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Communication Strategy

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1	28/2/2020	Mats Tiborn
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4. Figures

Figure	Name
1	FlexiGrid's main target groups
2	The FlexiGrid logo
3	The FlexiGrid colours

5. List of abbreviations

Abbreviation	Definition
FlexiGrid	Enabling flexibility for future distribution grids with high penetration of variable renewable penetration– FlexiGrid
RES	Renewable energy sources
DSO	Distribution system operator
TSO	Transmission system operator

EIB	European Investment Bank
DG Regio	European Commission's Directorate-General for Regional and Urban Policy
ISGAN	International Smart Grid Action Network
IP	Immaterial property

Contents

1. Authors.....	2
2. Reviewers.....	2
3. Version History.....	2
4. Figures.....	2
5. List of abbreviations.....	2
Communication strategy.....	5
1. Introduction	5
2. Aims, goals, and objectives	5
3. The strategy's purpose.....	6
4. Main target groups	7
4.1 Consortium Partners	7
4.2 DSOs	7
4.3 European DSO organizations	8
4.4 BRIDGE	8
4.5 European financial instruments.....	9
4.6 Regulatory bodies	9
4.7 ISGAN	9
4.8 National regulatory bodies	9
4.9 End-users of the power grids	9
5. Overarching message.....	10
6. Boilerplate:.....	10
7. Message	10
7.1 Short version	10
7.2 Long version	10
8. Communication process	11
9. Enabling financial instruments.....	11

10.	Regulatory bodies.....	12
11.	DSOs.....	12
12.	End-users	13
13.	Communication tools	14
11.1	Visual identity and promotion material.....	14
11.2	Colors	15
.....	15
	<i>Primary Green, RGB 2.188.103 CMYK 74.0.75.0 HEX #02bc67,</i>	15
	<i>Secondary Green, RGB 168.229.136 CMYK 40.0.59.0 HEX #a8e588,</i>	15
	<i>Black RGB 0.0.0, CMYK 60.40.40.100 HEX #020a0a</i>	15
11.3	Website	15
11.4	Social media strategy	16
11.5	Newsletters	16
11.6	Press activities.....	17
11.7	Content production.....	17
11.8	Scientific communication.....	17
11.9	Policy & regulation activities.....	17
11.10	Delegation visits to demo sites	18
11.11	External events.....	18
11.12	Internal events	19
14.	Roles, management and procedures.....	19
15.	Building and maintaining internal communication	19
16.	Evaluation and monitoring	19
17.	Conclusion	19
18.	Activity plan including local consumer engagement plans	20

Communication strategy

1. Introduction

This deliverable, D10.2, is the second within WP 10 in the FlexiGrid project. It is the natural continuation of the first deliverable, D10.1, Target Group Analysis. D10.2 will use D10.1 as a starting point for all planned communication activities in the project.

The following pages explain the dissemination strategy, its aims, goals, and objectives, including key messages and target groups, as well as targeted events. Finally, it provides insights on roles and procedures, as well as evaluation and monitoring, defining some clear KPIs for the 3,5 years.

2. Aims, goals, and objectives

Europe is heading into a large-scale transition to renewable energy sources (RES). Through initiatives such as the Clean Energy for all Europeans package¹ and the European Green Deal², where the EU commission's goal is to transform EU into a fair and prosperous society, with a modern, resource-efficient and competitive economy where there are no net emissions of greenhouse gases in 2050 and where economic growth is decoupled from resource use (www.ec.europa.eu). The transition is depending on a robust and secure electric infrastructure. A European electric grid updated to fulfill the needs of the ascending electrification is a must.

FlexiGrid is created to provide new solutions for these new challenges. The project must also reach out and raise awareness of this crucial issue. Europe's electric grid is ageing and, in many parts, will have trouble providing the capacity needed and handle the growing use of RES like wind and solar power. Instead of massive investments in increasing the grid's capacity, FlexiGrid will contribute to the development of elasticity and smart solutions to unlock flexibility resources at a distribution level operator (DSO)-level. This will happen through new couplings between different energy vectors as well as demand response using charging schemes of electric vehicles. The project will also develop proper tools, and new business models, based on technologies like IoT and blockchain, for the interested stakeholders (i.e. the DSOs) to optimally monitor and control their systems, while creating the necessary secure and robust marketplaces for the exchange of energy and flexibility services in the local level.

Communication lies at the core of the FlexiGrid project, with a clear ambition to create impact by giving small and medium-sized DSOs the best possible preconditions to not only avoiding bottlenecks but also

¹ <https://ec.europa.eu/energy/en/topics/energy-strategy/clean-energy-all-europeans>

² https://ec.europa.eu/info/sites/info/files/european-green-deal-communication_en.pdf

become the enablers of renewable energy up to and beyond 100 percent so that the energy transition is successful and Europe becomes fossil-free.

Therefore, the FlexiGrid communication activities are tightly related to the project's objectives:

- To drive cooperation between DSOs, transmission system operators (TSOs), consumers and generators (project objective 3);
- To enable future technical and commercial innovation (project objective 5).

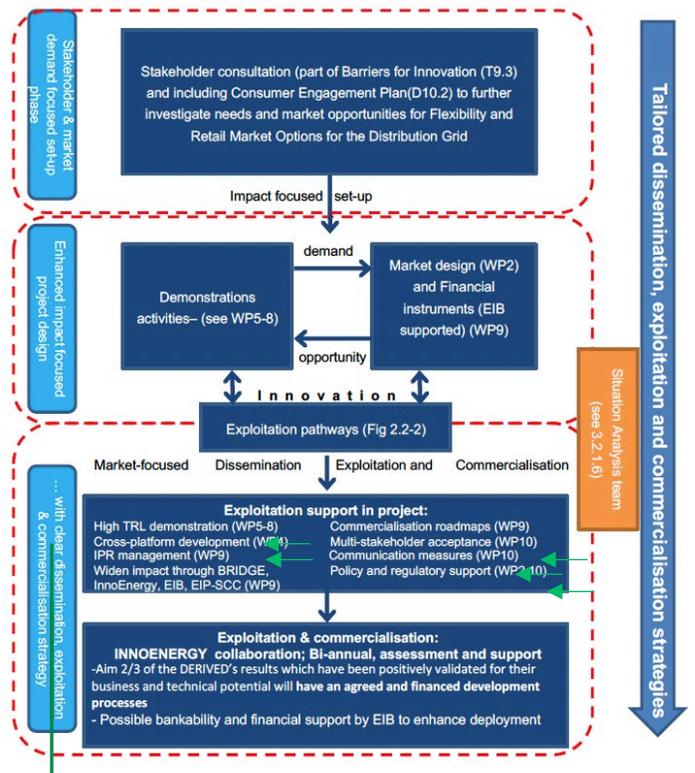
The specific objectives of the WP10 are:

- To get DSOs (in general) to understand the affordable integrated solutions developed by FlexiGrid and to influence them to engage and be willing to adapt;
- To support implementation of changes of legislation needed for the integrated solutions to be rolled out;
- To support investment banks with information about the bankable business models of FlexiGrid;
- To support DSOs at the demonstration site to get local consumers engaged.

This communication strategy will work as a base to create activities that will fulfill these objectives.

3. The strategy's purpose

The purpose of FlexiGrid's communication activities is to reach our target audience and increase the chance to make a great impact by the implementation of the project's results. For this to happen, both engagement and cooperation from all parts of the project are needed. Exploitable results from the project must be high-lighted and lifted beyond deliverables, tasks, and milestones. The new knowledge and new technologies get their value when others know about them and understand them. By synchronizing our communication throughout this strategy, FlexiGrid will have a stronger case to make an impact and contribute to a fossil-free Europe. Thus, WP10 supports the Exploitation Pathways of project results through the communication measures that are explained in this deliverable. The purpose of this deliverable is to outline the strategy of the communicative measures for exploitation support. The measures are planned to create multi-stakeholder acceptance and for policy and regulatory support. WP10 will support the demo sites through communication measures and also the



Cross-platform development of WP4 as shown in this figure from the Grant Agreement. The work done for WP4 as well as all other communication activities are shown further down the document.

4. Main target groups

FlexiGrid has detected four main target groups that are important to reach to make an impact on a larger scale.

The target groups are:

- DSOs and other actors such as TSOs, industries and building owners;
- Policymakers;
- Long-term investors;
- End-users of the power grids, citizens around the targeted DSOs

The DSOs are a target group of high importance, especially those that are partners of FlexiGrid. They are the ones that must embrace the results of the project for others to believe in their potential. Therefore, communication activities to build a relationship with these DSOs will be prioritized. Other DSOs in the same regions as the FlexiGrid partner DSOs will be easier to reach once a good understanding of FlexiGrid's work is established within the partner DSOs.

Funded by the EU, the project has a responsibility to support European regulatory bodies with relevant information about the legislative changes that need to be made for the future of smart grids.

FlexiGrid needs to contribute to the future of smart grids by building capacity for funding. By joining forces with other projects that share FlexiGrid's ideas a stronger case can be built and be presented for the large funders in the EU, paving the way for replication and increased scalability of project results.

The end-users are a target group that may have an indirect effect on FlexiGrid. This is not a prioritized target group, but still, a powerful and important group to create a dialogue with and inform. A public with a deep understanding of FlexiGrid and anticipation for a breakthrough in results will facilitate the implementation of FlexiGrid's.

4.1 Consortium Partners

The participants of the FlexiGrid project is an important target group. They need to be engaged and informed. This is of utter importance for the success of the project. Each representative of the partners in the project is obliged to contribute to the communication activities of WP10. Each partner also has staff engaged in WP10's work. These staff members are responsible to plan the communication for reaching into respective organization and make impact. All communication staff of WP10 support each other in this task and contribute with content and knowledge transfer for best possible impact.

4.2 DSOs

The DSOs in Europe and the other actors in the grid are, to a large extent, profit-driven and need proof that the demonstration of tomorrow's sustainable, cost-effective energy solutions will help them to cut costs, earn more money and/or position themselves as having a sustainable business profile living their brand by acting now. (see WP2).

FlexiGrid provides a context where the stakeholders get first-hand information and knowledge transfer through real-life demonstration activities regarding the integrated solutions with scale-up and replication potential. FlexiGrid provides a replication package (see Grant agreement 2.2.1.6), providing them an opportunity to strengthen their business model, interact and get feedback from consumers.

Within FlexiGrid there are five DSOs, located in Bulgaria (ENERGO-PRO), Turkey (OEDAS), Sweden (Göteborg Energi and Akademiska Hus), and Switzerland (OIKEN). These DSOs are important for this work package both as target groups that have already shown interest in what will come out of FlexiGrid as well as good ambassadors when reaching out to other DSOs.

4.3 European DSO organizations

There are four main European DSO associations that work to leverage the DSOs issues to a high level. These are E.DSO³, Eurelectric⁴, CEDEC⁵ and Geode⁶. In 2021 the new EU-level organization EU DSO Entity will start operating. All these organizations are in FlexiGrid's interest to reach. Main issues,

regarding this work package's aims are policy and financial issues

Figure 1 FlexiGrid's main target audiences

4.4 BRIDGE

Bridge⁷ is a European Commission initiative that unites Horizon 2020 Smart Grid and Energy Storage Projects to create a structured view of cross-cutting issues that are encountered in the demonstration projects and may constitute an obstacle to innovation.

The Bridge process fosters continuous knowledge sharing amongst projects, allowing them to deliver conclusions and recommendations about the future exploitation of the project results, with a single voice, through four different Working Groups representing the main areas of interest: Data management, business models, regulation, customer engagement (h2020-bridge.eu).

FlexiGrid is a member of Bridge and may participate and collaborate in the Bridge-network. FlexiGrid is therefore invited to participate in their events, meetings, and webinars. Most of their activities are set in Brussels and the project needs to be present at these activities. By connecting to other similar projects, FlexiGrid builds strength and may have an impact on the EU-commission using Bridge as a channel.

³ <https://www.edsoforsmartgrids.eu>

⁴ <https://www.eurelectric.org>

⁵ <http://www.cedec.com>

⁶ <http://www.geode-eu.org>

⁷ <https://www.h2020-bridge.eu>

4.5 European financial instruments

FlexiGrid is part of the transition to a fossil-free Europe and will work for financial capacity for smart and flexible electric grids and for stakeholders that need funding to implement the project's technology and similar technology. The main organizations that FlexiGrid aim to reach through communication activities are European Investment Bank (EIB)⁸, and the European Commission's Directorate-General for Regional and Urban Policy, DG Regio⁹.

FlexiGrid will work through BRIDGE, see above, to team up with similar projects and create cases. Collaborate with these projects will provide the funding agencies with convincing facts to promote FlexiGrid.

4.6 Regulatory bodies

FlexiGrid provides the means of lobbying towards the removal of policy and regulatory barriers at local, national, European (and even global) scale for large-scale uptake. The relevant governments and institutions need to get comprehensive information about the benefits of the new solutions provided, the potential for replication and what needs to be done to gain all the benefits.

4.7 ISGAN

International Smart Grid Action Network (ISGAN)¹⁰, has a powerful position when it comes to high-level regulatory issues and can reach many countries on a national level. FlexiGrid has good relations already established within ISGAN and possibilities are good to make an impact here. FlexiGrid reaches them by giving them a deliverable on one high-level regulatory issue. This could be in the shape of a report, video, webinar or other forms of well-established deliverables. This is preferably done in cooperation with other projects. One suggestion is to use FlexiGrid's sister project NESTNet¹¹. The special communication effort for ISGAN is mainly due to its importance as a catalyst for external communication to reach the primary audience, mainly national regulatory bodies.

4.8 National regulatory bodies

In EU member states, the electric grids are owned by companies in a monopoly position and are regulated by national authorities with the electric grid as one of their main tasks. There is also an Energy Authority that is executing the decisions from the countries' Energy Departments and the countries' governments. These are important target groups to reach to overcome the regulatory barriers for the project. For details on these organizations, see D10.1, "Target group analysis".

4.9 End-users of the power grids

The consumers want affordable, stable and clean energy and to be perceived as being smart. If they learn that the FlexiGrid solutions make their lives easier, they will share it with friends, family, co-workers to enhance their image leading to increased acceptance.

⁸ <https://www.eib.org/en/>

⁹ https://ec.europa.eu/knowledge4policy/organisation/dg-regio-dg-regional-urban-policy_en

¹⁰ <https://www.iea-isgan.org>

¹¹ <https://www.ryerson.ca/nestnet/>

FlexiGrid DSO's operating the demonstration sites are the main actors for communicating with the end-users and they are to set up a locally adapted smart-citizen plan. FlexiGrid provides solutions that will make the consumers save money and understand that not only does the energy savings benefit herself/himself, but the local environment.

5. Overarching message

Tagline:

FlexiGrid – Unlocking distribution grids for renewable energy

6. Boilerplate:

FlexiGrid is a Horizon 2020-project, executed by 16 partners from 8 European countries. The aim is to provide distribution system operators, the DSOs, with a variety of advanced tools to meet new demands for the transition into fossil-free energy brings while remaining the lead actors on this changing market.

7. Message

7.1 Short version

FlexiGrid will provide the operators at the end of the electric grids, the DSOs, and with a variety of advanced tools to meet the new demands the transition into a fossil-free society brings and remain the lead actors in this changing market. To allow Europe into 100% renewable energy, the distribution grids need new flexibility to adapt to the variation in energy supply from weather-dependent sources like wind, hydro and solar.

7.2 Long version

FlexiGrid provides the necessary tools for Europe to take the lead in the transition into a fossil-free society with RES rapidly increasing.

To allow Europe into 100% renewable energy, the distribution grids need to adapt to the variation in energy supply from weather-dependent sources like wind, water, and the sun. However, the grids are designed for the past and need an update to handle this new situation. Congestions, lack of storage, old regulations and obsolete business models are barriers for the new energy production system to flourish in our electric grids.

FlexiGrid finds the solution at the edges of these grids. Roughly 2,350 European small and medium distribution system operators, the DSOs, are in a position to potentially facilitate the transition to 100% renewable energy. They have the potential to link the electricity system to other energy sources and through application of new technology and consumer engagement, unlock flexibility resources while remaining the lead actors in this changing market.

FlexiGrid equips the DSOs with advanced tools to do this by enhancing the observability and controllability of distribution networks, while demonstrating both pool-based and peer-to-peer market

mechanisms by leveraging digital and smart grid technologies, such as IoT platforms, peer-to-peer and peer-to-pool market places, as well as vehicles-to-grid, power-to-heat, and power-to-gas.

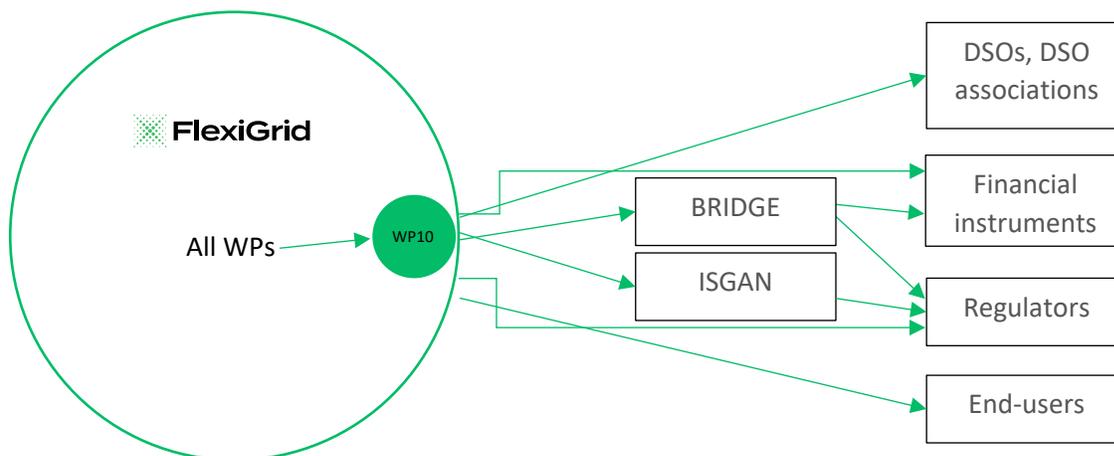
8. Communication process

The project’s communicators will map up their respective communication situation, both internally in their respective organization and nationally: communication channels, intelligence on current and upcoming events that are relevant for FlexiGrid and a dissemination plan for communication.

The communication staff that are responsible for the international and EU-target groups, will deliver activity plans for these target groups. The plans will follow the communication strategy and contain activity timeline and sort of communication activity. The plan will also contain monitoring indicators.

The communication activities will be managed by the WP10-leader and the communication staff in the project. The group decides what communication activities are to be executed within WP10. Once a month the communications group will have a web-based video meeting. Here the communication partners collaborate and keep each other updated on both passed actions and upcoming actions. During the meetings the coming actions will be decided. The group will strive for having a common voice through all channels and that content is shared and translated to be spread in many different channels. These meetings are also an important forum for knowledge sharing.

All participants of the project support the communication of the project through interactions in social media: liking, sharing, commenting, tagging relevant people and writing own posts to support the project. The communication staff will support their participating colleagues at their organizations to keep the communication active.



9. Enabling financial instruments

FlexiGrid will collaborate with other projects and stakeholders to achieve capacity building in regard to promote flexible and smart grid technology, such as those developed within the project, for investors. The purpose is to have information available to facilitate for investors to understand the technologies and so they seem like a safe and good investment for them. Activities will be in the shape of webinars,

meetings and other collaborations to make a common case with similar actors. BRIDGE's working group for Business models is a main group to participate in for capacity building. FlexiGrid will also arrange activities where only the project's solutions are in focus. Collaborations with other parts can be initiated by any of the project's partners but should be registered as communication activities. FlexiGrid's own communication and outreach activities are arranged by WP10.

10. Regulatory bodies

FlexiGrid's WP2 is mapping the regulatory barriers that may be obstacles for the exploitable results of the project to be rolled out. Through WP10, FlexiGrid collaborate with other projects and organisations to support regulatory barriers nationally and internationally with information to enable proper changes in regulations for stakeholders to roll out the exploitable results of the project. FlexiGrid will build relations with other projects that share FlexiGrid's goals and visions and together the projects will have the relevance and capacity to create the high-level messages that the regulatory bodies and financial organizations are interested in and make an impact that way. BRIDGE's working group for Regulations is a main group to participate in for capacity building with other projects with similar challenges. One of BRIDGE's roles is to give the European Commission support in legislative decisions, such as regulatory ones. FlexiGrid utilizes use partners' networks to reach regulatory bodies nationally. WP10 has the ambition to reach these regulatory bodies through channels such as webinars, newsletters, media, etc.

11. DSOs

The objective that is connected to this target audience is:

- To get DSOs (in general) to understand the affordable integrated solutions developed by FlexiGrid and to influence them to engage and be willing to adapt

FlexiGrid provides tools that can be very useful for DSOs all over Europe to achieve flexibility, save investments and create a stable and secure grid. WP10 will support the exploitation pathways for the Key Exploitable Results of the project and other knowledge that comes out of the project. The first part of reaching DSOs with this message is to reach the DSOs involved in the project. It is not enough to just reach the employees that are active from the partner DSOs. We need to reach decision makers of the companies to enable decisions that are in line with the project's goals, and reach employees in general to build an understanding and acceptance for flexible technology and a flexible system. Internal web, internal mail and newsletters are used to promote the work that the DSOs do within FlexiGrid. There will also be meetings with the decision makers of the DSOs to inform them on the accomplishments of the project. The partners are responsible for reaching out in these channels, including the meetings with the decision makers.

The communication activities reaching out to the DSOs that are detected will be operated by WP10 and the communication staff at the different DSOs and the partner organizations close to the DSOs within the project. The communication staff in every location have a responsibility to contribute with suggestions and plans about how to optimize our activities with their local perspective and knowledge about current events and how to get the most out of our work for every specific location.

There are also activities to reach DSOs beyond the project's partnership. WP10 conducts networking activities with other DSOs, TSOs and other stakeholders through meetings, webinars, participation at events such as the Enlit Event and through collaborations with other projects and organization.

12. End-users

The objective that is connected to this target audience is:

- To support DSOs at the demonstration site to get local consumers engaged.

For the flexible energy solutions to be rolled out, the DSOs need to make sure that the end-users understand and accept possible changes that will affect them, such as new models of pricing and new technologies installed in their homes or properties. In many ways the flexible smart grids of the future are depending on engaged end-users. FlexiGrid is developing a flexible market tool. This tool needs to be used both by the DSOs as well as by the end-users, for the DSOs to procure flexibility. Different stakeholders such as real estate owners, municipalities, entrepreneurs and industry have the potential to offer a great amount of flexibility. They now need to get to know about the possibilities.

The usefulness of a flexible grid is also important to get the end-users to understand, in order to get acceptance for a 100 percent fossil-free energy system. FlexiGrid's end-users are on the one side the users of the energy related to the demo sites and on the other producers. There will be activities such as visits, webinars, articles and videos on the project's website as well as in media magazines etc. The visits have this far been limited due to the pandemic as well as due to delays in the development of the demo sites. However, as society opens and the demosites are getting operational the DSO will have regular activities reaching the end-users.

Another way to reach end-users of flexible solutions is to collaborate with other projects with their end-users. That way FlexiGrid may reach out to multiple units of end-users and at the same time contribute to other projects as well as building capacity within topics such as regulation and finance, which are both related to the objectives of the workpackage. FlexiGrid will build up a network of projects with similar goals to collaborate with. By participating in international events such as the Enlit event and EUSEW FlexiGrid will be marketed as a collaborative project. At the events FlexiGrid partners will seek other projects to collaborate with. Possible collaborations are mutual webinars, delegation visits to each other's demosites, interviews and articles coproduced. WP10 is responsible for this to happen.

The DSOs involved in the project will have their own consumer engagement plans. In the plans they list planned activities such as webinars, media appearances, visits as mentioned above. The activities will be listed by type, date, target audience, person responsible, monitoring indicator and follow up date. The DSOs are in charge of producing the plans and will report the results to WP10-leader.

FlexiGrid is also engaged in BRIDGE's working group Consumer and Citizen Engagement.

13. Communication tools

11.1 Visual identity and promotion material

The full description of FlexiGrid's visual identity is available for partners in the project's Dropbox. The name of the document is "FlexiGrid_Logotype_Concept_w_Guideline". Here is a summary:



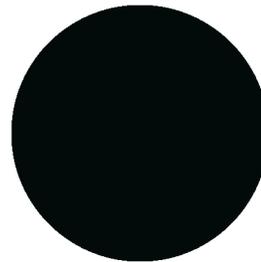
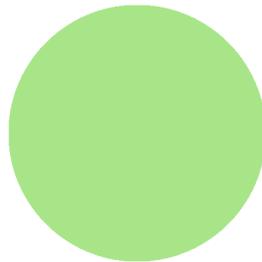
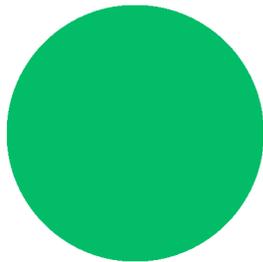
Figure 2 The FlexiGrid logo.

The FlexiGrid mark symbolizes the meeting point or crossroad of energy flows, and as it connects, this crossroad creates a core which forms an almost living, breathing energy entity.

This crossroad, through its structured grid system, allows the symbol to be used in many creative ways such as tiling brand patterns where multiple symbols can be connected, creating an entire network of energy focal points, as well as in animations where the observer can experience first-hand how the energy network connection is being fused. For details, see the guidelines.

The grid system which the FlexiGrid symbol is based on has also other types of future uses beyond the symbol itself. For example, it invites and inspires to build other visual brand assets with this as a foundation, such as a custom-designed icon library to hold the brand together under one unified structure.

11.2 Colors



*Primary Green, RGB
2.188.103 CMYK 74.0.75.0
HEX #02bc67,*

*Secondary Green, RGB
168.229.136 CMYK
40.0.59.0 HEX #a8e588,*

*Black RGB 0.0.0, CMYK
60.40.40.100 HEX #020a0a*

Figure 3 The FlexiGrid colours.

Inspired by nature, the FlexiGrid color palette is dominated by a confident vibrant green tone, to both attract the eye but also to build excitement and a positive feeling about the future of energy and smart grids.

The word "FlexiGrid" is based on the typeface Termina, which breaks the norm with its generously wide letterforms. Going bolder and wider with the typography, generates a contemporary look, while at the same time being immensely clear and readable for every print size and screen. All the components which together bind the complete logotype, create a unity which is a strong, modern and confident look that with pride will carry the FlexiGrid brand name for many years to come.

The name of the project is always written FlexiGrid.

11.3 Website

FlexiGrid's website is found at FlexiGrid.org. This appealing and accessible website is the main platform for dissemination of, integration and engagement with project activities. Here all news and calendar activities will be found. News mainly focus on FlexiGrid's achievements, and the calendar is used to show the events that are relevant for FlexiGrid. The website is connected to the digital channels LinkedIn, Twitter and YouTube. Posts are to be shared/liked/commented on by partners to further disseminate benefits and results making an impact on the market. Tagging partners in posts will enhance the power of the posts.

Monitoring indicators:

- 600 visits on website first year, thereafter 30% yearly growth of visits;
- Each partner to contribute with content to at least 3 articles/year.

11.4 Social media strategy

FlexiGrid uses LinkedIn, YouTube, Facebook and Twitter. Through these fora, we network, boost FlexiGrid's and friends' achievements, and also aim at creating an interest for FlexiGrid and for the need for a change in the energy system for RES to fully flourish. All partner organizations are responsible to follow FlexiGrid and participate in spreading and sharing posts from FlexiGrid's channels, as well as linking FlexiGrid to issues that the target groups should relate to it. Participants should also follow and tag each other on these channels to give a better impact on FlexiGrid's posts. They should also follow the hashtag #FlexiGridHorizon2020.

LinkedIn is used for establishing FlexiGrid and its results in all partner organizations, other DSOs, financial instruments, regulatory bodies and end-users, thus all target groups.

Twitter is mainly used to create support for the project's overall cause and goal, and to raise awareness of what is going on in the project. The aim is to establish a dialogue with other similar projects, with politicians, EU-officials, DSOs and other stakeholders.

YouTube is used as a source for the project's videos and will not be maintained as a forum for interactions other than replying to comments on videos.

The purpose of the Facebook page is to become a member of industry-related groups and to increase project awareness.

All partners have the right and are encouraged to use the content that is produced for FlexiGrid. To get maximum coverage, partners are also encouraged to rewrite, reshape or translate the content to suit their organizations and purposes, as long as it is not in conflict with FlexiGrid's objectives and FlexiGrid's role must be obvious.

FlexiGrid's digital platforms are the foundation of the project's communication activities. These platforms are crosslinked and support each other by inviting viewers to take part in different platforms.

The project's hashtag that is to be used in all social media posts is #FlexiGridHorizon2020. Other relevant hashtags that may be of use are: #EnergyTransition; #energyefficiency; #GD4S; #CleanEnergyEU; #Energy; #Clean; #Innovative; #DSOs; #EUGreenDeal;.

All partners to contribute with a list of "most wanted project followers"

Monitoring indicators:

- 60% of the "most wanted project followers" will follow (or actively share/like) FlexiGrid on social media;
- All partners have been actively promoted FlexiGrid material on LinkedIn and/or Twitter every month;
- Each partner expected to promote the project in their channels, according activity plans.

11.5 Newsletters

FlexiGrid will use the EU networks to which the project is connected. Both BRIDGE and Celsius Initiative have newsletters that reach out all over Europe with a trustworthy voice. The communication group of

WP10 will establish a good relation to the networks and provide them with news items that are shaped to fit their newsletters and websites.

BRIDGE is a European Commission initiative that unites Horizon 2020 Smart Grid and Energy Storage Projects to create a structured view of cross-cutting issues that are encountered in the demonstration projects and may constitute an obstacle to innovation.

CELSIUS is funded under the 7th Framework Programme and is a network of 72 cities, and 68 City Supporters and 20 organizations from public, private and research institutions that help cities plan, develop and optimize their district heating and cooling networks.

11.6 Press activities

The FlexiGrid communication activities include creating interest for both the project and mainly the issues the project aims to solve. By being present in the right newspapers means reaching out to early adopters creating an understanding and a group of supporters that can formulate demands on their DSOs as well as regulatory bodies in their home countries and municipalities. It also means reaching the officials and politicians interested in these issues, making it easier to conduct dialogues with governments and authorities.

Monitoring indicators:

- >5 articles about the project/demonstrations, on a professionals-oriented magazine;
- > 5 articles about the project/demonstrations, in public media;
- >5 times been part of relevant newsletters, (such as BRIDGE);
- >10 video productions, all partners responsible for reaching "the most wanted list".

11.7 Content production

The communication content of FlexiGrid is to be customized for the channels defined by this document and the target group analysis of D10.1. What the content consists of depends on the purpose of the action and is decided by the communicator with the approval of the WP10 leader. The content must also be approved by any participant that is used as a source, is quoted or owns the information.

By every deliverable, the lead beneficiary will also provide WP10 leader with the three most important results of the deliverable. This will then be used for content for FlexiGrid. Depending on the purpose it can be a production of news, videos, editorials, etc.

11.8 Scientific communication

University and research institute partners are responsible for fulfilling the strategy for scientific publications that are set in the Grant Agreement:

- 3 papers accepted the first year and 5 each subsequent year;
- More than 40% of the papers authored by at least two collaborating partners;
- An average of 2 collaborating partners per paper;
- At least 10 citations per publication.

11.9 Policy & regulation activities

As mentioned above, FlexiGrid will form a group dedicated to monitoring the progress of the project and lift results to a higher level through collaboration in organizations like Bridge and Celsius.

- >2 annually Innovation development activities ;
- >10 Thematic & scientific events;
- >2 annually KT activities with partner projects.

Monitoring indicators:

Acknowledged of regulatory and policy bodies; review and support:

- >2 policies Key-note/main-speaker;
- >4 scientific conferences.

11.10 Delegation visits to demo sites

When planning visits to demo sites, the project's communication staff shall be informed to be able to plan communication activities connected to the visit. Visits provide good opportunities to highlight the project internally and in social media channels. Visits also provide good opportunities for interviews and photo/video ops.

When visiting demo sites, participants, partners, and followers will share videos and pictures from visits to be disseminated in digital channels and/or in newsletters (of for example BRIDGE). Participants will also create and share posts on social media with the hashtag #FlexiGridHorizon2020.

Delegation visits have been impossible to conduct during the pandemic, and many of the project's partners are still limited by restrictions due to COVID-19, by the time of this update, Nov 2021. However, delegation visits will be done when/if the restrictions allow them. Virtual visits is also a possibility that will be tried and evaluated to see if it can be used as an alternative to physical visits.

11.11 External events

FlexiGrid arranges webinars. The webinars are developed by, or in assistance of, WP10. Webinars have, during the pandemic, grown to become the number one way to reach out to all of society's different stakeholders. Therefore FlexiGrid adds webinars to the tools and use them to reach all target groups of the project. They are used both locally, close to the demo sites, and internationally, depending on the target audience. When used locally local language may be used. In the international events, English is the used language. FlexiGrid will also work for participating in other organizations' events.

All partners are responsible for contributing with suggestions for events to participate in as FlexiGrid representatives as well as ideas for FlexiGrid's own webinars. Organizations that are interesting for FlexiGrid to network with are e.g. InnoEnergy¹², ISGAN¹³, Smart Grid taskforce¹⁴, Interflex¹⁵, FED (Urban Innovative Actions initiatives)¹⁶ and m2M (ERANET-Smart Grid Plus)¹⁷. The task groups with focus on

¹² <https://www.innoenergy.com>

¹³ <https://www.iea-isgan.org>

¹⁴ <https://ec.europa.eu/energy/en/topics/markets-and-consumers/smart-grids-and-meters/smart-grids-task-force>

¹⁵ <https://interflex-h2020.com>

¹⁶ <https://www.johannebergsciencepark.com/projekt/fed-fossil-free-energy-districts>

¹⁷ <https://m2m-grid.eu>

regulatory bodies and financial instruments will have the responsibility to create strategies to reach the right people at relevant events.

11.12 Internal events

By participating at internal events, like delegation visits to demo sites, workshops, etc. partners are encouraged to share videos, pictures, and thoughts about the events, for the project's followers to react on and to raise awareness of the project and its issues.

14. Roles, management and procedures

The work package leader will manage the synchronization with other work packages to make sure the communication activities are correct, on time and in line with other project activities.

IMCG is in charge of all communication and dissemination activities of the project, the tracking, monitoring, and adjustment of the dissemination and communication strategy. All other partners will support the communication and dissemination activities.

The project's partners can be divided into three main categories: DSOs (Göteborg Energi, Akademiska hus, OIKEN, Energo-Pro, OEDAS), Universities and institutes (Chalmers, LIST, TUE, TUS, HES-SO, RISE) and solution providers (IMCG, Entra Energy, EMAX, Simavi, Inavitas). Their communication activities are therefore slightly different. While the Universities mainly are engaged in producing publications and promote the knowledge of the project through established scientific forums, the DSOs are to promote the project and its findings internally and through DSO associations by e.g. collaborate with the solution providers in promoting the solutions that are developed within the project. All communications shall be based on the communication strategy.

All communication will duly consider potential IP issues. Communicators, as well as information providers, must make sure the IP-policy, that is found in D9.1 (IP Policy, assessment and operations), is followed.

15. Building and maintaining internal communication

To avoid working in silos, the internal communication of the project will encourage collaboration by keeping all partners updated on what is happening in the different work packages and in the activity groups, which are partners crosslinked over different work packages.

16. Evaluation and monitoring

The communication strategy will be evaluated and updated every 6 months to maintain the communication activities contemporary. By that time the monitoring indicators will be audited.

17. Conclusion

The purpose of FlexiGrid's communication activities is to reach the target groups and to increase the chance to make an impact from the project's results.

The communication activities are mainly directed at DSOs and EU authorities as well as other authorities to facilitate FlexiGrid's results to make an impact on the way DSOs work and on regulations and funding.

FlexiGrid will mainly use the following communication channels:

- The website: for centralizing all information reachable on www.FlexiGrid.org;
- Social Media: for exchanging and engaging with the determined target groups
- BRIDGE and Celsius newsletters: for reaching out to the target groups with the latest results of the project;
- Workgroups: such as relevant groups within BRIDGE;
- Events: participating in events related to FlexiGrid's issues for networking and knowledge sharing as well as creating own events.

18. Activity plan including local consumer engagement plans

The activity plan is a document that needs to be updated at least every six months. The plan is covering all communication activities in WP10 to reach all of the project's target audiences including the local consumer engagement activities. The plan is an approximation and can be changed as new information comes to WP10. Because of this there are more activities earlier in the plan and is only natural in a communication activities plan.

November 2021

Name	Date	Type of activity	Channel	Related to TA	Lead	Measurable target
Article on V2G	Nov 12	Article	FlexiGrid.org	DSOs, end users	OEDAS	Published article
Video	Nov 10	Animation	Enlit Event, web, Social media	All TAs	SIMAVI	Published video
Bulgarian demo, text 1	Nov 16	Article	FlexiGrid.org	DSOs, end-users	Entra Energy	Published article
Bulgarian demo, text 2	Nov 25	Article	FlexiGrid.org	DSOs, end-users	Entra Energy	Published article
Marketing deliverable	Nov 20	Post	Social media	Depending on the content of the deliverable	SIMAVI	Posted
Marketing deliverable	Nov 24	Post	Social media	Depending on the content of the deliverable	SIMAVI	Posted
Marketing deliverable	Nov 27	Post	Social media	Depending on the content of the deliverable	SIMAVI	Posted
Enlit event	Nov 30-Dec 2	Event	IRL	All TAs	IMCG, all	

December 2021

Name	Date	Type of activity	Channel	Related to TA	Lead	Measurable target
Akademiska hus internal webinar	Dec			End-users	Akademiska hus	Webinar executed
Presentation Sofia Tech Park	Dec	Video presentation	Sofia Business Park utilities	End-users, industry, entrepreneurs etc	Entra Energy	Presentation held
Congestion forecasting	Dec	Text	FlexiGrid.org	DSOs	IMCG, Chalmers	Published article
Participating in the Turasih energy market regulatory authority, EMRA and the Association of Distribution System Operators event promoting FlexiGrid	Dec	Presentation	Event	Regulatory body Turkey	Inavitas, OEDAS	Participation
P2P Peer to pool flexibility market	Dec 16	Webinar	Online meeting tool	DSOs, researchers, end-users	IMCG, Chalmers, EMAX, RISE	Webinar executed
Why Energo-Pro in FlexiGrid project	Dec	Text	FlexiGrid.org	DSOs, end-users	Entra Energy Energo Pro	Text published

January 2022

Name	Date	Type of activity	Channel	Related to TA	Lead	Measurable target
Krafttag elektrifiering webinar 1	Jan	Webinar	Stakeholder Västergötaland regionen	DSOs, end-users in Sweden		Webinar executed
IoT platform presentation	Jan	Webinar	Online meeting tool	DSOs, other stakeholders		Webinar executed
Flexible markets, how do they work?	Jan	Video	FlexiGrid.org, SoMe	End-users and DSOs	IMCG	Video published
Business models	Jan	Text	FlexiGrid.org	Investors	IMCG	Published article
Regulatory needs for change	Jan	Text	FlexiGrid.org	Regulatory bodies	IMCG	Published article

Internal workshop Energo Pro	Jan	workshop	Energo Pro office	DSO Energo Pro	Energo Pro/Entra energy	Workshop accomplished
Utilities Webinar Winter School of Energy Transformation	Jan	External Webinar	Online meeting tool	DSOs, end-users	Entra Energy	Participation

February 2022

Name	Date	Type of activity	Channel	Related to TA	Lead	Measurable target
Krafttag elektrifiering webinar 2	Feb	Webinar	Stakeholder Västergötaland regionen	DSOs, end-users in Sweden	IMCG	Webinar executed
Up-date of the demo case	Feb	Text	FlexiGrid.org	DSOs end-users regulatory bodies	Entra Energy	Text published
Krafttag elektrifiering webinar 3	Feb	Webinar	Stakeholder Västergötaland regionen	DSOs, end-users in Sweden	IMCG	Webinar executed
Meetings with Bulgarian stakeholders in the energy sector to raise awareness of the project	Feb	Meeting	IRL	Consumers	Energo Pro/Entra Energy	Meeting done
Report to Energy Market Regulatory Authority (EMRA) of Turkey	Feb	Report	Report	Regulatory body of Turkey	OEDAS	Report sent

March 2022

Name	Date	Type of activity	Channel	Related to TA	Lead	Measurable targets
V2G demonstration	March	Visit at the Turkish demo site	IRL	End-users	OEDAS	To be determined

Raise awareness of the project and disseminate results	March	Internal email	Energopro internal mail	Energopro DSO staff. >2300 people	Entra Energy	Sent email
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April 2022

Name	Date	Type of activity	Channel	Related to TA	Lead	Measurable targets
Flexibility intervention demonstration	April	Visit at the Swedish demosite		End-users, DSOs	Akademiska hus, Chalmers	To be determined
Article in Bulgarian energy media 3ENews	April	Article in media	Magazine	DSOs, end-users, Regulatory bodies	Entra Energy	Article published

OEDAS are increasing the internal communication activities regarding the demonstration site. Before and during the remaining installations articles about the site they will be published in internal mail, and at the company's website etc. Employees will be given periodically information about our installation with several online meetings. Results will be disseminated internally and to stakeholders. These dissemination activities are strongly connected to the production of results and are thus not possible to schedule definitely.

In Switzerland we are working on a local end-user strategy and will have end-user engagement in the shape of news items in local media and communicate with customers through social media.

Measurable target: Visibility in local media

We will also participate in webinars and events for DSOs in general in Switzerland. Since the Swiss demo site is very delayed the local engagement plan is not yet possible to develop but the ambition is to participate in at least two webinar each year, starting 2022.

Measurable target: Participation in at least two webinars each year.