moving area. The IAB will be asked to comment on all aspects of RealValue project. At the earlier stages of RealValue the focus will be on demonstration deployment and modelling while at later stages the focus will be on emerging results and conclusions

The International Advisory Board (IAB) will meet by phone for two hours at strategically important times during the life of RealValue, it is expected that there will be on average two calls per year. A short briefing document outlining progress to date, a self-assessment and highlighting any particularly critical issues facing the RealValue project will be circulated in advance. The calls will be led by Mr Neil Stewart and assisted by Prof. O'Malley (who has significant experience acting on similar boards internationally).

The IAB membership

- Ms Sila Kiliccote, Commercial and Renewable Integration Sector Lead at the demand Response Research Centre at Lawrence Berkeley National Laboratory.
- Gian Carlo Scarsi, Head of Unit, DSO - Eurelectric
- Ms Mónica Espinosa Caldas Director of Strategy and Commercial Development Endesa Energia SAU
- Dr. Paul Denholm, Senior Analyst, Energy Forecasting and Modelling Group, National Renewable Energy Laboratory. Dr. Denholm is recognised globally as the foremost authority on how to value storage on electricity grids.

Role of IAB

- Expert advice and support
- Sharing of knowledge (emerging trends etc.)
- Dissemination of Results and key milestones
- Help raise the profile of the RealValue Project

2.2 Website

2.2.1 Project website – Internal and external

The website of the RealValue project is a major tool for disseminating information about the project to a broad audience. Therefore, it has a simple and modern design which allows visitors to get rapidly an overview of the project and its main objectives. The website is divided into two sections: internal (for consortium partners) and external (for the general public).

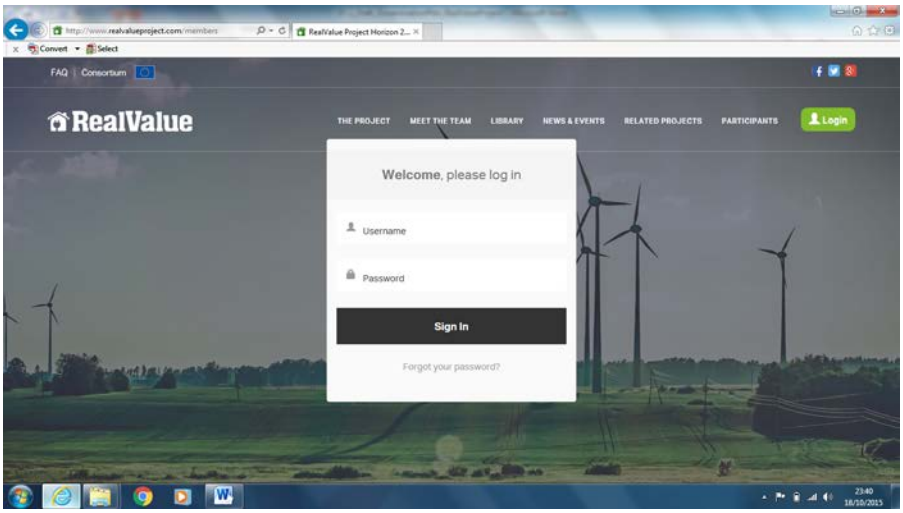
1. ***Internal website***

An internal site/Members Area (protected by password) has been developed in order to facilitate a smooth communication and interchange of material between the consortium partners. It will contain all relevant information produced in the framework of the project. Among other documents, the internal website will contain the following material:

- Documents
- Minutes
- Presentations from workshops and other internal meetings
- Reports
- Templates
- Useful links

Additionally, the internal section of the website will have an up- and download area for sharing material among the partners, such as pictures, graphics, tables and best practice examples.

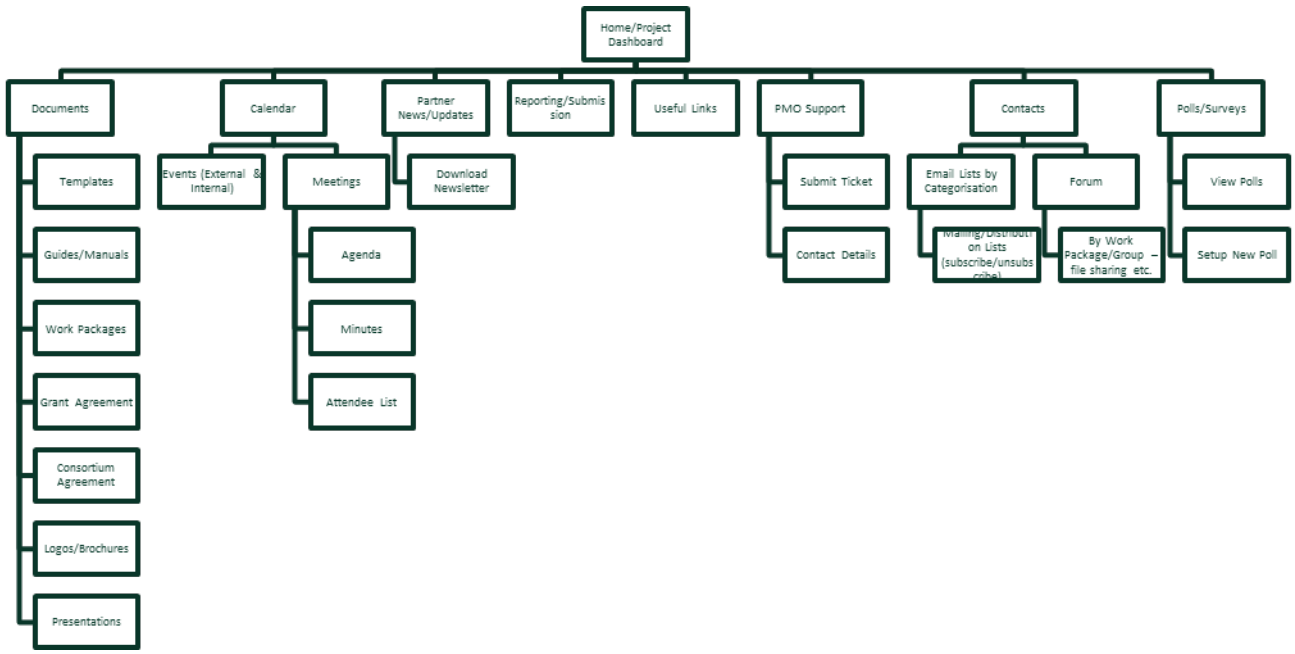
Figure 1 Internal website of the RealValue project



Internal website structure

The portal will consist of the following sections to enhance internal communication and improve collaboration, providing a centralised location for the storing and monitoring of all project activities:

Figure 2 Internal website web tree



- Home/Project Dashboard/Reporting;
- Documents/Links - Templates/Guides/Manuals;
- Calendar/Events/Meetings;
- News/Updates;
- Project Management Office Support/Help Desk;
- Glossary/Project Definitions
- Contacts - Mailing Lists (Subscribe/Unsubscribe)/ Work Package Communication Forms, and Polls/Surveys.

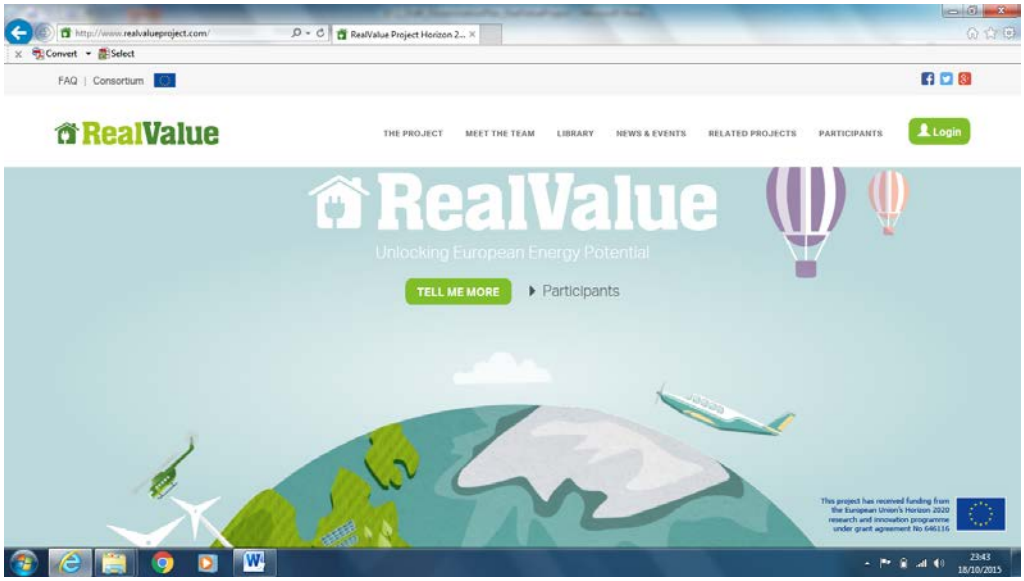
2. External website

The website provides easy information access for external visitors. Therefore it is designed in an attractive and user friendly way with a simple structure. The website will be updated on a regular basis and on the occasion of project meetings. For ensuring regular and easy updates, the website is based on a simple content management system. The results (minutes, pictures, to-dos) will be published shortly after each meeting.

The website will include English, German and Latvian language. In order to achieve the

large-scale use of the external website, it will be accessible for everybody free of charge and contain an extensive link area. It will contain links to important projects and networks that are active in the field of energy storage and smart grid.

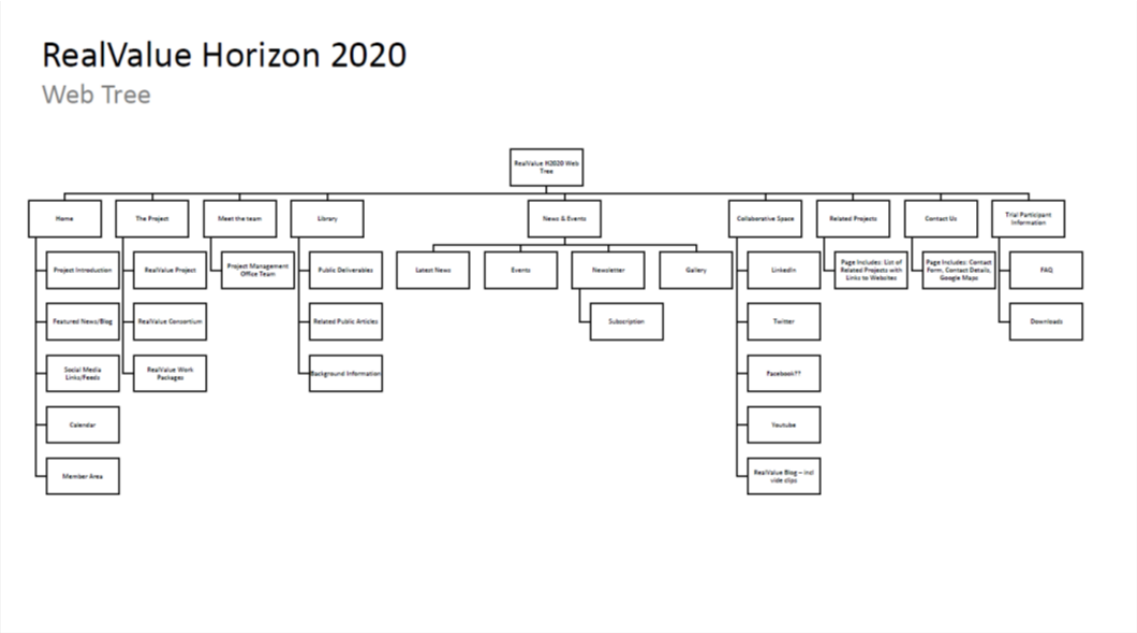
Figure 3 "Home" page of the external website of the RealValue project



The official URL for the website is http://www.realvalueproject.com/. It is the public-facing component of the RealValue web presence. The website will provide a means to communicate with the audience about the activities of the RealValue project. It went live officially on 06 October 2015. The website is hosted by GoDaddy, the world's largest domain name registrar. The website runs on a standard LAMP (Linux, Apache, MySQL, and PHP) environment. The Content Management System will be operated via Expression Engine EE). The EE is a multi-purpose content management system developed by American Software Company Ellis Lab. EE allows website administrators a means of managing their website without the need to understand or use code, though it also offers features useful for practiced developers and designers.

External website structure

Figure 4 External web tree



Home

- Project Introduction
- News/Events
- Social Media links
- Calendar
- Member Area

The Project

- RealValue Project
- RealValue Consortium
- RealValue Work Packages

Meet the team

- Project Management Office

Library

- Public Deliverables
- Related Public Articles
- Background Information

News & Events

- Latest News
- Events
- Newsletter (under development)

- Gallery (under development)

Related Projects

- H2020 Projects (under development)
- Other Projects

Contact Us (Under development)

- Contact details including map

Participants

- Trials in Ireland/UK
- Trials in Germany
- Trials in Latvia

The RealValue project website has already begun to generate news items. Four news items were produced for the site so far. Project news will continue to be updated throughout the life of the project.

In order to measure the success of the website in informing the wide range of stakeholders about the RealValue project, there will be a regularly website analysis. The analysis will carried out approximately every three months. This will allow detailed monitoring of traffic to the site.

2.3 Eurelectric and EASE Cooperation

The RealValue project coordinator Glen Dimplex is an active member of the European Association of the Storage of Energy (EASE). Rowena McCappin (RealValue Project Business Director) currently sits on the EASE Executive Board. Glen Dimplex plays an important role in all the EASE Committees and the relevant Working Groups and Task Forces. Representatives from Glen Dimplex attend all the meetings and get the regular chance to promote the work of GD and the RealValue project. These meetings also present excellent networking opportunities.

Glen Dimplex is a business associate member of Eurelectric. Glen Dimplex is on the mailing list and receives all their updates. Glen Dimplex has regular informal meetings with the relevant business units re lobbying, events etc. and attends and exhibits at the annual conference every year and present also Eurelectric offers excellent networking opportunities for Glen Dimplex. As members of Eurelectric, Glen Dimplex have access to their Global network of electricity market associations. Typical activities include: promotion on Eurelectric-JRC smart grid portal and in the smart grid portal newsletter, opportunities to speak at Eurelectric smart grid project academy workshops, hyperlink to the RealValue project website on Eurelectric public website, circulation of RealValue project news and press releases within Eurelectric contact lists.

In relation of dissemination of project activities; RealValue will benefit from:

- Promotion in the Eurelectric 'Daily News' articles.
- "Pre-prepared" quotes being retweeted through Eurelectric Twitter account.
- A link from the RealValue website to the new mini Innovation website within Eurelectric which will be live from December 2015.
- Attending, exhibiting and speaking at the Eurelectric Annual Event.
- The distribution of RealValue project brochures to the delegates at the Annual Conference and other events.
- Dedicated mailings with RealValue information to relevant Eurelectric stakeholders and members.
- Speaking and attending at Eurelectric events – first will be held in Brussels, 02 December 2015 - Bracing for change: Recipes for a consumer's new deal.
- Provide RealValue project updates in the EASE monthly Newsletter

Eurelectric and EASE will be used to disseminate information on RealValue among members and partners. Announcements related to events and any other relevant information on RealValue will be periodically published through Eurelectric and EASE.

2.4 Social Media

The RealValue project will produce a number of social media accounts which will be used to promote the work of the project. The Project Office will coordinate all social media and will look for new content. The project will start with a Twitter account and LinkedIn. New social media channels will be included as the project progresses. These will be used to inform and communicate with the general public, the energy sector, industry, the academic community, the EC etc. The RealValue social media accounts will be used to showcase the work of the project and provide important information about the project activities and to promote project. All channels will allow for a dialogue between the RealValue project and many of the key stakeholders by encouraging feedback and interaction on various aspects of project activity.

2.4.1 Twitter

- The aim is to raise brand awareness of the project through interesting content and instant calls to action – e.g. "please retweet", "click here".
- Twitter Analytics tells what its followers are interested in, in terms of individual RealValue tweets - so the project can see what sort of content is and isn't working - and also more generally, in terms of their demographics, lifestyle, politics, news sources, etc., so that it can tailor content more accurately.
- Encouraging followers and guests to tweet from RealValue events enables the

organisation to engage in online listening, join in the conversation, address any issues instantly and reply to or retweet positive comments.

- Content: It will consist of information describing the project and the most updated news in relation to the project activities
- Key Metrics:
    - Number posts per month
    - Number of followers every month
    - Number of mentions every month
    - Number of Retweets
    - Number of lists
    - Number of hashtag usage
    - Influence of Twitter followers
    - Referring traffic
    - Favorited tweets

2.4.2 Linked In

- The aim of this channel is to raise the profile of the RealValue project
- Content: It will include posts and updates - news, events, project information. Text, photo, video & infographics; share a mix of relevant links, blog posts, and engaging content, promote upcoming events and engage with influencers
- Create and join relevant groups
- Encourage employee participation
- Monitor and participate in Q&A
- Key Metrics:
    - Number of posts per month
    - Increase in page follows
    - Number of comments, likes, and shares
    - Group participation
    - Referring traffic
    - Lead generation/new customers

2.4.3 You Tube

- The aim of this channel is brand awareness and engagement with public
- Content: It will include showcase project results, create a video series to share – testimonials
- Key Metrics:
    - Number of views after one month
    - Number of shares

- Referral traffic
- Pages ranking on key terms from YouTube

2.4.4 RealValue Blog

- The RealValue blog aims to share and get feedback from audience. Blog will promote project and will include photos, videos, text, and short stories.
- Key Metrics
  - Number of posts
  - Number of bloggers
  - Number of social shares
  - Audience growth—unique and return visitors
  - Conversions
  - Subscriber growth
  - Inbound links
  - Directory listings for infographics

2.4.5 Facebook

- Key Metrics:
  - Number of posts per day
  - Page follows
  - Likes
  - Engagement and comments
  - Referring traffic
  - Share

2.5 Visual Dissemination

Dissemination of the project objectives and activities through a wide range of materials is an efficient way of transmitting a message to a specific public. This type of dissemination is especially successful in target groups related to, which are the main target groups of the RealValue project, since individuals can easily enter in contact with paper-based material in their everyday activities. The following paper-based dissemination materials will be produced throughout the duration of the project.

2.5.1 Posters and roll up

Posters and roll ups are excellent instruments to approach people and get personal feedback. They allow a simple and clear description of the project, and can be easily transported and displayed at any type of event, such as exhibitions, conferences, workshops or poster

sessions. A comprehensive and attractive roll up will be produced in the RealValue project, showing the most important contents of the project. It will also contain a link to the web site and will mainly be used for networking purposes at events.

Figure 5 RealValue Roll ups

2.5.2 Business Cards

The business cards for the RealValue PMO team will be produced and will be used to promote the project objectives, as well as its website, all its services and downloadable products. It will be sent out and distributed at conferences, events and locally.

Figure 6 Business Card

2.5.3 Brochure

A general brochure has been produced which provides a description and summary of the project. The layout and content will ensure it is accessible and easily understood by the main target groups as well as a means for directing people to the website. It will be distributed at conferences and workshops and by direct mailing to key organisations and individuals.

The brochure will be published in a simple language and will have an eye-catching design. The electronic version (e.g. PDF file) can also be circulated electronically. The website, direct mail and events will be common ways to distribute it, in order to obtain better dissemination of the project. In addition to the brochure which will be used as well as a folder the PMO will produce inserts every 6 months which will include summary of the main achievements, lessons learnt and recommendations.

2.5.4 Project movie, AV-Clips, Testimonials

An AV clip is ideally suited to disseminate ideas, information and know how. The elaboration of an AV clip on the experience of the RealValue project is planned for the month 6 of the project, and will give a general view of the activities carried out and objectives achieved.

In addition to the AV clip the RealValue will produce two more movie clips in months 18 and 36, which will contain the key elements of the project concept, including applications, lessons learnt and recommendations. It will also include statements from stakeholders, key actors and end users, in order to illustrate that the implementations are realistic and can be replicated in other situations and locations.

YouTube

The project movie sections will be uploaded on the video sharing website *YouTube* for world-wide dissemination. *YouTube* is a website on which users can upload and share videos, and which is continually increasing in popularity. It will allow the sections of the project movie to be sent electronically as links which are much more user-friendly.

2.5.5 PowerPoint Presentation

RealValue will be presented at numerous local, national and international meetings and conferences. Therefore a standard PowerPoint presentation containing information about the objectives, key elements and main target groups of the project will be produced.

This standard PowerPoint template presentation will also be used by all partners during project lifetime, and will be updated regularly. The PowerPoint presentation is structured in the

following sections:

1. EU - Energy Union Package
2. EU energy landscape – overview
3. Horizon 2020 – Energy and Flexibility
4. Demand Response / Demand Side Management
5. RealValue introduction
6. RealValue Partnership
7. Smart Electric Thermal Storage System (SETS)
8. RealValue objectives
9. RealValue overall concept
10. RealValue expected impact
11. Enhanced Customer Engagement / Behavioural Study
12. Dissemination

Figure 7 Cover slide of the PowerPoint presentation

2.6 Written Dissemination

2.6.1 Internal and External Newsletter

Project newsletters will be used to showcase the results of the project. It will be distributed to a large number of stakeholder recipients. This communication tool will mainly show project progress and provide a summary of the results achieved. Newsletters will be issued bi-annually to the project distribution list in order to increase awareness and create expectations for potential attendants of workshops. The internal newsletter will be available for all partners via Member Area and the external newsletter will be available in project website. Partners are welcome to publish interesting experiences and good practices in newsletters.

2.6.2 Articles in magazines and journals

The publishing of articles in relevant professional magazines and journals guarantees the dissemination of the RealValue project among specialists and decision makers. At least five articles in specialist publications should be released in each country, where such publications exist. These can vary in length.

Electronic versions and printed examples of these publications will be sent to the project coordinator and will be posted on the website of the RealValue project. Partners are welcome to publish interesting experiences and good practices in project newsletters.

2.6.3 Press releases

Press releases are an important dissemination tool which can be used on important occasions in the course of the project, such as project meetings and other milestones. They should be addressed to national, regional and local media to inform local stakeholders and citizens. All partners will work with the local and regional press to present their activities in the project. This can be done via press conferences, but also through articles for magazines and in city, regional and national papers.

Partners hosting consortium meetings should use the opportunity to inform the press about the project.

2.6.4 Reports and documents

Any relevant report or document on the RealValue project which is produced by the project partners will be uploaded on the website of the project. Partners can learn from each other's experiences through reports. These can include information such as guidelines, methods, evaluation criteria, toolkits, questionnaires, etc.

2.7 Events, Conferences and Meetings

Conferences, meetings and events are excellent opportunities for project partners to learn from each other, discuss common issues and get feedback on their work. These kinds of events are also a great chance to carry out an effective dissemination of the project inside and outside the consortium.

During the project, the partners will have the chance to meet on different occasions, especially at the consortium meetings. RealValue will also be presented in local, regional, national and international events such as workshops and conferences.

2.8 Consortium meetings

The Project Management Office together with the hosting partner will manage and prepare seven project consortium meetings. During these meetings all partners will have the opportunity to provide update on their work packages, raise issues and discuss next steps.

These kinds of meetings are also an opportunity, especially for the hosting city, to disseminate the project and its benefits locally. Consortium meetings are planned to take place as follows:

- Brussels, Belgium (Kick-off meeting, July 2015) hosted by Glen Dimplex
- Riga, Latvia (February 2016) hosted by RTU
- Mannheim, Germany (October 2016) hosted by MVV – preparation for the first periodic report
- Helsinki/Espoo, Finland (March 2017) hosted by VTT – preparation for the Exploitation plan (to be confirmed)
- Oxford or London, UK (September 2017) hosted by University of Oxford (to be confirmed)
- Dublin, Ireland (February 2018) hosted by SSE/GD/Intel (to be confirmed)
- Brussels, Belgium (April 2018) hosted by GD – Final Review (to be confirmed)

2.9 Project Launch

The PMO will organise the Project Launch which will be held in Dublin on 09 December 2015. This event will provide an opportunity to build an awareness of the project across whole Europe. During this event, the RealValue project will present the main objectives, expected impact and project progress to date. There will be also a ‘spotlight on innovation’ where all partners will have the opportunity to present their outputs/products for the RealValue project.

The RealValue project will invite a wide range of stakeholders including representative from European Commission, energy industries, universities, SMEs. All partners will provide a list with potential invites from their countries.

This event will be an excellent opportunity for the dissemination of project activities across Europe.

The event will be hosted at Croke Park in Dublin and it is envisage that all partners will participate together with a wide range of stakeholders.

2.10 Workshops

Workshops are small interactive events held to achieve a specific objective. A workshop could be used to disseminate the project and get feedback from stakeholders, users and target groups. Therefore, from the project onset there will be a focus on activities such as capacity building, empowerment of key actors, stakeholder involvement by regular awareness raising activities and workshops.

3 COOPERATION BETWEEN H2020 PROJECTS - SMART GRID AND STORAGE

Proposals selected in the first calls for proposals of H2020 in the field of smart grids and storage (LCE6 and LCE10 under the 2014 call for proposals) have been requested to cooperate through regular common workshops, exchange of non-confidential reports, etc. According to the call text, all projects should investigate the legal and regulatory environment, the business models, etc. i.e. all non-technical barriers which could prevent the implementation of the developed solutions thus preventing the translation of those solutions into viable product and services.

This cooperation will allow the ensemble of projects to build a more coherent view and analysis on these non-technical issues, derive answers to these and deliver consolidated views to the right audience and under the right format to the policy & regulatory makers which will have much more impact and weight than a number of uncoordinated inputs.

The main objectives are:

- to understand and identify the issues of non-technical nature faced by the different projects;
- to group and organise these in a coherent way which corresponds to the EU policy environment;
- to reflect together on how to tackle them and deliver coordinated and ad-hoc inputs for policy makers, regulatory bodies, etc. at local, national and EU level.

Four Working Groups were identified as follows:

- Data Management
- Business Models
- Regulation
- Customer engagement

For each WG a chair and rapporteur have been indicated as well as at least one representative from the European Commission. The current list is provided in annex. Chair and rapporteur carry a joined responsibility towards delivering high quality reports within agreed deadlines.

Projects will contribute to the Working Groups which are relevant to them and will involve people who will be in charge of the same specific tasks in their project.

The WGs will meet at least twice a year, preferably in Brussels. Additional ad hoc meetings can

be organised if required, at locations decided by the WGs. Each project on a rotation basis shall organize a dedicated collaboration workshop. Plenary meetings gathering representatives from all WGs will be organised on the initiative the European Commission with the participation of EC Project Officers. The costs for organising these actions are eligible costs and will be covered by the specific contracts (no additional funds will be granted).

In addition to this section that is common to all WGs, this document combines the Terms of Reference (TOR) of the different Working Groups (WGs) according to the following structure:

- Objectives
- Key input documents
- Topics
- Methodology
- Output / deliverables

In terms of output/ deliverables, a minimum of one formal annual report is requested according to a common template.

Other forms of output / deliverables such as workshops, seminars, targeted dissemination events, etc. are highly recommended.

The RealValue project is involved in all four working groups. Currently Rowena McCappin (RealValue Project Business Director) is the Rapporteur of the Business Models Working Group.

4 EVALUATION AND INTERNAL COORDINATION

In order to be very effective the dissemination strategy must be monitored on a continuous basis. Each communication tool used by the RealValue project will be monitored and evaluated in order to ascertain its effectiveness.

The following evaluation methods will form the basis upon which the delivery of the RealValue dissemination strategy.

1. Website will be subject to high levels of monitoring and evaluation to assess its performance. The evaluation will help to ensure that the website's content is relevant for the main stakeholders and that it is also easily accessible, in terms of site navigation.

    a. Google Analytics will be used as the main evaluation tool for the website and will be used to capture information relating to the number of people accessing the site; where they are from; which sections they are visiting; and how long they spend on the site, etc.

2. Social Media channels will be established and different techniques will be used for each platform. This evaluation will be focused on measuring audience engagement. There will be a monthly bespoke report detailing in a concise format an overview of performance on each of the social media platforms. This report will include statistics such as increase in followers, likes, post reach and engagement etc.

    a. Twitter – the number of RealValue tweets that are clicked, replied to, favourite, retweeted or result in new followers will be used as an indicator of the impact of that particular social media posting. These active engagement indicators will be used to help evaluate the effectiveness of the RealValue project account. Twitter Analytics tells what its followers are interested in, in terms of individual RealValue tweets - so the project can see what sort of content is and isn't working - and also more generally, in terms of their demographics, lifestyle, politics, news sources, etc., so that it can tailor content more accurately.

    b. LinkedIn - Monitor and participate in Q&A

    c. Facebook – 'Insights' will measure who visited Facebook page and how many times, and which post was the most interested for audience

    d. The RealValue blog aims to share and get feedback from audience. Blog will promote project and will include photos, videos, text, and short stories.

3. Events – The RealValue project will be involved in the delivery of a number of different types of events to include seminars, workshops, and conferences. A number of different techniques will be used to assess the effectiveness of each event to include: a record of the number of attendees, any media coverage generated, and feedback from participants.

Internal Coordination

To achieve project's dissemination goals, all partners must participate actively in dissemination actions which are established in RealValue Dissemination Plan.

All partners should participate in social media activities, according with the efforts dedicated to dissemination:

- All partners should be active in all social channels created (Twitter, LinkedIn, Facebook, YouTube).
- All partners should retweet RealValue project's Tweets in order to reach a wider audience and spread information.
- All partners should use the hashtags #RealValueproject, #RealValue or mention the twitter profile @RealValue2020 in their related tweets.
- Share dissemination material, photos, videos, broadcast, etc. on RealValue's website and Facebook
- Start discussions on LinkedIn about topics related to the project (technical, ethical and social discussion).

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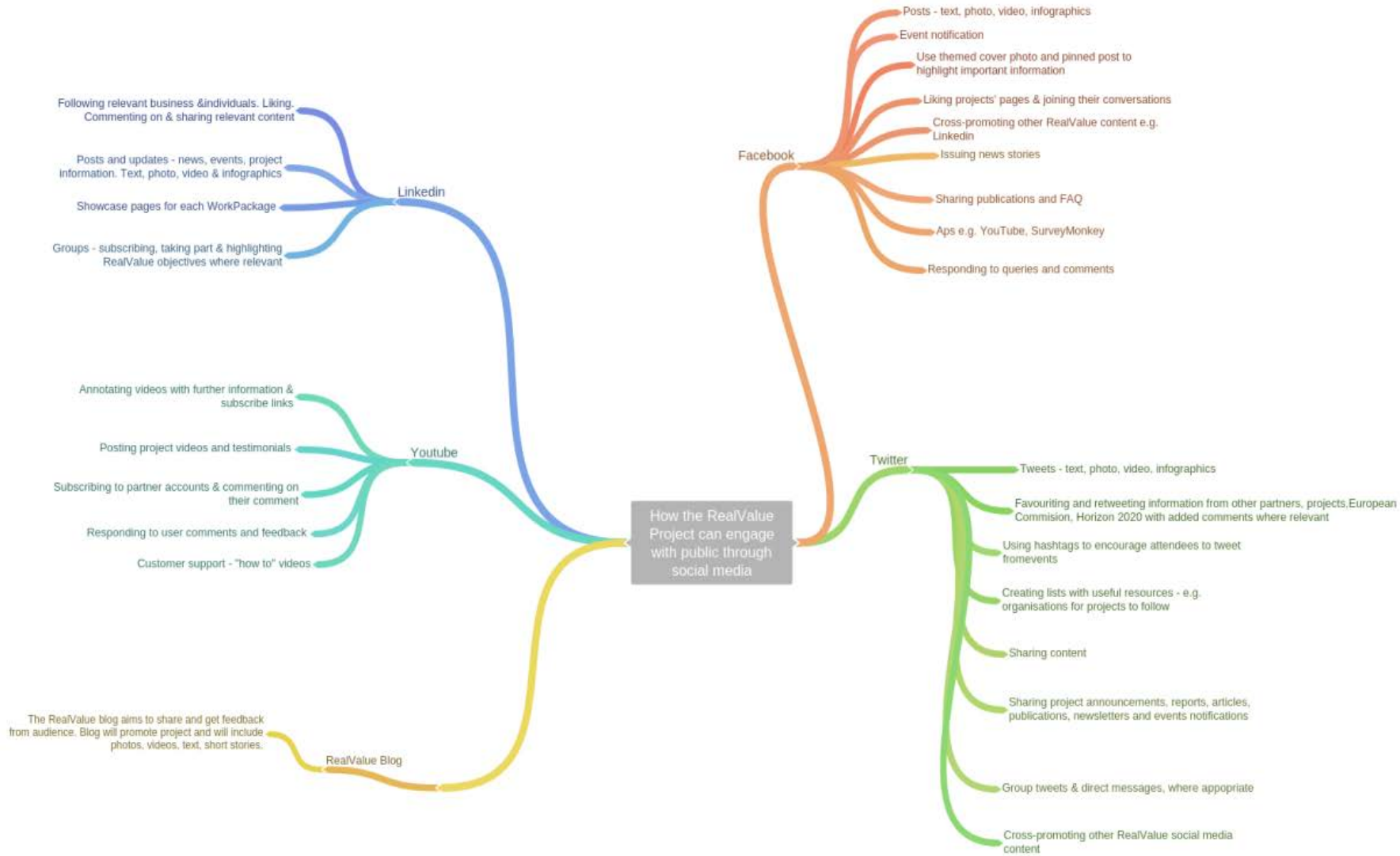
How the RealValue Project can engage with public through social media
Linkedin
Following relevant business &individuals. Liking. Commenting on & sharing relevant content
Posts and updates - news, events, project information. Text, photo, video & infographics
Showcase pages for each WorkPackage
Groups - subscribing, taking part & highlighting RealValue objectives where relevant
Facebook
Posts - text, photo, video, infographics
Event notification
Use themed cover photo and pinned post to highlight important information
Liking projects' pages & joining their conversations
Cross-promoting other RealValue content e.g. Linkedin
Issuing news stories
Sharing publications and FAQ
Aps e.g. YouTube, SurveyMonkey
Responding to queries and comments
Youtube
Annotating videos with further information & subscribe links
Posting project videos and testimonials
Subscribing to partner accounts & commenting on their comment
Responding to user comments and feedback
Customer support - "how to" videos
Twitter
Tweets - text, photo, video, infographics
Favouriting and retweeting information from other partners, projects.European Commision, Horizon 2020 with added comments where relevant
Using hashtags to encourage attendees to tweet fromevents
Creating lists with useful resources - e.g. organisations for projects to follow
Sharing content
Sharing project announcements, reports, articles, publications, newsletters and events notifications
Group tweets & direct messages, where appopriate
Cross-promoting other RealValue social media content
RealValue Blog
The RealValue blog aims to share and get feedback from audience. Blog will promote project and will include photos, videos, text, short stories.

5 CONSORTIUM CONTRIBUTION TO THE DISSEMINATION PLAN

The partners were asked to complete a template elaborated by the Glen Dimplex (leader of Work Package 7) in which they should explain how they will share outcomes and learning with stakeholders and the community. The document lists important dissemination activities planned throughout the project, indicating purpose, target audience, timing and key message. The template serves as a guideline to elaborate the dissemination plan.

Each of the partners developed a Local Dissemination Plan, which describes the dissemination tools and strategies to be implemented in their respective territories. The Local Dissemination Plans is a part of this document.

Table 2 shows the template with the corresponding key questions to lead the partners in the elaboration of their dissemination activities.

. What you plan to disseminate – The message / objectives
- Think about the key message(s) you want to get across. Please explain the main objectives of your local dissemination plan, taking into account the specific measures to be carried out in your city / region.
b. To whom – The audience / target groups
- Think about who you want to reach. What are the target groups for your dissemination measures? *- What can these target groups do for your project? How do you plan to include their feedback in your project?*
c. How – Dissemination strategy: tools and methods
- How to do you plan to reach the target groups? How do you plan to raise awareness amongst politicians, planners and the greater public? *- Which tools will you use to disseminate your project plan locally? (Posters, brochures, flyers, postcards, maps, others). Please send (scanned/electronic) copies of any dissemination material that you have already produced.* *- Will different tools be used to disseminate different elements of the project, or is a more general approach planned?* *- Will different tools be used for different target groups, or is a more general approach planned?* *- How do you plan to disseminate the project in the press (articles and/or press releases)? How many?* *- With which organizations do you plan to carry out local workshops or meetings? How many? How will you record the dissemination events and their results? E.g. videos, written records, photos?* *- How will you disseminate the results obtained in other projects (of the European Union or other institutions)?* *- Do you plan to combine your activities of the project with other events on the regional or national level?*
d. When – Timetable / Milestones
- Decide when different dissemination activities will take place. At which point (month) of the project do you expect to implement the dissemination measures / tools? *- Can you define milestones for the preparation of dissemination results? (Project meetings, congresses)*

Each of the partners developed a Local Dissemination Plan, which describes the dissemination tools and strategies to be implemented in their respective territories. All plans are listed below:

SSE Aitricity

The main dissemination goals for SSE are:

- Ensuring Dissemination of results- ensuring stakeholders are aware of how the introduction of controllable energy demand will deliver value across the whole energy supply chain.

- Exploitation of RealValue results - during the project to all relevant stakeholders to build awareness of the results and maximise the commercial potential of the project. The objective of this plan is to lay down the foundations for effective external communication to interested stakeholders.

- Development of a Business plan - to maximise the impact for future developments within the energy market based on the results from RealValue. The plan will outline key market design recommendations and market entry strategies, based on an alignment of the interests of all parties within the consortium and relevant stakeholders.

SSE will disseminate the overall project concept and the beneficial aspects of utilizing distributed domestic load aggregation.

- The customer proposition - new product offering through specific DSM tariffs and products / services
- Sustainability:
    - access to an increasing volume of renewable energy generation
    - enhanced supply independence
- Increasing Grid security and supply – mitigation measures against grid congestion
- Differed investment for grid reinforcement
- Striving to ensure best value for money for the customer – providing enhanced consumer experiences through facilitating tailored preferences and increased engagement through innovative channels – e.g.: new phone app.

To whom – The audience / target groups

- SSE customers and other energy consumers – to understand what the customer wants and expects
- Policy makers – to consider the barriers to development and changing business models.
- EC – ensuring EU policies are allowing for the development of DSM products / services
- Industry representative bodies such as: Eurelectric, Energy UK, Energy Research

Partnership

- Energy Industry – Eirgrid, ESB, National Grid, energy suppliers
- State bodies:

Commission for Energy Regulation:

- Sustainable Energy Authority of Ireland (SEAI)
- Association of Irish Energy Agencies (AIEA)
- Irish Wind Energy association (IWEA)
- Irish Department of Communications, Marine and Natural Resources
- Department of Energy and Climate Change, UK (DECC)
- Energy UK
- Energy Institute
- Renewable UK

SSE will reach target groups through various forms:

- Video animation explaining the concept of DSM, Audience – general customer base and non-energy industry bodies
- Use of the project website and referral point for customers
- Dedicated customer care phone line and email address to answer queries pertaining to the project: realvalue.services@sseairtricity.com, ROI: 1850 247 329
- Customer marketing collateral
- Graphics on email signatories – linking to project websites. Used in business correspondence – increases awareness.
- Presentations at events and working groups
- Panel discussions and Q&A's at key events
- Update reports
- Information days and events

MVV Energie AG (MVV)

The main dissemination goals for MVV are to:

- Increase the public awareness of RealValue
- Increase the public awareness of innovative electrical heating systems
- Increase the public awareness for energy management systems and their advantages
- Information about new developments for electrical heating systems powered by renewable energy
- Information about the interplay of power and heat in the future energy system

- Information about customer experiences with the management of the heating systems
- Fostering the innovative image of MVV Energie

During the first year the MVV activities include:

- Launch of a website as a part of the MVV website linked to the German partners and the European project´s website. General and detailed information about the project especially about the field trial in Germany will be provided as well as the possibility to register as a participant.
- Press release will be published. If appropriate, articles will be published in regional newspapers to inform the public and to recruit participants.
- Letter to 4000 potential customers.
- When appropriate, dissemination of project information during customer events for recruitment.
- Customer kick off events

During the Year 2 and 3 MVV will produce:

- Press releases (at least mid-term and at the end of the project).
- Scientific papers corresponding to the progress of the project.
- When appropriate, dissemination of project information during customer events.
- Demonstration installation at MVV for experts and journalists.
- Lecture at regional conferences for Energy, Environment, Innovation and Smart Grid
- Yearly customer meeting
- Closing event

Deutsches Institut für Wirtschaftsforschung (DIW Berlin)

The main goals for DIW are to:

- Provide scientific advice to public
- Provide scientific advice to government and government agencies
- Contribute to scientific literature
    - Policy Reports
    - Scientific publications in international peer-reviewed journals

The main disseminate project findings are:

- Description of combined models for electricity and heat markets for Germany
- Disseminate combined electricity and heat market model as open-source tool
- Regulatory analyses of the electricity and heat market

- Impact of policy or market design changes on outcomes

To whom – The audience / target groups

- Scientific community
- Policy makers
- Stakeholders

DIW will use different communication channels to disseminate activities about the RealValue project:

- Will use mailing list to distribute information about project
- Publish internally reviewed working papers / policy papers
- Submit working papers to scientific journals (e.g. The Energy Journal)
- Presentation of findings at the Berlin Seminar on Energy and Climate Policy (BSEC)

Technogian tutkimuskeskus VTT Oy (VTT)

As a research organisation their focus of dissemination is towards the scientific community: beside the planned project reports their aim to produce 1-2 scientific articles in journals or conferences. The results of the market analysis and simulations will also be presented locally at workshops, seminars etc. Attendees will be policy planners, other researchers, companies related to the electrical grid.

VTT target audience

- Researchers will be best reached through a journal article or conference article/ presentation
- Energy policy planers can be reached through presentations at local/ national workshops and seminars
- Energy companies will be best reached through workshops/ seminars
- VTT actively communicates with the national media to get visibility for the research results and projects.

VTT will disseminate project results through national workshops/ seminars, and through presentations.

EirGrid

The main dissemination goals of EirGrid are:

- to highlight the value of aggregated residential energy storage as a potential system service provider,

- to promote EirGrid's capability to enable new solution providers to access to the power system and electricity market,
- To showcase EirGrid's involvement in a major pan-European Research and Innovation project, with all project participants.

All information outlined below is preliminary and subject to amendment and or change as deemed necessary.

- EirGrid is facilitating the trial and demonstration of provision of system services via the aggregation of residential demand from smart electrical space and water heaters.
- EirGrid has identified the barriers and resolved the technical, communications and IS system integration for small-scale system service providers.
- EirGrid is engaging with innovators, technology providers and suppliers to provide solutions to enable the consumer to be part of the transition to a low-carbon, sustainable energy future.

The target audiences include potential suppliers of system services, including new service providers, media (particularly technology and innovation), policy makers in Ireland, Northern Ireland and at a European level, the wider power industry, academics and the research community, technology providers and equipment manufacturers, Regulatory Authorities, customers of EirGrid Group, domestic electricity consumer and the general public here and abroad, and sister TSO organisations.

It is EirGrid's view that the target audiences will change over time as the project progresses through different stages. The influence the various stakeholders can have will also vary, depending on the stages of the project.

The audiences would be reached through a series of website updates referencing the project, project developments, project deliverables and achievements. During planned (not solely planned through this dissemination plan) workshops on system services and new methods of operating the system, sections would be devoted to this project, dependent on the stage of the project.

The EirGrid Group website (www.eirgridgroup.com) will be the primary method of dissemination in conjunction with presentations delivered at various appropriate industry events.

Various communications tools will be used at different stages of the project. Communications tools that could be deployed include: Project Brochure; Conference Contribution; Publications; Press Releases; Social Media; Exhibition Contribution; Videos; Workshops and Seminars.

EirGrid will share the results through meetings with ENTSOE RDIC, and this will be recorded

through written minutes. As appropriate local/ national events materialize, results will be disseminated at those events.

EirGrid will investigate disseminating results and experience through Engineers Ireland (20,000 members) and the Institution of Engineering and Technology (160,000 members).

Environmental Change Institute, University of Oxford (UOXF)

The main dissemination objectives of UOXF are:

- To provide information to other project partners, to inform the RealValue work as a whole;
- To provide information to academics, to inform future research on electricity and heating systems;
- To provide information to policy makers, to inform the debate on the future of electricity and heating systems.

Riga Technical University (RTU)

The main dissemination goals of RTU are:

- to provide general information about project activities and demonstrations in Latvia on the RTU website in Latvian with a link to the project website (2-4 updates per year);
- to prepare project leaflets/booklets in Latvian (as well as users' manuals);
- to send out a press release/ newsletters – at least two;
- to make social media, radio or TV subject (incl., for recruitment event) – at least one;
- to publish a popular science paper in Latvian, e.g. Energija un Pasaule (Energy and the World) magazine – at least one;
- to participate in the local Energy exhibition or/and RTU annual conference (with demonstration/tutorials) – two exhibitions;
- to organise a workshop/seminar or expert open days – at least two;
- to participate in and to present the research results in an international scientific conference – four conferences;
- to publish a scientific paper in a journal – four articles;

The target groups are energy consumers, power producers/utilities, designers/engineers, academic world and experts, students and policy makers.

RTU will organise conferences, meetings and seminars where trial candidates (also consumers) will participate and will be able to discuss the proposed technical solutions.

RTU's publications will facilitate the dissemination of main project outcomes/findings and knowledge transfer between different stakeholders groups.

Their feedback will help to adapt and improve proposed and applied solutions/ algorithms/ methods/ approaches/ technologies.

Different communication channels will be used for dissemination purposes: project website (incl. information in rtu.lv and intranet ortus.lv); scientific conferences / workshops / seminars / exhibitions; publications in journals; articles / newsletters / press releases; social media; demonstration.

UCD Energy Institute

The main dissemination goals of UCD are:

- to help define and advance the technical/scientific state of the art in modelling area
- participation in EC Working Group on Regulation to guide national and European Policy
- Direct communications with policy stakeholders
- To produce technical articles in Specialist Magazines or Books

To whom – The audience / target groups

- Scientific Peers,
- Industry collaborators,
- National and International Policy Makers,

The main dissemination tools are:

- Conferences: IEEE Power and Energy Society Conference, Wind/Solar Integration Workshop, IEEE PowerTech Conference
- Journals: IEEE Transactions, Energy Policy, Applied Energy, IET Journals,
- Societies: IEEE, IET, IIESI (International Institute for Energy Systems Integration)

Modelling work needs to be formulated and completed before any dissemination can occur. Thus UCD deliverables in this context will be towards the latter half of the project 3 years.

Glen Dimplex Deutschland (GDD)

The main objectives of the GDD dissemination plan are:

- Use of electric storage heating as an environmental and cost friendly heating system in 400 households in Germany;
- Demand side management in households with electric storage heating;
- Installation of 30 domestic hot water heat pumps;

- Installer and end-user survey.

Main dissemination tools are:

- GDD website www.glendimplex.de is the main dissemination tool for building awareness of the project;
- Conferences / exhibitions - during 2015/2016, GDD will organise 11 exhibitions and 10 conferences to disseminate project activities;
- Press Releases - GDD will produce press release at the exhibitions - ISH Frankfurt (2015);
- Newsletters for target group installers in Germany and Switzerland (reach of approx. 15000);
- Presentations - sale presentations for salesmen, for installers and for cooperation with energy provider.

Key messages are:

- To energy providers, network operators - flexible electricity tariff, bidirectional communication, demand side management;
- Housing associations facility managers ,- electric storage heaters as low cost and modern heating system;
- House/flat owner - electric storage heaters as low cost, environmental friendly and easily operated heating system.

6 TIMETABLE OF DISSEMINATION ACTIVITIES

SSE Aitricity Dissemination Plan					
Planned Dates	**Name/Type of Event**	**Type of Audience/Stakeholders**	**Country**	**Size of Audience**	**Planned Key Messages/Aims**
28/10/2015	EU Delegation to Ireland – Eirgird Host	Senior EC DG Energy personnel	Ireland	Over 100	DSM – smart connected home Future value for the customer
02/11/2015	Energy Commissioner of Ireland	Energy Commissioner / senior regulatory personnel	Ireland	50	DSM – smart connected home Future value for the customer
Every quarter	Eurelectric WG Innovation	EU member states representatives	Brussels	50	Policy and Technical innovations and business Models
17/12/2015	Irish renewable energy Summit	Public bodies and industry stake holders	Ireland	Over 200	Policy and Technical innovations and business Models
01/12/2015	Northern Ireland Fuel Poverty Coalition	Public bodies and industry stake holders	UK	Over 200	How DSM can help fuel poor communities
03/11/2015-05/11/2015	European Utility Week	Public bodies and industry stake holders	Italy	Over 1000	DSM and it's integration into the grid – benefits
13/09/2016	The energy Event 2016	Public bodies and industry stake holders	UK	Over 1000	Policy and Technical innovations and business Models

Planned Dates	Name/Type of Journal	Type of Audience / Stakeholders	Approximate Reach	Planned Key Aims / Messages
	Energy Ireland	Energy Industry	Over 1000	Policy and Technical Innovations and business models
	Utility Week	Energy Industry	Over 1000	Policy and Technical Innovations and business models

Key Target Stakeholders & Messages June 2015- June 2018	
Stakeholder Name	**Key Messages**
Commission for Energy Regulation	Key policy and regulatory barriers for DSM implementation
SEAI	Support mechanisms to increase DSM implementation to achieve wider EU energy efficiency targets
Irish Government	Support DSM implementation to achieve wider EU energy efficiency targets and support greater uptake of renewables. Provide greater value to the customer.
DNO / TSO	Ensuring the DSM product is fit for purpose and provides the ancillary services the DNO/TSO require avoiding costly network reinforcement upgrades.
Customers	Enhanced value for money and greater flexibility over energy services – this will be through smarter control and intelligent energy management.

MVV Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
March 16	Kick off event	Recruited customers	Germany	200	Information about the trial, organization, get Together
March 17	Customer meeting	Recruited customers	Germany	100	Results of heating period 16/17 in D
Mid of 17	Regionalkonferenz Energie und Umwelt Metropolregion Rhein-Neckar	Science, politicians, business companies	Germany	200	Information about the trial, impact of the results to the smart grid projects in the Metropolitain region Rhine-Neckar
March 18	Customer meeting	Recruited customers	Germany	100	Results of heating period 17/18 in D

June 18	Closing event	Recruited customers	Germany	200	Results of the trial in Germany, results of trial in, Ireland and Latvia

Planned Dates	**Name/Type of Journal**	**Type of Audience/Stakeholders**	**Approximate Reach**	**Planned Key Aims/Messages**
Dec 15	Press Release	General public, end-user	Not specified	Information about project start, customer recruitment
Jan 16	Press articles	Regional newspapers, end-user	Not specified	Information about project start, customer recruitment
Dec 16	Annual report MVV, Financial Report	End-user, politicians, investors, shareholders MVV	Not specified	Information about project start and goals
Dec 17	Annual report MVV, Financial Report	End-user, politicians, shareholders MVV	Not specified	Progress report
Mid 15	Press release	General public, end-user	Not specified	Status field trial
March 18	Journal for small utilities (i.e. Stadt und Werk, Neue Energie)	Small energy utilities	Not specified	Results of the trial in Germany, results of trial in Ireland and Latvia, focus on smart products
March 18	Journal of renewable energy	Experts renewable energy, planner	Not specified	Results of the trial in Germany, results of trial in Ireland and Latvia. Focus on integration of renewables
Dec 18	Annual report MVV, Financial Report	End-user, politicians, investors, shareholders MVV	Not specified	Final report, results
Ongoing	MVV newsletter, MVV customer magazine	End-user, employees	Not specified	Project information, recruitment, results, energy savings, environmental aspects, customer experiences, home stories

Key Target Stakeholders & Messages June 2015- June 2018	
Stakeholder Name	**Key Messages**
Private customers with thermal storage heaters, end- user, tenants	Energy management is a key to environmental friendly heating with electrical thermal storage heaters.

	Energy management can improve comfort at home. Energy management can reduce the energy bill when flexible energy tariffs are offered. Private customers are partners in the new energy system.
Landlords	Energy management can increase the value of the house. Customers are partners in the new energy system.
House/flat owners	Energy management can reduce power consumption. Energy management can improve comfort at home. Customers are partners in the new energy system.

DIW Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
September 2015	WP 3.1 Meeting	External experts and project members	Germany	30	Agree on modelling strategy for WP3
Planned Dates	**Name/Type of Journal**	**Type of Audience/Stakeholders**	**Approximate Reach**	**Planned Key Aims/Messages**	
Tbc	The Energy Journal	Scientific community	Not specified	Depends on findings	
Tbc	Energy Policy	Policy makers / stakeholders	Not specified	Not specified	
Tbc	JEEM	Not specified	Not specified	Not specified	

VTT Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
10.11.2015	Internal meeting at VTT	Researchers at VTT working in the project	FIN / VTT	6	Planning of the content of 1st journal article, discussion about the possibility of a 2nd journal or/ conference article
14.-15.6. 2016	Electrical Networks for the Society and People	Members of the electrical community	Finland, Helsinki		http://www.cired2016-workshop.org/
26-28.8. 2016	International workshop		Italy, Stresa		http://www.cigre.org/Events/Other-CIGRE-Events/International-workshop-CIGRE-2015-in-Italy
4-8.4.2016	IEEE Energycon 2016		Belgium, Leuven		http://www.ieee-energycon2016.org/

Planned Dates	Name/Type of Journal	Type of Audience/Stakeholders	Approximate Reach	Planned Key Aims / Messages
	International Journal of Electrical Power and Energy Systems			These are possible journals that could be our target. The plan will be more concrete after 10 November 2015.
	Sustainable Energy Grids and Networks			
	Energy Policy			
	Energy Economics			

Key Target Stakeholders & Messages June 2015- June 2018	
Policy planners	Potential of SETS to enhance RES integration in the grid and reduction of CO2, current regulation/ policy related to SETS, recommendations from the four WGs established by EU.
Other researches	To a large degree the same as for policy planners, however the emphasis will be more on simulation results.

EirGrid Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
Q1 2018	ENTSOE RDIC	TSOs	Europe	46 members	Successfully demonstrated system services from residential DSM system service products

Planned Dates	Name/Type of Journal	Type of Audience/Stakeholders	Approximate Reach	Planned Key Aims/Messages
Q1 2018	Engineers Ireland (requires EI agreement)	Engineers	20,000	Successfully demonstrated system services from residential DSM system service products

UOXF Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
September 2016	RV workshop	Project Partners	UK	20-25	Lessons from early data, RV and other trials with storage heating, in advance of second heating season

					for the project
September 2017	RV workshop	Project partners	UK/Germany	20-25	Using empirical data to check validity of models developed during RV
Planned Dates	**Name/Type of Journal**	**Type of Audience/Stakeholders**	**Approximate Reach**	**Planned Key Aims/Messages**	
May 2017	Academic energy journal e.g. Energy Efficiency, Energy Research and Social Science, Energy Policy	Academic, policy makers	Variable	Background, rationale and early findings from RealValue	
Summer 2017	Paper for the European Council for an Energy-Efficiency Economy Summer Study based on RV work and findings	Academics, practitioners and policymakers from around Europe	~70 in first instance, followed by variable number of readers	Background, rationale and early findings from RealValue	
May 2018	Academic energy journal e.g. Energy Efficiency, Energy Research and Social Science, Energy Policy	Academics, Policy makers	Variable	How RV went about modelling prospects for storage heating in Europe, and validating the models	
2016-2018	Further conference paper (s), e.g. for biennial BEHAVE	Academics, practitioners and policymakers from around Europe	~70 in first instance, followed by variable number of readers	How RV went about modelling prospects for storage heating in Europe, and validating the models	

	conference, EEDAL			
	Academic energy/energy economics journal	Academics	Variable	Publishing work jointly with UCD, RTU, DIW etc. on our methods and findings from RV

Key Target Stakeholders & Messages June 2015- June 2018	
Stakeholder Name	Key Messages
Academics and policymakers	The message will relates to the effectiveness of SETS for user comfort and network services, and the prospects for developing storage heating, hot water storage and (possibly) heat pumps over coming decades in relation to low-carbon energy transitions.

RTU Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
August 2015	Information about the project at RTU website	Wide range	Latvia/ Internationally	10,000	General information in Latvian about the project, its goals and tasks; later RTU project information will be linked to the project website
August 2015	Meeting with Ronishi campus management (as a part of recruitment event)	Potential candidates	Latvia, Engures novads, Klapkalnciems	15 objects	Presentation about the project, its goal and tasks; trial terms and conditions
September 2015	Meeting with Latvenergo; Sadales Tikli (as a part of recruitment event	Potential candidates/ experts	Latvia, Riga	50	Presentation about the project, its goal and tasks; trial terms and conditions; support and cooperation opportunities;
October 2015	Workshops/ Meetings	TSO; experts; scientists	Latvia, Riga	20	Presentation about the project, its goal and tasks; collaboration possibilities
November 2015	Information update at RTU website; link to the project	Wide range	Latvia/ Internationally	10,000	General information in Latvian about the project main activities, especially about demonstration in Latvia (incl. recruitment activities)

	website				
March 2016	Publication in a popular science magazine (e.g. Energija un Pasaule)	Wide-range (mostly interested in energy field)	Latvia	2,000	General information in Latvian about the project main activities, especially about demonstration in Latvia (incl. recruitment activities
March 2016	Information in mass and social media	Wide range	Latvia/ Internationally	10,000	Information about the project and trial in Latvia (incl. recruitment activities)
April 2016	Information update at RTU website	Wide range	Latvia/Internationally	10,000	General information in Latvian about the project main activities, especially about demonstration in Latvia (incl. recruitment activities)
April 2016	Meeting with potential candidates (as part of recruitment)	Potential candidates/experts	Latvia	30	Detailed information about the trial, equipment, terms and conditions
October 2016	RTUCON2016 (?special session)	Scientists, experts, students	Latvia, Riga/Internationally	200-300	main project outcomes; (probably, demonstration)
October 2016	Information at RTU website	Wide range	Latvia/Internationally	10,000	General information in Latvian about the project main activities, especially about demonstration in Latvia
April 2017	Information update at RTU website	Wide Range	Latvia/Internationally	10,000	General information in Latvian about the project main activities, especially about demonstration in Latvia
May 2017	Workshop/seminar or open days	Scientists, experts, trial participants	Latvia	200	main project outcomes; results after the first heating season; demonstration; knowledge transfer
September 2017	Social media, radio or TV subject	General public	Latvia		main project outcomes; results after the first heating season; plans and upcoming events
October 2017	Information update at RTU website	Wide range	Latvia/Internationally	10,000	General information in Latvian about the project main activities, especially about demonstration in Latvia
October 2017	RTUCON2017 (?special session)	Scientists, experts, students	Latvia, Riga/Internationally	200-300	Main project outcomes; demonstration
October 2017	trade fair /exhibition (e.g. Environment	Experts, traders, engineers, designers, general public	Latvia/Internationally		Main project outcomes; demonstration

	and Energy 2017)				
April and June 2018	Information update at RTU website	Wide range	Latvia/Internationally	10,000	General information in Latvian about the project main activities, especially about demonstration in Latvia
2016/2017 2017/2018	International scientific conferences (at least two) devoted to RES, energy storage, DSM topics	Scientists, experts, students	Europe/Worldwide	300-500	Presentation of main project outcomes and findings
Planned Dates	**Name/Type of Journal**	**Type of Audience/Stakeholders**	**Approximate Reach**	**Planned Key Aims/Messages**	
2016/2017	Scientific journals covering RES and energy storage, power system control topics (indexed in Scopus/WoS)	Scientists, experts, engineers, students		Local small-scale energy storage operation and optimazation	
2017	Scientific journals covering RES and energy storage, power system control topics (indexed in Scopus/WoS)	Scientists, experts, engineers, students		Operation of small-scale energy storage using advanced information and communication technology/system	
2017/2018	Scientific journals covering RES and energy	Scientists, experts, engineers, students		Techno-economic modelling of energy storage impact on power production	

	storage, power system control topics (indexed in Scopus/WoS)			
2017/2018	Scientific journals covering RES and energy storage, power system control topics (indexed in Scopus/WoS)	Scientists, experts, engineers, students		Experimental results of SETS deployment in Latvia
2016-2018 At least four	Proc. of scientific conferences (indexed in IEEE/Scopus /WoS): 1) RTUCON2016, 2) RTUCON2017 3-4) 2017-2018 International conferences devoted to RES, energy storage, DSM topics	Scientists, experts, engineers, students		- Energy storage pecularities in Baltic States; - Methodology of cost benefit analysis of SETS; - Domestic thermal energy end-use modelling ; Experimental results of SETS deployment in Latvia
Key Target Stakeholders & Messages June 2015- June 2018				
Energy consumers				New smart energy storage technology ; possibility to increase energy efficiency, to participate in electricity market; to decrease expenses of electricity (mainly, in case when conventional electrical heating is changed to

	SETs), to increase comfort level, to have controllable/flexible heating
Power producers/ utilities	New possibilities which provide controllable load; control and optimization tools; load shifting and flexibility; demand side management
Designers/ engineers	New smart energy storage technology and its possibilities
Academic world and experts	New smart energy storage technology and its possibilities (incl. research methods and tools, knowledge dissemination, etc.)
Students	New smart energy storage technology and its possibilities (incl. research methods and tools, knowledge transfer, training, etc.)
Policy makers	Support schemes

UCD Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
~ 2017 - 2018	IEEE Power and Energy Society General Meeting	International electric power and energy industry and academic research specialists	USA/Canada Location	~ 2500 attendees, with proceedings listed online thereafter	Research findings from WP3 Modelling and Simulation
~ 2017 - 2018	IEEE PowerTech Conference	International electric power and energy industry and academic research specialists	EU country	~ 2500 attendees, with proceedings listed online thereafter	Research findings from WP3 Modelling and Simulation
~ 2017 - 2018	Wind/Solar Integration Workshop	International electric power and energy industry and academic research specialists	EU Country	~ 500 attendees, with proceedings listed online thereafter	Research findings from WP3 Modelling and Simulation
2017	Building Simulation Conference	International building simulation researchers and practitioners	San Francisco, USA		

Planned Dates	Name/Type of Journal	Type of Audience/Stakeholders	Approximate Reach	Planned Key Aims/Messages
~ 2017 - 2018	IEEE Transactions on Power Systems	International electric power and energy industry and academic research specialists	n/a	Research findings from WP3 Modelling and Simulation
~ 2017 - 2018	Energy Policy	International energy policy practitioners and	n/a	Research findings from WP3 Modelling and Simulation

	Journal	researchers		
~ 2017 - 2018	Building and Environment	International built environment researchers and practitioners		

GDD Dissemination Plan

Planned Dates	Name/Type of Event	Type of Audience / Stakeholders	Country	Size of Audience	Planned Key Messages/Aims
09/2015	Rohbau	Installer	Germany	15000	Energy efficiency, innovative storage heating
02/2016	Haus	end-user	Germany	35000	Energy efficiency, innovative storage heating
03/2016	SHK Essen	designer, housing association	Germany	48000	Energy efficiency, innovative storage heating
03/2016	Mostra convegnio	designer, housing association	Italy	156000	Energy efficiency, innovative storage heating
04/2016	IFH Nuernberg	designer, housing association	Germany	46000	Energy efficiency, innovative storage heating

Planned Dates	Name/Type of Journal	Type of Audience/Stakeholders	Approximate Reach	Planned Key Aims/Messages
June 2016	HLH	Installer, facility manager	15,000	Installer and end-user survey, electric storage heating in households
February 2017	Energiewirtschaftliche Tagesfragen	Energy provider, network operators	5,000	Demand side management with electric storage heater, installation of domestic hot water heat pumps
October 2017	Energie Spektrum	Housing Associations	20,000	Low- cost and easily operated heating systems

Key Target Stakeholders & Messages June 2015- June 2018

Name of Stakeholder	Key Message
Energy provider, network operators	Flexible tariff, bidirectional communication, demand side management
Housing association, facility manager	Electric storage heaters as low cost and modern heating system
House/flat owner	Electric storage heaters as low cost, environmental friendly and easily operated heating system

7 CONCLUSIONS

This document describes the initiatives put in place by the RealValue Consortium through the dissemination plan to attract the engagement of all stakeholders, fostering visibility to project progress and outputs.

The communication strategy applied will vary on the basis of the stakeholders targeted and the needs arising during the specific phase underway.

The official project website (www.realvalueproject.com) is considered the main tool for dissemination, where all the stakeholders can get information regarding project results, updates on the project status and initiatives planned. In addition, several social media will be activated (LinkedIn, Twitter, Facebook and YouTube) in order to keep in touch with stakeholders and create a project which is visible and easy to understand to everyone.

The dissemination plan will be updated yearly in order to take into consideration the opportunities arising during the project. All the internal and external stakeholders will be regularly informed on the dissemination issues through the project website as well as the social media activated.

The impact of all the dissemination and communication activities will be measured, applying a set of evaluation techniques.