



Deliverable D6.1

Dissemination, Communication and Training Sessions

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Executive summary

Deliverable 6.1, „Dissemination, Communication and Training Sessions”, include the plans and strategies to be applied in order to achieve a high level of visibility of the project outcomes and to transfer knowledge and results.

This document is closely related to the other documents produced by WP6, in particular to D6.3 „Dissemination and Communication Plan v2”, D6.6 „Dissemination and Communication Plan v3” that are the updated versions of the current deliverable, D6.5 “ Exploitation Strategy and RE-COGNITION Business Models v1” and D6.8 “ Exploitation Strategy and RE-COGNITION Business Models v2” which will include detailed exploitation plans and reports, and to D6.4 “ Dissemination and communication package – First reporting period”, D6.7 “ Dissemination and communication package – Second reporting period” for detailed reports on the dissemination activities carried out during the different phases of the project.

The European IPR Helpdesk¹ defines Communication as “a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results”, Dissemination as “the public disclosure of the results” and Exploitation as “the utilisation of results in further research activities [...], or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities”.

Following these guidelines, deliverable D6.1 presents the communication and dissemination plan for the RE-COGNITION project including target stakeholders, communication channels, activities and strategy, key performance indicators, in order to raise awareness, share knowledge and attract potential users (Chapter 2).

Key stakeholders of the RE-COGNITION target audience have been grouped into three categories: Renewable Energy Sources-related industry sector, end users and facilitators. A more in depth description about targeted stakeholder is given in Chapter 2.3.

The project consortium will use different communication and dissemination activities via various channels, such as website and social media to scientific publication and conferences and more, to achieve high visibility of the project and to transfer knowledge and results of the project to the target stakeholders.

In order to measure the impact of the dissemination and communication activities, a list of key performance indicators have been identified and will be used to assess the success of the project over the three years (Chapter 2.6).

The idea underpinning the dissemination strategy (Table 4) is to take key external stakeholders through a three stage process of awareness, interest and action.

List of acronyms and abbreviations

ACME	Automated Cognitive Energy Management Engine
B2B	Business-To-Business
BE-PLATO	Building Energy Plant Planning Tool
CERTH	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS
CESM	Centre Suisse d'electronique Et De Microtechnique SA - Recherche Et Developpement
CHP	Combined Heat And Power
DERs	Distributed Energy Sources
DRS	Demand Response
E@W	Energy@Work Societa' Cooperativa A.R.L.
EC	European Commission
EC CIC	Electric Corby Community Interest Company
EPFL	Ecole Polytechnique Federale De Lausanne
ESCO	Energy Service Company
Etrek d.o.o.	Etrek Svetovanje In Druge Storitve Doo
EU	European Union
F2F	Face-To-Face
HELPE	Ellinika Petrelaia AE
ICT	Information And Communications Technology
INTRACOM	Intracom SA Defense Electronic Systems
IoT	Internet of Thinkgs
KPIs	Key Performance Indicators
MTT	Micro Turbine Technology Bv
NGOs	Non-Governmental Organization
POLITO	Politecnico Di Torino
PV	Photovoltaic Panels
R&D	Research & Development
RE	Renewable Energy
RES	Renewable Energy Sources
SEO	Search Engine Optimization
SMEs	Small And Medium-Sized Enterprises
SVT	Servelect
TUCN	Technical University of Cluj-Napoca
UoB	University of Bristol
VAWT	Vertical Axis Wind Turbine
WP	Work Package

List of figures

Figure 1 Interaction with other WPs.....	8
Figure 2 RE-COGNITION Logo.....	20

Figure 3 RE-COGNITION Templates	21
Figure 4 EU emblem and acknowledgement	22
Figure 5 Project brochure	23
Figure 6 Project roll-up poster	24

List of Tables

Table 1 Target stakeholders	10
Table 2 Dissemination channels and target stakeholders	16
Table 3 Individual dissemination channels	17
Table 4 Communication and Dissemination strategy	17
Table 5 Dissemination matrix	19
Table 6 Communication and dissemination KPIs	19

Table of contents

Executive summary	3
List of acronyms and abbreviations	4
List of figures	4
List of Tables	5
1 Introduction	6
1.1 Scope and objectives of the deliverable	6
1.2 Structure of the deliverable	6
1.3 Relations with other activities in the project	7
2 Communication and dissemination plan	8
2.1 Aims and objectives	8
2.2 Message (What to disseminate and communicate)	9
2.3 Target stakeholders	9
2.4 Communication and Dissemination strategy	11
2.4.1 Dissemination channels and activities	11
2.4.2 Individual dissemination plan	16
2.4.3 Communication and dissemination timeline	17
2.5 Project internal coordination	18
2.6 Key performance indicators	19
3 Dissemination Guidelines & Toolkit	20
3.1 Visual identity	20
3.2 Dissemination toolkit	21

4	Conclusions	22
	Annex I	23

1 Introduction

1.1 Scope and objectives of the deliverable

This deliverable presents the communication, dissemination and exploitation plan which identifies, organises and defines the management for the promotion of the RE-COGNITION project. It is based on the preliminary dissemination and exploitation plan drafted in the project proposal, adding relevant materials to the dissemination and communication strategy.

The deliverable objective is to establish:

- The relevant target stakeholders for communication and dissemination activities.
- The communication and dissemination strategy and timeline.
- The communication and dissemination channels and activities to be applied in order to reach an optimal dissemination level on a Europe-wide basis and also for each partner country.
- Key Performance Indicators (KPIs) used to monitor the success and implementation of the dissemination strategy.

The implementation of the plan will be presented in the periodic reports of the project following these schedules:

- D6.4 - Dissemination and communication package – First reporting period – M18
- D6.7 - Dissemination and communication package – Second reporting period – M36

The communication and dissemination plan will be updated during the project period as it follows:

- D6.3 - Dissemination and Communication Plan v2 – M18
- D6.6 - Dissemination and Communication Plan v3 – M36

1.2 Structure of the deliverable

The document is set up and covers the following topics:

- Chapter 1 presents an overview of the deliverable.
- Chapter 2 presents the communication and dissemination strategy, outlining the target stakeholders, dissemination media and channels used in the project and communication

timeline and activities. It also gives an overview of the Key Performance Indicators (KPIs) used to monitor the implementation of the dissemination strategy.

- Chapter 3 presents the dissemination guidelines & toolkit.

1.3 Relations with other activities in the project

The overall approach and methodology of the project consist of four interrelated phases:

1. Phase one (1): Domain Definition and Framework design

The first phase (WP1) aims at establishing the main foundations on which the rest of the project will be based on. The underlying fundamental objectives to be addressed are 1) stakeholder and end-user needs, 2) further system requirements and degree of implementation feasibility imposed by technological constraints, 3) defining the functional and technical specifications as well as an architectural platform definition, which involves performing the conceptual design of RE-COGNITION framework. The extracted requirements and specifications (WP1) along with the system integration tests (WP4) will provide the basis upon which the detailed system architectural framework will be built and iteratively updated.

2. Phase two (2): Technical development and Innovation

The successful completion of all tasks in the framework design with its requirements from the previous phase will take the project to the stage where the realization of the system would be possible. This stage will involve the implementation, technical development and configuration of Individual Components/Modules involving the detailed design and development of various architectural components, both at the ICT (ACEME, iGateway, BE-PLATO) and the field (individual RE components, energy conversion and storage technologies) level.

3. Phase three (3): Framework Integration in controlled environments

System Integration and testing, in which the RE-COGNITION components will be integrated into a unified framework, towards their initial testing and validation. All the implemented methods, algorithms and platforms will be iteratively validated and experimentally verified towards their integration into a test-bed and a pre-pilot environment. During integration, all the architectural elements will be assembled and deployed in close-to-real conditions, while the main communication functionality of the Integration Platform modules (ACEME&iGateway) with the field-level components will be evaluated.

4. Horizontal Activities: Project Management, Dissemination & Exploitation

This phase involves all the horizontal, supporting activities of the project namely: (a) Dissemination and Exploitation, where the prototypes and the enhanced components will be used for specifically targeting exploitation and dissemination strategies (e.g. website, publications, conferences, workshops, seminars etc.) by the participating partners during and after the end of the project and (b)

Project Management consisting of all administrative, financial and data management activities as well as the overall quality assurance.

The PERT diagram (Figure 1) presents the dependencies between the individual WPs.

The development of the project communication and dissemination plan is a horizontal activity which spans the work of WP1, WP2, WP3, WP4 and WP5.

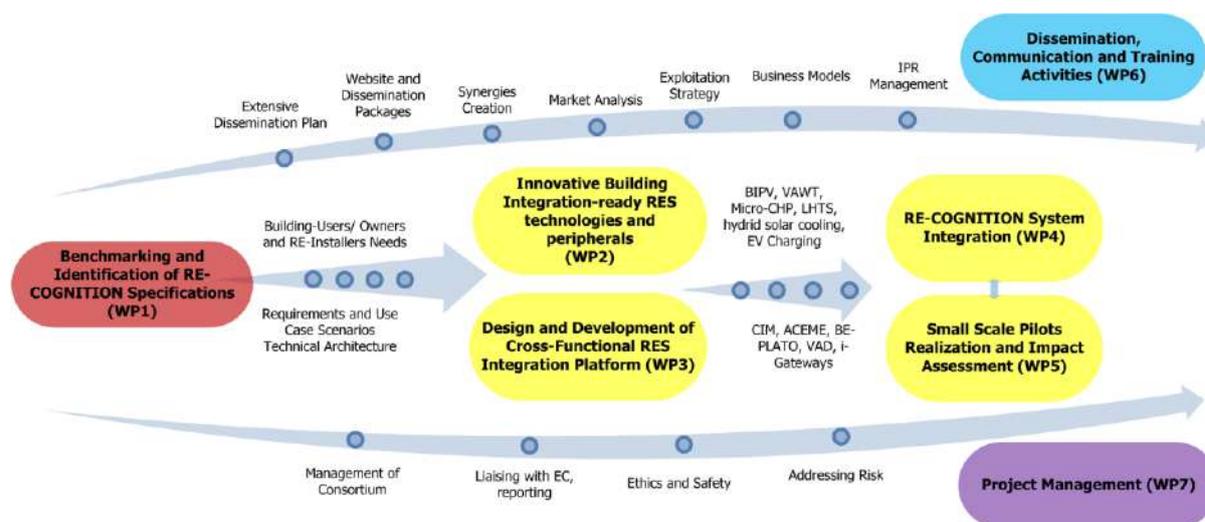


Figure 1 Interaction with other WPs

2 Communication and dissemination plan

2.1 Aims and objectives

The major focus of the RE-COGNITION Dissemination & Communication plan is to ensure that the project activities and outcomes are widely spread among to the appropriate target communities, at appropriate times, via appropriate methods. The communication and dissemination activities carried out will identify potential contributors to the development, evaluation, uptake and exploitation of RE-COGNITION outcomes, encouraging their participation on a systematic and regular basis.

The RE-COGNITION Dissemination & Communication support and channels are intrinsically linked to the exploitation of the project results. Efficient publicity and the wide exposure of the project activities and/or results to targeted stakeholders and media will facilitate the use of these results beyond the project's lifetime and thus, increases the impact of the project.

The high visibility of the project and the promotion of active interactions with key stakeholders are elements of accountability that will enable both hardware (device) and software industries to understand why it is worth investing money to support this Research and Innovation Action.

In other words, it is highly important to deliver the highest possible impact to stakeholders outside the project partnership and ensure that:

- Project outputs can be fully exploited and be used in the most effective manner, i.e. facilitating the scaling-up of the demonstrated solutions. .
- Knowledge gained through the project, and more generally the information generated by the project, can be made available to all interested organisations.
- Elements of excellence of the project can be re-used and replicated in other projects, becoming a reference point inspiring further developments in the field and beyond.
- The project reaches decision-makers, encouraging them to improve future policies.
- To promote and advocate the benefits that this project will bring to society (services, employment, economy).

2.2 Message (What to disseminate and communicate)

The following project information will be communicated to the relevant audience:

- **Vision (objectives, strategic relevance) and key facts:** messages will follow an evolution from the start of the project to the legacy and therefore they will be reviewed periodically over the course of the project.
- **News (achievements and results):** partners will, for example, re-capture how RE-COGNITION improves the level of energy efficiency, indoor comfort, reduces CO2 emissions, opens new perspective on the RES integration market. In addition, RE-COGNITION will contribute to a major acceptance of the use of RES among final users, despite the general idea this being an expensive application.
- **Participation in conferences and workshops:** conferences and workshop and other public events can be of a different nature and can be direct to specialists in the field or to the wider public.

2.3 Target stakeholders

The key stakeholders of the RE-COGNITION target audience have been regrouped into various categories (see Table 1).

Table 1 Target stakeholders

Renewable Energy Sources-related industry sector	End users	Facilitators	Other Groups
<ul style="list-style-type: none"> • Leading industries (such as CHP producers, Solar Thermal and Solar Cooling apparatus, PV panels producers, biogas producers, etc.) • System integrators • RES applications designers & developers • Private energy providers • Infrastructure operators • ESCO • Aggregators • National Grid • Other companies working on similar RES technology • Other relevant investors 	<ul style="list-style-type: none"> • Local energy consumers (spanning from the individual citizen to small and medium production facilities and commercial and public buildings). • Technology and service providers in the areas of RES installation and maintenance. • Building and facility Manager • Local Energy Manager • Equipment Installers • End-Prosumers • General public • Wider public (a diverse group of people, from different backgrounds that is representative of the population) • Equipment maintainers • Disabled workers 	<ul style="list-style-type: none"> • EU initiatives such as the European Committee of Electrical Installation Equipment Manufacturers – CECAPI, ASSISTAL, Italian National Association of Plant Builders, European Construction Industry Federation – FIEC, Federation of European Heating, Ventilation and Air Conditioning Associations – REHVA, Renewable Energy Cooperative – RESCOOP.eu • Standardisation Bodies Institutions • NGOs • Research community with a special focus on RES and their integration at equipment and building-level land RRI Scholars • Legislators and policymaker including relevant ministries Energy and environment NGO association and platforms such as DHC+, RHC+ etc. • European Association for Storage of ENERGY (EASE) • European Energy Research Alliance (EERA), E2B Association, ARTEMIS Industrial Association OPEARD Alliance • EPoSS European Technology Platform on Smart Systems Integration • Smart Energy Demand Coalition 	<ul style="list-style-type: none"> • Followers on Social Media • People from countries not represented within the Re-cognition consortium countries • Nearby Communities and Neighborhoods • City Councils • Building occupants/workers • Utility companies • Schools

		<ul style="list-style-type: none"> • International organizations such as ICLEI, Energy Cities, Covenant of Mayors, etc. • Related EU-funded projects 	
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2.4 Communication and Dissemination strategy

The dissemination activities will be carried out in relation to three elements:

1. **Awareness:** The goal of this element will be to make the project and its vision known in the relevant target groups. Primary instruments will be partnering end users, the project website, the project presence in social networks like Facebook, Twitter and LinkedIn, the participation in relevant conferences and the advertising the project activities.
2. **Scientific and technological achievements:** The second element focuses on the scientific and technological results of the project. This will primarily be achieved through presentations of research articles and technical demonstrations at conferences and papers published in scientific journals, as well as building up a community of interested developers and scientists throughout the project.
3. **Demonstrators:** The third element is dedicated to the evaluation of the card developed in the project as a proof of concept. Primary target groups will be identified for each of the chosen pilot sites. Due to the different characteristics of the pilot sites, it will be important to measure the impact of the proposed solution on the local users (from the residential to the tertiary sector) and collect from them possible suggestions/requests of modification/integration and economic evaluations. The goal is to make the target groups aware of the benefits provided in the business data privacy and protection procedure by the RE-COGNITION concept, as well as of the numerous opportunities for persuasive design and novel interactions offered by the underlying framework.

2.4.1 Dissemination channels and activities

A. RE-COGNITION website

The RE-COGNITION website (www.re-cognition-project.eu) will serve as a major dissemination tool in terms of the project's concept, objectives, outcomes and report uploading.

The website is structured into 7 key areas: Home, About RE-COGNITION, Pilots, Our Work, News, Responsible Research & Innovation and Contact, descriptions of each area is documented below:

- **Home:** presents general information about the project, but it also allows users to navigate to more detailed information.
- **About RE-COGNITION:** gives a more in-depth perspective about the project. This section is structured into 4 pages that include information about the project challenge, ambition and objectives, project technical framework and project consortium.
- **Pilots:** This section contains information about each pilot site, including the technologies to be validated and indicative scenarios.
- **Our Work:** This section has an important role in the communication and dissemination of the project activities. This section is organized into three sub-sections: Papers, Deliverables and Dissemination materials. Therefore website visitors can stay up-to-date with the project developments.
- **News:** Provides website visitors with interactive and relevant content in order to keep them engaged with the project. Within the “News” section on the website, partners can publish articles about intermediate results, events etc.
- **Responsible Research & Innovation** contains information about RE-COGNITION approach to the research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society.
- **Contact:** This page has a form (left-hand side) which enables visitors to ask questions or request information about the project.

The website is designed to disseminate the outcomes from the RE-COGNITION project to the relevant target audiences. The graphical layout has been designed in order to assure an easy and user-friendly navigation experience provided across a wide range of devices (from desktop to smartphones).

The website appearance will be coherent with the brand and the general communication strategy. Updates of the website will be carried out periodically. The activity will be monitored through Google Analytics in order to gather information about website traffic and how visitors interact with the website. Moreover, in order to assure good visibility in search engines (such as Google), SEO on-page actions will be taken.

B. Social media

Dissemination of project updates will also take place through the social media accounts for the dissemination of news, participation in conferences, articles etc. A dedicated Twitter and LinkedIn account has been created for the project.

On the LinkedIn platform, SVT has joined several groups dedicated to energy and environment and will share relevant content about the project through this channel. The groups that RE-COGNITION has joined is as follows:

- Smart Grids - Energy & Water
- Smart Grid Professionals - Energy efficiency, Smart meters, Demand Management, Electric Vehicles
- H2020 ENERGY Research - R&D, Innovation in Energy Efficiency, Renewables, Cleantech
- Distributed Energy Resources (DERs)
- Energy Flexibility – Storage, Electric Vehicles (EVs), Demand Response (DSR) & Grid Technologies
- Energy Efficiency Professionals
- Energy Efficiency projects H2020
- Clean Energy Network – Solar power, Wind, Renewables, Hydropower, Energy efficiency, Sustainability
- Renewables and Environment

A Twitter profile has been created and used to provide short news updates or items for the project, interactivities with other H2020 projects, in parallel with the LinkedIn profile. This can be followed at @RCognition.

C. RE-COGNITION partners' websites, social media feeds and newsletters

RE-COGNITION partners' official existing social media feeds will be used, through internal PR and communication departments, to relay project news and updates. The available social media feeds per organisation are listed in Table 3 from the Individual dissemination plan section.

The Consortium is formed by a well-balanced group (enterprises from energy and ICT sector, SME, research institutes, universities, innovative non-profit organisation, ESCO), from different regions of Europe (Italy, UK, Romania, Greece, Switzerland, Netherlands, Slovenia), thus it is able to reach a diversified audience from all geographical areas relevant to the project.

D. Press media, articles and other platforms

Project results will be disseminated also through mass media (general press, popular science magazines, science-dedicated press).

To maximize the impact, RE-COGNITION will use existing popular websites, blogs and social media groups and feeds. For example:

- **Energy Central** - Energy Central is a platform for electric power industry professionals to connect, learn and share in a collaborative community environment. Supported by leading industry organizations, their mission is to help industry professionals connect and advance knowledge sharing for the benefit of the electric power industry.

- **Research Gate** - A social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.
- **Energynomics** - is the sole online platform dedicated to the energy sector in Romania that serves both as news channel and B2B gateway.
- **European Energy Innovation** - is the communication platform designed with one purpose in mind: to put energy and transport stakeholders in touch with each other.

E. The project will also use the freely accessible EC tools (e.g. CORDIS Wire, CORDIS News, Horizon Magazine, research*eu, “Futuris” and “Innovation” Magazines on Euronews) to ensure adequate project communication. **Newsletter**

An e-newsletter will be produced (one at the end of each project year) and regularly distributed through stakeholder and partners’ networks. The newsletter will inform about progress, available documentation and project events.

F. Scientific publications

As a major objective of a European research project, publications will be issued by RE-COGNITION partners collaboratively and individually. These publications will play an important role to make the project visible to external parties. The research areas that would be covered include energy, simulations, experiments, IoT, platforms for energy etc. Target publication venues will include, among others, the following areas: Energy, Renewable Energy, Applied Energy, Energy Conversion and Management (edited by Elsevier, IEEE, REHVA, etc.)

G. Presentations at industrial exhibitions, conferences & workshops.

RE-COGNITION consortium members will contribute to relevant international or national conferences and events through posters, flyers, presentations, in order to raise key stakeholders’ awareness and facilitate knowledge sharing, thus increasing the project’s impact. Targeted events include events organised by the EU Commission’s Unit supervising the project, other EC Conferences and thematic clustering meetings, annual events organised under the aegis of the EC.

Example of relevant conferences includes:

- EUW - European Utility Week
- ESE Conference - Energy Storage Europe
- EUSEW - EU Sustainable Energy Week
- Energy Storage Innovations
- ECOS Conference: International Conference on Efficiency, Cost, Optimization, Simulation and Environmental Impact of Energy System
- ECRES – European Conference on Renewable Energy Systems
- IRES - International Conference and Exhibition for the Storage of Renewable Energies

A calendar of upcoming relevant conferences and fairs will be updated throughout the project duration.

H. Organization of face-to-face meetings with key policymakers and Regulatory and certification organization

Particular attention will be devoted to ensuring that relevant authorities in different EU countries will be able to follow the project implementation and provide inputs and suggestion in order to make the project developed innovations align with their policies. In more detail, concise policy briefs will be regularly issued, especially on the occasion of the project events and sent to key representatives, who will be identified at the beginning of the project.

WindCity will organize a meeting with local certification organization about power electronics for VAWT. Electric Corby and UoB will be conducting F2F meetings with Corby council, local opinion leaders and end users to promote awareness and define stakeholder requirements. Servelect will provide regular updates regarding the project evolution to the Romanian Energy Regulatory Authority.

I. Project dissemination events

Partners will organize workshop events on a national level. The consortium partners can plan mid-term dissemination workshops that will be organized around M24. The workshops will target key stakeholders in order to get inputs and stakeholders' insight on the quality of the project results.

Final dissemination workshops can be organized during M36 of the project. It will be an excellent occasion to disseminate final project achievements and to define the post-project dissemination strategy. The events will target opinion leaders/regulators, the scientific community, renewable energy industries (including SMEs), policymakers, public authorities, media, consumer organizations and the general public.

A more detailed description of the project disseminations events will be provided in Deliverable 6.3 - Dissemination and Communication Plan v2 – M18, which represents the updated version of the current communication and dissemination plan.

J. Dissemination through pilot Sites

Project progress and results will be also disseminated and communicated to the different pilot sites involved in the project. This will aim to offer citizens and final users a close look at what RE-COGNITION is offering in terms of societal and local advantages, energy-saving and RES integration. The partners that are pilot sites within the project will use the dissemination channels mentioned in Table 3, in order to communicate information about the project objectives and achievements through the project period.

K. Liaison activities

The consortium will liaise with international, EU, national, regional projects on the same, or similar, issues, thus exchanging good practices and ideas, contributing to mainstreaming these ideas and then

constantly updating the developed results. RE-COGNITION will perform extensive liaison activities with existing projects in the field, by exchanging concepts, requirements and solutions, as specifically requested by the project topic.

Table 2 Dissemination channels and target stakeholders

Channel	Target Stakeholders expected to be reached
Website	ALL
Social Media	General public – primary; RES- related industry sector, End Users, Facilitators – Secondary
Press media, articles and other platforms	ALL
Newsletter	ALL
Scientific publications	Scientific community
Presentations at industrial exhibitions, conferences & workshops	ALL
Organization of face-to-face meetings with key policymakers and Regulatory and certification organization	Facilitators
Project dissemination events	ALL
Dissemination through pilot Sites	End Users
Liaison activities	Facilitators

2.4.2 Individual dissemination plan

Dissemination and exploitation of project results is an important component for the the RE-COGNITION consortium, in order to ensure that the technology progresses beyond the state-of-the-art and realizes a sustained economic yield after finishing the project (adapting the project in response to any feedback received).

Thus, the whole consortium is fully engaged in creating awareness, understanding and interests about the project. The available channels per organisation are listed in Table 3 (below).

Table 3 Individual dissemination channels

Partner	POLITO	CERTH	E@W	INTRACOM	ZH	EPFL	CSEM	WindCity	MTT	HELPE	SVT	UoB	EC CIC	Etreld.o.o.	TUCN
Company Website	x			x		x	x	x			x	x	x		
Social Media (please specify)				LinkedIn			Facebook Twitter LinkedIn	Twitter LinkedIn Instagram			Facebook Twitter LinkedIn	Twitter	Twitter LinkedIn		
Press media, articles and other platforms	x			x		x	x	x			x		x		
Newsletter	x					x		x			x				
Scientific publications	x					x	x	x				x			
Conferences/ Workshops	x					x	x	x			x	x	x		
F2F meetings	x												x		
Project dissemination events	x						x	x			x		x		
Dissemination through pilot sites	x							x					x		
Liaison activities								x			x				

2.4.3 Communication and dissemination timeline

The RE-COGNITION Communication and Dissemination strategy is structured in three main stages.

Table 4 Communication and Dissemination strategy

Stage	Description	Main Communication Channels
Awareness Stage 1 – Preliminary Project Promotion Phase (M1 – M12)	Aims at: <ul style="list-style-type: none"> • Agreeing upon the communication strategy and future activities; • Creating initial awareness in the markets related to the Project's objectives and scope. • Creating a first contact with the stakeholders through questionnaires collected in collaboration with other projects. 	Project Website Social Media Press Release Newsletter Leaflets Posters Partners social media channels and websites Presentations about project scope and objectives at industrial exhibitions, conferences & workshops / Presentations at scientific, technical & policy conferences and workshops

<p>Understanding and interest</p> <p>Stage 2 – Project Pre-Commercialisation Phase (M12 – M30)</p>	<p>Aims at:</p> <ul style="list-style-type: none"> • Create more “targeted awareness” regarding RE-COGNITION technologies with key players and potential users; • Inform the target market about the technological benefits of RE-COGNITION. • Adjust the requirements collected in collaboration with other projects and collect additional needs and requirements coming from a number of stakeholders much higher than the stakeholders involved in the first stage. 	<p>Project website Press release Newsletter Presentations at industrial exhibitions, conferences & workshops Journal & conference papers</p>
<p>Action</p> <p>Stage 3 – Business Strategy Phase (M30 – M36)</p>	<p>Aims at:</p> <ul style="list-style-type: none"> • Maximizing target market awareness regarding the RE-COGNITION solution; • Thus contributing to ensure the project sustainability and full exploitation. 	<p>Project website Press release Newsletter Presentations at industrial exhibitions, conferences & workshops F2F meetings Presentations at scientific, technical & policy conferences and workshops Journal & conference papers Final project Brochure</p>

2.5 Project internal coordination

The RE-COGNITION consortium will keep track of all dissemination and communication activities relevant to the consortium via a “Dissemination Matrix”, managed by the T6.1 Leader, that will contain at least the following fields:

Table 5 Dissemination matrix

Medium type	Action Type	Medium name	Status	Responsible partner	Completion date	Reach stats
Type of communication medium	Type of communication action	Name of the medium used, i.e. external articles provide website name of the medium used	Status of the dissemination activity	Indication of which project member is responsible and credited for activity	Provide the date to match with the project timeline	Input for reporting purposes: number of attendees, number of views etc.

This file will be updated every 6 months and will also include future dissemination activities and events as planned by each partner.

2.6 Key performance indicators

KPIs to measure the dissemination performance are summarised in Table 6 below. The WP 6 Leader (UoB) is in charge of monitoring the progress of the dissemination activities against the KPI targets in Table 6 and informing the consortium of that progress. The consortium members are responsible for recording their dissemination actions and reporting them to the dissemination matrix.

Table 6 Communication and dissemination KPIs

Dissemination Channel	KPIs	Stakeholders addressed	Year 1 KPI target	Year 2 KPI target	Year 3 KPI target
Website	No. of visitors to the RE-COGNITION website (per year)	ALL	500	1000	1500
	No. of blog posts on RE-COGNITION website "News" section	ALL	6	8	10
Social media	No. of posts on social media platforms via RE-COGNITION channels (LinkedIn & Twitter)	ALL	8	10	12
Partners' websites, social media channels & other online activities	No. of articles / posts in consortiums' newsletter / website / social media / other communication platforms	ALL	5	8	10
Press media & articles	No. of press releases & articles (online & printed)	ALL	2	3	4
Newsletter	Annual newsletter	ALL	1	1	1
Scientific publications	Journal papers	Academia / scientific community	1	4	4
	Conference papers	Academia / scientific community	2	4	6

Events	No. of Industrial exhibitions, conferences & workshops at which partners will promote RE-COGNITION	Energy market sector, End users, Facilitators	6	10	15
	Project dissemination events	Energy market sector, End-users, RES-related industry sector	N/A	1	1

3 Dissemination Guidelines & Toolkit

3.1 Visual identity

A. Logo

The RE-COGNITION logo is an important graphic element which was created at the beginning of the project in order to create a common visual identity to all of the work arising from the project. It is used on all materials and communications issued by members of the project. The graphical elements within the logo are designed in order to express the project vision.



Figure 2 RE-COGNITION Logo

B. Templates

Although document templates can be considered part of the quality management, since some deliverables are public, the consistent form of these documents contributes to the RE-COGNITION graphic identity.

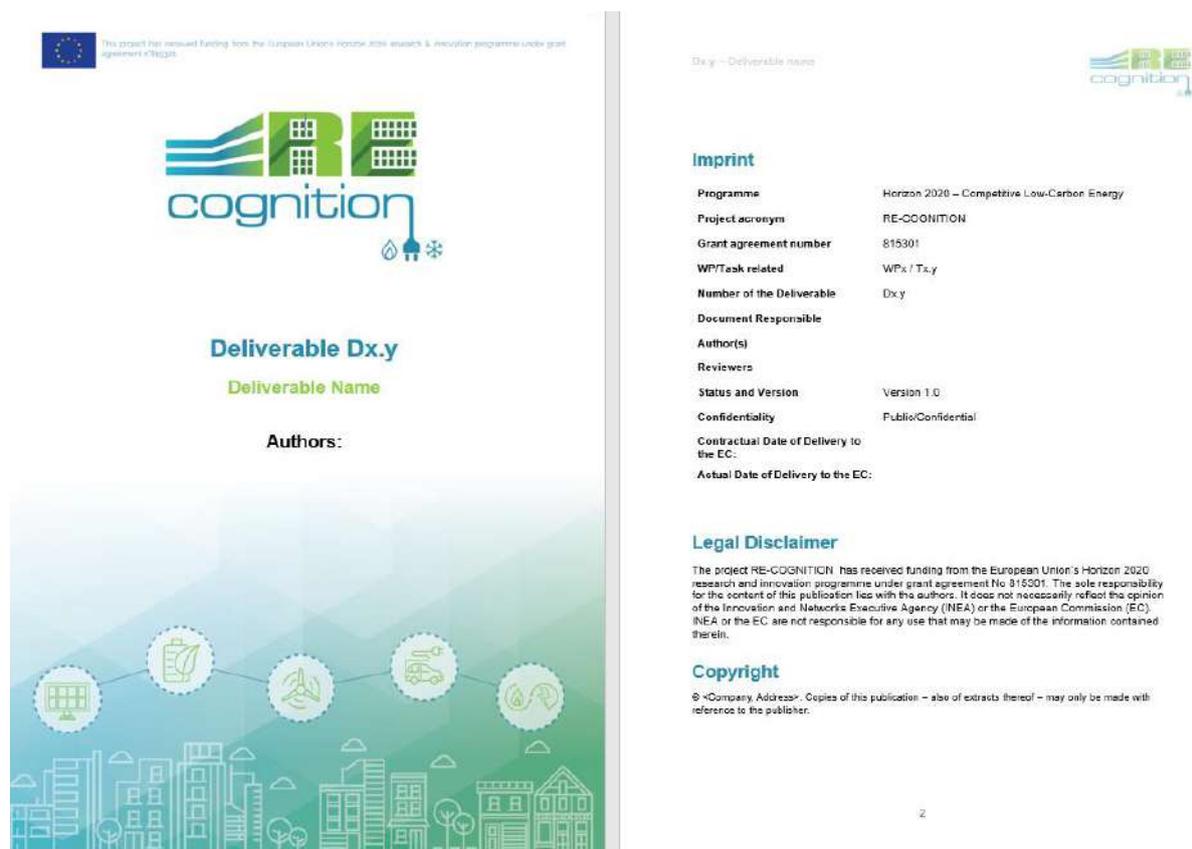


Figure 3 RE-COGNITION Templates

3.2 Dissemination toolkit

In order to support the dissemination and communication activities, a dissemination toolkit has been developed. It consists of the following (see also Annex I):

- The website www.re-cognition-project.eu which plays an important role in dissemination and communication activities.
- A project brochure that is graphically eye-catching and gives an overview of the project (Figure 5).
- A project roll-up poster to be used at industrial, academic exhibitions and conferences (Figure 6).

According to European Commission guidelines, all dissemination materials issued by RE-COGNITION consortium have to include the EU emblem and acknowledgement, see Figure 4.



This project has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement n° 815301

Figure 4 EU emblem and acknowledgement

The RE-COGNITION project logo should be included in all dissemination materials, including the public and internal websites, brochures, flyers, presentations, roll-up posters, any printed and online material etc.

Alongside this logo, it is also recommended that the logo of each consortium member should be included on the materials stated above (subject to space limitations) and they should all be about the same size.

4 Conclusions

This report presents the Dissemination, Communication and Exploitation Plans for RE-COGNITION project. This plan identifies, organises and establishes the channels and activities used in order to promote RE-COGNITION objectives and results.

The implementation of this plan will be monitored and reported in the following deliverables:

- D6.4 - Dissemination and communication package – First reporting period – M18
- D6.7 - Dissemination and communication package – Second reporting period – M36

The communication and dissemination plan will be updated during the project period as it follows:

- D6.3 - Dissemination and Communication Plan v2 – M18
- D6.6 - Dissemination and Communication Plan v3 – M36

Annex I



RE cognition

RENEWABLE ENERGY SOURCES AND STORAGE TECHNOLOGIES

- Vertical Axis Wind Turbine
- Hybrid Energy Storage
- State-of-the-art EV charger as a virtual storage source
- Navel micro-CHP system utilizing a foggy turbine
- Building Integrated Photovoltaics
- Hybrid Unit for Solar Cooling purposes

PROJECT PILOT SITES

- Corby Enterprise Center UK - Northamptonshire
- Politecnica di Torino Italy - Torino
- City of Lissanello Italy - Lissanello
- Pre-Pilot Use Case: CERTH Smart House nZER Greece - Thessaloniki
- HELPE corporate headquarters Greece - Athens
- Technical University of Cluj-Napoca Romania - Cluj-Napoca

GET IN TOUCH

- www.re-cognition-project.eu
- vitto.vegia@polito.it
- twitter.com/@REcognition
- in RE-COGNITION Project

PROJECT CONSORTIUM

- Politecnico di Torino
- Energy work
- IDE
- MITRACOM
- MTT
- CERTH
- EPFL
- spin off
- University of BRISTOL
- HELLENIC PETROLEUM
- csem
- WINDCITY
- SERV@LECT
- Electric Corby
- ETREL
- TECHNICAL UNIVERSITY OF CLUJ-NAPOCA

RENEWABLE, cogeneration and storage technologies integration for energy autonomus builings

RE-COGNITION AIM

The main ambition of the RE-COGNITION is to develop a future and technology-proof integrated solution aiming to maximise the utilisation of the energy that is locally produced by building-level renewable energy technologies and to reduce implicitly and explicitly induced costs towards Zero Energy Building's realization.

Cross-Functional Renewable Energy Sources Integration Platform

Building Energy Plant Planning Tool (BE-PLATO)

Allows the building stakeholders to make informed decisions on whether or not to install RES equipment on their building.

Automated Cognitive Energy Management Engine (ACEEIE)

Harmonizes the power generation with the power-heating-cooling demand of the building.

IGateway

Delivers insightful data for the subsystems they are connected to, through their embedded intelligence.

Combined applications of different Renewable Energy Technologies resulting in carbon-neutral building

www.re-cognition-project.eu

This project has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement #915101.

Figure 5 Project brochure

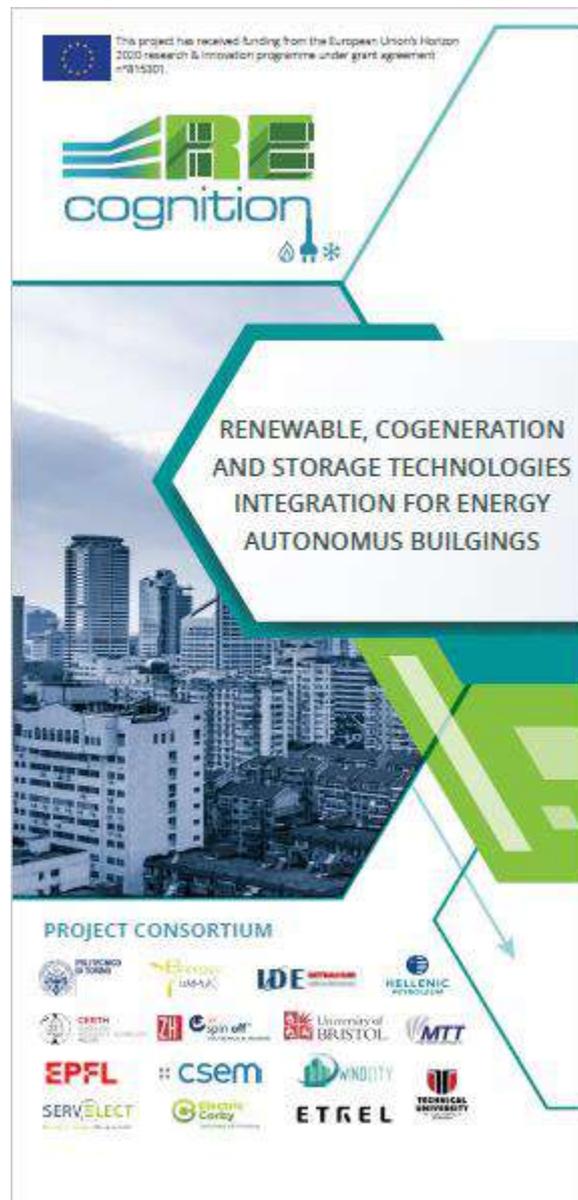


Figure 6 Project roll-up poster