



Reliability, Resilience and Defense technology for the grid

# **D8.1 - DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN**

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## Executive Summary

The aim of this deliverable is to establish the guidelines for the proper exploitation, dissemination and communication of the public results delivered from R<sup>2</sup>D<sup>2</sup>, covering coordination of the overall disseminative efforts of the consortium, to reach the dissemination and exploitation objectives established in the Grant Agreement of the project. Besides, this deliverable includes the communication strategy as one of other pillars of R<sup>2</sup>D<sup>2</sup> promotion among a wider audience. Thus, this deliverable defines the Dissemination, Exploitation and Communication Plan (DECP), which includes three different but complementary strategies for each area. The deliverable explains the main differences

between those terms, which must be taken in account in each strategy. The dissemination and communication plans include the target audience to be addressed, phases of work, key messages, the publication procedure and visual identity to be followed, the channels tools and actions to be carried out, the main action plan and actions defined beyond the project. Additionally, there is a summarised table with all the main dissemination and communications actions, in total twenty, scheduled and assigned to the different partners, comprising detailed information of goals and audiences to be reached and the resources needed. Besides, it is explained how those plans will be evaluated to ensure a high-quality execution through KPIs. Finally, the deliverable explains the exploitation plan and the methodology to be followed.

### Keywords

Dissemination, communication, exploitation, results, target audience, awareness, media, publications, scientific publications, social media, news, events, promotional materials, website, press releases, webinars, workshops, storytelling.

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## 2 INTRODUCTION

### 2.1 PURPOSE OF THE DOCUMENT

The exploitation, dissemination and communication of results is one of the compulsory activities that Horizon Europe projects are required to submit, thus R<sup>2</sup>D<sup>2</sup> includes within its deliverables the Dissemination, Exploitation and Communication Plan (DECP). The DECP summarises the consortium's strategy and concrete actions to disseminate, communicate, exploit, and protect the foreground generated by the project and should serve as a guideline to the consortium for the Dissemination and Exploitation (D&E) activities to be carried out in the context of the R<sup>2</sup>D<sup>2</sup> project.

This deliverable 8.1 is the first DECP released. It gives an introduction of the dissemination and communication activities planned for the subsequent period and summary of most promising achievements, exploitable opportunities, and identification of target audiences for R<sup>2</sup>D<sup>2</sup> project and perspective business opportunities of involved enterprises. The report it will be updated every period internally, but the D8.1 will provide a final and public version of the document by M36.

### 2.2 SCOPE OF THE DOCUMENT

The deliverable 8.1 is the first document produced within WP8 Shared Knowledge, Impact Assessment and Exploitation. The document is a handbook that will be a reference for the consortium to know what, when, how, where, who, to whom and why disseminate and communicate. It is a living document; thus, it will evolve and absorb the suggestions and needs from partners, targeted audience, and the European Commission.

The document is based on the preliminary Dissemination, Exploitation and Communication Plan (DECP) provided at the project Description of Action [1].

This public deliverable will be available on the R<sup>2</sup>D<sup>2</sup> project website and shall be used by anybody who wants to learn about the activities that have been undertaken and make it effective in terms of utilisation of results.

The DECP will execute in a coordinated manner its dissemination, communication and exploitation plans so they could support synergistically the maximisation of the project impact across EU.

This plan will be annually updated and at the end of the project the final report should include the very last version.

### 2.3 STRUCTURE OF THE DOCUMENT

This document is structured in three key areas: dissemination, communication, and exploitation. ETRA Investigación y Desarrollo SA (ETRA I+D) leads these tasks and partners will actively participate.

The Dissemination Plan describes the dissemination measures. Its content will be public domain to demonstrate the added value and positive impact of the project in the European Union. Dissemination activities are going to be performed during the whole project lifetime. This deliverable aims at the presentation of a suitable dissemination plan for

promoting the project at European and international level. Target groups are defined and the subjects and matters of these actions are described. The management, partners roles as well as the tools and activities are defined (see chapter 3).

The Communication Plan provides a plan to communicate and provide public and media outreach of the project and its results, supplying targeted information to multiple audiences (including media and general public), in a strategic and effective manner and possibly engaging in a two-way exchange (see chapter 4).

After explaining these plans, chapter 5 explains how the achievements of both plans will be evaluated and measured. In addition, some KPIs are established to measure whether the expected achievements have been reached at the end of the project.

The Exploitation Plan provides a summary concerning R<sup>2</sup>D<sup>2</sup>'s exploitable results and the potential routes for their exploitation that project partners have envisioned at the beginning of the project, and which are being redefined as the project is progressing. ETRA also leads this task (T8.4), and partners will collaborate to define their Exploitation Plans (see chapter 6).

Along the different sections there are some internal recommendations (named "Protocol") to be followed by partners as part of the communication procedure. Additionally, communication and dissemination measures after the end of the project are included.

Finally, ANNEX I – Brand Book and the ANNEX II – Summary of the dissemination and communication actions summarises the main dissemination and communication tools together with detailed information (such as goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools).

### 2.4 R<sup>2</sup>D<sup>2</sup> IN A NUTSHELL

Electrical Power and Energy Systems (EPES) have today many vulnerabilities due to technical factors (faults, voltage and frequency fluctuations, intermittent generation, etc.) or human factors (operational errors, accidental events, or malicious behaviours).

Extreme weather events are becoming progressively more frequent, even in areas where in the past they used to occur very rarely. The magnitude and recurrence of blackouts due to extreme weather events and consequent severe damages to people and the economy is already a weak point of the electrical infrastructures.

As a matter of fact, the climate emergency and severe weather are stressing power grids in a moment when climate policies are increasing the role of electrification in transportation, heating, and the increasing of distributed resources. But also, a wide range of new risks related to cybersecurity and cyber threats can exploit to gain access to critical infrastructure.

These factors require a deep reflection on the criteria adopted in the operation and maintenance of power systems, and in the organisation of the recovery before and after a disruptive event.

Through the demonstration and integration of the innovative solutions provided by R<sup>2</sup>D<sup>2</sup>, it will be possible to achieve a more secure, reliable, and resilient energy system in Europe, making a positive and tangible impact throughout the European EPES value chain.

The expected results are:

1. To assess vulnerabilities and threats of the system in a collaborative manner.
2. To define resiliency-oriented design principles with a set of common requirements to inherently secure EPES.
3. To design adequate security measures to ensure a cyber-resilient system and describing the advantages of the solutions adopted compared to others.
4. To implement both organisational procedures and operational strategies to test the resilience of the system with different types of attacks/severity.
5. To develop security information and event management system to collect logs for analysis and information sharing across operators.
6. To improve the reliability and security of physical assets through the combination of image processing and Artificial Intelligence (AI) tools.
7. To demonstrate the effectiveness of the measures with a cost-benefit analysis.
8. To speed up the restoration and reparation of the grid affected by severe weather events, through the prioritization of the components to repair, and the optimal allocation of human and equipment resources.
9. To formulate recommendations for standardisation and policy in (cyber)resiliency at component, system, and process level.

R<sup>2</sup>D<sup>2</sup> deploys four tools dedicated to the prevention, protection, and restoration of EPES in two different independent but complementary scenarios in the energy value-chain, from regional coordination between TSOs, to privacy of LV customers. The project will build on top of strong energy coordination actions in Southern Europe following EU legislation and in alignment with the recent activities promoted by ENTSO-E about cyber-security in transmission systems.

R<sup>2</sup>D<sup>2</sup> will deliver a palette of complementary solutions synthesised into four products:

1. Multi-risk assessment framework for power system (C3PO).
  - Goal: contributing to a systematic, disciplined, and repeatable approach for evaluating an energy system security strategy.
  - Beneficiaries: System Operators.
2. Resilience suite for TSO & DSO (IRIS)
  - Goal: intervenes when coordination between system operators is needed for security reasons.
  - Beneficiaries: System Operators and Regional Security and Coordination Centres.
3. Prevention Systems for Energy Infrastructures Security (PRECOG)
  - Goal: providing a cybersecurity framework to OT and IT.
  - Beneficiaries: System Operators, IT consultants, electric industries, and manufacturers.
4. Enhanced Assets Maintenance and Management Toolkit (EMMA)
  - Goal: contributing to the reliability of the physical assets and to expedite a faster grid recovery.
  - Beneficiaries: System operators, contractors, electric industries, and manufacturers.

R<sup>2</sup>D<sup>2</sup> results will be tested and validated in four large-scale complementary demonstrators in Greece, Serbia, Spain, and Slovenia involving representative and complete value chains, a

wide variety of energy sources, networks, systems, and assets, and spanning heterogeneous climatic, geographic, and socioeconomic conditions which will facilitate replicability, scale-up and eventual market launch. In this context and to effectively realize R<sup>2</sup>D<sup>2</sup> demonstration cases, the consortium involves a variety of demonstration partners that will ensure access to critical infrastructures for the project implementation.

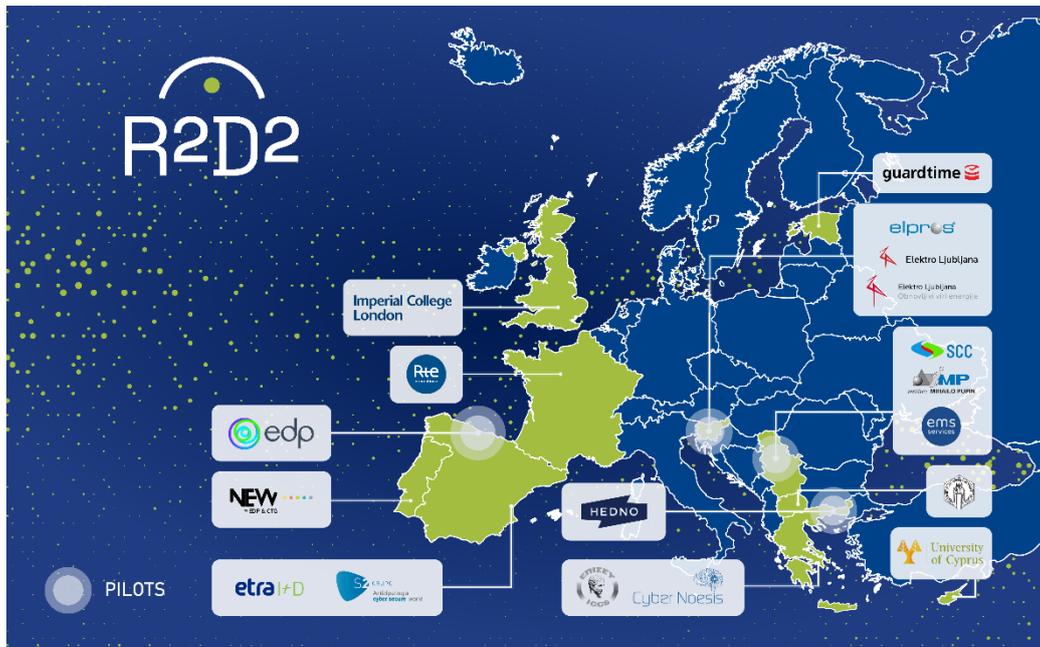


Figure 1 - Geographical location of R<sup>2</sup>D<sup>2</sup> partners and pilot sites

## 2.5 DISSEMINATION, COMMUNICATION AND EXPLOITATION

The deliverable addresses communication, dissemination and exploitation tasks through an integrated approach that strategically targets these activities, embedded in the project's DA. The table below shows the main differences between those terms, which must be taken in account in each strategy.

|                   | Communication  | Dissemination   | Exploitation  |
|-------------------|--|---|---|
| <b>Definition</b> | “Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and | “Means to make the results of a project public (— by any appropriate means other than protecting or exploiting them, e.g., scientific publications).” [2] | “Means to make use of the results produced in an EU project in further activities (other than those covered by the project, e.g., in other research activities; in developing, creating and marketing a product, process or service; in standardisation activities).” [2] |

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|                 |   |  |   |
|-----------------|---|--|---|
|                 | possibly engaging in a two-way exchange.” [2]   |  |   |
| <b>Goal</b>     | Reach out to society and show the impact and benefits of R <sup>2</sup> D <sup>2</sup> .    | Transfer knowledge and results with the aim to enable others to use and take up results, thus maximising the impact of R <sup>2</sup> D <sup>2</sup> . | Effectively use R <sup>2</sup> D <sup>2</sup> results through scientific, economic, political, or societal exploitation routes aiming to turn R <sup>2</sup> D <sup>2</sup> research and innovation actions into concrete value and impact for society. |
| <b>Audience</b> | Multiple audiences beyond the project’s own community including media and the broad public. | Audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers).                | People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.   |
| <b>Focus</b>    | Inform about and promote the project and its results/success.                               | Describe and ensure results available for others to use. It must be focus on results only.   | Make concrete use of research results (not restricted to commercial use.)   |

Table 1 – Differentiation between communication, dissemination, and exploitation

## 2.6 MANAGEMENT

### 2.6.1 Distribution of responsibilities

The Article 17.1 of the Grant Agreement [3] articulates “beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent, and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.” Thus, every possible dissemination opportunity will be embraced by each partner to make R<sup>2</sup>D<sup>2</sup> known among stakeholders and public at large as well.

All partners of the consortium must contribute to the dissemination according to their foreseen role and effort and using all available tools and channels. For instance, by participating or/and organising presentations at conferences, publishing papers and posters, networking, clustering with other projects, participating in social media, holding press conferences, publishing on mass media, etc. The chapters below explain in detail concrete dissemination and communication channels, tools, and actions.

The Dissemination and Communication Manager (DCOM) will be responsible for all dissemination and communication activities and direct interaction with end-users, mass media and Stakeholder Group (SG). DCOM will be the central contact point for external communication.

The contact details of the partner designed as DCOM is Raquel Castán, Project Dissemination and Communication Manager ([rcastan.etraid@grupoetra.com](mailto:rcastan.etraid@grupoetra.com)). Besides, the Project Coordinator (PC) will be the central contact point for internal communication, who is Ugo

Stecchi, ([ustecchi.etraid@grupoetra.com](mailto:ustecchi.etraid@grupoetra.com)). Besides, each partner has nominated an internal contact point who is responsible for dissemination issues and reporting.

Regarding the Exploitation Plan, the Project Coordinator (Ugo Stecchi) will be responsible of leading the exploitation activities while all the consortium partners will be responsible of defining their own exploitation strategy and providing the needed inputs to the exploitation and business innovation leaders in order to define a whole strategy for the commercialization of the project products.

### 2.6.2 Dissemination, communication, and exploitation policy roles

The Article 17.2 of the Grant Agreement [3] stands that “beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)” as showed below (Figure 2). “The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support”.



Figure 2 – European flag (emblem) and funding statement

Moreover, as express the article 17.3 [3], it must indicate the following disclaimer (translated into local languages where appropriate): “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.” These requirements are explained in detail in the section 3.6.

Besides, R<sup>2</sup>D<sup>2</sup> dissemination and exploitation activities are deeply connected with the intellectual property rights (IPR) protection, which is clearly stated in GA Article 16 [3]. IPRs are clearly defined in the Consortium Agreement which were signed among all project partners prior to the beginning of the project.

It is essential that all consortium partners agree on explicit rules concerning intellectual property (IP) ownership, access rights to any IP for the execution of the project and the IPRs and confidential information before the project starts. The agreed IPR policy will be followed during the execution of the project to expedite exploitation of project results when opportunities come up. The ground for the documentation and the effective exploitation of IP arising from the project will be developed during the execution phase of the project. ETRA will ensure that IP-owning partners make their best effort to ensure a successful transfer of knowledge. This will be managed within tasks T1.3 and T8.4. Also, the deliverable D1.1 gathers strategy followed by the consortium on the IPR activities.

## 3 DISSEMINATION PLAN

The R<sup>2</sup>D<sup>2</sup> dissemination strategy will ensure that the project's outcomes (concepts, scientific results, tools, solutions, methodologies, best practices, lessons learned, etc.) are widely disseminated to the appropriate target audiences and that those who can contribute to the development, evaluation, uptake, and exploitation of the R<sup>2</sup>D<sup>2</sup> outcomes can be identified and encouraged to participate. This section establishes the chosen methodology to reach the dissemination goals established by the project. The strategy will follow principles and best practices successfully tested by the consortium partners in other projects and in line with the European Commission (EC) Guidelines for successful dissemination. But also, dissemination actions will deliver in parallel with communication actions to reach also multiple audiences beyond the project's own community (see section 4).

The main objectives of the dissemination are:

1. To raise awareness about the project, its expected results and progress within defined target groups using effective dissemination means, channels and tools.
2. To disseminate the knowledge, methodologies and technologies developed during the project.
3. To exchange experience with projects, initiatives and groups working within the field to join efforts, minimize duplication and maximize potential.
4. To be prepared for a commercial and non-commercial exploitation of the project outcomes.

Besides, to ensure wider dissemination of the project and to increase its impact and outreach, the DECP should undertake the following:

- All research results or reports will be reviewed by partners involved in the project before these are published or disseminated.
- All consortium members will be informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible on the website and usable from all parties who may benefit from them.
- Deploy a content calendar and a media planning to ensure that all the milestones of the project have an on-target broadcasting and reach the selected audience having the expected impact.
- Define dissemination activities among all the partners.
- Follow-up of the dissemination plan, ensuring its correct development and making necessary changes when it is needed.
- Coordinate with external stakeholders, such as related projects, institutions, and media to ensure a high outreach of the dissemination activities.
- The European Climate, Infrastructure and Environment Executive Agency (CINEA) will keep informed about relevant dissemination milestones.

- The R<sup>2</sup>D<sup>2</sup> Stakeholders Group (SG) will keep informed about relevant dissemination milestones.

The definition of the dissemination strategy is based on the identification of the following milestones as the

Table 2 shows.

| Dissemination strategy milestones   | What does it mean?   |
|-------------------------------------|--|
| Subject of dissemination            | What will be disseminated. (See section 3.1)   |
| Identification of target audience   | Who will most benefit from the project results and who would be interested in learning about the project findings. (See section 3.2) |
| Timing                              | When dissemination will take place. (See section 3.3)  |
| Definition of methods and tools     | What is the most effective way to reach the target audience. (See sections 3.4, 0, 3.6, 3.7 and 3.8)                                 |
| Dissemination management and policy | Who is responsible of and how dissemination is ruled. (See section 2.6).   |
| Dissemination impact                | How to measure and assess the results and impact of the dissemination actions. (See section 5).                                      |

Table 2 - Dissemination strategy milestones

### 3.1 SUBJECT OF DISSEMINATION

The following general subjects of dissemination have been identified:

1. R<sup>2</sup>D<sup>2</sup> project itself: general scope, coverage, goals and milestones and plans.
2. Products and technologies.
3. Pilot scenarios.
4. R<sup>2</sup>D<sup>2</sup> interim results: reached objectives and achievements.
5. Techniques and methodologies (in respect of IPR issues).
6. Innovation aspects (in an “open innovation” perspective).

The dissemination of a project like R<sup>2</sup>D<sup>2</sup> cannot ignore the importance of ensuring the exploitability of project results and knowhow. Thus, the dissemination strategy will be driven by the promotion of the main project outcomes (the four products). Thus, dissemination or communication activities will be clearly linked to the promotion of the key results.

Besides, any dissemination activity must consider the demonstrations actions planned. R<sup>2</sup>D<sup>2</sup> is a demonstration-oriented project, and therefore the intersection between products and pilot scenarios is critical to explain to the audience both objectives and results of the project, as well as, to engage end-users and raise awareness.

### 3.2 TARGET AUDIENCE

One of the key elements of the R<sup>2</sup>D<sup>2</sup> dissemination strategy is the identification of target areas and audiences. Dissemination activities must be tailored in such a way to reach the audiences most efficiently through suitably selected dissemination channels, tools, and activities.

#### 3.2.1 Internal audience

Ensuring efficient internal dissemination and communication among the consortium partners represents an important key success element for the project. Concerning dissemination actions, partners are key for two reasons: they are potential users of R<sup>2</sup>D<sup>2</sup> project results themselves; and they are “influencers” because of their huge impact on the associated industrial sectors. Thus, partners are key market players, naturally, they are dissemination channels for the project. Because of that, the dissemination activities rely on the effort and the possibility of each partner in exploiting opportunities to present and showcase the project and its results.

The internal communication strategy pursues to maintain all partners fully informed about planning, work in progress and existing or potential problems. The Dissemination and Communication Manager (DCOM) will define internal instructions for different dissemination actions to guide partners on appropriate internal dissemination. Besides, all partners are invited to actively communicate with work package (WP) leaders and DCOM about technical progresses and issues, as well as WP leaders are invited to keep Project Coordinator (PC) and DCOM updated about their activities.

All documents and files for internal communication will be uploaded on the platform Alfresco Platform.

#### 3.2.2 External audience

Also, the project must focus on those audiences that would get benefit from the information generated by the project. Main target audience to be addressed is explained in Table 3.

| Target group                    | Members   | Description  | Dissemination category    | Dissemination goal   | Dissemination channels   |
|---------------------------------|---|--|---------------------------|--|--|
| Primary direct target group (A) | Distribution System Operators (DSOs), Transmission System Operators (TSOs), | This target group corresponds to research and academic | Dissemination of “Action” | <ul style="list-style-type: none"> <li>• Causing decisions</li> <li>• Causing actions</li> </ul> | <ul style="list-style-type: none"> <li>• Innovation and networking events</li> </ul> |

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|                                   |   |   |                                  |   |   |
|-----------------------------------|---|---|----------------------------------|---|---|
|                                   | Regional Security Coordinator, Technology providers, HV Consumers, RES Operator, Maintenance companies, public bodies, Scientific community | organisations, scientific journals, committees, and other working groups in research fields related to the R <sup>2</sup> D <sup>2</sup> work.  |                                  | <ul style="list-style-type: none"> <li>• Influencing attitudes of decision-makers</li> </ul>  | <ul style="list-style-type: none"> <li>• Workshops</li> <li>• Technological fairs</li> <li>• Newsletter</li> <li>• e-mails</li> <li>• European Commission channels</li> <li>• Exchange activities</li> <li>• Public relations</li> <li>• Website</li> <li>• Scientific publications</li> <li>• Scientific conferences and seminars</li> </ul> |
| Secondary direct target group (B) | European Institutions, and related projects and initiatives dealing with energy sector integration  | These entities and initiatives may benefit from knowledge exchange and lessons learnt from R <sup>2</sup> D <sup>2</sup> , as well, the scalability and replicability.  | Dissemination of "Understanding" | <ul style="list-style-type: none"> <li>• Getting feedback</li> <li>• Getting in dialogue</li> <li>• Influencing attitudes of decision-makers</li> </ul> | <ul style="list-style-type: none"> <li>• Scientific publications</li> <li>• Relevant European and national technology platforms and related associations</li> <li>• Newsletter</li> <li>• Exchange activities</li> <li>• Website</li> </ul>   |
| Indirect target groups (C)        | Civil society and mass media  | Citizens will be final beneficiaries of the R <sup>2</sup> D <sup>2</sup> solutions; thus, the project aims to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. The media will echo the news of the project and therefore will be amplifiers of the message and results. | Dissemination of "Awareness"     | <ul style="list-style-type: none"> <li>• Raising awareness</li> <li>• Influencing attitudes</li> </ul>  | <ul style="list-style-type: none"> <li>• Website</li> <li>• Media</li> <li>• Social media</li> <li>• E-magazines</li> <li>• Press releases.</li> <li>• Workshops, fairs</li> <li>• Open Days</li> <li>• Conferences</li> </ul>  |

Table 3 - External target audience identified and their dissemination categories.

### 3.3 DISSEMINATION PHASES

Three dissemination and communication phases are defined:

**Phase 1- Outreach and general promotion (M1-M12)** focus on developing the DECP and creating expectations, general promotion and raising awareness in the project among the different stakeholders, end-users, and citizens.

**Phase 2- General and specific promotion and community building (M12-M24)** focus on disseminating the results reached and receiving feedback from stakeholders and end-users, while communicating the general aspects of the project still.

**Phase 3 - Capitalisation of results and spread lessons learned (M24-M36).** The actions at this point of time will be focused on sharing outcomes and results, lessons learned and best practices, as well as exploitation views. During this phase the community building will be consolidated, and dissemination actions will be key as exploitable project results and test are available.

### 3.4 KEY MESSAGES

R<sup>2</sup>D<sup>2</sup> includes many different aspects such as legal, technical, social, environmental, etc. Thus, the project aims to overcome the lack of a clear understanding and communication between all the stakeholders in terms of threats and vulnerabilities due to technical factors or human factors Electrical Power and Energy Systems (EPES) might suffer.

To increase the impacts of R<sup>2</sup>D<sup>2</sup>, there are main relevant messages identified to be shared from the very beginning of the project. Nevertheless, the main and more powerful messages of the project will be defined and enriched during its own development; and once Work Packages are achieved and deliverables are produced. The nature of the messages will be targeted to different audiences and will have a different thematic adapted to each of the goals set in this strategy. Whenever it is possible, the messages below will be stressed to highlight the ambitious goals of the project and they will address all target audiences mentioned on the section 3.2.

#### 3.4.1 VIP: Very important innovation project towards more resilience of EPES against threats and vulnerabilities

Resilience is an increasingly important concept frequently addressed when talking about the features and improvements that EPES require. As a matter of fact, EPES have today many vulnerabilities due to technical factors (faults, voltage and frequency fluctuations, intermittent generation, etc.) or human factors (operational errors, accidental events, or malicious behaviours). Finally, extreme weather events are becoming progressively more frequent, even in areas where in the past they used to occur very rarely.

It is clear that when considering resilience for power systems in the most comprehensive way, a wide list of events and risks should be taken into account: natural, weather, cyber and physical.

In this sense R<sup>2</sup>D<sup>2</sup> is a “Very Important Project” as a Horizon Europe project since it will work to provide innovative solutions to achieve a more secure, reliable, and resilient energy system in Europe.

### 3.4.2 Promoting more secure, reliable, and resilient energy systems

One of the R<sup>2</sup>D<sup>2</sup>'s main goals is to increase the overall resilience against different categories of threats: cyber, physical, natural/climatic, that occur in the energy sector, through a holistic and interdisciplinary approach.

### 3.4.3 Increasing cyber-security and cyber-resilience of the energy systems

The energy sector, and the EPES specifically, is also involved in the digital transformation that brings a wide range of new possibilities in assets' management, but also a wide range of new vulnerabilities that cyber attackers can exploit to gain access to critical infrastructure.

R<sup>2</sup>D<sup>2</sup> will improve mitigation of cybersecurity risks by providing dynamic risk management services that will consider applicable existing and emerging threats and vulnerabilities and the peculiarities of the environment.

### 3.4.4 Improving coordination and information exchange between TSO-TSO and TSO-DSO during critical conditions

R<sup>2</sup>D<sup>2</sup> will enhance coordination, interaction, and information exchanges at regional level between Transmission System Operators (TSO) with the support of their Regional Security Centre (RCC) during critical and emergency situation in order to testing and validate novel strategies and procedures for minimizing risks and exploiting the flexibility from RES to enhance the system resilience (with environmental cascading effects).

This message especially addresses primary and secondary target groups (see section 3.2.2).

### 3.4.5 Opening new regulation framework

Some of the main findings offered by R<sup>2</sup>D<sup>2</sup> will address a complete analysis of the current regulation and standards framework to apply for a proper testing. Analysing the barriers, facing the challenges, and introducing new possibilities will help to open debates on specific regulations and requirements. The communication strategy of the project should offer a window to show the panorama of this topic, especially in the pilot scenarios countries explaining the different barriers the project has faced, and how it has overcome them.

This message especially addresses primary and secondary target groups (see section 3.2.2).

### 3.5 CORPORATIVE IDENTITY

The corporate identity ensures a common branding for the project and reinforces the above-identified messages and will contribute to harmonise such a wide activity that includes so many different partners all over Europe.

The Brand Guidelines Book created defines in detail the corporate image and guide on how to use R<sup>2</sup>D<sup>2</sup>'s brand properly (see ANNEX I – Brand Book)

| PROTOCOL 1   |
|--|
| 1.The name of the project must be written in the following manner: “R <sup>2</sup> D <sup>2</sup> ” (capital letters).   |
| 2. All dissemination and communication actions must follow the specifications of the Brand Guidelines Book on the proper use of the R <sup>2</sup> D <sup>2</sup> logo, colours, icons, etc. |
| 3. All partners will make proper use of the corporative material in any dissemination and communication action.  |
| 4. All partners must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) as mentioned in section 2.6.2. |

Table 4 – Internal protocol 1: Corporative identity

#### 3.5.1 Colours

The selection of colours is a decision to provide warmth to the image of the project. Green represents the clean energy and the blue colour represents technology and innovation (see Figure 3).



Figure 3 - R<sup>2</sup>D<sup>2</sup> colour palette

#### 3.5.2 Logo

The R<sup>2</sup>D<sup>2</sup> logo represents vigilance against threats and vulnerabilities on the energy system. The logo has two models, being the logo on Figure 4 the the main logo and Figure 5 representing the secondary option. Also, an isotype was designed (Figure 6).



Figure 4 - Main Logo of R<sup>2</sup>D<sup>2</sup>



Figure 5 - Secondary Logo of R<sup>2</sup>D<sup>2</sup>



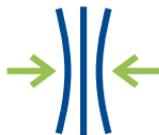
Figure 6 - R<sup>2</sup>D<sup>2</sup> isotype

### 3.5.3 Corporate iconography

For each product an icon has been designed as the Figure 7 shows.



Product 1:  
C3PO



Product 2:  
IRIS



Product 3:  
PRECOG



Product 4:  
EMMA

Figure 7 - Corporate iconography of products

### 3.5.4 Corporative materials

Several corporative materials will be designed along the lifetime of the project, such as a roll-up, brochure, poster, overview presentation, deliverable templates, videos, among others. As soon as they will be ready, they will be included in the updated version of D8.1, internally shared and published on all R<sup>2</sup>D<sup>2</sup> communication channels.

## 3.6 PUBLICATION PROCEDURE

### 3.6.1 Project communications and publications

To coordinate the participation of partners in dissemination activities at European and international level, and properly notify the Commission of any event, the following criteria apply for the consideration for such activities:

- Any notice or publication by the partners, in whatever form and on or by whatever medium, must specify that the project has received research funding from the European Union. When displayed in association with a logo, the European emblem should be given appropriate prominence stated in GA Article 17.2 and the given disclaimer stated in GA Article 17.3 [3]. Besides, must include the following mention and disclaimer:



**Funded by  
the European Union**

*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. Neither the European Union nor the granting authority can be held responsible for them. Horizon Europe Grant agreement N° 101075714.*

- Partners will be responsible for including the EU emblem, acknowledgement of EU funding, and disclaimers.
- It is essential that adequate time for considering the publication or participation in an event is given. Therefore, the notification may be circulated as soon as possible and no less than 15 days in advance of the event or publication. The notification may be submitted to the PC and DCOM by e-mail. It should include, if possible, a copy of the conference program together with an explanation of R<sup>2</sup>D<sup>2</sup>'s participation in the event.

- Any partner in the consortium can publish its own results without previous permission, it only needs to notify the PC and DCOM and fulfil the EC requirements hereafter identified. It is however preferred that common publications arise as result of cooperation among the partners.
- When working in a scientific publication a pre-print or an abstract should be sent to the PC with the application.
- If a result is shared by several partners, the publication needs the approval of all the partners involved. The notification submitted to the PC will have to be circulated to all the partners involved. If there is no response, approval is granted.
- After an event or publication, participants must provide to the PC and DCOM a copy of the concise written report within two weeks.
- The attendee to an event may provide, where possible, a copy of the Conference proceedings or a suitable extract to the PC and DCOM.
- Provisions are made to provide coordination, consistency, and quality of publications for the benefit of the project's reputation. Also, to give visibility within the project to any public relation activities of the partners.
- Any evidence of a dissemination activity must be stored on the project repository (Alfresco) and uploaded in the Participant Portal by the DCOM.

### 3.6.2 Press Releases and other media contact

All partners can send out press releases on their own markets. Press releases should be done to cover all major milestones of the project. As DCOM, ETRA will coordinate the press releases for the milestones. Partners willing to issue their own press releases must contact first with the DCOM to crosscheck if something is already available on the subject.

For all other public project related communication, the use of the R<sup>2</sup>D<sup>2</sup> logo and acknowledgement of EU funding and disclaimers are mandatory. When it comes to IPR, all publication must follow the Grant Agreement and the Consortium Agreement.

### 3.6.3 Image rights and quality

When using external images, partners should pay attention on rights and quality. The general recommendation for the image quality is to use the following qualities:

- Images for publications, 300 dpi (Size 100 x 150mm)
- Images for web, 160 dpi (Size 60 x 60mm)

In the case of picture rights, the origin of the picture as well as the creator must be mentioned. During the project, the author is always responsible for obtaining appropriate image rights, whether for printing publications or web-based publications.

### 3.6.4 Open Science approach

As the Article 17 of the R<sup>2</sup>D<sup>2</sup> GA emphasis, the project will adopt the Open Science approach in various aspects of the project such as:

- Open access to research outputs such as publications, data, software, models, algorithms, and workflows.

- Early and open sharing of research, for example through preregistration, registered reports, pre-prints, and crowdsourcing of solutions to a specific problem.
- Use of open research infrastructures for knowledge and data sharing.
- Participation in open peer-review.
- Measures to ensure reproducibility of results.
- Open collaboration within science and with other knowledge actors, including involving citizens, civil society, and end-users, such as in citizen science.

In order to maximize the impact of R<sup>2</sup>D<sup>2</sup> research data within a wider community, the project team is convinced to support EC's Open Data policy by providing a set of tools for research results that will be shared within and beyond the consortium. It aims to make research findings available -to both amateurs and professionals- free of charge and open access to all parts of the research process, such as methodology, tools, results, publications, data, software, peer reviews etc.

These actions will increase transparency and reproducibility of the proposed research process, collaborations, knowledge circulation and innovation, visibility, and impact of the project outcomes and lastly to support research integrity.

R<sup>2</sup>D<sup>2</sup> knowledge management and protection strategy aims to be as open as possible, so the default rule is for results to be public. On the other hand, all the project datasets are intended to be described with metadata, to provide other researchers with the ability to find data in an online repository which increases the reusability of the dataset. Any needed restriction in access to the data will be evaluated before final publication, in accordance with ethical aspects (conducting research with humans and children) and with protection of personal data. All the consent forms related will explicitly indicate that the pseudonymized dataset will be published on a public repository. Zenodo, a well-known data repository, will be used to provide open access to the R<sup>2</sup>D<sup>2</sup> datasets. The datasets will be documented and uploaded with their related metadata. Similar naming characteristics will be defined for metadata standards.

### 3.6.4.1 Open Access to scientific publications

Also, the Open Access to publications contractual baseline is provisioned under Article 17 of the R<sup>2</sup>D<sup>2</sup> GA. Each partner must ensure open access to peer-reviewed scientific publications relating to its results. In particular:

- As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications, together with the research data needed to validate the results presented.
- Ensure open access to the deposited publication, via the repository, at the latest: on publication, if an electronic version is available for free via the publisher, or within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- Ensure open access, via the repository, to the bibliographic metadata. The bibliographic metadata must be in a standard format and must include: the terms "European Union (EU)" and "Horizon Europe"; the name of the action, acronym, and grant number; the publication date, and length of the embargo period, and a persistent identifier.

- The project will make use of the European Commission scientific publishing service: Open Research Europe, in order to publish its results in full compliance with our open access policies.

### 3.7 DISSEMINATION CHANNELS, TOOLS, AND ACTIONS

The main channels, tools, and actions are defined to conduct the dissemination plan clearly and efficiently. The ANNEX II – Summary of the dissemination and communication actions summarises them together with detailed information such as goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools.

R<sup>2</sup>D<sup>2</sup> partners will contribute to maximize use of all dissemination channels and tools, but also, they will regularly participate in events, workshops, fairs, and showcases where technical achievements and products can be shown to stakeholders. This vision will allow to share research results with potential users, experts, researchers, industry, other commercial players and policymakers and key stakeholders who can affect the market uptake, to gain new knowledge to the project, and get a strong start of the post-project sales.

#### 3.7.1 Website

R<sup>2</sup>D<sup>2</sup>'s website will organise the project information into a unified source of visitor's knowledge. The website is aimed to reach all the audiences of the project, although a greater number of visits is expected from those groups that are more technical and related to the subject matter of the project. It includes a description of the project according to the public information of the DA. The URL address is: [r2d2project.eu](http://r2d2project.eu)

The website has the following objectives:

- To provide relevant and current information to a wide audience.
- To ensure information is provided in an accessible and usable manner.
- To be a common documentation base for all the partners, containing the main project documentation, news, publications, scientific publications, promotional materials, reports, public deliverables, media impact, etc.
- To be an information database of all the activities carried out by project and partners.

The Table 5 shows the navigation scheme of the website.

| Main menu   | Submenu                       | Description  |
|-------------|-------------------------------|--|
| Home        | NA                            | This section contains a briefly general description of the project, tools, pilots, partners, and latest news and coming events. Also, information about BRIDGE initiative. |
| The project | Products<br>Sites<br>Partners | This menu introduces in detail the project by explaining the background, goal, products, sites, expected impact and results and consortium.                                |



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|                 |  |   |
|-----------------|--|---|
| News and events | NA   | This section will allow the publication of existing news directly related to R <sup>2</sup> D <sup>2</sup> objectives and technologies, as well as, other add value news. And, it will contain all the internal events and external to the project that will keep a tight relation with the project, including the project workshops. |
| Library         | Dissemination materials<br>Videos<br>Newsletters<br>Deliverables<br>Workshops<br>Scientific publications<br>Publications<br>Media presence | This section will make available all the public documents.  |
| Contact us      |  | Coordinator brief profile and contact details.  |

Table 5 - Navigation scheme of the R<sup>2</sup>D<sup>2</sup> website

### PROTOCOL 2

Partners are expected to send inputs, updates about their work, outcomes and results, their participation in events, or other relevant actions to be disseminated and to turn them into news on the website and the newsletter.

This is a requirement to meet the established KPIs. ETRA will send reminders to encourage partners to send contributions.

Table 6 - Internal protocol 2: Inputs for the website content.

## D8.1 – Dissemination, Exploitation and Communication Plan



Figure 8 - Overview of the R<sup>2</sup>D<sup>2</sup> website

### 3.7.2 Partners websites

Whenever possible, partners will include a presentation of R<sup>2</sup>D<sup>2</sup> project in their entity websites and they will share news about the project.

### 3.7.3 Promotional materials

Promotional materials will help to create awareness of the project goals and results and maximize its impact with stakeholders. They will be displayed in meetings, workshops and related events that will take place during the project life cycle. But also, they will be available online and gradually updated and will help to communicate R<sup>2</sup>D<sup>2</sup> through a wider audience. The section 4.7.2 also defines the main promotional materials to be designed.

| Promotional materials | Description  |
|-----------------------|--|
| Brochure              | A brochure will resume the project goals and scheme in an easy way. This document will be distributed not just in conferences, workshops, or other events where consortium members will present and promote the project but also in open days or citizens events. Partners could print it out or even translated, as needed.   |
| Roll-up               | The roll-up will content just key aspects of the project and will be designed to be used in events and exhibitions. Partners could print it out or even translated, as needed.   |
| Videos                | An introduction video will be produced during the first period of the project which will give a general view of goals and benefits to a general audience. Minimising the technical language will be a must to reach an extensive audience.<br><br>Besides, during the lifetime of R <sup>2</sup> D <sup>2</sup> , partners will explain with videos some complex technical aspects of the project to make them understandable among the public. From the second period until the end of the project, it is expected to produce videos showcasing demonstrations of the products, interviews to partners explaining new developments and results, testimonials, pilot site visits, etc. |
| Factsheet             | A short, printed document with information about a particular aspect of the R <sup>2</sup> D <sup>2</sup> products.  |
| Infographics          | Infographics represents graphical information and data and even complex information in a clearly and concisely way. Additionally, the use of visual and illustrative forms of communication may open the information to larger and more diverse audiences. Infographics will be a form of visual communication that falls within the encompassing field of information design, often focus upon discrete and contained amounts of information.   |

Table 7 - R<sup>2</sup>D<sup>2</sup> promotional materials to be designed.

### 3.7.4 Social networks

## D8.1 – Dissemination, Exploitation and Communication Plan

To reach a specific target audience while establishing two-ways communication, the presence of the R<sup>2</sup>D<sup>2</sup> project in different social networks will be one of the key actions for dissemination activities. The website will have direct access to these social networks by clicking over the icons situated on the footer part of the website, as well as all news and events. The Table 8 presented the R<sup>2</sup>D<sup>2</sup> social networks.

| Social Network | Description  | Link  | Status  |
|----------------|--|---|---|
| Twitter        | It will be the main social network where all public information concerning the project will be shared in an audio-visual and attractive way.   | <a href="https://twitter.com/R2D2EU">https://twitter.com/R2D2EU</a>                             | The Twitter account was created and has 40 Followers.           |
| LinkedIn       | A LinkedIn page will a channel for reaching stakeholders and industry professionals.   | <a href="https://www.linkedin.com/company/r2d2-eu">https://www.linkedin.com/company/r2d2-eu</a> | The LinkedIn page account was launches and has 119 Followers.   |
| YouTube        | This channel aims at publishing all videos produced within the course of the project, such as videos of related pilot sites, events, conferences, or workshops, etc. Further videos will be put online by the partners as new results and demonstrators are being presented. | <a href="https://www.youtube.com/@r2d2EU">https://www.youtube.com/@r2d2EU</a>                   | The YouTube channel was launched already and has 4 subscribers. |
| Zenodo         | This research data repository will gather all publications of R <sup>2</sup> D <sup>2</sup> to share and preserve its research outputs.  | Not available yet.  | Not available yet.  |

Table 8 - R<sup>2</sup>D<sup>2</sup> social networks

## D8.1 – Dissemination, Exploitation and Communication Plan



Figure 9 – Screenshot of R<sup>2</sup>D<sup>2</sup> Twitter account

## D8.1 – Dissemination, Exploitation and Communication Plan

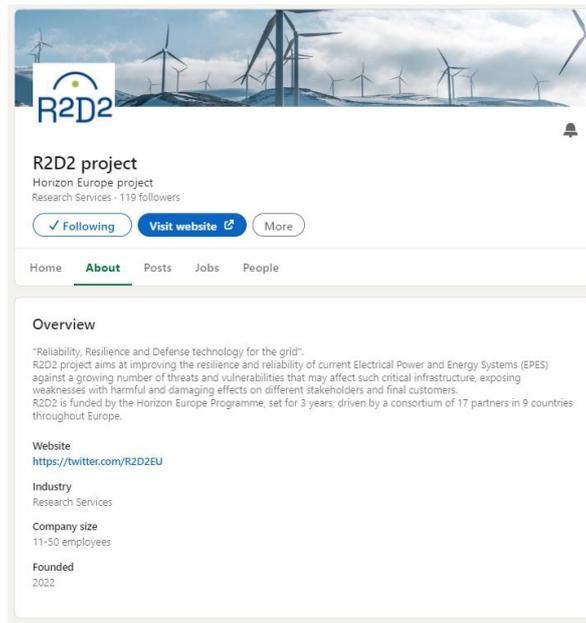


Figure 10 – Screenshot of R<sup>2</sup>D<sup>2</sup> LinkedIn account

### 3.7.5 Press releases

After any relevant event or action, a press release will be issued to the main national and international press media. The main target will be the most relevant national press media at each of the countries participating in the project, and at the countries participating at the demonstration activities. The project will organise press conferences and maintain regular press contacts to offer diffusion of the project advances. Besides, the website will maintain a press clipping section summarising the main mass media references.

#### PROTOCOL 3

- ETRA will prepare press releases when a milestone will be achieved. The press release will be distributed among mass media in collaboration with the consortium. Partners could adapt and translate the press releases according to their needs.
- Partners could prepare also press releases, always following the publication procedure designed (section 3.6) and informing the DCOM beforehand.
- All press releases will be published on the website.

Table 9 – Internal protocol 3: Press releases.

### 3.7.6 Newsletter

An online Newsletter will be launched twice per year to inform about the main activities and progress of the project. Some content included will be news, outcomes, events, interviews, videos, among others.

The e-newsletter will be designed using a newsletter plugin for WordPress, which allows to manage subscribers, send emails, and track results, it offers integrations with other programs. A survey will be designed to assess the attractiveness of the newsletter content, quality of articles and information provided.

### 3.7.7 Scientific publications

Scientific publications are an effective way to disseminate high level project information and to attract the interest of representatives of different target groups. R<sup>2</sup>D<sup>2</sup> aims to have articles and op-eds on the demonstration results published in key industry magazines targeting the selected primary target sectors, such as local/national newspapers of relevant technical societies and journals. Each partner must ensure open access to peer-reviewed scientific publications relating to its results. Joint publications among R<sup>2</sup>D<sup>2</sup> partners will be encouraged. In addition, complementing means such as organization and/or participation in thematic panels, roundtables and special conference sessions, workshop talks, poster presentations and specialized demonstrations at scientific events will also be used. The publication procedure is explained in section 3.6.

As explained above, R<sup>2</sup>D<sup>2</sup> must ensure open access to peer-reviewed scientific publications relating to its results as stands Article 17 of the R<sup>2</sup>D<sup>2</sup> GA emphasis.

The publications will be archived and linked on the website and Alfresco platform. The following journals and magazines are especially relevant for the dissemination strategy of the project:

- IEEE Transactions on Power Systems
- IEEE Transactions on Power Delivery
- IEEE Transactions of Smart Grids
- Electric Power Systems Research, IET
- Generation Transmission and Distribution
- Electrical Power & Energy Systems (Elsevier, if: 2.193)
- Energy Efficiency (Springer, if:1.28)
- Journal of Energy Storage (Elsevier)
- Energy Research & Social Science (Elsevier)
- Energy Reviews (Elsevier, if: 5.627)
- Applied Energy (Elsevier, if: 4.781)
- Energy (Elsevier, if: 3.651)
- Energy Policy (Elsevier, if: 2.743)
- IEEE Security & Privacy
- IEEE Transactions on Information Forensics and Security
- Springer's Security Informatics,
- Springer's Security Journal
- Wiley Magazine for Safety and Security
- ACM Transactions on Intelligent
- Systems and Technology
- IEEE Transactions on Knowledge and Data Engineering
- ACM Transactions on Database Systems
- ACM Transactions on Information Systems
- Elsevier's Data & Knowledge Engineering
- IEEE Transactions on Knowledge and Data Engineering

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Additionally, the project will make use of the Open Research Europe to publish its results in full compliance with our open access policies.

### PROTOCOL 4

- Scientific publications resulting from R<sup>2</sup>D<sup>2</sup> project should be notified to PC and DCOM (and related partners) 30 days before the intended submission date.
- Any objection to the planned publication shall be made in accordance with the Consortium in writing to the coordinator and to any partner concerned within 30 days after receipt of the notice.
- If no objection is made within the time limit stated above, the publication is permitted.
- Partners must prioritise open access publications.

Table 10 - Internal protocol 4: Scientific publications

### 3.7.8 Deliverables

R<sup>2</sup>D<sup>2</sup> will produce a wide range of official and public deliverables. They will be a source of knowledge and information about the projects founds, developments results, best practices, etc. They will be very useful not only for stakeholders but also for academia. All of them will be available on the project website. The 16 public deliverables that will be produced along the execution of R<sup>2</sup>D<sup>2</sup> are listed in Table 11.

| Deliverable | Deliverable name  | WP | Leader        | Type | Due date |
|-------------|---|----|---------------|------|----------|
| D1.1        | Project Management Plan   | 1  | ETRA          | R    | 3        |
| D1.2        | Data Management Plan  | 1  | ETRA          | DMP  | 6        |
| D2.1        | 1st version of Requirements and Detailed Architecture Design            | 2  | EMSS          | R    | 10       |
| D2.3        | Final version of the R2D2 Requirements and Detailed Architecture Design | 2  | EMSS          | R    | 16       |
| D3.1        | Design of the Multi-risk assessment framework for power system          | 3  | ICCS          | R    | 12       |
| D4.1        | Design of the Resilience suite for TSO and DSO                          | 4  | RTE-i         | R    | 12       |
| D5.1        | Design of the Prevention Systems for Energy Infrastructures Security    | 5  | GUARDTI ME OU | R    | 12       |
| D6.1        | Design of the Enhanced maintenance and asset management toolkit         | 6  | ETRA          | R    | 12       |
| D7.1        | Preliminary Report on Integration, demonstration and validation         | 7  | ELPROS        | DEM  | 24       |
| D7.2        | Final Report on Integration, demonstration, and validation              | 7  | ELPROS        | DEM  | 36       |

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|      |  |   |         |     |    |
|------|--|---|---------|-----|----|
| D7.3 | R2D2 ecosystem integration and testing             | 7 | ELPROS  | R   | 30 |
| D7.4 | Report on Demonstration Activities                 | 7 | ELPROS  | R   | 36 |
| D8.1 | Dissemination, Exploitation and Communication Plan | 8 | ETRA    | R   | 6  |
| D8.2 | R2D2 knowledge arena WP8                           | 8 | ETRA    | DEC | 16 |
| D8.3 | R2D2 Handbook: lessons learned                     | 8 | UKIM    | R   | 36 |
| D8.4 | Impact Assessment and CBA of the R2D2 solutions    | 8 | EDP NEW | R   | 36 |

Table 11 - R<sup>2</sup>D<sup>2</sup> public deliverables

\* DMP — Data Management Plan / R — Document, report / DEM — Demonstrator, pilot, prototype / DEC — Websites, patent filings, videos, etc.

### 3.7.9 Events

Partners will present R<sup>2</sup>D<sup>2</sup> in the main events of the sector in Europe. The project will be presented by members of the consortium with proper presentations and with printed material (posters, roll ups, brochures...) and stands at the exhibitions that offer this possibility. All the information will be published on the website and social media to enlarge the audience reached and allow keeping a record of the dissemination activities.

R<sup>2</sup>D<sup>2</sup> will be presented at the following events and exhibitions:

- Organised by R<sup>2</sup>D<sup>2</sup> partners like:
  - Workshops with end-users
  - Webinars of the R<sup>2</sup>D<sup>2</sup> products
  - BRIDGE meetings and workshops
- Institutional events like:
  - European Sustainable Energy Week [4]
  - European Green Week [5]
  - European Week of Regions and Cities [6]
- Private and public events:
  - Energy Evaluation Europe Conference [7]
  - Sustainable Places [8]
  - Enlit Europe [9]
  - Smart Energy Expo [10]
  - Vienna Energy Forum [11]
  - IEEE Powertech [12]
  - IEEE PES General meetings [13]
  - PSCC (Power Systems Computation Conference) [14]
  - CIGRE general meeting [15]
  - CIGRE Symposiums [15]

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- CIGRE SCs Colloquiums [15]
- CIRED Biennial Conferences [15]
- CIRED Workshops [15]
- ISGT - Innovative Smart Grid Technologies Conference Europe [16]
- Congress and Fair (ICSG) European Grid Integration & Electricity Ancillary Services Forum
- ECEEE– European Council for an Energy Efficient Economy [17]
- International Conf. on Compatibility, Power Electronics and Power Engineering [18]
- Cybersecurity Conference for the Energy Sector [19]
- Cybersecurity event [20]
- International Conference on Data [21]
- International Conference on Availability Reliability and Security [22]
- International Workshop Cyber Crime (IWCC) [23]
- International Conference on Computational Intelligence in Security for Information Systems (CISIS) [24]
- IEEE Conference on Big Data and Analytics (ICBDA) [25]
- Genera Fair [26]

### PROTOCOL 5

- A guideline on how disseminates and communicates R<sup>2</sup>D<sup>2</sup> in an event will be provide to the consortium.
- Partners must follow the publication procedure (section 3.6)
- A private event report of participation in events will be created.
- Partners are required to send each month an updated list of future thematic events (prior to attendance).
- Partners must inform when participating or organising an event as soon as possible. And ETRA will promote the R<sup>2</sup>D<sup>2</sup> participation.
- Partners should have an active role promoting R<sup>2</sup>D<sup>2</sup> on those events and make use of the promotional materials. During the event, partners should take pictures and videos of their activities.
- After an event participation or organisation, partners must complete the event report provided by ETRA.

Table 12 - Internal protocol 5: Participation in events

### 3.7.10 Workshops

A series of workshops will be organized during the lifetime of the project.

#### 3.7.10.1 Workshops with stakeholders and end-users

To ensure that stakeholders and end-users are actively involved to provide requirements, assess the impact of the key outcomes, and give relevant feedback, R<sup>2</sup>D<sup>2</sup> will organise workshops with relevant stakeholders as part of the Task 8.1. Members of the SG will be invited to participate in different workshops during the lifetime of the project.

#### 3.7.10.2 Workshops in pilot sites

The pilots will organize workshops to inform about the project and obtain feedback from stakeholders and users. As well as introduce the R<sup>2</sup>D<sup>2</sup> the solutions in detail.

### 3.7.10.3 Joint workshops with related projects and initiatives

Joint workshops will help to exchange knowledge, best practices, lessons learned, etc. among related initiatives. The section 3.7.12 lists the potential initiatives and projects.

### 3.7.11 Webinars

Webinars of R<sup>2</sup>D<sup>2</sup> products will be organised by developers to provide technical information, during the M20 to raise awareness and during the M33 to explain final developments, integration, and preliminary demonstration results. The advantage of webinars is that a large audience can access remotely and interact with partners. Besides, they will be open access and recorded. Because they will address direct and indirect target groups, experts from outside the project could participate in these webinars to contribute with new insights and knowledge.

### 3.7.12 Collaboration activities with related projects and relevant entities

R<sup>2</sup>D<sup>2</sup> will exchange experiences and create synergies to address regulatory framework, business models and obstacles to innovation, among other issues with initiatives, associations and with other European Funded projects. The Task 8.2 ensures the cooperation with other related Horizon Europe funded projects and H2020 running projects working together thanks of the collaboration of the consortium partner involved in sister projects.

More in detail, R<sup>2</sup>D<sup>2</sup> will establish a solid partnership and bridges with:

- BRIDGE initiative [27]
- European Network of Transmission System Operators for electricity (ENTSO-E) [28]
- EDSO for Smart Grids (EDSOE) [29]
- Agency for the Cooperation of Energy Regulators (ACER) [30]
- European Technology and Innovation Platform Smart Networks for Energy Transition (ETIP-SNET) [31]
- European Association for Storage of Energy (EASE) [32]
- European Energy Research Alliance (EERA) [33]
- Association of European Renewable Energy Research Centers (EUREC) [34]
- International Security Forum (ISF) [35]
- European Cyber Security Organisation (ECSO) [36]
- CyberSec4Europe [37]

But also, it will establish collaboration with H2020 and Horizon Europe projects:

- eFORT [38]
- TRINITY [39]

Those lists will be modified as the project progresses.

R<sup>2</sup>D<sup>2</sup> considers previous R&I experiences as a value to be used for the development of the project in this context, partners participating in relevant projects will be recruited to establish links, enabling knowledge transfer and experience sharing. Additionally, common dissemination activities such as: a) joint workshops for the elaboration of research methods with relevant R&I projects and validation of tools and demonstrations b) common dissemination activities for attracting wider audiences.

### 3.7.13 BRIDGE activities

BRIDGE [27] is a European Commission initiative which unites Horizon 2020 and Horizon Europe Smart Grid, Energy Storage, Islands, and Digitalization Projects to create a structured view of cross-cutting issues which are encountered in the demonstration projects and may constitute an obstacle to innovation. The BRIDGE process fosters continuous knowledge sharing amongst projects thus allowing them to deliver conclusions and recommendations about the future exploitation of the project results, with a single voice, through four different Working Groups (WGs) representing the main areas of interest:

- Data management.
- Business Models
- Regulations.
- Customer and citizen engagement

Special effort will be made to coordinate activities with BRIDGE initiative of H2020/Horizon EU Smart Grids and Storage projects, where sharing knowledge generated and create synergies with other projects. Partners of the consortium will be assigned to actively participate in the different Working Groups.

R<sup>2</sup>D<sup>2</sup> was already confirmed as a member of this European initiative. Most of the partners involved in the consortium are already involved in BRIDGE under key roles. ETRA chaired the Data Management Working Group, while ETRA, ICCS, HEDNO, EDP, UKIM and SCC are deeply involved in the activities of the aforementioned WGs, which further demonstrates the commitment of the consortium to promote these activities.

The objective will be to find and exploit synergies with other projects to maximise the impact of the project results.

R<sup>2</sup>D<sup>2</sup> will participate in the Regulations and Data management working groups, offering to the initiative its findings with regards to assess vulnerabilities and threats of the energy system.

### 3.7.14 Public relations

Since R<sup>2</sup>D<sup>2</sup> will present innovative solutions towards a more secure, reliable, and resilient energy system in Europe, the dissemination plan will include a part of public relations to communicate the importance of the project to the main decision makers. Most of the effort will be concentrated in countries of the project looking for the regional stakeholders.

Because each partner will be an ambassador of the project, they will receive the material and the guidelines to present and represent the project in their countries.

### 3.7.15 Handbook lessons learned

This handbook, designed in a visual, clear, and precise way, will highlight all the details of the project, development, and its implementation, so it will explain how others could use the innovation of the project after the end of it. Paying importance to make it attractive by including images, diagrams, figures, and concise texts. Besides, it will include recommendations at policy, market designed, industrial, technological and innovation levels from partners.

### 3.7.16 Horizon Results Booster services

As R<sup>2</sup>D<sup>2</sup> is Horizon EU funded project, it is legible to get free consulting services from Horizon Results Booster (HRB) [40]. HRB is an initiative of the European Commission which aims to bring a continual stream of innovation to the market and maximise the impact of public funded research within the EU. It supports projects eager to go beyond their Dissemination and Exploitation (D&E) obligations - steering research towards strong societal impact and concretising the value of Research and Innovation (R&I) activity for societal challenges.

In this sense, R<sup>2</sup>D<sup>2</sup> will think the possibility of choosing the support from the “Portfolio Dissemination & Exploitation Strategy”, which includes:

- Identifying and creating the portfolio of Research & Innovation project results (module A)
- Creating the portfolio of results; design and execute a portfolio dissemination plan (module B)
- Improving existing exploitation strategy (module C)

By M10, partners should agree their will to participate or not, and if so, choose the module that could fit better and proceed with the submission process.

## 3.8 DISSEMINATION ACTION PLAN

In this section concrete actions that will be accomplished throughout the project are defined consequently. The Action Plan described in the table below (Table 13) includes the main events and actions to be carried out during R<sup>2</sup>D<sup>2</sup> project, most of them involving all the partners. Many of the activities and actions included were already defined in the Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partially defined. This action plan will be reviewed and evaluated every six months to see if changes are necessary, which will be shared in internal meetings. Besides, these evaluations and changes will be reflected in reporting period reports and in the D8.1 final version due by M36.

## D8.1 – Dissemination, Exploitation and Communication Plan

| YEAR  | 2022                          |                 |   | 2023 |   |   |   |   |   |   |    |    |    |    |    | 2024 |    |    |    |    |    |    |    |    |    |    |    | 2025 |    |    |    |    |    |    |    |    |    |
|---|-------------------------------|-----------------|---|------|---|---|---|---|---|---|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|
|   | MONTH                         | 1               | 2 | 3    | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15   | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27   | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| <b>Events, public relations</b>   | <b>Responsible</b>            | <b>Audience</b> |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Organisation of events, webinars, joint workshops                         | ETRA, product leaders, pilots | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Products webinars   | ETRA, product leaders         | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Organisation of workshops   | Pilot sites                   | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Participate in external meetings, seminars and conferences                | ALL                           | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Loobyng and public relations with public administrations and large public | ALL                           | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Exchange activities with related Project and initiatives                  | ALL                           | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| BRIDGE participation  | ALL                           | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| <b>Actions/Tools</b>  | <b>Responsible</b>            | <b>Audience</b> |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Project website launched  | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Update project website  | ETRA + ALL                    | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Design corporative identity   | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Develop project brochures   | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Develop roll-up and poster  | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Update of dissemination materials   | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Produce introduction video  | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Produce short videos  | ALL                           | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Elaborate and distribute newsletters                                      | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Create and publish press releases   | ETRA + ALL                    | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Publish scientific publications   | ALL                           | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Public deliverables   | ALL                           | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Launch Twitter  | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Launch LinkedIn   | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Launch Youtube Channel  | ETRA                          | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Launch Zenodo   | ALL                           | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Update Twitter, LinkedIn and Research Gate, YouTube                       | ETRA + ALL                    | ALL             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Release scientific publications   | ALL                           | A,B             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| Joint actions with related projects and/or initiatives                    | ALL                           | A,B             |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| D8.1 Dissemination, Exploitation and Communication Plan                   | ETRA                          | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| D8.2 R2D2 knowledge arena   | ETRA                          | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| D8.3 Handbook lessons learned   | UKIM                          | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| D8.4 Impact Assessment and CBA of the R2D2 solutions                      | EDP NEW                       | A, B            |   |      |   |   |   |   |   |   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |

Table 13 – Dissemination Action Plan

### 3.8.1 Dissemination actions for each product and site

More specifically, as part of the DECP and according with the exploitation results defined in the section 6 the Table 14 shows concrete dissemination actions and tools for each R<sup>2</sup>D<sup>2</sup> product, which will be updated during the lifespan of the project.

| Product   | Target Audience  | Dissemination actions  | Indicator  |
|---|------------------|--|--|
| Multi-risk assessment framework for power system (C3PO) | System Operators | <ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Factsheet/Videos).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with System Operators, public administrations, policy makers, regional and local market participants.</li> </ul> | <ul style="list-style-type: none"> <li>- Downloads of materials on the website.</li> <li>- N° of visits on the website sections.</li> <li>- N° of participants in the events/webinars, etc.</li> </ul> |

## D8.1 – Dissemination, Exploitation and Communication Plan

|   |   |   |   |
|---|---|---|---|
|   |   | <ul style="list-style-type: none"> <li>-Participation in events, workshops, etc.</li> <li>-Videos interviews.</li> <li>-Webinar by ICCS.</li> <li>- D3.1.</li> <li>- Publications.</li> <li>- Social media marketing by ICCS and R<sup>2</sup>D<sup>2</sup>.</li> <li>- News by ICCS</li> </ul>   | <ul style="list-style-type: none"> <li>- N° of participation in events and meetings.</li> <li>- Visualizations videos.</li> <li>- N° of articles in the press.</li> <li>- N° of publications.</li> <li>- N° of views of the webinars.</li> <li>- Social media engagement/flowers/likes.</li> <li>-Average Engagement Rate on social media.</li> </ul> |
| Resilience suite for TSO & DSO (IRIS)                           | System Operators and Regional Security and Coordination Centres.          | <ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Factsheet/Videos).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with System Operators, public administrations, policy makers, regional and local market participants.</li> <li>-Participation in events, workshops, etc.</li> <li>-Videos interviews.</li> <li>-Webinar by RTE-i.</li> <li>-D4.1.</li> <li>- Publications.</li> <li>- Social media marketing through RTE-i and R<sup>2</sup>D<sup>2</sup>.</li> <li>-News by RTE-i.</li> </ul>      |   |
| Prevention Systems for Energy Infrastructures Security (PRECOG) | System Operators, IT consultants, electric industries, and manufacturers. | <ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Factsheet/Videos).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with System Operators, IT consultants, electric industries and manufacturers, regional and local market participants.</li> <li>-Participation in events, workshops, etc.</li> <li>-Videos interviews.</li> <li>-Webinar by GUARDTIME OU.</li> <li>-D5.1.</li> <li>- Publications.</li> <li>- Social media marketing through GUARDTIME OU and R<sup>2</sup>D<sup>2</sup>.</li> </ul> |   |
| Enhanced Assets Maintenance and Management Toolkit (EMMA)       | System operators, contractors, electric industries, and manufacturers.    | <ul style="list-style-type: none"> <li>- Promotional materials (Presentation/Factsheet/Videos).</li> <li>-Website section, blog content and FAQ page on the website.</li> <li>-Meetings with System Operators, contractors, electric industries, and manufacturers, regional and local market participants.</li> <li>-Participation in events, workshops, etc.</li> <li>-Videos interviews.</li> <li>-Webinar by ETRA.</li> </ul>   |   |

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- D5.1.
- Publications.
- Social media marketing through ETRA and R<sup>2</sup>D<sup>2</sup>.
- News by ETRA.
- Joint webinars with other related projects from ETRA.
- Internal meetings conducted by ETRA.

Table 14 - Dissemination activities and tools for each R<sup>2</sup>D<sup>2</sup> tool

Regarding the pilots' demonstrations, during the first period action plans will be established to disseminate and communicate these pilots to their specific audiences. Common activities will include pilot sites promotional materials, online campaigns, press releases, organisation of workshops, participation in events, exchange activities with related initiatives and projects, public relations, talks, among others.

### 3.8.2 Dissemination actions after the end of the project

Since the follow up of the exploitation activities will continue after the end of the project, dissemination actions will be planned beyond the Horizon EU funding. This section gathers a draft of a planned dissemination measures, but most concrete actions will be included in the final version of the D8.1 by M36.

- Make the results visible by publishing them on the Horizon Results Platform the first year after the end of the project.
- R<sup>2</sup>D<sup>2</sup> website will still be available at least for a few years after.
- Participation in events and conferences.
- Scientific publications based on results of the project may only be published after the project ends, however partners will ensure that they are open access or that they will keep a list updated on the website.
- Publication of a newsletter explaining exploitation actions created by ETRA and in collaboration with partners.
- Joint actions with related projects and entities to present the exploitation actions and results.
- Pilot sites will keep disseminating their results, best practices and lessons learnt through meetings, fairs, promotional materials etc. among other peers, cities, public authorities, energy communities, etc.
- ETRA and UKIM will promote the "Handbook of lessons learned".

## 4 COMMUNICATION PLAN

The communication and dissemination activities focus not just on the results but also on the project as a whole and target multiple audiences. The communication strategy will ensure high visibility, to promote each project's milestone and maximize the impact of its results. It will be internally evaluated each year, measuring its efforts and impact, then necessary improvements or changes will be made.

More closely, the communication plan should undertake the following considerations:

- To define the communication objectives, roles, and procedures.
- To design the branding and positioning of the project.
- To support the best information flow between the consortium partners.
- To assure that the proposed measures are objective-oriented, proportionated to the scale of the project and tailored to the needs of the communication activities targets.
- To distinguish actions for each specific audience, using targeted messages, means and language.
- To define key messages focused on the benefits and opportunities offered by R<sup>2</sup>D<sup>2</sup>, its contribution on the priorities of the Horizon Europe Programme, goals, results, ongoing activities, progress, events, etc.
- To deploy a media planning to ensure that all the milestones of the project have an accurate broadcasting, reach the targeted audience and impact.
- To lay out the communication activities among all the partners.
- To synchronise communication activities within partner's institutions.
- To assure that all communication actions will look for wider public impact beyond the project's community and will also address educational outreach to the public regarding the basic knowledge.
- To choose appropriate measures to engage media and to highlight the financial support from the Horizon EU.
- To find cluster opportunities with relevant EU and international programmes and initiatives to enhance the impact and the broadcast of the project.
- To make an intense follow-up of the communication plan deployment
- To keep aligned with external stakeholders, such as related projects, institutions, and media to ensure a high outreach of the communication activities.

| Dissemination strategy milestones | What does it mean?                           |
|-----------------------------------|--|
| Subject of communication          | What will be communicated. (See section 4.1) |

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|                                     |   |
|-------------------------------------|---|
| Identification of target audience   | Multiple audiences beyond the project's own community including media and the broad public. (See section 4.2) |
| Timing                              | When communication actions will take place. (See section 4.3)   |
| Definition of methods and tools     | What is the most effective way to reach the target audience. (See sections 4.4, 4.5, 4.6, 4.7, and 4.8)       |
| Communication management and policy | Who is responsible of and how communication is ruled. (See section 2.6)                                       |
| Communication impact                | How to measure and assess the results and impact of the communication actions. (See section 5).               |

Table 15 – Communication Plan milestones

### 4.1 SUBJECT OF COMMUNICATION

Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime and even beyond the project funding, aimed at promoting the action and its results, as explained in the section 2.5.

The following general subjects of communication have been identified:

1. R<sup>2</sup>D<sup>2</sup> project itself: general scope, coverage, goals, and milestones, plans, environmental and societal impacts.
2. Products of R<sup>2</sup>D<sup>2</sup> and technologies.
3. Pilot sites: how end-user will get benefit, success stories, lessons learnt, how to replicate, etc.
4. R<sup>2</sup>D<sup>2</sup> results and innovation aspects.
5. Educational aspects: importance of keeping the Energy System ready for risks and vulnerabilities, cybersecurity, etc.

### 4.2 TARGET AUDIENCE

The communication actions of R<sup>2</sup>D<sup>2</sup> will extend from the most technical and experienced community to the general public. These audiences will be segmented in internal and external audiences.

#### 4.2.1 Internal audience

The internal communication actions will be carried out between the members of the consortium as the section 3.2.1 explained. Effective communication is crucial for ensuring a successful project execution, as it involves messages that are specifically tailored to the appropriate audience and delivered at the appropriate time. Thus, internal communication includes both open communication like face-to-face meetings or plenary conference calls and private calls to discuss technical, managerial issues, showing results or taking decisions. The main responsible for the definition of the communication procedures is ETRA.

### 4.2.2 External audience

The external audience has been segmented according to the objective to accomplish and the potential relationship pursued. Regarding the target audience segmentation, the project will focus on:

1. Primary (A) and secondary (B) target groups: These groups are defined in the section 3.2.2 and R<sup>2</sup>D<sup>2</sup> will primarily focus on those for the definition of the communicative activities.
2. Indirect target groups (C): These groups, also defined in the 3.2.2, are important to reach and to take into account when communicating the project, but they are not so important for the consecution of the project goals.

The Table 16 shows how the different target audiences will be addressed within the communication strategy.

| Audiences  | Description  | Objective  | Message   | Channels  |
|--|--|--|---|---|
| Distribution System Operators (DSOs), Transmission System Operators (TSOs), Regional Security Coordinator, Technology providers, HV Consumers, RES Operator, Maintenance companies.<br>(Direct Target Group) | Audience practicing results from the adoption of products. They must be equipped with the right skills, knowledge and understanding. | -To obtain their feedback about the main barriers found.<br><br>-To ensure their involvement in the disseminative activities proposed (info days, training, etc.)<br><br>-To increase the awareness of the R <sup>2</sup> D <sup>2</sup> and to demonstrate its benefits.<br><br>-To inform about ongoing research, project concepts and goals and as benefits to society. | They will benefit from the technologies developed, changes in policy and legislation, socio-economic benefits, as well as environmental ones. | <ul style="list-style-type: none"> <li>• Website and social media</li> <li>• Promotional materials</li> <li>• Newsletters</li> <li>• Press releases</li> <li>• Papers</li> <li>• Deliverables</li> <li>• Events</li> <li>• Open days</li> <li>• Innovation and networking events</li> <li>• Workshops</li> <li>• Webinars</li> <li>• Technological fairs</li> <li>• E-mails</li> <li>• European Commission channels</li> <li>• Exchange activities</li> <li>• Public relations</li> <li>• Handbook lessons learned</li> <li>• Videos</li> </ul> |
| Scientific community, and related projects<br>(Direct Target Group)  | Audience interested in detailed information about the project, its activities, objectives, and outcomes.                             | -To ensure involvement in the disseminative activities proposed (workshops, publications, webinars, etc.)<br><br>- To inform about ongoing research, project concepts and  | They will make use of the enhanced reports, publications promotional material and lessons learned.  | <ul style="list-style-type: none"> <li>• Scientific publications</li> <li>• Scientific conferences and seminars</li> <li>• Relevant European and national technology</li> </ul>   |

## D8.1 – Dissemination, Exploitation and Communication Plan

|   |  | objectives as well as benefits to society.   |  | platforms and related associations   |
|---|--|--|--|--|
| European Institutions and public bodies.<br>(Direct Target Group) | Audience that does not require a detailed knowledge of the project but is rather interested in the main message.   | -To increase the awareness of the project and to demonstrate the benefits of it.<br><br>-To inform about ongoing research, project concepts and objectives as well as benefits to society. | They will become aware of the importance of improving resilience and reliability of current EPES.  | <ul style="list-style-type: none"> <li>• Public relations</li> <li>• Website and social media</li> <li>• Handbook lessons learned</li> <li>• European Commission channels</li> <li>• Exchange activities</li> </ul>                            |
| Mass media<br>(Indirect Target Group)                             | Specialised press on energy and mainstream media*.<br><br>* This group is composed mostly by non-technical professionals who must understand the purpose and benefits of the project before being able to contribute to the communication of the other messages. | To inform about ongoing research, project concepts and objectives as well as benefits to society and environment.  | Create content to attract the mass media to guarantee the presence of R <sup>2</sup> D <sup>2</sup> into the Agenda Setting, being able to reach the targeted audiences. | <ul style="list-style-type: none"> <li>• Press releases</li> <li>• E- mail</li> <li>• Website</li> <li>• Social media</li> <li>• Workshops, fairs</li> <li>• Conferences</li> <li>• Newsletters</li> <li>• Events</li> <li>• Videos</li> </ul> |
| Public at large<br>(Indirect Target Group)                        | Audience that does not require a detailed knowledge.   | To raise awareness among the main topics addressed in R <sup>2</sup> D <sup>2</sup> .<br><br>To promote the impact and benefits of R <sup>2</sup> D <sup>2</sup> .                         | They will become aware of the importance of improving resilience and reliability of current EPES.  | <ul style="list-style-type: none"> <li>• Website</li> <li>• Social media</li> <li>• Press releases</li> <li>• Events</li> <li>• Promotional material</li> <li>• News</li> <li>• Videos</li> </ul>  |

Table 16 - Audience to communicate R<sup>2</sup>D<sup>2</sup> project

### 4.3 COMMUNICATOIN PHASES

The three communication and dissemination phases are already defined in section 3.3.

### 4.4 KEY MESSAGES

R<sup>2</sup>D<sup>2</sup> includes many different aspects such as technical, social, environmental, legal, etc. Thus, the partners will use the key messages defined in the section 3.4 in a more comprehensible way understandable to all audiences. To do so, images, infographic and videos will be used to reinforce those messages.

### 4.5 CORPORATIVE IDENTITY

All communication actions must follow the common R<sup>2</sup>D<sup>2</sup> branding described in section 3.5.

### 4.6 PUBLICATION PROCEDURE

All communication actions must follow the publication procedure described in section 3.6.

### 4.7 COMMUNICATION CHANNELS, TOOLS, AND ACTIONS

In the next sections, the main channels, tools, and actions are defined to conduct the communication plan clearly and efficiently. But also, the ANNEX II – Summary of the dissemination and communication actions summarises the main communications tools together with detailed information (such as goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools).

#### 4.7.1 Website

R<sup>2</sup>D<sup>2</sup>'s website serves as a primary source of information regarding its goals, progress, and outcomes with the aim of organising the project information into a unified source of visitor's knowledge. The objective of the website is to engage with all audiences involved in the R<sup>2</sup>D<sup>2</sup> project. However, the site is anticipated to receive more traffic from groups with technical expertise and a keen interest in the project's subject matter. To appeal to a broader audience, the "News" section will offer more accessible and straightforward content.

Besides, the consortium partners will include a presentation of R<sup>2</sup>D<sup>2</sup> project in their entity websites and, whenever possible, they will share news about the project.

The section 3.7.1 of this deliverable includes a description of the first version of the R<sup>2</sup>D<sup>2</sup> website.

#### 4.7.2 Promotional materials

To reach out society and show the impact and benefits of R<sup>2</sup>D<sup>2</sup> brochures, videos, presentations, leaflets, posters, roll-ups, infographics, games, quizzes, and other materials will be produced. The Table 7 introduces the main materials that will be designed. The rest of material will be designed upon request. Along the lifespan of R<sup>2</sup>D<sup>2</sup> specific promotional materials dedicated to pilot sites will be designed and translated into the local languages. The language used in these promotional materials will be less technical and adapted to a

larger audience. When needed, they will be update as the project developments and results advance.

### 4.7.3 Social networks

As explained in the section 3.7.4, to reach a specific target audience while establishing two-ways communication the presence of the project in social networks will be one of the key actions for communication activities. A Twitter account, LinkedIn page and a YouTube channel were already created feeding them regularly with content from the project.

There are some hashtags to be used on the social networks under the R<sup>2</sup>D<sup>2</sup> framework such as #R2D2energysecurity, #HorizonEU, #EnergySystems, #EnergyTransition, #energysecurity, #criticalenergyinfrastructure, #resilientenergy, #energyvulnerabilities, #EnergyCyberSecurity, #TSO, #DSO.

Besides, several accounts have been detected as EU profiles to follow on Twitter: @HorizonEU, @Energy4Europe, @cleanenergy\_eu, @cinea\_eu, @ENTSO\_E, @EDSO\_eu.

R<sup>2</sup>D<sup>2</sup> will also have accessible lists to generate more engagement and contribute to the creation of a benchmarking framework:

- Consortium members: with the institutional consortium members' profiles.
- Related projects: including similar EU projects.
- Other lists with stakeholders or members within the resilient energy system in Europe sharing relevant contents on the same line.

### 4.7.4 Press releases

The major achievements and milestones of the project will be released and published in the project website and delivered to mass media around Europe. The main European media companies identified as relevant contacts for the distribution of R<sup>2</sup>D<sup>2</sup> news are:

| Media              | Country        | Type              | Link  |
|--------------------|----------------|-------------------|---|
| Euronews           | Europe         | Press Agency      | <a href="https://www.euronews.com/">https://www.euronews.com/</a>     |
| Reuters            | Europe         | Press Agency      | <a href="https://www.reuters.com/">https://www.reuters.com/</a>       |
| Bloomberg          | Europe         | Press Agency      | <a href="https://www.bloomberg.com/">https://www.bloomberg.com/</a>   |
| Association Press  | United Kingdom | Press Agency      | <a href="https://www.ap.org/en/">https://www.ap.org/en/</a>           |
| NAPA               | United Kingdom | Press Agency      | <a href="http://www.napa.org.uk/">http://www.napa.org.uk/</a>         |
| BBC                | United Kingdom | Press Agency      | <a href="https://www.bbc.com/">https://www.bbc.com/</a>               |
| Agencia EFE        | Spain          | Press Agency      | <a href="https://efe.com/">https://efe.com/</a>                       |
| Europa Press       | Spain          | Press Agency      | <a href="https://www.europapress.es/">https://www.europapress.es/</a> |
| RTVE               | Spain          | Public radio & TV | <a href="https://www.rtve.es/">https://www.rtve.es/</a>               |
| Athens News Agency | Greece         | Press Agency      | <a href="https://www.amna.gr/en">https://www.amna.gr/en</a>           |
| ERR                | Estonia        | Press Agency      | <a href="https://news.err.ee/">https://news.err.ee/</a>               |
| APA                | Austria        | Press Agency      | <a href="https://apa.at/">https://apa.at/</a>                         |

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|                           |                 |                     |   |
|---------------------------|-----------------|---------------------|---|
| ANP                       | The Netherlands | Press Agency        | <a href="https://www.anp.nl/">https://www.anp.nl/</a>   |
| STA                       | Slovenia        | Press Agency        | <a href="https://english.sta.si/">https://english.sta.si/</a>                                   |
| LUSA News                 | Portugal        | Press Agency        | <a href="https://www.lusa.pt/lusanews">https://www.lusa.pt/lusanews</a>                         |
| Tanjug                    | Serbia          | Press Agency        | <a href="https://www.tanjug.rs/english">https://www.tanjug.rs/english</a>                       |
| Cyprus News Agency        | Cyprus          | Press Agency        | <a href="https://www.cna.org.cy/en?lang=EN">https://www.cna.org.cy/en?lang=EN</a>               |
| EURACTIV                  | Europe          | Press Agency        | <a href="https://www.euractiv.com/">https://www.euractiv.com/</a>                               |
| POLITICO                  | Belgium         | Journal             | <a href="https://www.politico.com/">https://www.politico.com/</a>                               |
| Energy Post               | The Netherlands | Journal             | <a href="https://energypost.eu/">https://energypost.eu/</a>                                     |
| Energías Renovables       | Spain           | Journal/News portal | <a href="https://www.energias-renovables.com/">https://www.energias-renovables.com/</a>         |
| Renewable Energy Magazine | Europe          | News portal         | <a href="https://www.renewableenergymagazine.com/">https://www.renewableenergymagazine.com/</a> |
| Construction News         | United Kingdom  | News portal         | <a href="https://www.constructionnews.co.uk/">https://www.constructionnews.co.uk/</a>           |
| Recharge news             | United Kingdom  | News portal         | <a href="https://www.rechargenews.com/">https://www.rechargenews.com/</a>                       |
| Renews                    | United Kingdom  | News portal         | <a href="https://renews.biz/">https://renews.biz/</a>   |
| Renewables now            | Europe          | News portal         | <a href="https://renewablesnow.com/">https://renewablesnow.com/</a>                             |
| Balkans Green Energy News | Balkans         | News portal         | <a href="https://balkangreenenergynews.com/">https://balkangreenenergynews.com/</a>             |
| Smart Energy              | Europe          | News portal         | <a href="http://www.smart-energy.com">www.smart-energy.com</a>                                  |

Table 17 - List of EU media identified

R<sup>2</sup>D<sup>2</sup> will also make use of European Commission channels like Horizon Magazine [41] and CORDIS website [42].

### 4.7.5 Online campaigns

Campaigns will run through existed channels and media to show the benefits and expected impacts of R<sup>2</sup>D<sup>2</sup> on citizens but also to raise awareness on the importance to achieve a more secure, reliable, and resilient energy system in Europe. This action will focus also on developing relations and get support from European Commission officials, Members of the European Parliament, and other European energy organisations. The partners will get involved and build buzz through their communication channels.

### 4.7.6 Storytelling

Connecting with other people is one of the highest forms of communication, and storytelling is a trigger of communication. Storytelling is one of the most captivating techniques to convey messages and information. That is why R<sup>2</sup>D<sup>2</sup> messages will make use of

this technique on the social networks, online campaigns and when approaching mass media. To achieve that, the consortium and DCOM will have an internal communication protocol on guiding partners to draw stories.

### 4.7.7 Events

Apart from the events listed on the section 3.7.9, efforts will also be made to present the R<sup>2</sup>D<sup>2</sup> at other events closer to the public at large. This will allow not only to share the benefits and impacts of the project but also to raise awareness and promote European achievements in this matter.

R<sup>2</sup>D<sup>2</sup> will schedule several events, presentations, webinars, info days, webinars, and other kind of events for the right performance and the success of the project. Those events will be under the framework of events or fully organised by partners. The pilot sites will play an important role in the organization and participation of this type of events aimed at all audiences.

ETRA will inform in advance about those events on the website, on social media and via mailing list, but also broadcast them during and after.

## 4.8 COMMUNICATION ACTION PLAN

Once the actions, tools and audiences in the communication strategy have been defined, in this section concrete actions are defined consequently. The Communication Action Plan (see Table 18) includes the main events and communication actions to be carried out during R<sup>2</sup>D<sup>2</sup> project, most of them involving all the partners. Many of them were already defined in the Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partially defined.

This action plan will be reviewed and evaluated every six months to see if changes are necessary, which will be shared in internal meetings. Besides, these evaluations and changes will be reflected in reporting period reports and in the D8.1 final version due to M36.

## D8.1 – Dissemination, Exploitation and Communication Plan

| YEAR   |                               |                 | 2022 |   |   | 2023 |   |   |   |   |   |    |    |    |    | 2024 |    |    |    |    |    |    |    |    |    | 2025 |    |    |    |    |    |    |    |    |    |    |    |    |
|--|-------------------------------|-----------------|------|---|---|------|---|---|---|---|---|----|----|----|----|------|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|----|----|
| MONTH  |                               |                 | 1    | 2 | 3 | 4    | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14   | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24   | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| <b>Events, public relations</b>                            | <b>Responsible</b>            | <b>Audience</b> |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Organisation of events, webinars, joint workshops          | ETRA, product leaders, pilots | A, B            |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Organisation of open days in pilots                        | Pilot sites                   | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Participate in external meetings, seminars and conferences | ALL                           | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Loobying and public relations with stakeholders            | ALL                           | A,B             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| <b>Actions/Tools</b>                                       | <b>Responsible</b>            | <b>Audience</b> |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Project website launched                                   | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Update project website                                     | ETRA + ALL                    | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Design corporative identity                                | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Design project brochures                                   | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Design roll-up and poster                                  | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Design infographics  | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Update of dissemination materials                          | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Produce introduction video                                 | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Produce short videos                                       | ALL                           | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Elaborate and distribute newsletters                       | ETRA                          | A,B             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Create and publish press releases                          | ETRA + ALL                    | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Launch Twitter   | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Launch LinkedIn  | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Launch Youtube Channel                                     | ETRA                          | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Update Twitter, LinkedIn and Research Gate, YouTube        | ETRA + ALL                    | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Promotional campaigns via email and/or social media        | ETRA and pilots               | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |
| Online campaingns  | ALL                           | ALL             |      |   |   |      |   |   |   |   |   |    |    |    |    |      |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |    |    |

Table 18 - Communication Action Plan

### 4.8.1 Communication actions after the end of the project

As explained in the section 3.8.2, the follow up of the exploitation activities will continue after the end of the project, thus communication actions will be planned beyond the Horizon EU funding. This section comprises a draft of communication measures but in the final version of D8.1 in M36 a more concrete action plan will be included.

Planned communication measures after the end of R<sup>2</sup>D<sup>2</sup>:

- R<sup>2</sup>D<sup>2</sup> website will still be available at least for a few years after.
- News/interviews about the feedback from ends-users of the pilots will be released.
- Press releases will be sent explaining the impact reached on the pilots.
- Contact mass media to inform about the impact achieved on the pilots.
- Testimonials from end-users will be shared on social networks.
- Participation in events and conferences aimed at all audiences.

## 5 MONITORING AND EVALUATION

The main goal of monitoring and evaluation is to ensure a high-quality dissemination and communication strategies execution and the above-mentioned actions and its excellence. Besides, a parallel monitoring and evaluation of the activities has been defined since it is key also within the successful implementation of the project.

### 5.1 REPORTING

To facilitate the assessment of the dissemination and communication activities and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. Thus, the DCOM will develop different protocols to report every dissemination and communication activity or publication (articles, publications on blog, etc.). These activities include both the previewed and the ad-hoc activities. Therefore:

- All partners must consider the dissemination/communication protocols defined.
- All partners should register their activities in the dissemination and communication reporting document available in Alfresco.
- All partners should save evidence of the activities conducted with papers, presentations, posters, photos, videos, tweets, etc.

The regular monitoring of the activities will provide an assessment to know whether the action plan is being executed properly and if it was on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reports will be included in the reporting period reports and in the D8.1 final version due to M36.

### 5.2 IMPACT – KEY PERFORMANCE INDICATORS (KPIs)

The impact of the dissemination actions can help the consortium to understand the reach and sustainability of the project's results. As well, it can measure and assess promotional activities in terms of their relevance and quality. To measure impact indicators are often used; both quantitative and qualitative should be considered for the activity/action. In R<sup>2</sup>D<sup>2</sup> several Key Performance Indicators (KPI) will be used. KPIs are the measurements to determine dissemination plan success and achievement of the main objectives. Following this, a preliminary list of KPIs (see Table 19) has been established to be reached by M36. For each period this list will be updated with new KPIs.

| Dissemination action | KPIs   | Target (M36)                     | Analysis methodology                     |
|----------------------|--|----------------------------------|--|
| Website              | Design and Development of the project's web portal | Fully developed web portal       | Registration of dissemination activities |
|                      | Regular update of the website content              | Continuous update (1 time/month) | Registration of dissemination activities |

## D8.1 – Dissemination, Exploitation and Communication Plan

|                                |   |                     |   |
|--------------------------------|---|---------------------|---|
|                                | Total page views                                  | ≥8,000              | Website analytics                         |
|                                | Visitor's countries                               | minimum 8 countries | Website analytics                         |
|                                | N° of post  | ≥50                 | Registration of dissemination activities  |
| <b>Social networks</b>         | N° of followers on Twitter                        | ≥500                | Twitter Analytics                         |
|                                | Tweets  | ≥900                | Twitter Analytics                         |
|                                | N° of followers on LinkedIn                       | ≥300                | LinkedIn Analytics                        |
|                                | LinkedIn posts                                    | ≥100                | LinkedIn Analytics                        |
|                                | Content share in the Zenodo                       | ≥4                  | Research Gate Analytics                   |
|                                | YouTube subscribers                               | ≥100                | YouTube Analytics                         |
|                                | YouTube views                                     | ≥800                | YouTube Analytics                         |
| <b>Scientific publications</b> | N° of scientific papers                           | 6                   | N° of paper approved                      |
| <b>Promotional materials</b>   | N° of brochure designed                           | 1                   | Registry of dissemination activities      |
|                                | N° of roll-up designed                            | 1                   | Registry of dissemination activities      |
|                                | N° of poster designed                             | 1                   | Registry of dissemination activities      |
|                                | N° of videos produced                             | 8                   | Registry of dissemination activities      |
|                                | Downloads of promotional materials at the webpage | ≥200                | Registry of downloads form on the website |
| <b>Newsletter</b>              | N° of newsletter forwarded                        | 6                   | Registry of dissemination activities      |
|                                | N° of subscribers                                 | ≥150                | Internal subscriber registry              |
| <b>Deliverables</b>            | N° of public deliverables published               | 16                  | Website analytics                         |
|                                | N° of public deliverables downloaded              | 150                 | Registry of downloads form on the website |
| <b>Press releases</b>          | N° of press releases                              | 4                   | Registry of dissemination activities      |
|                                | Media presence                                    | ≥30                 | Registry of dissemination activities      |
|                                | Countries reached                                 | ≥6                  | Registry of dissemination activities      |
| <b>Events</b>                  | N° of events attended                             | ≥10                 | Registry of dissemination activities      |

## D8.1 – Dissemination, Exploitation and Communication Plan

|                                 |  |       |                                      |
|---------------------------------|--|-------|--------------------------------------|
|                                 | N° of Trade fairs  | ≥3    | Registry of dissemination activities |
|                                 | Visitors/attendants reached  | ≥700  | Registry of dissemination activities |
| <b>Workshops</b>                | N° of all the workshops  | 4     | Registry of dissemination activities |
|                                 | N° of joint workshops with other related projects and/or initiatives | 1     | Registry of dissemination activities |
|                                 | Total participants   | ≥ 100 | Registry of dissemination activities |
| <b>Webinars</b>                 | N° of all webinars   | 4     |                                      |
|                                 | Total participants/views   | ≥100  | Registry of dissemination activities |
| <b>BRIDGE activities</b>        | N° of events/meetings attended                                       | ≥10   | Registry of dissemination activities |
|                                 | Reports contributions  | ≥2    | Registry of dissemination activities |
| <b>Handbook lessons learned</b> | N° of downloads  | ≥100  | Registry of dissemination activities |

Table 19 - List of KPIs for R<sup>2</sup>D<sup>2</sup> to be reached by M36

## 6 EXPLOITATION STRATEGY

### 6.1 GENERAL CONCEPTS FOR R2D2 EXPLOITATION STRATEGY

This chapter is dedicated to outline the exploitation strategy for R<sup>2</sup>D<sup>2</sup> project. The R<sup>2</sup>D<sup>2</sup> exploitation strategy will mainly focus on the key results delivered by the project, i.e., the four products C3PO, IRIS, PRECOG and EMMA, and the different tools at the foundation of those products. Therefore, the R<sup>2</sup>D<sup>2</sup> exploitation strategy will be aimed at facilitating a correct adoption of the project results, considering:

- The market needs addressed by the different KERs involved in the development of the four Products, resulting from R<sup>2</sup>D<sup>2</sup>.
- The associated market positioning and exploitation expectations outlined by the main partners involved in the development of the respective KERs.
- The corresponding IPRs and ownership claims that need to be addressed in the frame of a concrete agreement between the respective KER owners.

The R<sup>2</sup>D<sup>2</sup> exploitation strategy can be additionally accompanied by more aspects and elements addressing the need for the definition of a holistic business ecosystem around the KERs, through the definition of a transparent business relationships among the different partners involved in each one of the four products and all the tools that will compose them.

During the first period of the project, the R<sup>2</sup>D<sup>2</sup> partners will participate in collaborative activities to get involved in a common exploitation strategy and proceed with the identification of the results to be exploited and the respective agreements in the frame of the R<sup>2</sup>D<sup>2</sup>, to facilitate the creation of a business ecosystem around the use of the four products. In this stage, the goal is to create a common vision and achieve consensus among partners with regards to the most important elements for the R<sup>2</sup>D<sup>2</sup> exploitation strategy.

During the second period of the project, once partners will have a better view of the final shape of their products, it will be possible to move forward and define exactly what can be actually exploit, by whom (roles & responsibilities), how (roadmap for exploitation) and when (timing and scheduling).

### 6.2 EXPLOITATION METHODOLOGY

Following the general rules in the previous section, the exploitation of the R<sup>2</sup>D<sup>2</sup> achievements is based on 6-steps procedure described below:

#### 1. Individual Exploitation Plan

Each partner shall provide an overview of the company showing what is its business field and its expertise and then explain the developments or main contributions to the project they will bring, and how the partner thinks to take advantage and benefit from the project's results.

#### 2. Identification and Definition of KERs

The second step is based on the identification of the project's KERs and their definition. Each KER will be characterized by a minimum set of information as: responsibility of each

contributing partners and the different roles in the development of the identified KER. As an example, it can be also used a table like the following one, to describe and map the KERs:

| KER # | Partner name | Key Exploitable Result (KER) | Your interest (exploitation intention of this KER, intended market/customers) | Your organization contribution to the generation of this KER (what was/is/will be your input?) | Role of each organisation with regards to the KER and according to the Grant and Consortium Agreement |
|-------|--------------|------------------------------|---|--|---|
| KER 1 |              |                              |   |  |   |
| ...   |              |                              |   |  |   |
| KER x |              |                              |   |  |   |

Table 20: example of table for KER identification and mapping

### 3. Market Analysis:

A fundamental step in the exploitation of results is understanding the market supposed to participate in. In this stage each KER shall describe the market in which the product/service will be used, or it can compete, and to which customers segment it is addressed to. Information about possible competitors can be also very useful for this analysis, in order to identify strengths and weakness of the considered R<sup>2</sup>D<sup>2</sup> KER.

### 4. Go-to-Market Strategy

For a realistic exploitation of results, it could be good to identify the main principles for a go-to-market strategy, explaining how the KER will be put in use (made available to "customers" to generate an impact), with an estimation of the timing. Moreover, it will be essential to define in this stage the IPR Background and Foreground.

It is also noteworthy that the exploitation activities, with particular regard of this step #4, will consider the outcomes of the Task 1.3 for the IPR strategy. Additionally, IPR information should be based on what declared in the Consortium Agreement.

### 5. Exploitation Roadmap

The definition and collection of information from previous steps will allow to define a roadmap for the exploitation of results. In this step each KER shall define the necessary steps to be executed soon after the end of the project, not only focusing on technical activities (i.e., realisation of a prototype, software interface, etc), but also considering the market-oriented



ones (business plan, the protection of intellectual property, authorisations, etc.). Finally, the definition of the roles of partners involved in the actions will be provided.

### **6. Common Rules for Exploitation**

The fifth and last step is defining the internal rules that govern the joint exploitation of results. These rules will be useful in case of a memorandum of understanding (MoU) between the partners for KERs involving more than one partner or KERs which the End-Users are interested in. This final step will provide the most relevant information for understanding which strategy to follow for joint exploitation results, and it will be aligned to findings from Task 1.3 about ethics monitoring and IPR management.

## 7 CONCLUSIONS

The Dissemination, Exploitation and Communication Plan (DECP) has been designed to establish the basis for the dissemination, communication, and exploitation activities of R<sup>2</sup>D<sup>2</sup>. The Plan involves interaction among all the partners as each partner will spread knowledge about the project results and the learnings in the country where they are located but also all-around Europe.

The DECP plans defined channels, tools and actions targeted to specific audiences in the right moment with the suitable communication. Even, measures after the end of the project are included. DECP will be carried out during the runtime of the project, but they will be internally reviewed and updated every year. To ensure a high-quality dissemination and communication actions and a high impact there are defined assessment measures, including KPIs to be reached by M36. Additionally, in the coming DECP updates concrete communication and dissemination actions after R<sup>2</sup>D<sup>2</sup> lifetime will be drafted.

In the final chapter of the deliverable, it is outlined the methodology for the exploitation of the project's results. The exploitation strategy will be based on some key principles including, the peculiarities of the innovation of the products to be developed, the actual market perspectives and the roles and responsibilities of each partner in relation to the considered KER. Therefore, a methodology has been defined, based on a 6-steps procedure; it has been conceived with the goal of accompanying the partners along a process of identifying and defining their achievements, in terms of potential market product, until the identification of roles and responsibilities for a possible pre-commercialization phase.

## 8 REFERENCES AND ACRONYMS

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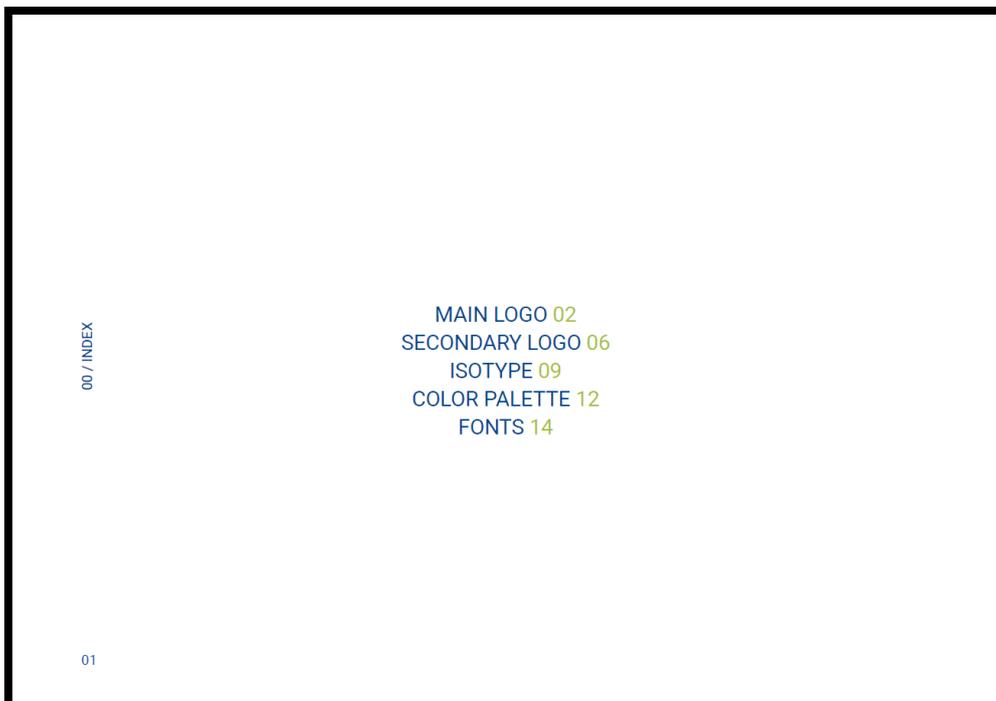
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### 8.2 ACRONYMS

|              |  |
|--------------|--|
| AI           | Artificial Intelligence  |
| C3PO         | Multi-risk assessment framework for power system                               |
| CINEA        | European Climate, Infrastructure and Environment Executive Agency              |
| CYBER        | CYBER NOESIS PROIGMENES TECHNOLOGIKES LYSEIS IDIOTIKI KEFALAIOUCHIKI ETAIREIA  |
| D&E          | Dissemination and Exploitation   |
| DA           | Description of Action  |
| DCOM         | Dissemination and Communication Manager  |
| DECP         | Dissemination, Exploitation and Communication Plan                             |
| DSOs         | Distribution System Operators  |
| EDP NEW      | CNET CENTRE FOR NEW ENERGY TECHNOLOGIES SA                                     |
| EL OVE       | ELEKTRO LJUBLJANA OVE, INZENIRING SPODROCJA OBNOVLJIVIH VIROV ENERGIJE, D.O.O. |
| ELEK         | ELEKTRO LJUBLJANA PODJETJE ZADISTRIBUCIJO ELEKTRICNE ENERGIJE D.D.             |
| ELPROS       | ELPROS ELEKTRONSKI IN PROGRAMSKI SISTEMI DOO (),                               |
| EMMA         | Enhanced Assets Maintenance and Management Toolkit                             |
| EMSS         | EMS SERVICES DOO BEOGRAD-VOZDOVAC (  |
| EPES         | Electrical Power and Energy Systems  |
| ETRA         | ETRA INVESTIGACION Y DESARROLLO SA   |
| GUARDTIME OU | GUARDTIME OU   |
| HEDNO        | DIACHEIRISTIS ELLINIKOU DIKTYOU DIANOMIS ELEKTRIKIS ENERGEIAS AE               |
| HRB          | Horizon Results Booster  |
| ICCS         | INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS (),                            |
| ICL          | IMPERIAL COLLEGE OF SCIENCE TECHNOLOGY AND MEDICINE                            |
| IMP          | INSTITUT MIHAJLO PUPIN   |
| IP           | Intellectual Property  |
| IPR          | Intellectual Property Rights   |
| IRIS         | Resilience suite for TSO & DSO   |
| KER          | Key Exploitable Result   |
| KPIs         | Key Performance Indicators   |
| MoU          | Memorandum of Understanding  |
| PC           | Project Coordinator  |
| PRECOG       | Prevention Systems for Energy Infrastructures Security                         |
| R&I          | Research and Innovation  |
| RCC          | Regional Security Centre   |
| RES          | Renewable Energy Sources   |
| RTE-i        | RTE INTERNATIONAL  |
| S2           | GRUPO DE INNOVACION EN PROCESOS ORGANIZATIVOS SL                               |
| SCC          | CENTAR ZA KOORDINACIJU SIGURNOSTI SCC DOO BEOGRAD-VOZDOVAC                     |
| SEE          | South-East Europe  |
| SG           | Stakeholder Group  |
| TSOs         | Transmission System Operators  |
| UCY          | UNIVERSITY OF CYPRUS   |
| UKIM         | Ss. CYRIL AND METHODIUS UNIVERSITY IN SKOPJE                                   |
| WGs          | Working Groups   |

Table 21 – List of acronyms

## 9 ANNEX I – Brand Book





## D8.1 – Dissemination, Exploitation and Communication Plan

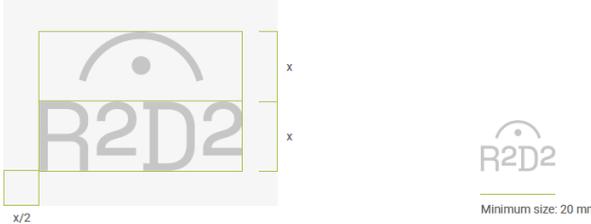




## D8.1 – Dissemination, Exploitation and Communication Plan

Proportions and reducibility

01 / MAIN LOGO



04

Usos incorrectos

01 / MAIN LOGO



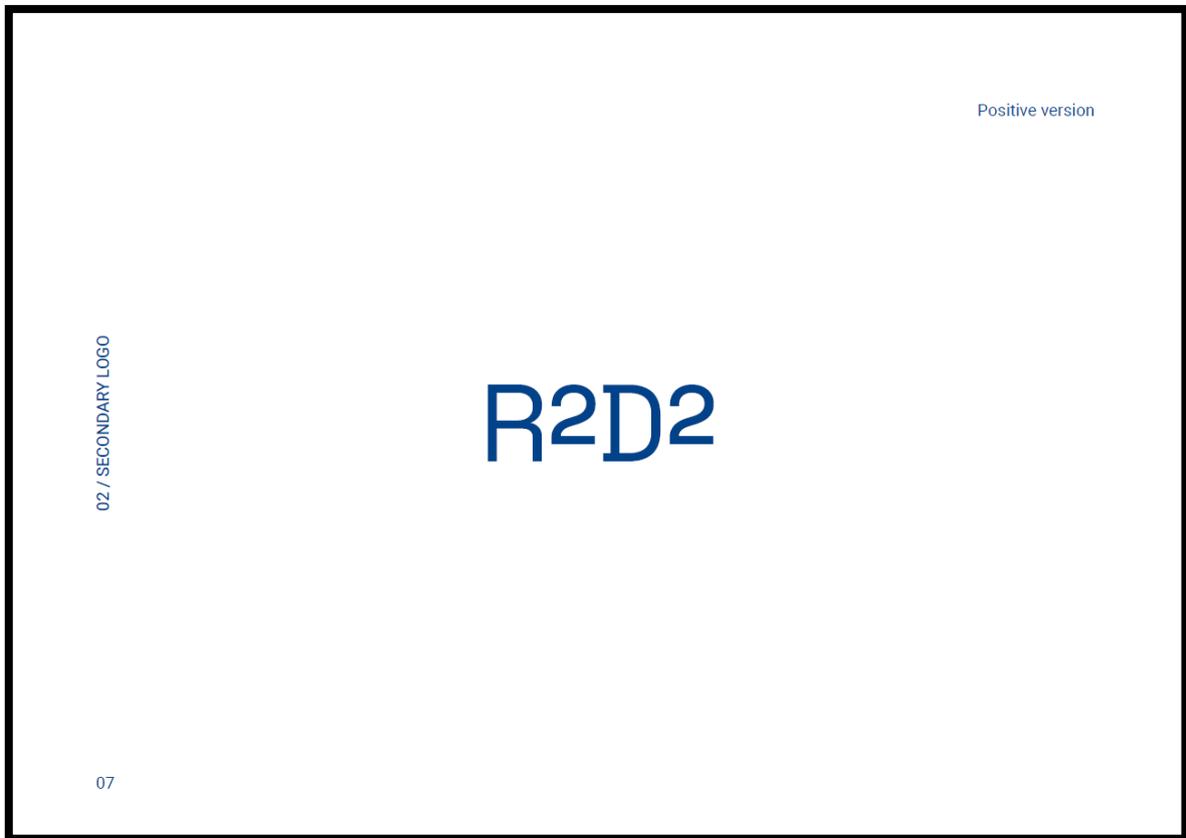
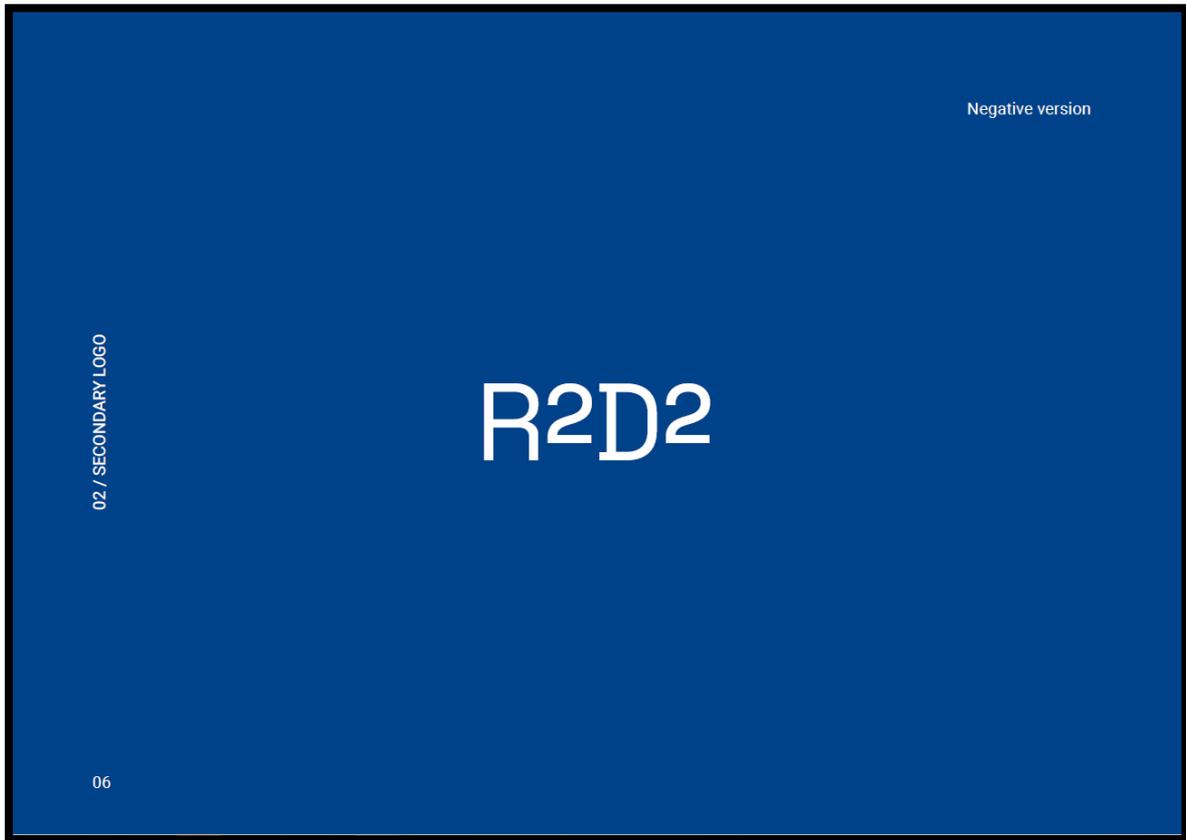
\*Do not use non-corporate colors or chromatic versions that do not correspond to those specified in this brand book.

\*Do not deform.

\*Do not distort or alter the proportions of the logo.

\*Do not use the written word as a logo (even with the corporate typography).

05





## D8.1 – Dissemination, Exploitation and Communication Plan

Proportions and reducibility

02 / SECONDARY LOGO



x/2

x

R2D2

Minimum size: 20 mm

08

Negative version

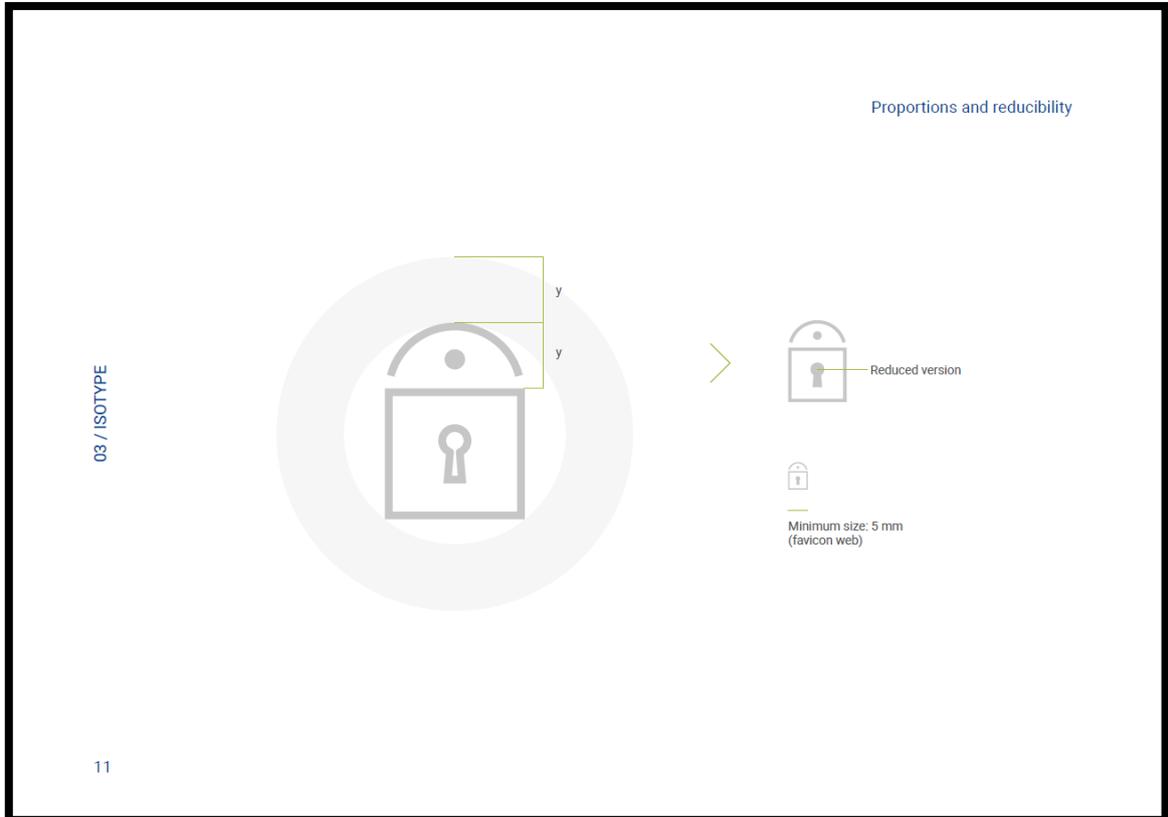
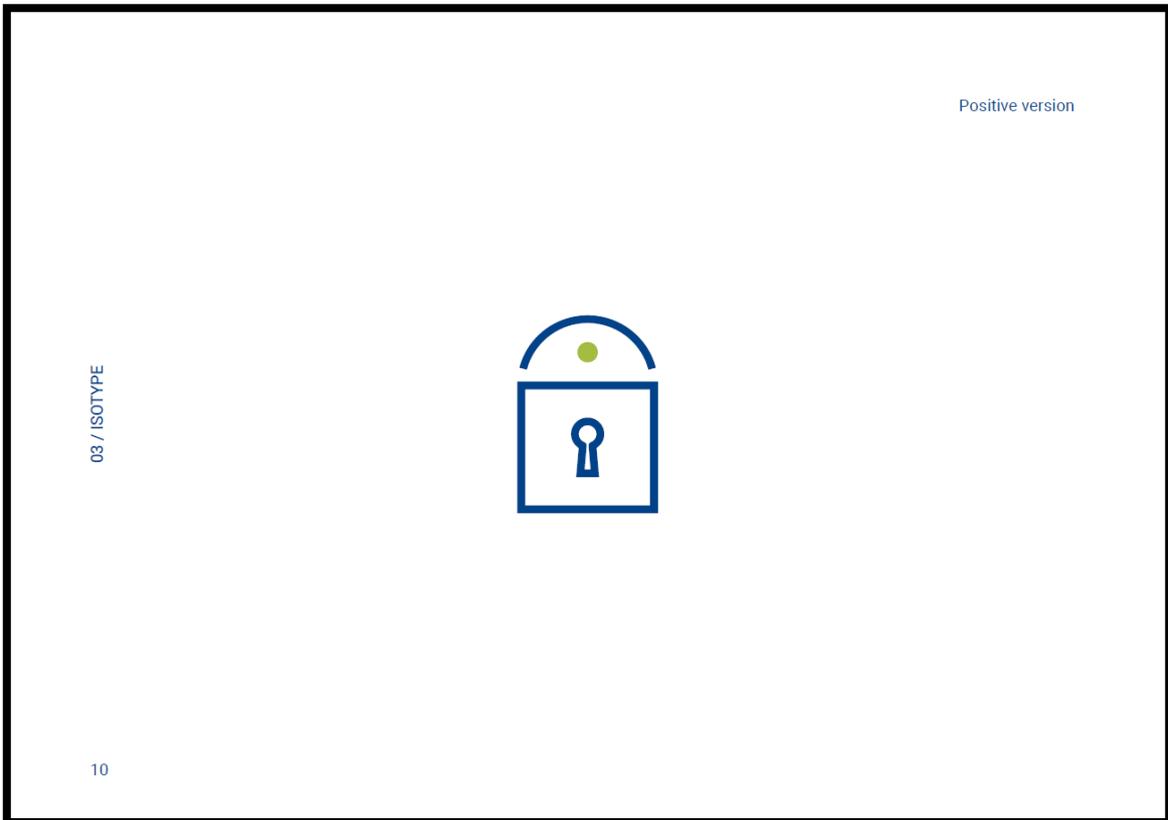
03 / ISOTYPE



09

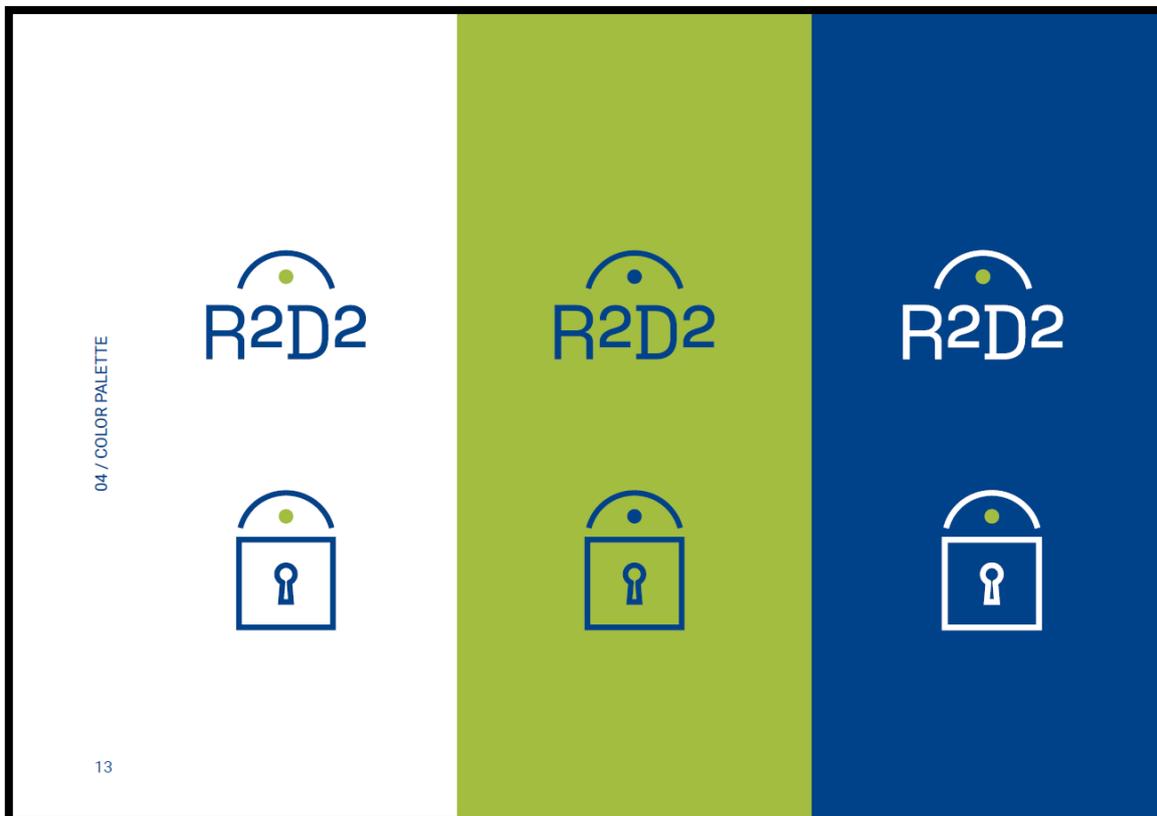
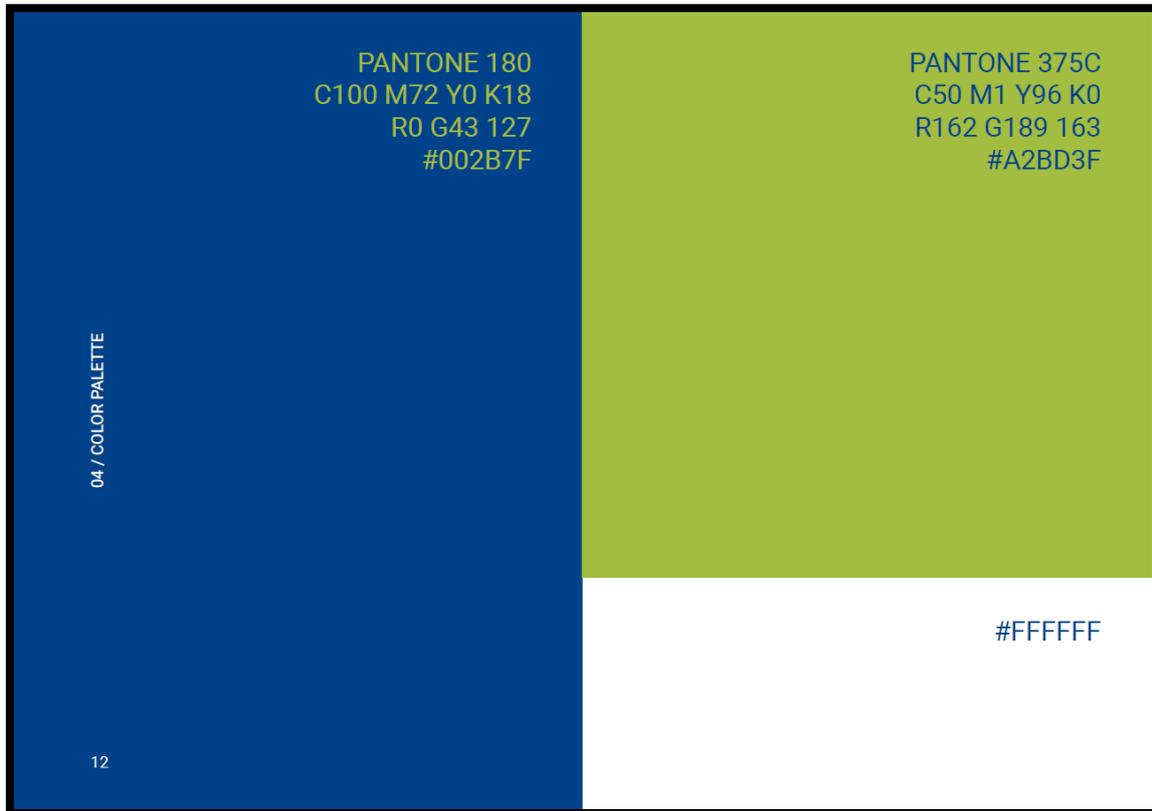


## D8.1 – Dissemination, Exploitation and Communication Plan





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|            | <p>Open Sans light<br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> <p>Open Sans regular<br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> <p><i>Open Sans italic</i><br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> <p>Open Sans semibold<br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> <p><b>Open Sans bold</b><br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> | <p>Bahnschrift light<br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> <p>Bahnschrift<br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> <p><b>Bahnschrift bold</b><br/>           ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>           abcdefghijklmnopqrstuvwxyz<br/>           0123456789</p> |

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## 10ANNEX II – Summary of the dissemination and communication actions

| TOOL                 | Goal  | Main Audience<br>(See 3.2.2) | Message   | Type of content   | Content producers                  | Time (months) | Dissemination tool? | Communication tool? | Exploitation tool? |
|----------------------|---|------------------------------|---|---|------------------------------------|---------------|---------------------|---------------------|--------------------|
| Website              | Gather all public information and news of R <sup>2</sup> D <sup>2</sup> .   | All                          | Information about the project itself, benefits, impact, results, events, documents, news, reports, and articles related.                                | Texts, reports, documents, news, events, videos, promotional materials, images. | ETRA with partners contributions.  | 1- 36         | Yes                 | Yes                 | yes                |
| Promotional material | Explain different project aspects in a shortest and more appealing way.   | All                          | Information about the project itself, products, pilots, impacts, and benefits.  | Brochures, posters, roll-ups, videos, presentations, infographics, factsheets.  | ETRA, products leaders and pilots. | 1- 36         | Yes                 | Yes                 | Yes                |
| Zenodo               | To gather open access scientific publications.  | A, B                         | Information about the project research, demonstrations, and results.  | Research process, deliverables, and results.                                    | All                                | 6- 36         | Yes                 | No                  | Yes                |
| Twitter              | To promote the project, its results and developments, events, and its partnership.<br>To raise awareness.<br>To create a network. | All                          | Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related. | News, documents, images, videos, infographics, links,                           | All                                | 1- 36         | Yes                 | Yes                 | Yes                |

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|                         |   |                             |   |   |                                   |       |     |     |     |
|-------------------------|---|-----------------------------|---|---|-----------------------------------|-------|-----|-----|-----|
| LinkedIn                | To promote the project, its results and developments, events, and its partnership.<br>To create a network.<br>To raise awareness. | All                         | Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related. | Images, videos, infographics, videos, links, news, documents.     | All                               | 1- 36 | Yes | Yes | Yes |
| YouTube                 | To gather all videos produced by R <sup>2</sup> D <sup>2</sup> .  | All                         | Information about the project itself (facts, pilots, tools, etc). partners interviews, news, reports, results, and benefits.                            | Videos  | ETRA with partners contributions. | 1- 36 | Yes | Yes | Yes |
| Newsletter              | Regularly publication of the main activities and progresses carried out.  | A, B                        | Information about the project updates, achievements, results, impact, interviews, etc.  | News, outcomes, events, interviews, pictures.                     | ETRA with partners contributions. | 1- 36 | Yes | Yes | Yes |
| Press releases          | To spread the major achievements, milestones, and results of the project.   | All (especially mass media) | Information about the project updates, achievements, results, impact, interviews, events etc.   | News, outcomes, events, interviews, pictures.                     | ETRA with partners contributions. | 1- 36 | Yes | Yes | Yes |
| Papers                  | Publication of open access articles and op-eds on the demonstration results in key industry magazines.                            | A, B                        | Information about the project research, demonstrations, and results.  | Research process, deliverables, and results.                      | All                               | 1- 36 | Yes | No  | Yes |
| Deliverables            | To provide public source of knowledge and information about the projects finds, developments results, best practices, etc.        | A, B                        | Information about the project management, research, demonstrations, pilots, and results.  | Research, developments, demonstrations, results, lessons learned. | All                               | 1- 36 | Yes | No  | Yes |
| Participation in events | To present R <sup>2</sup> D <sup>2</sup> in the main events of the sector in Europe.<br>To create a network.                      | A, B                        | Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results,  | Promotional materials, reports, presentations, publications.      | All                               | 1- 36 | Yes | Yes | Yes |

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|   |  |      |  |  |                                   |        |     |     |     |
|---|--|------|--|--|-----------------------------------|--------|-----|-----|-----|
|   | To promote products and benefits.<br>To raise awareness.<br>To promote Horizon EU programme.   |      | demonstrations, achievements, impact, and exploitation plans.  |  |                                   |        |     |     |     |
| <b>Organisation of events</b>                   | To present R <sup>2</sup> D <sup>2</sup> to a targeted audience.<br>To create a network.<br>To promote products and benefits.<br>To raise awareness.<br>To promote Horizon EU programme. | All  | Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans. | Presentations, promotional materials, reports, publications.               | All                               | 1- 36  | Yes | Yes | Yes |
| <b>Organisation of workshops on pilot sites</b> | To present the benefit of R <sup>2</sup> D <sup>2</sup> in the pilot sites regions.<br>To promote Horizon EU programme.  | A    | Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans. | Presentations, promotional materials, reports, publications.               | Pilot sites                       | 1- 36  | Yes | Yes | yes |
| <b>Online campaigns</b>                         | To show the benefits and expected impacts of R <sup>2</sup> D <sup>2</sup> to citizens but also to raise awareness.<br>To promote Horizon EU programme.                                  | All  | Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans. | Social media posts, visuals, posters, videos, presentations, infographics. | ETRA with partners contributions. | 9 - 36 | Yes | Yes | Yes |
| <b>Joint workshops with related initiatives</b> | To ensures the cooperation with other related Europe funded projects and entities.   | A, B | Information about the project itself reports, results, demonstrations,   | Presentations, reports, deliverables, publications,                        | All                               | 1- 36  | Yes | No  | Yes |

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|   |  |             |   |   |  |              |            |            |            |
|---|--|-------------|---|---|--|--------------|------------|------------|------------|
|   | <p>To create synergies and network.</p> <p>To share knowledge and lessons learned.</p> <p>To promote Horizon EU programme.</p>   |             | <p>achievements, impact, lessons learned and exploitation plans.</p>  | <p>videos.</p>  |  |              |            |            |            |
| <p><b>Joint publications with related initiatives</b></p> | <p>To ensures the cooperation with other related Europe funded projects and entities.</p> <p>To create synergies and network.</p> <p>To share knowledge and lessons learned.</p>   | <p>A, B</p> | <p>Information about the project research, demonstrations, and results.</p>                                     | <p>Research process, deliverables, and results.</p>                                 | <p>All</p>                                   | <p>1- 36</p> | <p>Yes</p> | <p>No</p>  | <p>No</p>  |
| <p><b>BRIDGE actions</b></p>                              | <p>To ensures the cooperation with other related Europe funded projects and the EC.</p> <p>To create synergies and network.</p> <p>To share knowledge and lessons learned.</p>   | <p>B</p>    | <p>Information about the project research, demonstrations, and results, exploitation plans.</p>                 | <p>Research process, deliverables, results, publications, promotional material.</p> | <p>ETRA, ICCS, HEDNO, EDP, UKIM, SCC ICL</p> | <p>1-36</p>  | <p>Yes</p> | <p>No</p>  | <p>Yes</p> |
| <p><b>Horizon Results Booster services</b></p>            | <p>To gain more impact on dissemination and communication.</p> <p>To reach the right target audience.</p> <p>To ensures the cooperation with other related Europe funded projects.</p> <p>To create synergies and network.</p> | <p>B</p>    | <p>Information about the project itself (facts, scenarios, tools, partners, etc.), tools, benefits, impact.</p> | <p>Promotional materials, news, videos, demonstrations, results.</p>                | <p>ETRA</p>                                  | <p>10-36</p> | <p>Yes</p> | <p>Yes</p> | <p>Yes</p> |

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|                                    |   |      |  |   |                                   |       |     |     |     |
|------------------------------------|---|------|--|---|-----------------------------------|-------|-----|-----|-----|
| Public relations with stakeholders | To communicate the importance of the project to the main decision makers.   | A, B | Information about the project itself, pilots, demonstrations, results, achievements, impact, lessons learned and exploitation plans. | Meetings, events, promotional materials, reports. | All                               | 1- 36 | Yes | Yes | No  |
| Handbook lessons learned           | To highlight all the details of the project, development, and its implementation, so it will explain how others could use the innovation of the project after the end of it.<br><br>To share knowledge and lessons learned. | All  | Information about the project itself, pilots, demonstrations, results, achievements, impact, lessons learned and exploitation plans. | Figures, photos, reports, deliverables, papers.   | UKIM with partners contributions. | 36    | Yes | No  | Yes |



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