



D9.8 Dissemination and Communication Plan and Associated Material v3



DISCLAIMER

The information and views set out in this deliverable are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 872734.



Big Energy Data Value Creation within SYNERgetic enERGY-as-a-service Applications through trusted multi party data sharing over an AI big data analytics marketplace

Deliverable n°:	D9.8
Deliverable name:	Dissemination and Communication Plan and Associated Material v3
Version:	1.0
Release date:	30/06/2022
Dissemination level:	Public
Status:	Final
Author:	Emil Sigbrand (SIN)



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 872734.

Document history:

Version	Date of issue	Content and changes	Edited by
0.1	24/06/2022	First draft version	Emil Sigbrand
1.0	01/07/2022	First version	Emil Sigbrand

Peer reviewed by:

Partner	Reviewer
URB	Álvaro Lacuey
ETRA	Ugo Stecchi

Deliverable beneficiaries:

WP / Task
WP9/T9.2
WP9/9.3



Table of contents

Executive summary..... 4

1 Introduction..... 6

 1.1 Purpose of the document 6

 1.2 Scope of the document 6

 1.3 Structure of the document 6

2 Dissemination and Communication Objectives and Strategy 8

3 Dissemination and Communication Activities and Tools 10

 3.1 Dissemination and Communication Activities performed until M18, in the 1st reporting period 10

 3.1.1 Events, Conferences, Workshops M18-M30 10

 3.1.2 Scientific Publications 12

 3.1.3 Liaisons with other EU projects and initiatives 13

 3.1.4 Living Labs 13

 3.2 Dissemination and Communication Tools 14

 3.2.1 Website 14

 3.2.2 Social Media 18

 3.2.3 Videos 18

4 Impact of Dissemination and Communication Activities in the 2nd reporting period
21

5 Dissemination and Communication Plan for the next period 24

 5.1 Living Labs dissemination material 25

 5.2 Scientific Papers Pending and Planned 26

6 Conclusions & Next Steps..... 27

7 References 28

ANNEXES..... 29

 I. ANNEX A – SYNERGY poster 29



Abbreviations and Acronyms

Acronym	Description
CA	Consortium Agreement
D	Deliverable
DoA	Description of Action (annex I of the Grant Agreement)
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
LL	Living Labs
M	Month
PPT	PowerPoint Template
SH	Stakeholders
T	Task
ToC	Table of Contents
V	Version
WP	Work Package



Executive summary

The Dissemination and Communication Plan and Associated Material provide the plan and timeline of the dissemination and communication activities of the project, as well as how these activities should unfold in the SYNERGY project. Moreover, the Dissemination and Communication plan will ensure that the project has a substantial impact on the energy industry as a whole, society and all parties concerned.

As part of the dissemination and communication plan in D9.6 *Dissemination and Communication Plan and Associated Material v1* and D9.7 *Dissemination and Communication Plan and Associated Material v2*, several tasks and tools were proposed to support the goal of establishing long-lasting connections between the project beneficiaries, participants in the project, and other external stakeholders. This deliverable, D9.8 *Dissemination and Communication Plan and Associated Material v3*, is a follow up on D9.7 and reports on implemented activities in the second reporting period and updates the schedule for the dissemination and communications activities of the project for the remainder of the duration.

Social media dissemination and communication is doing well, having far exceeded the original set KPIs. Honorable mentions in the regard of acquiring additional followers and attention of the official SYNERGY social media channels and visits to the SYNERGY websites can be dedicated to the Enlit event, the Open Call process in general, but especially the Open Call webinar, and collaborations with the BDVA, both their newsletters and participation in the BDVA-Dataweek 2022. No corrective actions deemed necessary for the social media communication and dissemination efforts.

Event participation has been satisfactory regarding communication and dissemination of project results in the reporting period.

Significant progress has been made to reach the scientific publications KPIs. It was, however, not quite enough to catch up to the deficit left behind by the first reporting period M1-M18. For the last reporting period of the project, M30-M42, a total of five scientific publications is needed to satisfy the KPIs set in the DoA. A scientific working group tasked with ensuring this KPI is met has been established and a concrete plan will be created in the period M32-M33. See further details in section 3.1.2.

The Living Lab activities, launched in the first reporting period, have continued in the second one as well. Particular attention is focused on external feedback regarding the business use and perspective of the platform, while for the upcoming months living labs are expected to be improved through a more technical involvement in the development processes of the platform in general and the apps



developed in WP5, 6 and 7. Further details regarding the living lab activities can be found in section 5.1



1 Introduction

1.1 Purpose of the document

The purpose of this deliverable is to provide an evaluation of implemented activities and update the schedule for the dissemination and communications activities of the project. The report will be based on the D9.6 *Dissemination and Communication Plan and Associated Material v1* and D9.7 *Dissemination and Communication Plan and Associated Material v2*, which laid the foundations for the activities planned for the project and the comparison between what has been planned and what happened up to M30. The report will offer insights into the weaknesses of the activities based on the feedback from events dissemination, and KPI measurements, as well as provide some mitigation actions for solving these issues for a better and more effective dissemination and communication process in the next period.

1.2 Scope of the document

This document will outline the completed dissemination and communication activities up to M30. Additionally, this deliverable aims at updating the ways of using dissemination and communication in the project and presenting the KPIs that measure the success of the implemented tools and activities. This deliverable is directly linked to the D9.6 *Dissemination and Communication Plan and Associated Material v1*. and D9.7 *Dissemination and Communication Plan and Associated Material v2*, and references to the two deliverables D9.1 *SYNERGY Living Lab Activities Plan and Evaluation Report v1*, and D9.2 *SYNERGY Living Lab Activities Plan and Evaluation Report v2*, by pointing out which dissemination tools and key elements should be used to reach out and involve the different stakeholders.

1.3 Structure of the document

This document will first outline the dissemination and communication strategy, together with the target audiences that have been reached through the dissemination and communication activities up to M30 in Section 2. This will be followed by Section 3 reporting in detail about the dissemination and communication activities and results performed up to M30. Section three will also present the dissemination and communication tools used these past 30 months. Section four will focus on the



impact of the dissemination and communication activities and tools followed by the plan of action for the next reporting period for the targets that have not been met in Section 5. Finally, section 6 will highlight the conclusions and the plans of action to be implemented for the next 12 months.



2 Dissemination and Communication Objectives and Strategy

Before going into the detailed analysis and reporting on the Dissemination and Communication between M18-M30, it is worth mentioning the main objectives behind the dissemination and communication strategy in the SYNERGY project, which was initially established and developed in *D9.6 Dissemination and Communication Plan and Associated Material v1*. The strategy focuses on the development of activities to create a consistent and appealing narrative for the SYNERGY project. This strategy should be used as a founding base by project participants and consortium members when they give speeches, present the project, or participate in events.

During the first year of the project, the communication activities focused on increasing the outreach awareness of the project goals, scope, and planned activities to attract stakeholders to take an interest in the project. As the project entered the second year, the focus shifted towards showcasing materials produced and creating additional ones to keep stakeholders engaged and interested in the project and to get the necessary feedback. The third year is dedicated to exploiting the results, making sure that the project will continue after the funding period ends, and ensure the project's go-to-market and replicability strategy.

The successful efforts of the communication board's are clearly illustrated by the increased activity on both the website and social media channels of SYNERGY and its partners. Statistics from google analytics and the social media platforms indicate that communication and dissemination reach the right stakeholders.

In the final year of the project, dissemination and communication objectives are focussed on increasing the reach of these efforts, ensuring that information about the release of the official first version of the platform reaches the highest number of key electricity data market stakeholders.



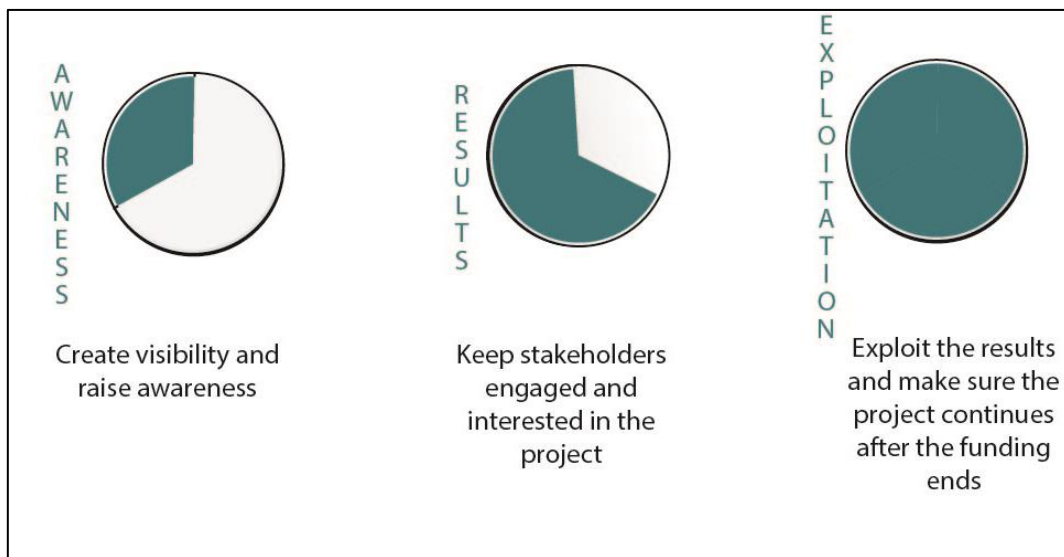


Figure 1 – Dissemination and Communication focus during the project

ACTION	MEANS	STATUS
Awareness creation: Create visibility and raise awareness (year 1)	<ul style="list-style-type: none"> • Develop project logo and visual identity • Set up social media channels and Website • Share news and updates on the channels about the project’s progress • Share press releases about the project • Share executive summaries of the deliverables on the website to promote the work in the project • Participation in conferences, events, workshops • Liaise with similar EU projects • Project Brochure • Project poster, Infographics 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓
Results: Information distribution (year 2)	<ul style="list-style-type: none"> • Refine website content with more concrete results • Upload approved deliverables • Social media promotions about early results • Press releases about the first results • Refine the marketing material and create new complementary material • Attend events, conferences, workshops • Scientific Publications • Video about the project 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

Exploitation Enhancement (year 3)	<ul style="list-style-type: none"> • Upload on the website results and final deliverables • Social media promotion on the results and next steps • Press articles on the results • Scientific Publications • Marketing material • Videos • Demonstrations 	
--------------------------------------	--	--

Table 1 - Proposed measures for Dissemination and communication

3 Dissemination and Communication Activities and Tools

The following section provides an update on the communication and dissemination work completed up to M30. This includes both updates on activities conducted (e.g. events, conferences, workshops) and the tools used to support the goals and delivery of the SYNERGY message (e.g. social media, newsletters, brochures).

3.1 Dissemination and Communication Activities performed until M18, in the 1st reporting period

3.1.1 Events, Conferences, Workshops M18-M30

SYNERGY participated in several events in the period M18-M30, which can be found below in Table 2.

Partner name	Event name	Date	Description	Link
ETRA	OPEN DEI EUIoT BM Co-Design Workshop	May 18, 2022	Business model for Digital Platforms: A co-design workshop for digital platforms in Energy, Manufacturing, Agrifood and Healthcare	
ETRA	Conferencia del Programa Marco de Investigación e Innovación de la Unión Europea en España, Valencia	April 6, 2022	H2020 ICT projects presentations event, organised by the Spanish National Contact Point	Link
ETRA	Webinar: Focus on ETIP SNET	May 12, 2022	Contribution of SYNERGY in the R&I priorities discussion from lesson learnt	Link



Partner name	Event name	Date	Description	Link
	Implementation Plan 2022-2025's High Level Use Cases 5-7-9		in our project. Small presentation of the project achievements in relation with ETIP SNET agenda for the next 3 years	
ETRA, SIN, VERD, Suite5, VTT	H2020 project SYNERGY Open Call Webinar	March 11, 2022	To help applications better understand the Open Call process, a webinar was organized with key project partners presenting project details, information related to proposal preparation incl; administrative information, platform demo, info on available data analytics and energy services and a Q&A	Link
ETRA	Enlit Europe	Nov. 30, 2021	The potential for Big Data for Energy: SYNERGY project	
Suite5	OPEN DEI Conference on Data sharing and governance for Energy applications	Sep. 23, 2021	Presentation of the SYNERGY project and related achievements at the date	Link
Suite5	BDVA data week	Jun. 01 2022	session entitled "Paving the Path Towards Energy Data Spaces" during the DataWeek 2022 organized by BDVA/DAIRO. An opportunity to have a glimpse at the results and experiences gained from [SYNERGY], [BD4OPEM], [PLATOON], [BD4NRG] projects and the directions of the newly launched Energy Data Spaces projects.	
Suite5	OPEN DEI WG4 2 nd meeting	Apr. 29 2022	Dr. Fenareti Lampathaki (SYNERGY Technical Coordinator) shared insights on how the SYNERGY Platform addresses various Data Interoperability challenges. The main lessons learnt are: no data model/standard/ontology currently addresses all data needs of the electricity data value chain; any Common Information Model (CIM) needs to be flexible and designed for change.	
ETRA	OPEN DEI Open Call Dissemination Event	Mar. 17, 2022	Dr. Ugo Stecchi presented the SYNERGY open call together with other open calls from PLATOON and BD4OPEM	Link

Table 2 - Reports on Event Participation M18-M30



3.1.2 Scientific Publications

Table 4 presents the scientific publications that were accepted for submission up to M30. The book chapter will be published in the open-access book “*Data Platforms: Foundations, Design Space and Deployments*” and was developed by Suite5 and UBITECH. A plan for future papers can be found in section 5.3.

Partner Name	Type of paper	Description	Link/WP/Task
Suite5, UBITECH	Book Chapter	Book Chapter entitled “Towards an Energy Data Platform Reference Architecture: Challenges and Perspectives from the SYNERGY Big Data Platform and AI Analytics Marketplace” accepted for publication in the open-access book “ <i>Data Platforms: Foundations, Design Space, and Deployments</i> ”	WP2, WP3, WP4
Suite5	Position Paper	<p>Paper titled: “An analysis of drivers and barriers for the uptake of digital platforms in Europe”</p> <p>This position paper investigates the major internal and external factors that could facilitate or hinder the adoption of digital platforms by European organizations across four sectors of Manufacturing, Energy, Agri-food and Healthcare. The paper also provides a broader cross-domain perspective of such drivers and barriers that are not sector-specific but rather common and existent among different sectors. The paper has been developed under the coordination and leadership of Task Force 4 lead by IDC of the Horizon 2020 project “OPEN DEI- Aligning Reference Architectures, Open Platforms, and Large-Scale Pilots in Digitalizing European Industry” with a solid collaboration of more than 30 experts of digital transformation and digital platforms representing more than 20 organizations from 10 Horizon 2020 projects and related initiatives.</p> <p>The paper provides a set of recommendation to address the defined barriers and to facilitate and accelerate the uptake of digital platforms across European organizations in different sectors.</p>	WP3, T2.2, T10,3
VTT	Journal Paper (submitted)	Journal paper titled: “Decision support for building renovation planning towards real-time data based step-by-step deep renovation thinking.”	T7.1

VERD, SIN	Journal Paper	Journal Paper titled “European Energy Regulatory, Socioeconomic, and Organizational Aspects: An Analysis of Barriers Related to Data-Driven Services across Electricity Sectors”	WP2
KONCAR	Conference Paper	Conference paper titled: “Semantic data integration in upgrading hydro power plants cyber security”	WP3

Table 3 - Scientific Publications to M30

Five papers have been published by M30, with the KPI for scientific papers published being three per year in a 3,5-year duration project, makes the total remaining papers to be published in the next reporting period 5,5 papers.

To catch up with the amount of scientific publication KPIs outlined in the DoA, WP leaders have agreed to form a Scientific Working Group (SWG) tasked with developing a concrete plan to deliver publications. Each partner capable of writing publications will be part of the SWG, who are tasked with completing the plan by M33 (September). After which the group will have status meetings every two months, or more frequently depending on the need.

3.1.3 Liaisons with other EU projects and initiatives

SYNERGY continues to create liaisons with other projects through initiatives such as BRIDGE, BDVA/DAIRO, OPEN DEI, IoT, and through all the working groups where SYNERGY is involved. Through these initiatives, the project managed to establish synergies with other projects from the Smart Grid and Big Data domains. In particular, the collaborations with PLATOON, BD4OPEM and BD4NRG projects from the same call “DT-ICT-11-2019 - *Big data solutions for energy*” was established during the first period of the project and it followed all along this second reporting period. Several activities have been performed with 3 other EU projects. The details are reported in D9.16 *Report and Evaluation of Collaborative Activities with BRIDGE and BDVA v3*.

3.1.4 Living Labs

For dissemination and communication purposes the Living Lab’s (LL) has been identified as a networking tool for experience sharing and exchange towards the user and business-driven open innovation, and as a dissemination tool for the project, outcomes to increase awareness and engagement.



As part of the LL activities, a 'Stakeholder list' (SH) was generated from the partners existing networks consisting of various key SH categories. These SH will be engaged in various collaboration activities during the LL process. For example, currently, as part of WP10, most of the SH groups have been engaged and the business models have been discussed thoroughly. The majority of which are eager to become testers of the SYNERGY platform or to get better acquainted with the many opportunities the platform represents.

The LL activity related to the business models have been based on a semi-structured interview methodology to allow the pursuant of relevant subjects brought up by the interviewee or by the interviewers based on how the conversation progressed. The researcher from SIN acted as mediator and steered the conversation back on track when it left for less relevant pastures.

The structure of the interview was build around setting the scene in the most relevant way depending on the SH in question. Suite5 would present and explain the aspects of the platform and the project, limited to what was deemed relevant based on the role of the SH. Similarly, ETRA would choose the BMs relevant to the SH and prepare a presentation of those to fit the interest of the SH in question. The interviewees were encouraged to ask elaborative questions during the presentation to ensure their thorough understanding of the subject.

The initial planned duration of the interviews was one hour. However, after the first two interviews both took two hours, we extended the duration to two hours going forward. All interviews thus had a duration of two hours. During the interviews, all BMs related to the specific SH group have been discussed with the following SH:

- March 17, 2022 - ESCOs with 2 Dutch ESCOs [Escozon](#) and [Endona](#)
- April 01 and 08, 2022 - TSOs with the Finnish TSO [Fingrid](#)
- June 14, 2022 - Retailer with Spanish Retailer [MiwEnergia](#)

3.2 Dissemination and Communication Tools

3.2.1 Website

The SYNERGY website was set up in M6 of the project and the initial plan and structure for the website were detailed in D9.5 and D9.6. This section aims to give an overview of the updates on the website in terms of content but also an overview of the visitors to the website.



Additional data which was retrieved from Google Analytics in June 2021 about the SYNERGY website, shown below. Google Analytics is the platform that collects data and compiles it into useful reports.

The main unit for measuring website traffic is based on visits to the website. All the website users can be seen below. Between M18-M30, 4178 users visited the SYNERGY website. The graph below in Figure 7, shows an increase in the number of visitors which we attribute to the primarily to the Open Call period that ran from February to April.

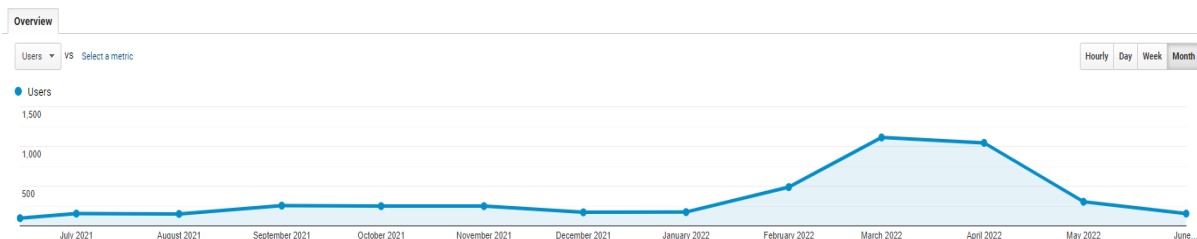


Figure 2 – M18-M30 report on users on the website

Besides the number of visitors, the pageviews give an idea of how many pages have been viewed, loaded or reloaded in total. SYNERGY had 21,333 page views from M18 to M30. The sessions refer to the number of times a user has visited the website including users that have visited the website multiple times in a period of 30 minutes. This amounts to 1,45 sessions per user. The Average Session Duration on the website shows the length of the users’ visits to the website. For the SYNERGY website, the average duration of a visit is of 1 minute and 27 seconds.



Figure 3 - Overview of visitors and pageviews to the SYNERGY website M18-M30

Looking at the traffic on the website, it becomes clear that the open call was the cause of majority of the website visits.











Page		Page Views	% Page Views
1. /		8,100	37.97%
2. /open-call/		4,496	21.08%
3. /partners/		1,511	7.08%
4. /about/the-project/		1,379	6.46%
5. /project-materials/		1,097	5.14%
6. /h2020-initiatives/		568	2.66%
7. /about/demo-sites/		428	2.01%
8. /news-announcements/		413	1.94%
9. /synergy-framework/		392	1.84%
10. /about/objectives/		338	1.58%

Figure 4 - Page views M18-M30

The acquisition reports tell us where the SYNERGY visitors originated from, such as search engines, social networks, or website referrals. This gives a better idea of the communication and dissemination efforts that are bringing visitors to the website. We observe a slight decrease in social acquisitions, but an increase in referral acquisitions. This may be due to events such as Enlit, as can be observed on figure 7 a new source Enlit appears.

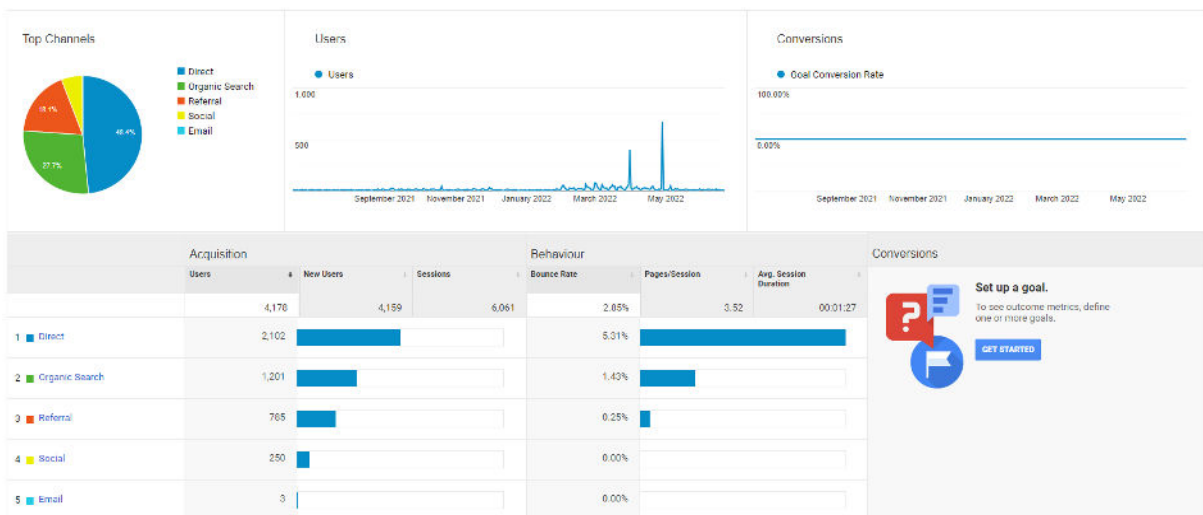


Figure 5 - Acquisition Reports for SYNERGY website M18-M30

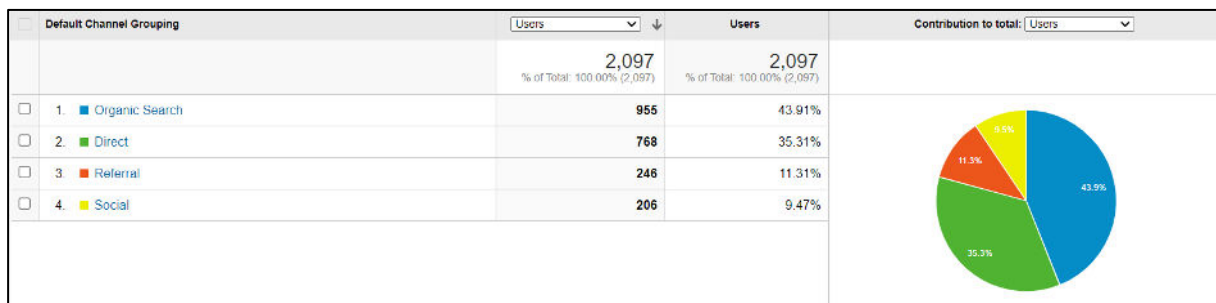


Figure 6 - Acquisition Reports for SYNERGY website M6-M18

Most of the visitors visited the website from search engines such as Google, Yahoo or Bing, with 27%, down from 43%. The direct traffic is now 48% up from 35%. The referral traffic brought users to the SYNERGY websites from other sources, these can be seen below.

Source	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	785 % of Total: 16.79% (4,178)	738 % of Total: 17.74% (4,159)	1,181 % of Total: 19.49% (6,061)	0.25% Avg for View: 2.85% (9.10%)	3.26 Avg for View: 3.52 (7.31%)	00:01:19 Avg for View: 00:01:27 (9.18%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
<input type="checkbox"/> 1. dailytraffic.xyz	364 (45.79%)	363 (49.19%)	540 (45.72%)	0.37%	2.00	00:00:11	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 2. ec.europe.eu	96 (12.88%)	90 (12.20%)	213 (18.04%)	0.00%	4.39	00:03:21	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 3. h2020-bridge.eu	44 (5.53%)	42 (5.69%)	64 (5.42%)	0.00%	5.70	00:02:07	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 4. enlit-europe.com	39 (4.91%)	36 (4.88%)	44 (3.73%)	0.00%	4.36	00:00:27	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 5. first-art-er.it	31 (3.96%)	31 (4.20%)	36 (3.05%)	0.00%	3.33	00:01:44	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 6. big-data-value.eu	23 (2.89%)	15 (2.02%)	32 (2.71%)	0.00%	4.69	00:02:16	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 7. mail.google.com	15 (1.89%)	10 (1.36%)	22 (1.86%)	0.00%	2.64	00:00:35	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 8. e-guessing.at	14 (1.76%)	14 (1.90%)	14 (1.19%)	0.00%	3.14	00:00:43	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 9. opendel.eu	12 (1.51%)	11 (1.49%)	15 (1.27%)	0.00%	4.53	00:01:30	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/> 10. urbanibalance.com	12 (1.51%)	11 (1.49%)	13 (1.10%)	0.00%	2.31	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Figure 7 - Top domains for referral traffic M18-M30

Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	246 <small>11.61% (2,118)</small>	219 <small>10.33% (2,120)</small>	339 <small>11.74% (2,887)</small>	0.88% <small>Avg For View: 2.04% (-56.70%)</small>	4.56 <small>Avg For View: 4.32 (5.48%)</small>	00:01:55 <small>Avg For View: 00:01:45 (9.65%)</small>	0.00% <small>Avg For View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. h2020-bridge.eu	46 (18.25%)	43 (19.63%)	83 (24.48%)	0.00%	3.90	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. urbener.com	22 (8.73%)	21 (9.59%)	25 (7.37%)	8.00%	3.20	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. big_data_value.eu	21 (8.33%)	19 (8.68%)	26 (7.67%)	0.00%	4.85	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. mailchi.mp	18 (7.14%)	7 (3.20%)	22 (6.49%)	0.00%	5.91	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. koncar-ket.hr	13 (5.16%)	13 (5.94%)	14 (4.13%)	0.00%	5.57	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. e-guessing.at	12 (4.76%)	8 (3.69%)	12 (3.54%)	0.00%	4.83	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. cnet.caverion.com	10 (3.97%)	10 (4.57%)	11 (3.24%)	0.00%	3.82	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. ponikve.hr	10 (3.97%)	9 (4.11%)	11 (3.24%)	0.00%	5.09	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. forumvirium.fi	9 (3.57%)	7 (3.20%)	10 (2.95%)	0.00%	5.40	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. opendei.eu	9 (3.57%)	9 (4.11%)	14 (4.13%)	0.00%	5.43	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

Figure 8 - Top domains for referral traffic M6-M18

The top domain referring visitors to our website is now ec.europa.eu. Based on the data above we believe that initiatives such as BRIDGE and BDVA are still crucial for bringing more visibility for the SYNERGY project, but initiatives such as Enlit has had a great impact as well, which we will use to encourage more participation in such events.

3.2.2 Social Media

Social media still plays an important role in increasing the visibility of the SYNERGY project.

In the period M18-M30 the project created 48 social media posts with a total of 3301 engagements, bringing the grand total to 160 posts with 6245 engagements.

Linkedin has been used as the main social media channel where the most important pieces of information related to the project, were highlighted. This includes participation in events, newsletters, news articles, and milestones in the project. By M30, the LinkedIn page has 300 followers (up from 196 in M18) and can be found at: <https://www.linkedin.com/company/synergyh2020/>.

3.2.3 Videos

A first video from the project was created in November 2021 (M23) to support SYNERGY participation at the ENLIT conference and improve the project visibility during the event. This video is entitled “Get to know the SYNERGY H2020 Project” and it is an introductory presentation of the project intended for a general audience, like those participating in the conference. It was premiered and played at the



booth of SYNERGY project at the ENLIT conference, and it is still available on the project's YouTube channel: <https://www.youtube.com/watch?v=03js38ZuUWc>



Figure 9: Screenshot of the first SYNERGY video

A more comprehensive explainer video is currently being developed, to fill the purpose of presenting the platform to the many stakeholders relevant to the platform. The platform, in all its complexity, fills many functions depending on the particular use, and for each of these uses, it is only relevant to a few stakeholders at a time. Instead of explaining all the platform's many uses, this video will focus on the core functionalities of the platform and the value these will create for the electricity market stakeholders, to ensure its content is relevant to all stakeholders who may watch the video. The video will be valuable for both dissemination purposes and activities related to the living labs. The manuscript draft has been in development since late April and have been edited and reviewed by SIN, KONCAR, ETRA and Suite5. The video will be finalized in September 2022.

A recording of the Open Call webinar was made into a video and put on YouTube, and then posted on social media and put on the website. The video had 140 views in the week it was published. The video can be found via the following link: <https://youtu.be/qZLZDdQNovc>

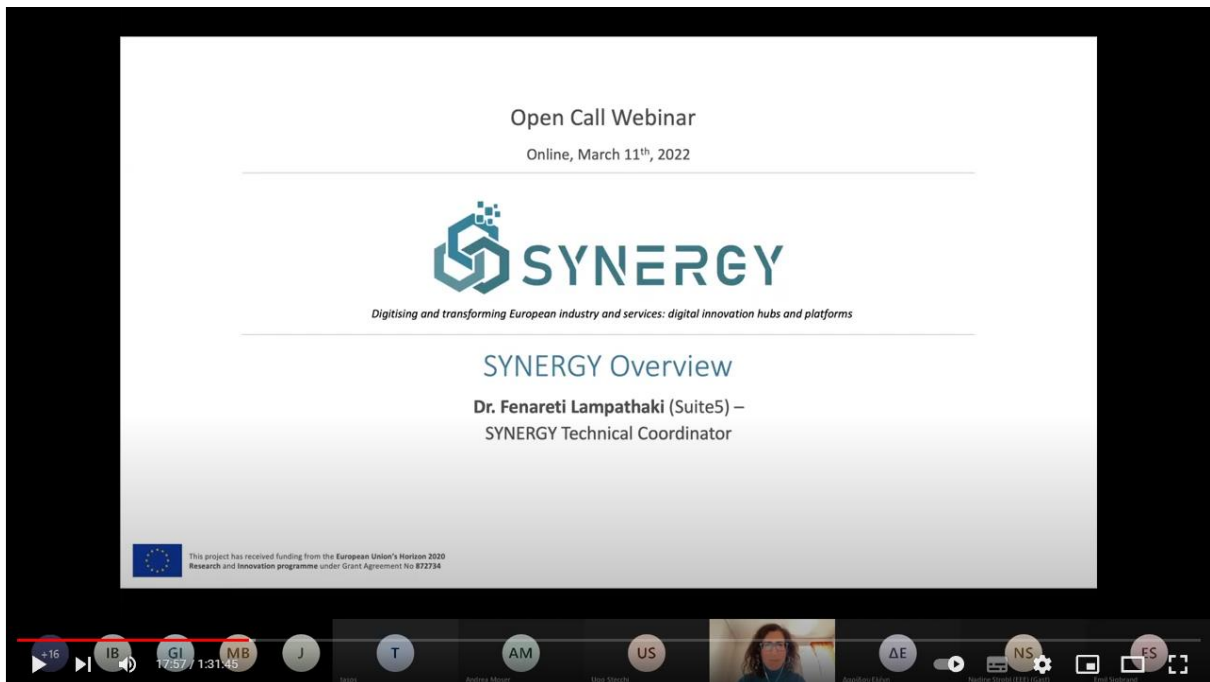


Figure 10: Screenshot of the Open Call Webinar video









4 Impact of Dissemination and Communication Activities in the 2nd reporting period

Table 8 below has been developed based on the initial KPI targets established in the DoA. The table presents five columns, the first two explaining the target place and what is it that we measure, followed by a column showing the target goal up to M42, and a column showing where we stand at M18. The last column serves as a visual aid, showing the status of the targets to M18 by colour. The green colour indicates that we are on schedule, yellow means that we are in progress, and red means we are delayed.

The website KPI's have shown a satisfactory result, meeting our target, for both visits to the website and references to the project on social media.

Common activities in BRIDGE/BDVA have been on track, with active participation from SYNERGY and with liaison creations with other similar projects.

Target description		Target Goal until M42	Results to M18	Results to M30	Status
Website	N° of page visits to the website	3.000	12.386	33.683	
	N° of references to the project on search engines	120	995	2.190	
Social Media	N° of links/followers/interactions with external entities on Social Media	50 new each quarter	3.449	6.245	
Scientific Publications	Papers accepted	3 per year	1	5	
	Target audience	1000	1000	N/A	
	Proportion of joint publications	>60%	100%	40%	








	The average number of different partners authoring each paper	>2-3	2	1.4	
BRIDGE-BDVA Common Activities	Events Attended Annually	4	4	9	
	N° of projects selected for collaboration	10-15	6		
Living Lab workshops and demos	N° of attendees in the workshop	10	7	10	
	N° of follow up activities	2	0	0 ¹	
Promotional content and dissemination material	Materials produced per year	5	10	18	
	Views per video	100	244	450	

Table 4 - KPI targets from DoA updated to M30

Table 9 below has been developed based on table 8, to break down the KPI's in order to have a better overview of each of our measurable targets. The table presents a breakdown of the website analytics, the newsletter reach and performance, the cumulated events where we participated and the project has been presented, as well as the joint events and liaisons with other projects. Additionally, we broke down each social media performance by channel and looked into the number of followers, posts and likes for each of the channels. The last section presents the cumulated number of stakeholders we managed to reach via all these means of dissemination.

¹ SH engaged in the BM LL activities have all indicated interest in participating in future activities.

Dissemination activities	KPI	Status period M18-M30
Project website	N° of sessions	6053
	N° of unique users	4149
	N° of pageviews	21297
eNewsletter ²	N° of newsletter subscriptions through the website	n/a
	N° of eNewsletters sent	2
	N° of subscribers (outside the consortium)	n/a
	Open-rate	n/a
Events	N° of events with the SYNERGY active presence	9
	N° of events with SYNERGY presentations	9
Technical publications	N° of press releases and or articles published in the local, national or EU level journals	12
	N° of scientific papers published in international conferences and journals	5(7) ³
	Estimated numbers of readers of the article and/or media releases	26850
Interaction with H2020 projects / initiatives	N° of project synergies developed	10
	N° of joint workshops	3
Twitter community	N° of followers	374
	N° of tweets published	13
	Total N° of tweet impressions	9700
	N° of engagements (retweet, like, link click)	181

² SIN has access issues to Mailchimp where newsletter data is currently stored. When access is restored, the table will be updated and resubmitted.

³ two of them have recently been submitted and not yet accepted



Dissemination activities	KPI	Status period M18-M30
Facebook community	N° of subscribers	36
	N° of post published	13
	N° of posts reached	3909
LinkedIn community	N° of subscribers	300
	N° of news published	15
YouTube community	N° of views	400
	N° of videos published	3
Stakeholder involvement	N° of stakeholders engaged in collaboration actions	209
	N° of stakeholders reached	60,131

Table 5 - Breakdown of KPI's

5 Dissemination and Communication Plan for the next period

Now that the first official version of the platform has been released, it is time to engage as many electricity data market stakeholders as possible. Beyond the original dissemination and communication strategy focussing heavily on social media, an added effort is being investigated. It is being considered and investigated to focus on contributing to newsletters of organizations such as Bridge and BDVA, additionally to that, we want to reach those electricity data market stakeholders who are not actively engaged in either H2020 related matters, or matters related to big data development (BDVA, ETIP SNET etc.) The following list consist of communications channel suggestions from other electricity data market stakeholders on how to reach the highest number of stakeholders:

- Energy Press
- EnergyPost
- Global Grid
- Utility Dive
- European Energy Innovation (www.europeanenergyinnovation.eu)



- Build Up (www.buildup.eu)
- Foresight (www.foresightdk.com)
- Euractiv (www.euractiv.com)
- Financial Times (www.ft.com)

The process of determining which of these communications channel to use is still on-going, and the activities are planned to occur in the period M32-M34.

5.1 Living Labs dissemination material

The LL activities that have been conducted in the period M18-M30 have shown a need for more effective methodology, since a large portion of the time spent with the SHs during these activities is the project partners explaining the details of the platform for contextual understanding. A benefit of this approach, however, have been the ability to tailor the information about the platform so that it is as relevant as possible to the respective stakeholder.

Nevertheless, a video covering the universally relevant parts of the platform should significantly reduce the time spent explaining what the platform is during the LL activities, thus leaving more time per session for the stakeholder to respond with their evaluation, questions, and comments about the topic of the activity.

An iterative workshop methodology is currently being developed for the technical living lab activities (the platform and the app development processes). If possible, all key SHs will be gathered in a workshop that will be split in two major sessions, one for the platform and one for the apps. The platform session will be relevant for all SHs, whereas for the apps, depending on each app, it will only be relevant for a few SHs per app. For this session, participants will be divided in groups based on what apps are relevant for them. The platform session will be the first session of the two, since it will also serve as a framework for the overall purpose of the platform and the project, eliminating that part of the process if the app and the platform were to be conducted separately.



5.2 Scientific Papers Pending and Planned

As the targets for scientific publications, submissions have not been met up to M18, a series of papers are in the plans to be written and submitted in the next reporting period. The papers that are planned can be found below:

Partner Name	Type of paper	Description	Link/WP/Task
UCY, VERD, GECO	Research paper	European Energy Regulation, Socio-economic and Organisational Aspects: An analysis related to data-driven services across electricity segments	2.2
COBRA & CIRCE	Research paper	Solar Power Forecasting	5.3
COBRA & CIRCE	Research paper	Predictive maintenance in PV Plants	5.3
ETRA, HEDNO, SIN	Conference Paper	A Data-driven approach for asset maintenance and management in power systems	5.4

Table 6 – Description of pending and planned papers for 2021

6 Conclusions & Next Steps

Considerable progress has been made to rectify the low number of scientific publications in the period M1-M18, which is now on track to satisfy the KPIs set in the DoA. To further ensure that we reach the target of three publications per year, the consortium agreed to create a working group with all partners capable of contributing to scientific publications.

The KPIs set for communication and dissemination efforts to reach stakeholders via social media, events and other communications channels have been successful. The change in efforts of better reaching the electricity market value chain in the period M30-M42 will hopefully yield higher inclusion of electricity market stakeholders in both living lab activities and testing of the official release of the platform.



7 References

BDVA/DAIRO. (2021). *Call for Open Access Book Chapters - Data Platforms: Foundations, Design Space, and Deployments*. Retrieved from BDV Big Data Value Association: <https://www.bdva.eu/node/1708>

SYNERGY. (2020). *D9.1 SYNERGY Living Lab Activities Plan and Evaluation Report v1*.

SYNERGY. (2020). *D9.2 SYNERGY Living Lab Activities Plan and Evaluation Report v2*.

SYNERGY. (2020). *D9.5 SYNERGY Branding, Website and Social Media Channels*.

SYNERGY. (2020). *SYNERGY Dissemination and Communication Plan and Associated Material v1*.

SYNERGY. (2021). *D9.15 - Report and Evaluation of Collaborative Activities with BRIDGE and BDVA v2*.

SYNERGY. (2021). *Project Materials*. Retrieved from <https://www.synergyh2020.eu/project-materials/>

SYNERGY. (2021). *SYNERGY Newsletter #1*. Retrieved from Mailchimp: <https://mailchi.mp/990edeae3112/synergy-newsletter-1>


SYNERGY Consortium. (2019). *SYNERGY GA - ANNEX 1*.

TweetStats. (2021). Retrieved from <http://www.tweetstats.com/graphs/synergyh2020#tstats>




ANNEXES

I. ANNEX A – SYNERGY poster



SYNERGY

Dr. Ugo Stecchi
ETRA I+D, C/ Tres Forques, 147, 46014 VALENCIA (ESPAÑA), www.grupoetra.com



SYNERGY: Big Data Value Creation within SYNERgetic energy-as-a-service Applications through trusted multi-party data sharing over an AI Big Data Analytics Marketplace

SYNERGY introduces a novel framework and reference big data architecture that leverages data related to the electricity domain, coming from diverse sources (data APIs, historical data, statistics, sensor / IoT data, weather data, energy market data and various other open data sources) to help the electricity value chain stakeholders to simultaneously enhance their data reach, improve their internal intelligence on electricity-related optimization functions, while getting involved in novel sharing / trading models of data sources and intelligence, in order to gain better insights and shift individual decision-making at a collective intelligence level. SYNERGY will attempt to unleash the data-driven innovation and collaboration potential across electricity actors, acting as multiplier of the "combined" data value that can be shared and traded, and re-conceiving real-time data sharing against traditionally bilateral contracting applied in the electricity sector, to enable optimization of the operation of electricity networks and components (RES, buildings, etc).

Main Data

- Coordinator: ETRA I+D
- 5 Spanish partners
- Consortium: 24 partners from 9 EU countries
- Demonstration: 5 demos in 5 EU Member states
- Budget / Funding: 12,8 M€ / 9,9 M€
- Start / End date: 01-01-2020 / 30-06-2023

Introduction

The European electricity sector is undergoing a major change with the increasing digitalisation, roll-out of smart meters and wide penetration of RES, IoT devices, distributed storage and EVs. Efficiency requires much automation, M2M technologies, AI, Analytics, etc.

The need for "end-to-end" coordination among electricity stakeholders is becoming a necessity to increase electricity networks' stability and resilience, while satisfying operational optimization objectives and business case targets.

SYNERGY is introducing a novel framework and reference architecture for a Big Energy Data Platform and AI Analytics Marketplace, together with specific applications to help the stakeholders to enhance their data reach, improve their internal intelligence, while getting involved in new data sharing models.

Operational/ Control Complexity

↓

Access to distributed data

↓

Data Sharing and Collective Intelligence

↓

SYNERGY Electricity Data Value Chain Integration

PROBLEM: Decentralized data production, increasing complexity in the energy system

NEED: Interoperability, extract information from Big Data, etc.

SOLUTION: platform for sharing, trading and safeguarding data and gain added value from data from legacy infrastructures

Novel SYNERGY aspects

- ✓ Trusted data asset sharing for creating smart multi-party data contract
- ✓ Novel knowledge extraction by designing and executing analytics
- ✓ A bundle of personal/ industrial/ edge baseline (pre-trained) analytics
- ✓ Effective data management and interoperability aimed at linking data assets with external data based on CIM
- ✓ End-to-end data security allowing encryption and check-in data
- ✓ Advanced access control to regulate access to private data assets
- ✓ Intuitive data exploration to search and explore energy data for analytics
- ✓ Configurable data asset retrieval on demand depending on the asset's license and the data consumer's needs
- ✓ 12 Innovative AI services for:
 - TSOs, DSOs and RES operators
 - Retailers, Aggregators and ESCOs
 - Building and facility managers

SYNERGY ENERGY APPS PORTFOLIO

Asset Management Suite for TSO, DSO and RES

Energy-as-a-Service Suite for Retailers and Aggregators

Optimised Energy Performance Management Suite

SYNERGY CLOUD INFRASTRUCTURE

Secure Experimentation Playgrounds

Core Big Data Management Platform

SYNERGY ON-PREMISE ENVIRONMENTS

Server On-premise Environment

Edge On-premise Environment

Data Generation / Discovery

Core Big Data Management Platform

Secure Experimentation Playground

On-premise Environment

DATA COLLECTION

SECURITY

SHARING

ANALYTICS

DATA MATCHMAKING

DATA STORAGE

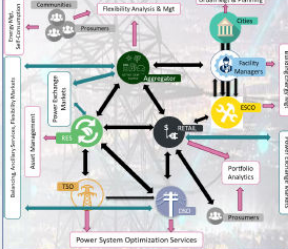
DATA GOVERNANCE

PLATFORM MANAGEMENT

Core Big Data Management Platform

New Business Opportunities from:


- ✓ New data-driven Business Models
- ✓ New information and intelligence from data analytics;
- ✓ Interaction of different SHs;
- ✓ Unique point to store, share and analyze data.




Ongoing Activities:


- ✓ Testing and validation in 5 large scale demo sites with:
 - Different actors and data sources
 - Various energy systems/assets
 - Heterogeneous climate, demography and social features
- ✓ Feedbacks and contributions from external stakeholders

More info and updates at: www.synergymh2020.eu





Author's contact






This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 872734





ETRA I+D
C/ Tres Forques, 147, 46014
VALENCIA (ESPAÑA)
Telf.: +34 960 17 86 51



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 872734.

Page 29