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D6.1 “DR-RISE dissemination and communication plan”

WP6 “Communication, Dissemination and Exploitation”

T6.2 “Communication and Dissemination activities”

WP leader “STAM”

D6.1 “DR-RISE dissemination and communication plan”

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Partners



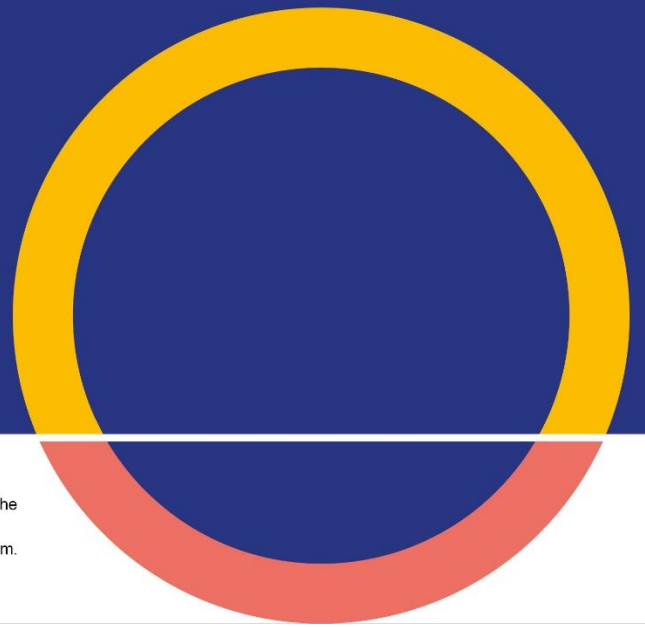


EXECUTIVE SUMMARY



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Executive Summary

Deliverable D6.1 “DR-RISE dissemination and communication plan” is a document which summarises the project beneficiaries’ strategy and concrete actions related to the dissemination of the project results. The Plan follows the evolution of the project from the proposal until the submission of the final project report. A preliminary plan for the dissemination of results was part of the project proposal itself. The main objective of WP6 is to secure the successful dissemination and exploitation through the implementation and deployment of a dissemination plan and an exploitation plan. This document describes the dissemination plan of the project results towards identified target groups and all the potentially interested parties. The dissemination strategy that is being followed by the project includes: dissemination of focussed information to potential end users, wide dissemination on the internet, publications, presentations at relevant conferences and fairs, and liaisons with related projects.

The objective of this document is therefore to setup an overall communication and dissemination strategy, designed to provide a comprehensive framework for the diffusion of the project concept, ideas and results. It provides a clear understanding of the target groups and actions needed to approach them, including the definition of key messages. The design of a well-elaborated dissemination plan will support the successful communication with identified stakeholders, informing them on the benefits of the project, using a variety of dissemination methods tailored to the specific needs of the target audiences. Implementing an effective dissemination strategy, a fruitful relationship will be established also among the stakeholders, providing added value to the project as well. Furthermore, this document explains the DR-RISE dissemination activities and tools and the way in which they will be employed during the project life, in order to disseminate project results in a wide and effective way.

The dissemination strategy sets the baseline for the design and the implementation of the dissemination activities but remaining a ‘living document’ which will be constantly enriched during the project development. Specifically, updates are scheduled for M24 and M48 of the project.

The Dissemination Plan:

- provides an overview of the project objectives, activities and outputs
- defines the target groups of the dissemination activities and the key messages to deliver
- schedules the dissemination actions
- identifies the communications channels and their relationship with the target groups
- lists key dissemination events to present DR-RISE project
- gives an outlook on possible publications and papers

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1 Introduction

The main objective of WP6 is to secure the successful dissemination and communication of project outputs towards potentially interested parties and the public in general through the deployment of a Dissemination Strategy to enable future market replication and the commercial exploitation of the project's outputs. Specifically, the work package will provide for:

- The creation of a recognizable and coordinated image for the DR-RISE project.
- The development of a user-friendly project website to ensure dissemination of results to a wide range of stakeholders and to communicate beyond field experts and reach the general public.
- The development of public awareness-raising campaigns.
- The exchange of experiences with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential.
- The identification of target groups, key messages, communication channels, timelines and responsibilities.
- The production of the necessary dissemination and communication material to create a project identity and raise awareness.
- The development of the learning resources and training sessions.

The development of an effective dissemination and communication strategy focuses on the general dissemination and communication activities of DR-RISE. Dissemination activities are connected to all content related WPs of the project. Awareness raising activities for the project's outcomes will be carried out. The target groups for the dissemination activities will be the potential users of the project's outcomes.

1.1. Structure of the deliverable

In order to cover all the previously introduced topics in a comprehensive way, this deliverable has been organised as follows:

- Section 1 is an introduction to the deliverable and its contents.
- Section 2 gives a brief overview of the dissemination roadmaps.
- Section 3 highlights the communication elements.
- Section 4 describes the target groups with the Energy helix community/ecosystem, clustering activities with other European initiatives and participation in Built4People activities and training and knowledge sharing.
- Section 5 gives an overview of the dissemination activities.
- Section 6 presents the conclusions of this document.

1.2. Relation with other tasks and deliverables

D6.1 concerns the Communication and Dissemination Plan that is delivered in M6 of the project. This deliverable deals with the initial parts of the design of the communication plan for the duration of the next four years of the project with the idea that it can be adapted in the future to meet the needs that will be there in some time.

This Deliverable provides an overview of dissemination opportunities to the Consortium so that it can prepare its own publications and submit them in time for conference publications and special issues.

It will then be updated with the new submission at M24, and later at M36, M42 and finally M48. It relies on the technical outcomes of all the technical work packages.

2. Dissemination Roadmap

The dissemination of the proven results of the DR-RISE project will be paramount to the overall success of the project. An effective communication strategy was designed for the project, based on a clear understanding of the project topic, and taking into account the non-technical barriers, mainly related to the conservative nature of the sector. The DR-RISE outcomes will be communicated to the next generation of employees of the energy community's sectors through the development of learning resources and organization of training sessions. The dissemination and communication activities will be carried out in three phases:

- Phase I (M1-M24): The project objectives will be promoted, and the first results will be shown to the relevant identified target groups.
- Phase II (M24-M36): This phase will be responsible for incorporating the human element into the solution to increase the engagement rate of the end-consumer, and start training activities
- Phase III (M36-M48): The aim of the third project phase will be to correctly gather all materials produced and results obtained over the years and promote open strategic autonomy by leading the development of key digital, enabling, and emerging technologies, sectors, and value chains to accelerate and steer digital and green transitions through human-centered technologies and innovations.

2.1. First phase dissemination activities

During the first 12 months of the project, the dissemination activities aim at generally informing the public, relevant research, target groups and industrial community and all relevant stakeholders on the DR-RISE objectives and expected results. Each partner will suggest a list of relevant contacts to involve in the project and that will receive from month six onwards the project update via newsletter. This list will be updated throughout the whole duration of the project. Furthermore, the activities will spread the basis for the whole dissemination policy, since most of the dissemination material will be produced at this stage and will be used for the whole project. The informative leaflet and the roll up and posters are being designed and are going to be disseminated to various events. In addition, the website has already been developed, including information about the project and it will be constantly updated. The publications and presentations of this first phase will mainly describe the project concept and research methodology.

Between month 12 and month 24 of the project, some results will already be available. Thus, the aim of the dissemination activities within this period will be to publish the first findings and describe the future work to be performed.

2.2. Second phase dissemination activities

During the second phase, starting after the end of the second year of the project, there will be a significant effort to collect initial results and disseminate them to selected target groups using all available communication channels. This phase will be responsible for incorporating the human element into the solution to increase the engagement rate of the end-consumer. Training sessions and workshops will be organized to spread the results in the countries where the use cases apply and to promote the adoption of demand management. In this project phase, small groups of relevant stakeholders (chosen based on relevance, interest, and

competence) will be invited to training sessions organized in the three countries where the use cases apply, along with the employees of those companies. These training sessions will explain and share the benefits of DR-RISE for each of them, leveraging the experiences of the use cases. Press releases and newsletters will be used to convey the messages and results of DR-RISE to a broader audience. The website will be continuously updated with the latest developments and information.

In this second part of the project, participant experiences will be collected for assessment purposes, such as evaluating the experience, measuring interest in actual adoption, willingness to refer acquaintances, and expectations regarding cost savings. Training and awareness activities will be conducted locally or remotely, depending on expected effectiveness, taking into account the cultural and language aspects that apply to each pilot site.

2.3. Third phase dissemination activities

In the final project phase, the deliverable related to dissemination and communication will be updated. The final version will include a summary of all dissemination activities, impact conclusions, and a plan for further communication and dissemination activities beyond the project's completion, as part of a parallel support strategy to the Exploitation Plan. The DCP will also involve clustering with other European initiatives and participation in Built4People activities and training to enhance awareness and engagement among stakeholders.

The aim of the third project phase will be to correctly gather all materials produced and results obtained over the years and promote open strategic autonomy by leading the development of key digital, enabling, and emerging technologies, sectors, and value chains to accelerate and steer digital and green transitions through human-centered technologies and innovations.

Technical articles presenting the final results will be published in reputable journals and at various international and European scientific conferences. Additionally, demonstrations of the solutions will be provided at relevant exhibitions.

2.4. Dissemination activities after the project end

Even after the project termination, there will still be a high possibility to support and promote the project impact to a wider community. All final results will be available for consultation and exploitation, and this will be facilitated by appropriate dissemination activities. The DR-RISE website will be sustained after the end of the project for at least three years, in order to provide all interested stakeholders with information on project achievements, findings and details on contact persons for more information.

Considering the close synergies which exist between the backgrounds of each partner, the DR-RISE outcomes will be jointly exploited after the project by an Exploitation and Dissemination Active Partnership.

When the project ends, the Helix will be maintained on the Crowdhelix platform for at least two years, and everyone signed up during the project will be able to retain their accounts for free (as external organisations), as well as have the option for their organisations to join as full members on the network.

- Sending out of press releases;
- Public project presentations;
- Participation in non-project workshops, forums and/or events;
- Flyers;
- Videos;
- Interviews;

For a correct dissemination approach, the procedure that has to be followed is to inform the Coordinator and the dissemination leaders (Giulia Barbagelata and Beatrice Intermite from STAM) as early as possible about the participation of any partner in any dissemination activity via email.

The following procedure for scientific publications is applied:

- An email regarding the planned publication along with its abstract (or a draft of the publication) is sent to the dissemination leader and the Coordinator 30 days before the submission deadline.
- The final version of the publication is shared with the consortium and is available for inspection by the rest of the partners on [WP6 on-line dedicated folder](#). If within 15 calendar days, no objection is raised by any partner to the Coordinator, then the publication is allowed.
- A partner may object to a planned publication by another partner on serious and justified grounds that have to do with confidentiality of data and/or for exclusion of the objecting partner members in the authorship of the publication if their work is included in the publication. The Steering Committee is responsible for resolving any objection raised by any partner.

The above rules will be applied and checked by the coordinator and the dissemination leader in order to:

- Avoid repetition of publication of the same work.
- Avoid publication of restrictive and/or confidential data.
- Avoid misunderstandings between partners and publication of one's work without proper referencing.
- Secure optimum use of dissemination resources of the project.
- Guarantee proper archiving of all dissemination material.

Participation in dissemination activities/events requiring attendance (e.g., conferences, outreach events, workshops, seminars, etc.) is governed by a clear set of rules that assert that the involved partner has to give prompt notice to the coordinator and the dissemination leader with:

- A clear explanation of the envisaged dissemination activity,
- A description of the relevancy of the proposed event/publication/presentation,
- A summary of the attendance costs explaining the proposed claim for the EC contribution.

A beneficiary must notify the other beneficiaries of their intention to share their results at least 15 days in advance (unless an alternative arrangement has been made), along with sufficient details about the results they will be sharing.

Additionally, each publication shall contain the following clauses:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Also, the logo of the European Union should be included:



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In addition, Article 17 of the Grant Agreement provides further details on the dissemination requirements established by the EC.

An important part of conducting and assessing [dissemination activities](#) is to report them correctly. DR-RISE does this by requesting a “dissemination report” from all partners, whenever a relevant dissemination activity is conducted (presenting the project results at an event or organising a dedicated event for the project).

The intent is to fill in the [template](#) immediately after a dissemination event, in order to avoid losing or forgetting any information. An excel file was shared with the consortium in order to register the dissemination activities and details. Furthermore, all the related materials (pictures, minutes, proceedings, presentations, brochures, etc.) need to be shared with the dissemination leader and the coordinator, in order to promptly make them available on the social channels and website.

2.7. Performance indicators

In order to assess whether the DR-RISE communication and dissemination strategy is efficient, a number of quality check parameters has been defined, which allows to evaluate the impact of the dissemination tools and activities deployed and carried out.

Throughout the duration of the project these parameters can be adapted or modified according to the project’s evolution.

Key indicators/metrics	Target	M3	M6
Website	20000 visits and 500 download per public deliverable one year after the project's end.	Creation and publication of the website	Continuous updating of the website
Newsletter	Newsletter and social media updates will be launched to all stakeholders, journals, press, etc. KPI: 1000 subscribers.	Creation of DR-RISE MailChimp account in M6	Publication of first newsletter in M6
Flyers, poster, video	500 views per video in 12 months from release. Initial version of the poster and flyers; updates along the project.	Creation of project video in M3 Creation of Flyers and Poster in M6	Publication of project video in M3 Creation of Flyers and Poster in M6
Professional network	LinkedIn and Twitter to advance discussions and to promote the project and its results.	Creation of LinkedIn and Twitter page and constant updating.	Continuous updating of LinkedIn and Twitter page
Publication	10 publications in journals.	Coordination with partner responsible of publications.	Coordination with partner responsible of publications.
Conferences	Participation to workshops, technical conferences, fairs and exhibitions. 12 high impact European workshops and trade fairs during the project's life.	Search and participation to event to promote DR-RISE project.	Search and participation to event to promote DR-RISE project.

Figure 2 – DR-RISE Performance indicators

3. Communication elements

Communication was the starting point of this WP. It is essential to give the public a clear and defined image of the elements that distinguish DR-RISE so that it immediately stands out. The initiative commenced with the redesign of the logo. Subsequently, the entire coordinated image was developed by utilizing both online and printed media, while adhering to the established principles for effectively and aesthetically presenting the work conducted by DR-RISE consortium.

3.1. Logo

The fundamental starting point for the construction of the project's corporate image was the design of the DR-RISE logo.

An initial version had been created in the proposal phase, but after project launch, a new version was developed. The name of the project is DR-RISE, where DR stands for Demand Response and RISE for Residential Innovation for a Sustainable Energy system, RISE also recalls something that rises, the energy of the sun, which is renewable and useful for the sustainability of our lifestyles.

The logo's design abstractly embodies the image of a sunrise, with its colors and the horizon line symbolically representing the connections fostered by innovation. The final logo is therefore composed of the brand name, the circle reminiscent of the connectivity of innovation and the rising sun, and the naming placed on the horizon line.

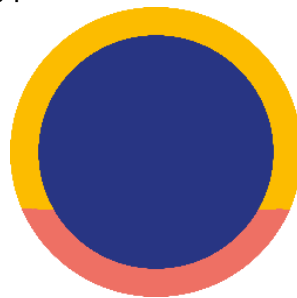


Figure 3 – DR-RISE brand



Figure 4 – DR-RISE logo

A guideline was created in the form of a pdf to be provided to all partners so as to provide guidance on how to use the logo and avoid mistakes. The guideline ensures that the coordinated image of the project is used in a clear and recognizable way.

3.2. Website

The [website](#), developed in month 2 by STAM, offers information about the project and its results to various audiences worldwide. It will constitute the main entry point for the dissemination of the project, serving several purposes:

- Institutional information about the project (motivation, objectives, technological approach) and the consortium.
- Public repository for institutional results (public deliverables) and for dissemination materials (scientific papers, presentations, leaflets, etc.).
- News and events related to the project (i.e., conferences, workshops) and to the involved thematic of process industries.
- Connection and links to the Energy Helix Community.
- Useful contacts to have more information about DR-RISE work.
- Showcase of training materials.

The website will be maintained and updated regularly, and it will be active for at least 3 years after the end of the project. The main language will be English, with some specific translations to other languages of the project partners, especially concerning leaflets and poster, if needed.

The home page provides an immediate overview of the issues being addressed in the project; simply scroll down the page and a summary appears of what is then reported on the other pages. This is followed by the part relating entirely to the practical information of the project easily accessible to users using a simple sequential language. The header contains clickable pages, and the footer includes the project disclaimer, the logo of the European Commission and the possibility to leave a contact email to subscribe to the newsletter.

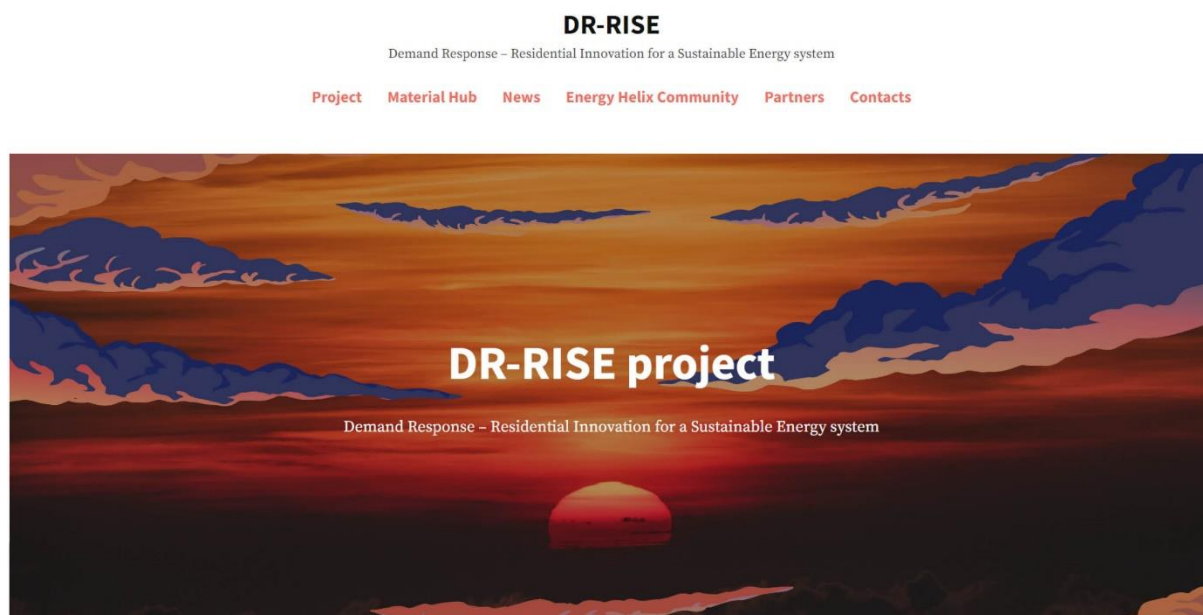


Figure 5 – DR-RISE website header

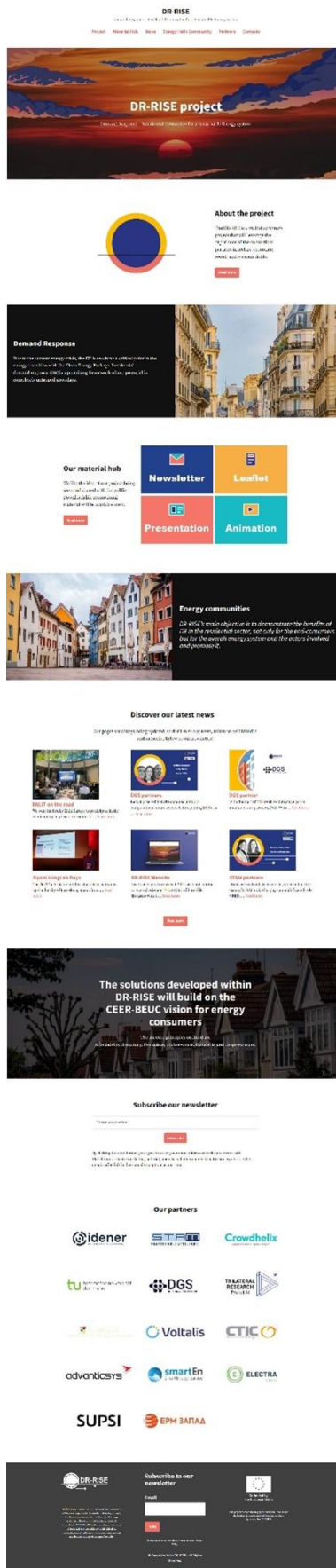


Figure 6 – DR-RISE website Home section

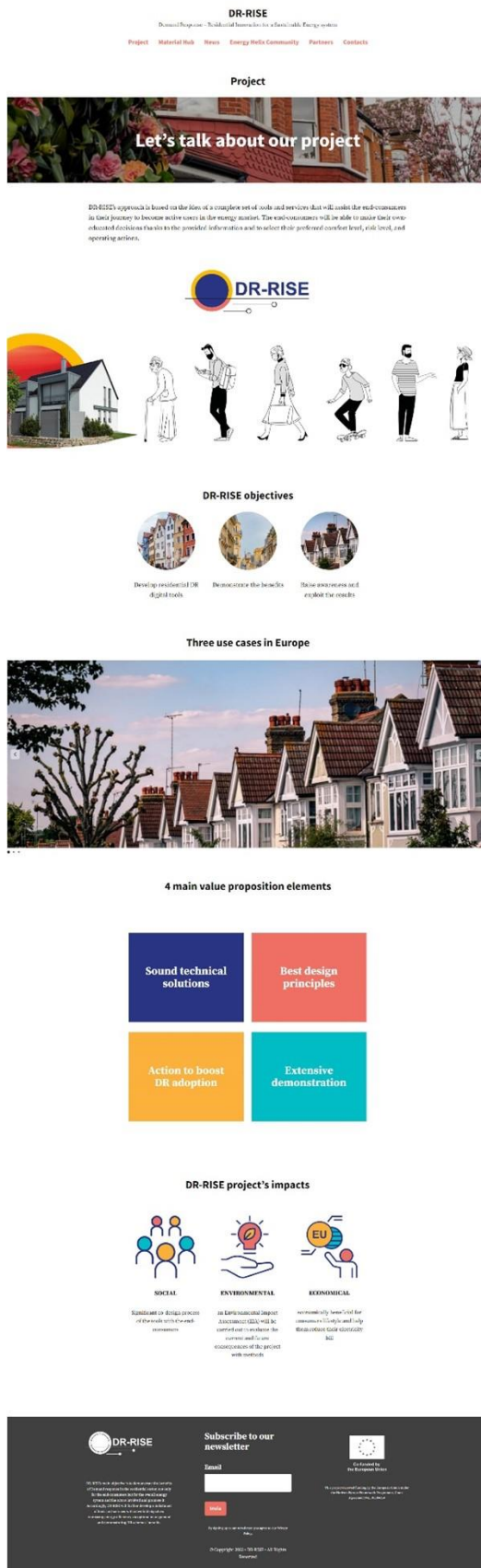


Figure 7 – DR-RISE website Project section

The second item in the menu is that of the material produced to communicate the project; as mentioned earlier, the communication team makes use of both online/digital channels, as well as the material aimed for printing. In this section all the useful material produced to promote the project is uploaded. It can be consulted and downloaded easily through the specific buttons and the possibility to subscribe to stay updated on the latest news.

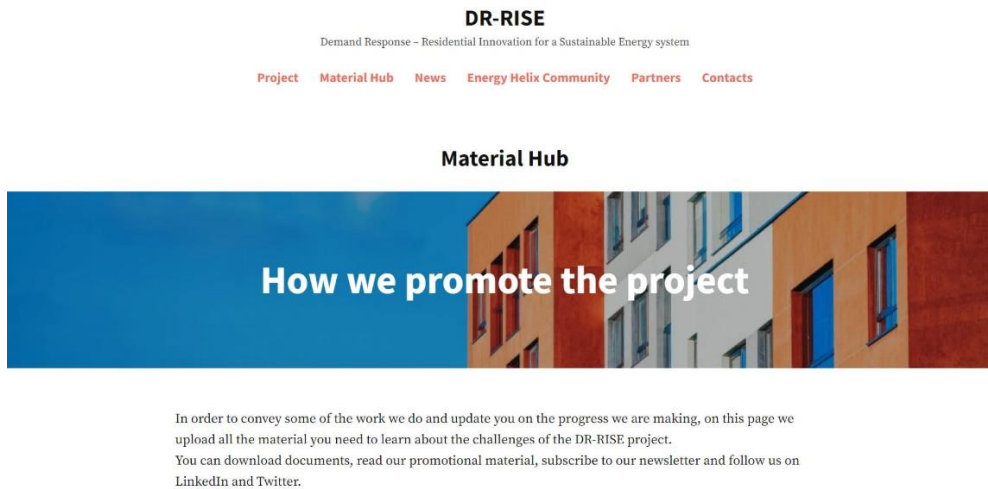


Figure 8 – DR-RISE website Material Hub section

Another important section is the publication of news and the latest updates, which are and will be published weekly in order to keep the page active. The same news will also be placed on LinkedIn and X, the latter of which will be able to share useful and relevant posts published by partners or organisations involved in order to expand the reading offer.

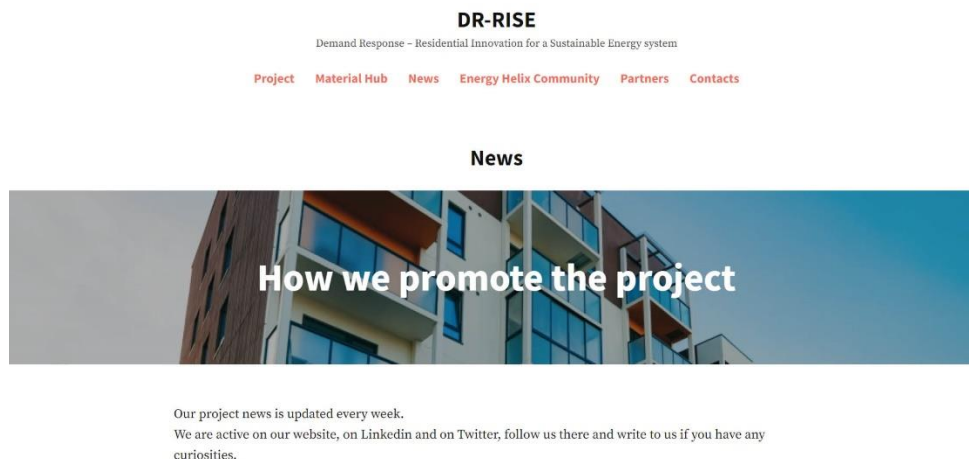


Figure 9 – DR-RISE website News section

With the aim of creating an energy community by harnessing the support and knowledge of Crowdhelix partner, a page was inserted that links directly to the [Energy Helix community](#) platform. Reaching it is easy, just click the link and in a few seconds the user will find themselves on the relevant page.

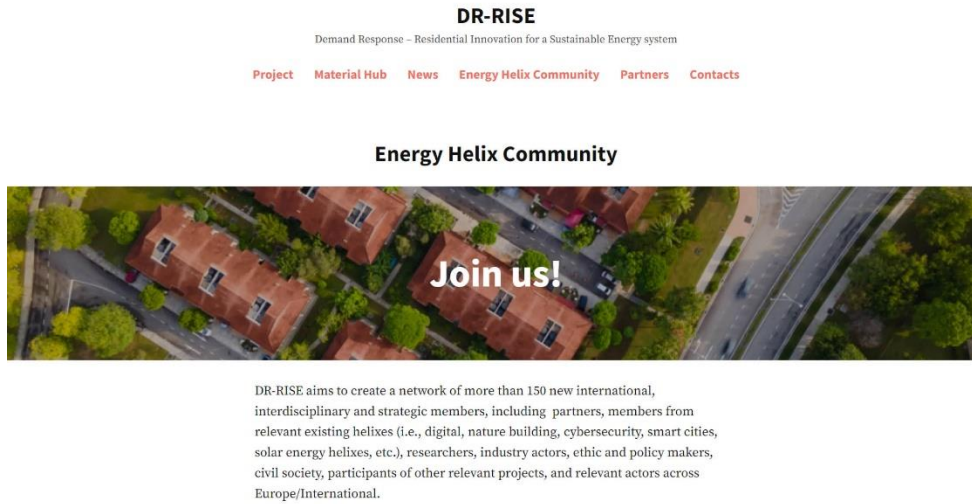


Figure 10 - DR-RISE website Energy Helix Community section

As in every project, it is important to give space to the people and companies that collaborate in the realisation of the set goals, which is why there is a section dedicated to partners. The logos of the companies involved are arranged, are clickable and lead directly to the official websites of the companies involved in DR- RISE.

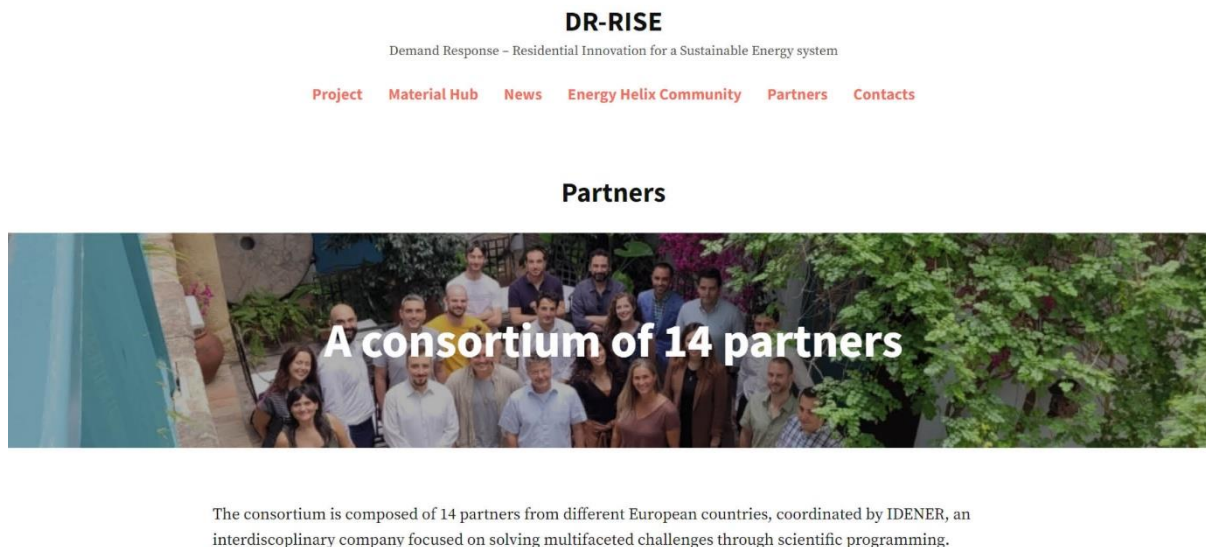


Figure 11 – DR-RISE website Partners section

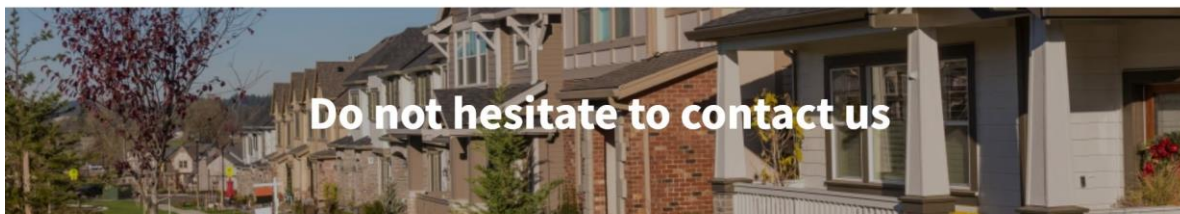
As a final page, a contact page was included, the project email address, and social channels to follow, plus the possibility to ask questions directly to members via a form and the address where the coordinator works.

DR-RISE

Demand Response – Residential Innovation for a Sustainable Energy system

[Project](#) [Material Hub](#) [News](#) [Energy Helix Community](#) [Partners](#) [Contacts](#)

Contacts



Don't hesitate to reach out with the contact information below, or send a message using the form.

Figure 12 – DR-RISE website contacts section

3.3. Templates

A template format was developed by STAM before the kick-off meeting in order to have all the partners on the same page for formal presentations and deliverable preparation. A template was created in Word for sharing official project documents taking up the graphic style of the logo. In the header is the logo, the graphics of the innovation links and the EU logo. At the top of the page are the main project information and the table to be filled in by each partner according to the type of activities on the following pages, the logos of the partners involved and then the table of contents with the division into chapters.

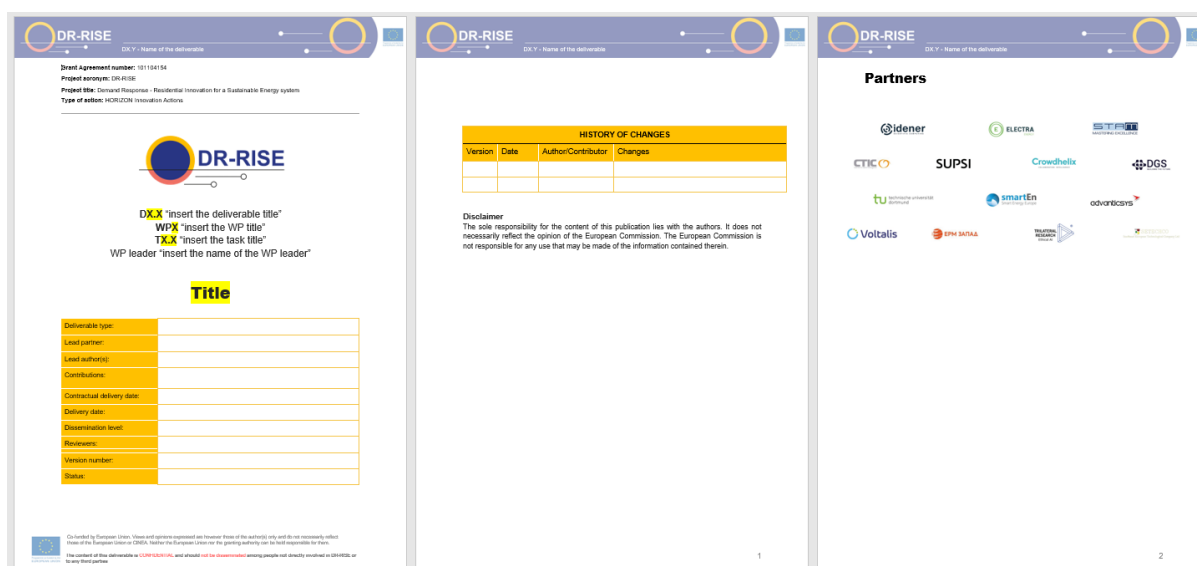


Figure 13 – DR-RISE Word template

The template for PowerPoint was realized for the kick-off meeting. Again, the starting point was the graphics of the logo and its colours. The layout is extremely simple and clean, on the cover page the logo has been enlarged and placed on the left-hand side with the innovation signs that have the function of emphasising the main fields where the name, job title and presentation title are to be inserted. The following pages are those for inserting textual content, graphics and images. On the right-hand side there is always the logo and at the bottom, as in the cover image, the logo of the European Commission. Each slide should have a title at the top and the contents correctly formatted and ordered in the centre on a white background using the correct font and avoiding visual overload. Thanks to the template in Word and in PowerPoint, each document will be tidy and will give uniformity and recognizability to all the materials produced by the partners.

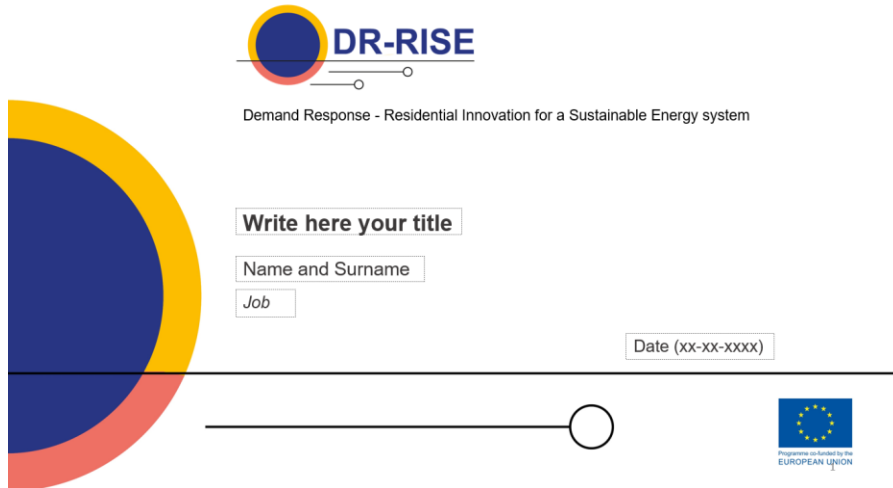


Figure 14 – DR-RISE PPT Cover



Figure 15 – DR-RISE PPT template

3.4. Leaflet

The leaflet is a traditional but useful non-electronic dissemination material to be distributed during conferences, workshops and project events. The main objective of the leaflets is to provide an attractive and essential overview of the project. The leaflet will include brief information regarding the objectives and outputs of the project, its partners and its use cases. Furthermore, the document will provide contact information for the benefit of interested readers, including the contact of the coordinator and the URL of the website, which contains more comprehensive information about the project. The consortium will develop these materials to present its aims and target, a brief description of the project objectives and its partners, what has been achieved by the project and the envisaged “after life” of the project. The leaflet will also be shared digitally through the social channels to interested stakeholders and field experts. Additionally, if evaluated as relevant, leaflets will be translated to the languages of the involved countries of the consortium to facilitate the access to the regional stakeholders. Leaflets will be put in electronic format and in hard copies.

DR-RISE

www.dr-rise.eu DR-RISE project DR-RISE_project DR-RISE project

Due to the current energy crisis, the EU is reaching a critical point in the energy transition with the Clean Energy Package. Residential demand response (DR) is a promising approach that can significantly contribute to such a transition, but its potential is yet untapped. In this framework, DR-RISE's main objective is to demonstrate the benefits of DR in the residential sector, not only for the end-consumers but for the overall energy system and the actors involved and promote it. Accordingly, DR-RISE will further develop a holistic set of tools and services with a twofold objective: increasing energy efficiency via optimal management and demonstrating DR schemes' benefits (not only economic).

DR-RISE use cases

- 1** Peón, Villaviciosa, Asturias **Spain**
- 2** Athens, Minoan and Sarmos **Greece**
- 3** Borkum **Germany**

DR-RISE project's impacts

- SOCIAL**
Significant co-design process of the tools with the end-consumers
- ENVIRONMENTAL**
An Environmental Impact Assessment (EIA) will be carried out to evaluate the current and future consequences of the project
- ECONOMICAL**
Economically beneficial for consumers lifestyle and help them reduce their electricity bill

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Figure 16 – DR-RISE Leaflet draft

3.5. Roll up and poster

The main purpose of the poster is to catch the audience's attention during conferences. The DR-RISE poster is being designed and will be produced and printed in the near future.

In summary it will include:

- A short description of the project.
- Scientific and technical objectives.
- The description of the three use cases of three different EU countries
- A list of partners and contacts.

This poster will be used in workshops, conferences and other events, as a presentation of the project, where the partners participate in or hold the event. It is complementary to leaflets,

since the latter provide more detailed information about DR-RISE. For the roll ups (marked with the DR-RISE logo) each partner will be in charge of the translation in the official language of the place hosting the event, if required. This material will be used in all events and workshops organised by the consortium and all public events (conferences, exhibitions, etc.) where the partners will participate. *Figure 17* is a tentative draft of the poster layout. It will be discussed among partners and finalized in its printable format by the end of 2023.



Figure 17 – DR-RISE Poster draft

3.6. Newsletter and mailing list

A mailing list will be created on [MailChimp](#) to spread project news through newsletters. STAM is creating the mailing list with contributions from all project partners. The newsletters will be shared by means of the mailing list every 6 months. The first newsletter was published on the website, X and LinkedIn in November. This first issue contains all the key activities carried out during the first six months of the project, for which all partners collaborated, resulting in a final product that combines descriptions with images, links to articles, online channels and the project website.

The newsletter briefly present:

- The project meetings and published documents.
- The latest additions to the website.
- The participation in conferences, trade fairs and regulation bodies.
- The current activities of the project dealing with development, evaluation and exploitation.
- External information relevant to the project, e.g., newly published standards or books, events of interest.
- General information regarding the activities of the project.



Figure 18 – DR-RISE First Newsletter

During the first year of the project, another newsletter (M12) will be produced. These information tools will be used to keep the public informed about the latest DR-RISE project activities, including interviews, upcoming events, project progress and results, project partner information and other related news. These newsletters will be shared with a project target mailing list of experts, stakeholders and interested actors in the demand response sector. Further newsletters will be created and shared during the course of the project.

This was decided in order to keep partners, members of the Exploitation Group and other related projects informed about the latest project developments. The positive experience of

other projects was also taken into account. Indeed, it has often been observed that a timely and centralised document is more effective in providing general information than multiple e-mails providing fragmented information.



Figure 19 – DR-RISE Newsletter form

3.7. Social channels

Over the last few years, online communication has become increasingly strong, fast and immediate, to complement print media, social channels have become more and more used and almost everyone relies on this type of information. For the DR-RISE project, the LinkedIn channel was opened immediately while waiting to publish the website. X was used for faster communication with images and links to the project website and LinkedIn, and finally the YouTube channel was opened for the publication of the first introductory project video and for the future publication of video interviews.

The LinkedIn account is of major importance for DR-RISE since it facilitates the communication with specific target groups and online communities in demand-response, energy and sustainability fields. This social channel was used from the beginning because the website was under construction. The DR-RISE LinkedIn account is constantly updated with news and information related to the project, is a company page, managed by STAM.

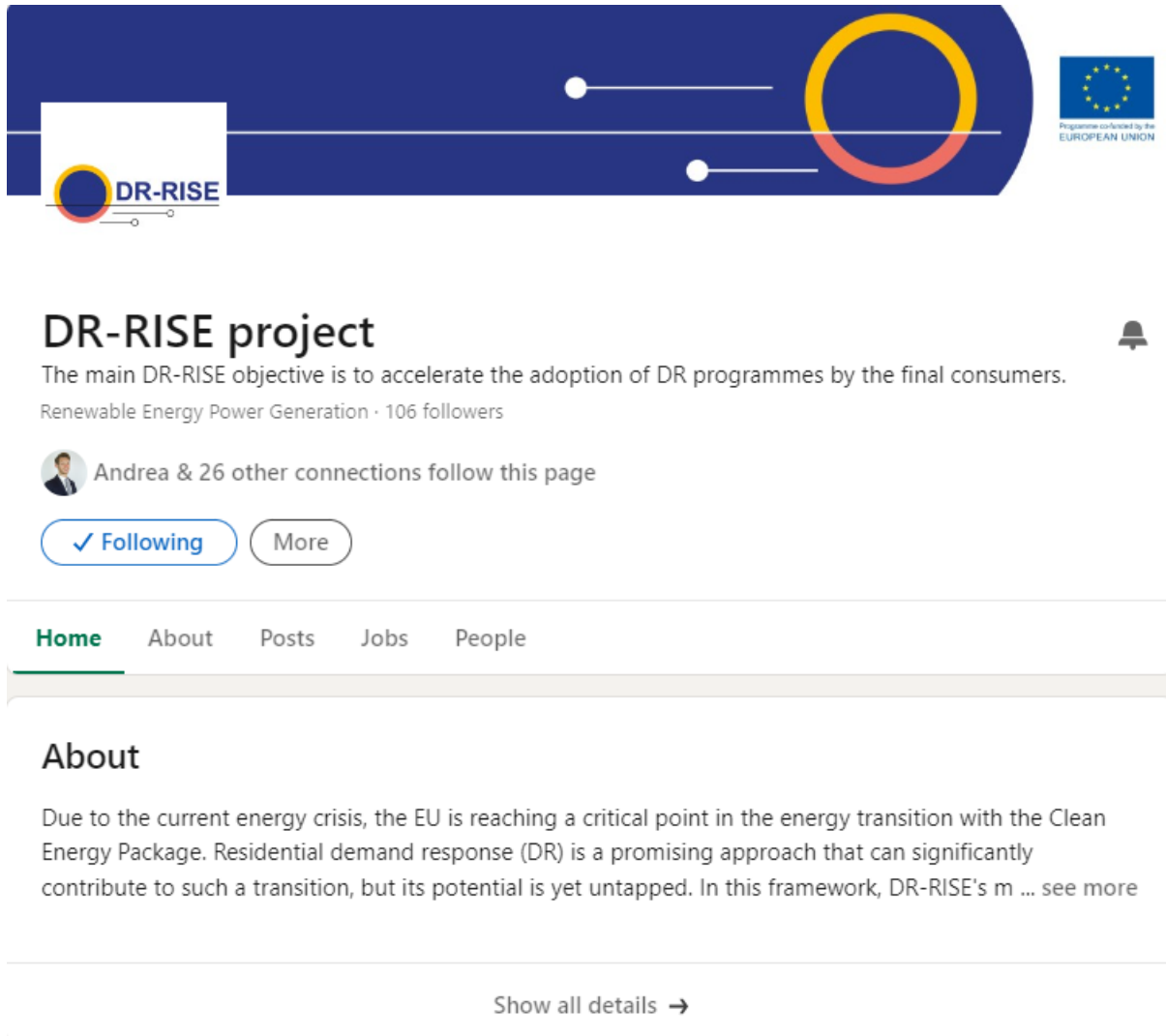


Figure 20 – DR-RISE LinkedIn page

As mentioned earlier, LinkedIn was the main source of communication since the beginning of the project because the site was under construction. Consequently, this social channel was the only tool to communicate online to users. From the graph below (Figure 21) we can see that there were more visitors interacting in June, when the project started.

Highlights

Data for 10/18/2022 - 10/17/2023

279
Reactions

3
Comments

33
Reposts

Metrics

Impressions ▾

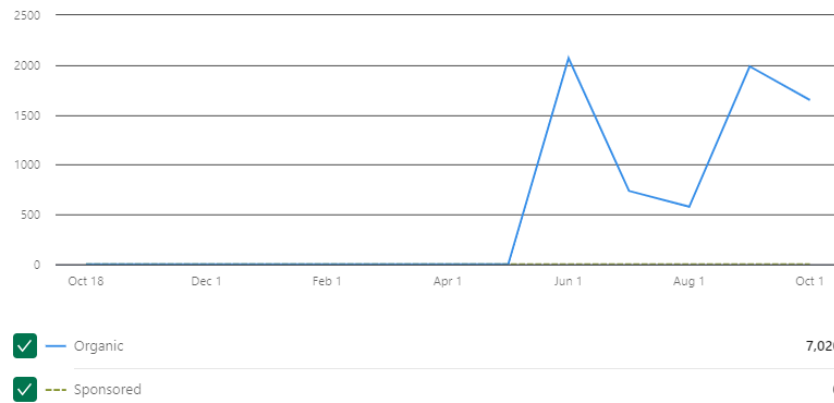


Figure 21 – DR-RISE LinkedIn impressions

The graph below shows the roles and professions of the people who visited the DR-RISE page. Most of them have an engineering background, we also see that there are people who have active management roles in business and research, in general the first places are occupied by entities that have jobs consistent with the activities carried out by the project. We then see that a proportion of the visits come from people working in communication and administration.

Visitor demographics

Job function ▾

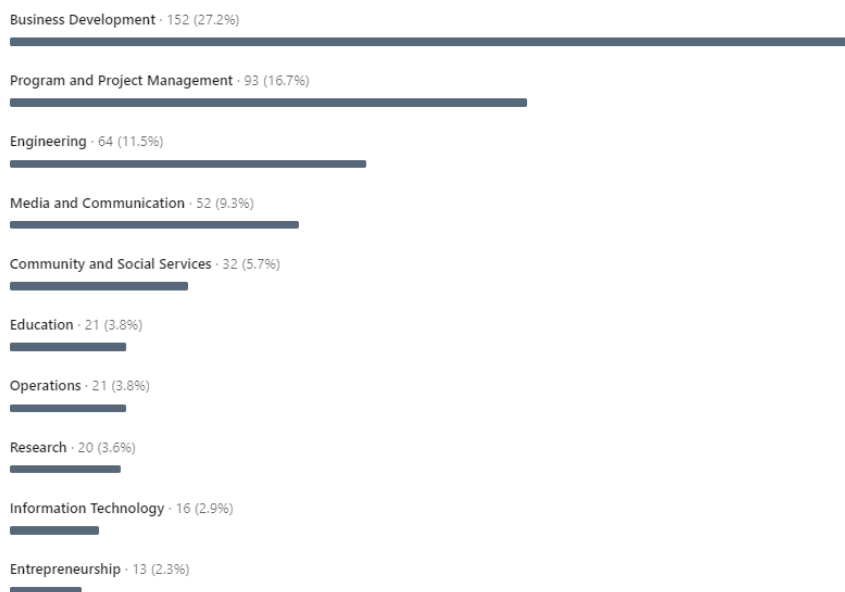


Figure 22 – DR-RISE LinkedIn job function

The next graph pertains to the companies that have visited the page and the posts published; we can clearly see the similarity with the previous graph. The highest values are associated with visits from companies involved in research services; after all, this project was created to explore new possibilities and opportunities. Other companies involved include civic and social organizations and business consulting services.

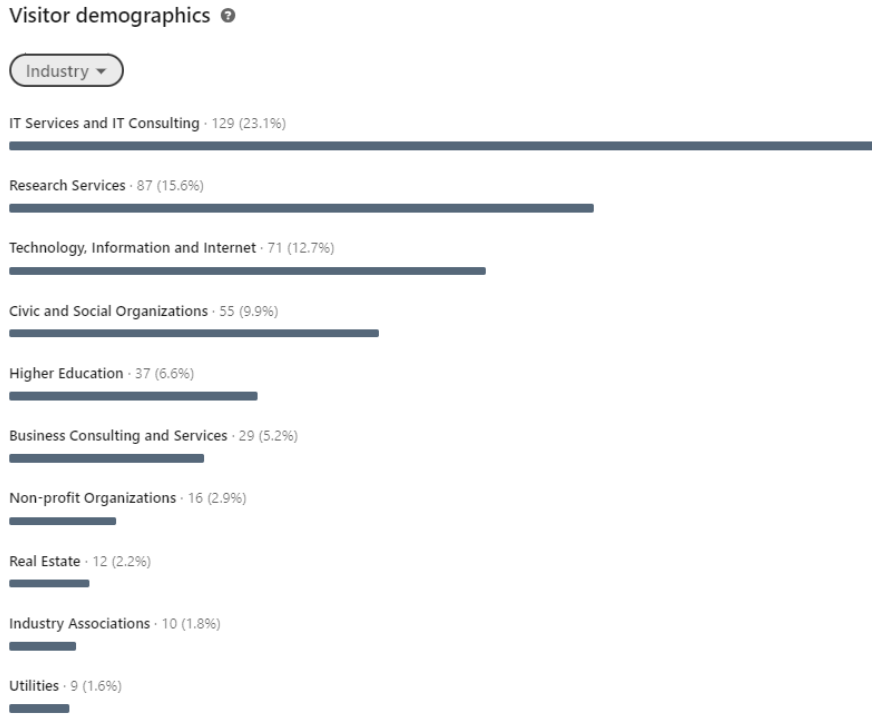


Figure 23 – DR-RISE LinkedIn industry

Finally, the graph on the origin of visitors to the DR-RISE page is shown. At first glance, it is immediately noticeable how the numbers are proportionally distributed between Italy and Spain. As far as Italy is concerned, the main locations are Genoa, where the project communication managers work, followed by Spain where the project coordinator works. The other countries are England, Germany, Switzerland and France, generally where the other partners live and work.

Visitor demographics 📌

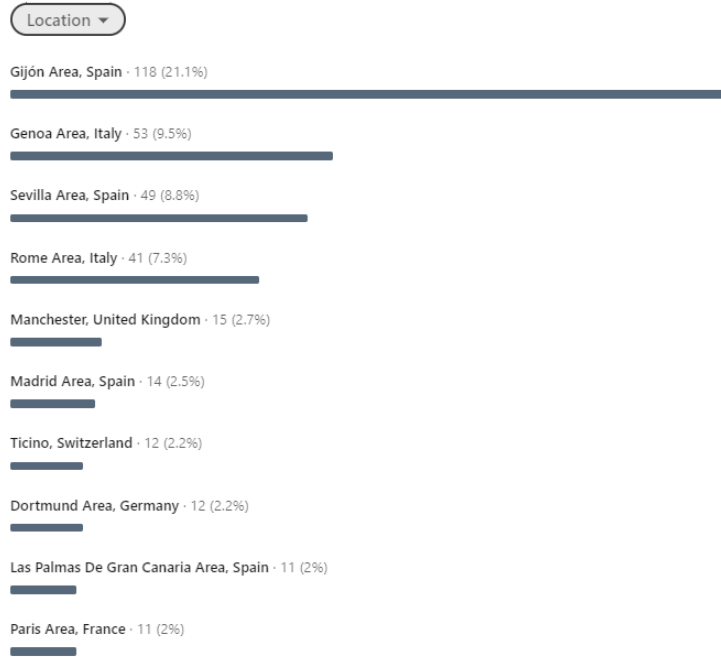


Figure 24 – DR-RISE LinkedIn location

In support of the LinkedIn channel, X was also opened for quick and concise communication, each post will also link to the LinkedIn profile and the website so that there can be a cross-over between the channels that are used in DR-RISE.



Figure 25 – DR-RISE Twitter

3.8. Promotional videos

Videos are increasingly being used for quick communication, they succeed in attracting more user attention and for these reasons a plan was made for the realisation of videos and video interviews of the partners involved with the aim of better communicating the work carried out within the consortium.

As envisaged in the grant agreement, a [video](#) was made by STAM in M3 to summarise what is being done in the DR-RISE project, the challenges, the objectives, the partners involved and the actions to be taken. It is an animation built on a script provided by the coordinator and the team coordinating the communication activities realised the illustrations and moving animations to better explain the concepts expressed.



Figure 26 – DR-RISE Video animation

The finished video was subsequently posted on the project's [YouTube](#) channel and will be populated with more videos and interviews in the coming months.

For the time being, the animation has been viewed by 106 users and shared on both the project's LinkedIn and X channel. It is a good video not only to illustrate the DR-RISE project but also to explain the general concepts of demand-response in energy and sustainability.

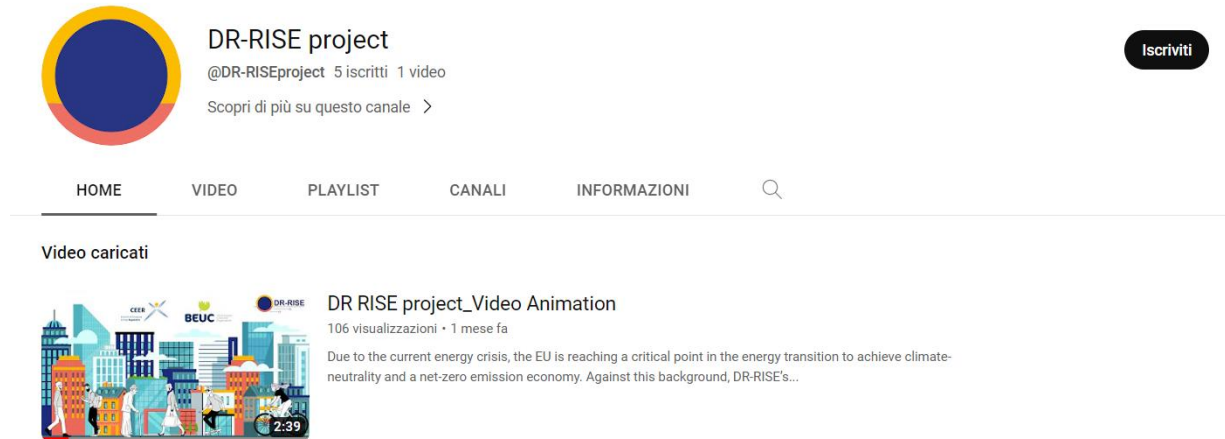


Figure 27 – DR-RISE YouTube page

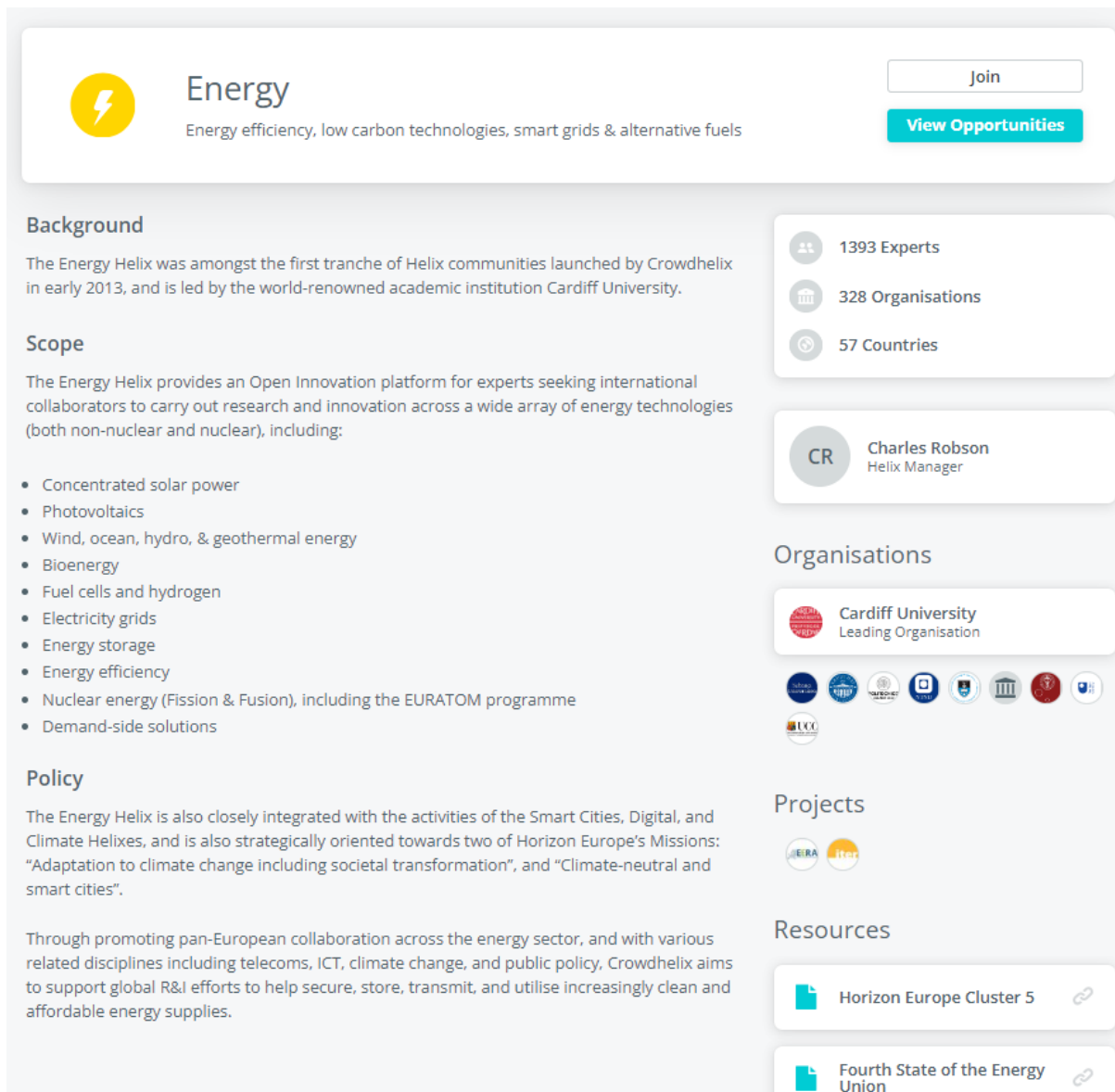
4. Target groups

CHX, working closely with partners, is building and managing the existing Energy Helix virtual cluster/community on the CHX platform that will act as the backbone of the dissemination and exploitation strategies developed both during and after the project. We aim to create a network of more than 150 new international, interdisciplinary and strategic members by M36, including DR-RISE partners, members from relevant existing helixes (i.e., digital, nature building, cybersecurity, smart cities, solar energy helixes, etc.), researchers, industry actors, ethic and policy makers, civil society, participants of other relevant projects, and relevant actors across Europe/International.

4.1. Building the Energy helix community/ecosystem

Over the first period of the DR-RISE project, CHX has been actively engaged in developing the [Energy Helix](#) on its Open Innovation Platform. The Energy helix has already been developed on the Crowdhelix Open Innovation Platform and boasts 1406 experts from 333 organisations involving 57 countries around Europe and the world. The Energy Helix is currently being updated to reflect the objectives and goals and KPIs of the DR-RISE project. The sections below present the objectives of the Helix, the initial content that will be available on the Open Innovation Platform and the guidelines for leveraging the Helix capabilities by the DR-RISE partners.

The Crowdhelix Energy Helix consists of a virtual cluster/community on the CHX platform that is being designed, developed and updated as part of the DR-RISE project (WP6, T6.3) and will act as the backbone of the dissemination and exploitation strategies developed both during and after the project. Furthermore, as per the plan for dissemination and exploitation, including communication activities, the Energy Helix is envisioned to reach more than 150 relevant organisations and potentiate clustering activities with initiatives such as CA EPBD, BRIDGE and Built4People. The Energy Helix will profile and engage >150 organisations new international, interdisciplinary and strategic members by M36, including DR-RISE partners, members from relevant existing helixes (i.e., digital, nature building, cybersecurity, smart cities, solar energy helixes, etc.), researchers, industry actors, ethic and policy makers, civil society, participants of other relevant projects, and relevant actors across Europe/international. These organisations include key stakeholders, end-users, researchers, industry actors, ethics and policy makers, civil society (end users) and participants of other relevant projects, to promote and develop clustering activities on a European and international level. In addition to the facilitation of the communication and clustering activities for the DR-RISE project, the Energy Helix also has the capability to promote the project's results to more than 13k collaborators and potential investors for further exploitation and commercialisation of the DR-RISE technologies. These activities along with the dissemination and exploitation plan, including communication activities (DEC), which accounts for clustering and helix-related activities are also expected to accelerate the scale and significance analysis for DR-RISE activities and outcomes which is envisioned to have an impact to over more than 100000 citizens who will be able to benefit from the knowledge developed during the project.



The screenshot shows the 'Energy' section of the DR-RISE platform. At the top, there is a yellow lightning bolt icon, the title 'Energy', and a subtitle 'Energy efficiency, low carbon technologies, smart grids & alternative fuels'. A 'Join' button and a 'View Opportunities' button are located in the top right corner.

Background
The Energy Helix was amongst the first tranche of Helix communities launched by Crowdhelix in early 2013, and is led by the world-renowned academic institution Cardiff University.

Scope
The Energy Helix provides an Open Innovation platform for experts seeking international collaborators to carry out research and innovation across a wide array of energy technologies (both non-nuclear and nuclear), including:

- Concentrated solar power
- Photovoltaics
- Wind, ocean, hydro, & geothermal energy
- Bioenergy
- Fuel cells and hydrogen
- Electricity grids
- Energy storage
- Energy efficiency
- Nuclear energy (Fission & Fusion), including the EURATOM programme
- Demand-side solutions

Policy
The Energy Helix is also closely integrated with the activities of the Smart Cities, Digital, and Climate Helixes, and is also strategically oriented towards two of Horizon Europe's Missions: "Adaptation to climate change including societal transformation", and "Climate-neutral and smart cities".

Through promoting pan-European collaboration across the energy sector, and with various related disciplines including telecoms, ICT, climate change, and public policy, Crowdhelix aims to support global R&I efforts to help secure, store, transmit, and utilise increasingly clean and affordable energy supplies.

Statistics:

- 1393 Experts
- 328 Organisations
- 57 Countries

Management:

- CR Charles Robson
Helix Manager

Organisations:

- Cardiff University
Leading Organisation

Projects:

- Horizon Europe Cluster 5
- Fourth State of the Energy Union

Figure 28 – DR-RISE The Energy Helix

The following activities will take place over the next period:

- CHX will invite all project partners to join the Helix, will update the Helix description, and will communicate the Helix news to the membership base (M6);
- CHX will organise 2 Helix events and will launch/implement the Helix strategy (M24,M48);
- CHX will profile >150 organisations in the CHX platform (M36);
- CHX will deliver impacts in line with the Helix strategy (i.e., supporting dissemination events, and building collaboration through the platform).

4.2. Clustering with other European initiatives and Participation in Built4People Activities

The present section draws upon the objectives that were set out in the DR-RISE GA and identifies the tasks aimed at accomplishing the project's aims and directs their execution through the establishment of a framework, namely, the DR-RISE Clustering and Collaboration Plan. The DR-RISE cross-projects clustering, and collaboration plan developed by CHX, in collaboration with all partners, is divided in 3 main sections, 1. Collaboration board, 2. Joint activities and 3. Future collaboration plan.

Collaboration board

The Collaboration Board (CB) (see *Figure 29* below) aims to identify, engage and create synergies with projects, relevant actors and associations across Europe and Internationally that have similar goals and objectives such as the DR-RISE project. As per the GA, after establishing contact with the relevant projects, key stakeholders and actors/ associations the Collaboration Board will be created. The main objectives of the CB will be to 1. define the Key Performance Indicators (KPIs) and 2. Establish the main ways of fluent and frequent communication between the projects and stakeholders. Additionally, DR-RISE partners will suggest the sister projects to develop joint dissemination materials (i.e., a common identity) such as creating a common logo and templates for communication and reporting.



Figure 29 – DR-RISE The Crowdhelix clustering board

With regards to the projects, the focus will be directed towards identifying and engaging projects in the following categories:

- a) Similar projects and projects funded under the same call (sister projects) such as (SPEAR G.A. 787011, BRIGHT G.A 957816, TABEDE G.A. 766733, RESPOND G.A. 768619, FLEXCoop G.A. 773909)
- b) other European projects
- c) national and regional projects

Additionally, DR-RISE partners will establish, maintain contact and identify potential synergies for collaboration with the following actors and associations across Europe and internationally:

- BRIDGE Initiative
- BUILD UP
- EIT InnoEnergy
- European Partnership “People-centric sustainable built environment (Built4People)
- Concerted Action EPBD
- EIT-Digital
- World Green Building Council
- European Alliance of Companies for Energy Efficiency in Buildings (EuroACE)
- European Building Automation and Controls Association (EU.BAC)
- European Builders Confederation (EBC)
- Association of European Building Surveyors and Construction Experts (AEEBC)
- Building Performance Institute Europe (BPIE)
- European Council for an Energy Efficient Economy (ECEEE)
- European Construction Technology Platform (ECTP)
- Energy-Cities
- IEA (International Energy Agency) Energy in Buildings and Communities (EBC) (IEA-EBC)
- The European Union of Developers and House Builders (UEPC)

Joint activities

The second objective of the DR-RISE clustering and collaboration plan is to promote and encourage partners to develop joint collaborative activities with the sister projects and the rest of the CB members. These activities include: a) regular meetings (DR-RISE may invite sister projects to events and project meetings), b) joint participation and attendance to webinars and local info days (organised by projects), c) active participation in projects social media sites (Facebook, X, LinkedIn, and similar tools), d) development of joint scientific publications, e) joint review of future legislation around DR and f) joint participation in scientific conferences and business trade shows.

Future collaboration plan

The final objective of the DR-RISE clustering and collaboration plan pertains to ensuring future collaboration between the project partners and the members of the CB, with a special focus towards the sister projects. Towards achieving this objective, the Energy Helix will be an engine of clustering activities but also for policy and regulation dialogs. As per the GA, CHX has also committed to maintaining the Helix for 2 years after the project ends including the project's results and publications.

4.3. Identified sister and related projects for collaboration

As of M6 of the DR-RISE project, CHX has already identified through desk research (and the GA) several relevant sister and ongoing and previous related projects for potential synergies and collaboration as per the GA. These projects and their outputs will be taken into consideration for planning clustering activities and synergies as well as informing the DR-RISE partners' activities in relation DR. To this end, DR-RISE partners will engage with these projects and collectively design activities for promoting information and knowledge exchange through meetings, and clustering workshops.

Table 1 - DR-RISE Sister and related projects

Sister & related projects	Short description	Communication
SPEAR G.A. 787011	SPEAR proposal aims at a) detecting and responding to cyber-attacks using new technologies and capabilities, b) detecting threat and anomalies timely, c) developing all-in-one security detection solutions, d) leveraging advanced forensics subject to privacy-preserving, e) confronting Advanced Persistent Threat (APT) and targeted attacks in smart grids, f) increasing the resilience of the smart grid innovation, g) alleviating the lack of trust in smart grid operators and h) empowering EU-wide consensus. Within SPEAR, four proof-of-concept Use Cases are planned in order to validate and assess the implemented security and privacy tools.	Communication will be established over the coming period.
BRIGHT G.A 957816	BRIGHT project will work to maximise the potential of DR at the consumer level, harnessing the potential of blockchain technology to deliver data-driven cross-stakeholder and cross-domain energy fingerprinting services. Specifically, it will design a co-creation process that lifts individual consumers to centre stage in order to deliver a DR that is multi-layered, community-centred, cross-domain, adaptable and multi-timescale.	Communication will be established over the coming period.
TABEDE G.A.766733	TABEDE project will develop an interface for connecting all dispatchable loads to the BEMS, regardless of the communication protocol. It aims to enable seamless integration at a reduced cost. To facilitate the wide-scale implementation, the project will introduce a smart grid communication protocol translator that will serve as a vital intermediary.	Communication will be established over the coming period.
RESPOND G.A. 768619	RESPOND will aim to deploy and demonstrate an interoperable, cost effective, user centred solution, entailing energy automation, control and monitoring tools, for a seamless integration of cooperative DR	Communication will be established over the

Sister & related projects	Short description	Communication
	programs into the legacy energy management systems.	coming period.
FLEXCoop G.A. 773909	FLEXCoop project will introduce an end-to-end automated demand response (DR) optimisation framework, enabling energy cooperatives to become aggregators. Its human-centric demand response schemes engage residential prosumers while preserving their comfort and schedules. It also guarantees easy switching between DR service providers, customised contracts and objective settlement, empowering prosumers to become active energy market players. This innovative project fosters energy democracy and paves the way to a resilient and sustainable energy future.	Communication will be established over the coming period.
DEDALUS GA. 101103998	DEDALUS will design, develop and demonstrate SSH-driven multi-value energy carrier-agnostic micro (home/apartment)-to macro(building & district-scale) participatory Demand Response (DR) ecosystem, aimed to: (a) facilitate and scale up residential energy consumers massive participation to DR; (b) adapt to a variety of different mono-carrier (electricity, heat) or multi-carrier synergetic scenarios (electricity vs heat and natural gas) at building/district scale, while strengthening social interactions within respective communities.	Communication will be established over the coming period.
RENplusHOMES GA. 101103450	REN+HOMES tackles the sustainable transition not only by reducing carbon emissions, but also resource scarcity, energy poverty and focusing on education/participation of stakeholders. REN+HOMES i) develops a set of 23 solution: 9 hardware (industrialized panel with recycled materials, pre-fabricated BIPV insulated façade, wireless IoT device, end user platform and BMS, LPWAN connectivity, geothermal walls, BIPV/BAPV with repurposed cells, H2 storage), 7 software (BDEA, INTEMA, VERIFY-B, GRT, TCQi, RCS, CBEO) and 7 Circular Plus Energy Homes (CPEH) methodologies (for AU, ES, EE, RO, EL, FR and a universal one), ii) tests and implements them in 4 large-scale demonstrators (19.843 m2 - 2 renovation and 2 new construction sites) in AU, ES, EE and RO and iii) develops business models combining cost-effective deep-retrofitting, demand response and energy communities.	Communication will be established over the coming period.
LEGOFIT GA. 101104058	The LEGOFIT project aims to design, implement and validate an advanced and dynamic integrative approach to accomplish EPH based on smart and innovative solutions with a high scalability and	Communication will be established over the

Sister & related projects	Short description	Communication
	replicability for building construction and renovation, through: i) developing an innovative holistic design platform that encompass not only passive and active technologies but also their integration for smartest exchange of information and interoperability of systems based on Building Information Modelling (BIM), available for both professionals and end-users, ii) integrating active and passive strategies (e.g. envelope, HVAC systems, integrated solutions, including nature based solutions, etc.) with smart management technologies (BAS, BMS) for climate neutral and high energy building performance providing maximum flexibility to users iii) investigating innovative routes for promoting minimum environmental impacts by the smart use of solid and liquid residues generated during building life cycle stages and iv) fostering sustainable stock of buildings by guaranteeing not only the fulfilment of sustainable criteria (economic, social, environmental) but also according to the enhancement of smart readiness of buildings.	coming period.

4.4. Clustering events

Several clustering activities and events have already been envisioned at the proposal stage (see Table 2 below). As per the GA, CHX is tasked to implement 2 Helix events throughout the duration of the DR-RISE project to promote collaboration between the CB members. The topics of the Helix events will be identified in collaboration with the DR-RISE partners and the sister projects to better meet their requirements and priorities.

Table 2 - DR-RISE Planned clustering activities and events

Clustering event	Date
1. 1st Helix event to promote collaboration (details of the meeting to be discussed among DR-RISE partners and CB members)	M24
2. 2nd Helix event to promote collaboration (details of the meeting to be discussed among DR-RISE partners and CB members)	M48

4.5. Training and knowledge sharing

In the second phase of the project, we will gather participant experiences to assess various aspects. These include their satisfaction levels, interest in adopting the solution, willingness to recommend it to friends, and expectations regarding potential cost savings. The training and awareness-raising activities will be conducted either locally or remotely, depending on

their anticipated effectiveness. We will also consider the unique cultural, linguistic, and energy-related factors that apply to each pilot site. To facilitate this, specialized training materials will be developed.

It's imperative to provide training to all stakeholders, especially the end-consumers, on the proper utilization of the DR-RISE solution. This training process is crucial to acquaint them with different facets of the solution, such as its applications, and help them grasp how they contribute to the energy system. Furthermore, it is essential to ensure that they comprehend how to interpret the model results, acknowledge their uncertainties, biases, and limitations, and understand how these outputs inform their decision-making process. Ultimately, this knowledge will empower them to make well-informed decisions and foster trust.

To achieve these goals, a representative group of users in each pilot site will undergo training. We will develop an effective teaching methodology and focus on instructing them on the practical use of the DR-RISE tools and services, including applications, APIs, forecasting services, and more. Additionally, we will establish a mandatory User Engagement Strategy, based on the insights from WP2, to enhance the capabilities of our target audience.

5. Dissemination activities

Having described the available tools for dissemination, this section explains the actions that will be carried out. All the partners will contribute and carry out these activities, in order to draw maximum attention toward these project's results.

5.1. Workshops

DR-RISE will develop both a web and mobile application, which will be the primary means of interaction between the end-consumers and the DR signals received from the aggregator. As such, the concept of user experience gains capital importance, so we will take a specific approach to optimize the UI / UX experience. In fact, if the solidity of the technical / architectural foundations is essential to guarantee the quality and reliability of the service to the users, technological sophistication is not sufficient on its own to effectively respond to the operational needs of users if it is not guided by a constant focus on the user experience and information architecture.

To this extent, the use of "User Personas" supports the designers to truly understand target system usage including what drives decision-making. User Personas identification is a core process aimed at defining principal actors and the functionalities of a digital product. Personas are the result of in-depth User Research performed on a circumscribed target of users, highlighting for each: the group they belong to, demographic info, needs, goals, frustrations, and habits.

The user research is accomplished through specific workshops held during the project inception phase, where UI/UX designers interview real users and key application stakeholders. Once identified as described above, Personas are used to define the user journeys that will define how to design and build the application UI and user experience.

During the phases of data analytics, data presentation, and discovery portals, this awareness translates into a constant interaction between the developer and UX designer. Typically, the Agile approach is the most effective for keeping this strong interaction between all the stakeholders involved in the development process, and within the Agile development cycle, attention to the user experience is interpreted in different ways but always present in all phases of the project:

- Collecting user needs (especially in the initial phase) through interviews, workshops, and event storming sessions.
- Analysing the needs of users from a logical, interactive and usability point of view through a phase of intense prototyping.
- Encapsulating the design system conceived by UX (which encodes it in wireframes) in reusable component libraries that guarantee the consistency of the visual language and of the interaction experience within individual desktop and mobile applications.
- Verifying, during the test phase, not only the functional correctness of the applications but also the respect of the visual guidelines, the responsiveness, and the pixel-perfect rendering with respect to the prototype.

Through this approach, we will make sure that the applications account for an intuitive and seamless onboarding process to leave a positive first impression and promote further engagement. In close collaboration with this, an intuitive and consistent UI design is

determinant in the aforesaid first impression, and its appealing aesthetics can encourage its utilization on a daily basis.

5.2. Scientific conferences and Industrial events

DR-RISE will aim at understanding in the most optimised way which events are high-impact and which events we should become strategically aligned to.

However, except for DR-RISE workshops, the dissemination of the project will be built on existing events with appropriate special sessions and presentations, rather than planning completely new events.

DR-RISE will participate in at least 12 high impact European workshops and trade fairs during the project's life, in order to search for synergies and possible collaborations with relevant stakeholders.

Table 3 - DR-RISE events participation

Type of activities	Main leader	Title	Date	Place	Type of audience	Countries addressed
Conference	TU Dortmund University	OpenLivingLab Days	September 2023	Barcelona	General Public	Spain
Conference	Electra Energy	ENLIT	October 2023	Athens	General Public	Greece

5.3. Publications

Since publications are one of the most powerful means to disseminate DR-RISE results, both the partners from academia and from industry will use them widely. As a matter of fact, publication of project progress and findings is achieved through a combination of industry and academic journal articles, providing in-depth reporting and archival of the research findings. Academic publications are used to stimulate high quality research in the areas that DR-RISE covers.

In addition to scientific publications, project documents will be prepared for communication purposes, especially during events, and press releases will be sent to relevant media in various countries. These efforts aim to expand the reach and impact of the project.

Publications in scientific journals and relevant conferences for research and innovation activities will target scientific communities directly or indirectly related to DR-RISE. They enhance the project's image and brand, share DR-RISE ideas and solutions with cutting-edge techniques, promote cooperation among projects, and provide essential validation of the project's results through peer review.

To maximize our outreach, complementary means will also be utilized, such as organizing and/or participating in thematic panels, workshops, roundtables, and conference sessions.

Moreover, poster presentations and specialized demonstrations at scientific events will showcase the project's work.

Publications related to the DR-RISE project will appear in highly respected international conferences, workshops, and journals. This will be based on the concept, vision, design, and implementation results of this project, all meticulously managed through a consistently updated publications plan.

We anticipate the publication of at least 10 high-standard articles related to the project. These efforts, along with project documents and press releases, will help ensure that DR-RISE's groundbreaking research and innovations reach a broad and diverse audience, further promoting the project's objectives.

These are the titles of some journals where publications on demand response, the main theme of the DR-RISE project, can be made:

- "[Energy Efficiency Today](#)"
- "[Smart Grid World](#)"
- "[Renewable Energy Review](#)"
- "[Grid Solutions Journal](#)"
- "[Sustainable Energy Insights](#)"
- "[Energy Management Magazine](#)"
- "[Smart Home & Building Automation](#)"
- "[Utility Week](#)"

6. Conclusion

This document presented the overall dissemination plan to be applied in DR-RISE project. This is the basis of a widespread dissemination of the overall picture and the results of DR-RISE, also beyond the project's end. This plan will function as a guideline for the consortium partners and at the same time will provide common ground and strategy that requires the participation of all.

Based on the objectives for dissemination and the generic communication activities (creating awareness, understanding and action), the defined dissemination tools and actions are aimed at enhancing public awareness and ensuring the involvement of relevant stakeholders in order to raise awareness of the work, activities and outcomes of the DR-RISE project.

In addition, the activities to be carried out provide information to the scientific community and disseminate knowledge about the existence of the project to the research stakeholders. The DR-RISE partners will actively use a variety of dissemination tools and activities to reach all audiences. These include, among others, attending conferences, events, workshops, website updates, factsheets, publishing articles and papers, sending press releases, links on partner websites, links on sister projects, presenting the project via virtual or real demonstrators, training sessions, etc.

An effective dissemination plan should be "dynamic" by definition, meaning that it is subject to changes based on newly available data. In this respect, further opportunities will be explored and additional measures will be taken by all consortium members to collaborate in other activities and disseminate knowhow. In this way the DR-RISE dissemination plan is considered a constantly evolving process, which comprises the update of project's activities, gathering of publishable results and any other important activities to disseminate the project's outcomes.