RESPOND
DEMAND RESPONSE FOR ALL

Integrated Demand REsponse SOlution Towards Energy POsitive NeighbourhooDs

WP7. DISSEMINATION AND EXPLOITATION ACTIVITIES

7.1 DISSEMINATION AND COMMUNICATION STRATEGY

D7.1 Dissemination and communication plan

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EXECUTIVE SUMMARY

This report constitutes Deliverable 7.1: RESPOND Dissemination and Communication Plan. The report has been prepared by Nicole Harper and Laura Martinez from DEXMA, the consortium member responsible for WP7 – Dissemination and Communication, together with support from the rest of the consortium. It has further been updated and approved by Rodrigo Lopez, the project coordinator of RESPOND.

The document has been developed to outline a plan to spread awareness about the project and its results among key stakeholders and to maximise and optimise the impact of communication efforts.

The plan contains an overview of key dissemination target groups, an overview of dissemination tools, and methods for monitoring communication impacts. Furthermore, the plan gives an overview of activities already carried out as well as future dissemination activities. Thus, the deliverable describes communication steps already undertaken and presents the planned further activities by the project partners.

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1. INTRODUCTION

The purpose of this document is to describe how the RESPOND project consortium will disseminate information about the RESPOND project and maximise the visibility of project results. The Dissemination and Communication Plan is a core document that also serves as a guide to coordinate all project-related communication initiatives and helps to define and target messages to specific audiences.

The concrete aims of the Dissemination and Communication Plan are as follows:

- Outline the main objectives of each dissemination action
- Identify key target audiences
- Define the communication, tools and channels used to reach target audiences
- Identify dissemination KPIs that will be used to measure the efficiency and effectiveness of each dissemination activity
- Show how the RESPOND project will collaborate with other EC-funded projects
- Outline how dissemination activities will be administered

2. DISSEMINATION OF PROJECT RESULTS

2.1 OBJECTIVES

There are three main objectives spearheaded by the Dissemination and Communication Plan:

1. Share and align knowledge developed as a result of the project with different stakeholders, using a two-way communication approach whenever possible.

2. Communicate project results to the public and contribute to the awareness of demand response programs in general, as well as on energy efficiency and emissions reduction in households/residential settings.

3. Contribute to European brand awareness and improve the European R&D community itself by showing how project-related improvements can impact the wellbeing and prosperity of European society

2.2 TARGETS OF DISSEMINATION

The dissemination activities of Project RESPOND will be targeted to three different stakeholder groups: the general public, commercial/industrial stakeholders and the scientific community.

2.2.1 DISSEMINATION TO THE GENERAL PUBLIC

- **Social housing associations / municipalities** are particularly keen to minimise the scarce resources they have to allocate and need to maximise economic savings.

- **Governments / policymakers** will have a great deal of interest in maximising the penetration of RESPOND results since they can contribute to achieving highly ambitious EU 2020 or even 2050 goals for energy efficiency and reduction of carbon emissions. Policymakers from the municipal to national level are entitled to create and use different regulations and standards to improve energy efficiency within their jurisdiction.

2.2.2 DISSEMINATION TO COMMERCIAL/INDUSTRIAL STAKEHOLDERS

- **Energy Services Companies (ESCOs)** providing energy services to the residential sector, interested in solutions to better manage energy consumption and contracts, especially for large building portfolios. RESPOND contributes to demand reduction (e.g. load balancing), thanks to improved energy management and can lower costs of customer efficiency programs.

- **Technology providers** of smart home devices, home automation systems, EMS/BMS/SCADA system providers, etc. RESPOND will extend the functionalities of certain products or facilitate interoperability between vendors.

- **Utilities, including Distribution System Operators (DSOs)** represent a channel to commercialise RESPOND through collaboration agreements with ESCOs. RESPOND will also be able to integrate energy utility data via open API in order to increase customer engagement and satisfaction.

2.2.3 DISSEMINATION TO THE SCIENTIFIC COMMUNITY

Scientific dissemination among the academic community through **journals** and **conferences** is treated as a separate target audience in the RESPOND project due to the distinct nature of communications (i.e. deeper technical concepts, academic tone, etc.)

3. DISSEMINATION ACTIVITIES, CHANNELS AND TOOLS

3.1 PROJECT IDENTITY

3.1.1 PROJECT LOGO

The RESPOND project logo was designed to evoke the smart home concept, signifying “demand response readiness” in a user-friendly way that is easy to integrate into everyday life. For this reason, a house or building shape was selected for the background, with a smartphone - an everyday object owned by practically every European - and a wireless signal to represent the two-way nature of demand response at the center.

Figure 1 - The RESPOND Project Logo

3.1.2 PROJECT DOCUMENT TEMPLATES

Figure 2 - The RESPOND Deliverable Template

RESPOND

Meeting Minutes *WP-X*

Topic			
Project	RESPOND		
Place	AdobeConnect		
Date	24/11/2017		
Time	10:00 – 11:00		
Participants	Name	Institution	
Notes	T1.1		
Action Items	Number	Responsible	Due Date
	Action Item #1		
	Action Item #2		
	Action Item #3		

Figure 3 - The RESPOND Meeting Minutes Template

Figure 4 - The RESPOND PPT Template

3.2 WEBSITE

As described in detail in Deliverable 7.2, all European projects create a website to explain their aims and objectives, and to disseminate information about project activities and results. For this reason, a website has been developed for Project RESPOND to serve as the main platform for dissemination and communication for interested stakeholders (**www.project-respond.eu**)

The project website was designed with the following objectives in mind:

- To **present** RESPOND to the world and provide a means of contact for interested stakeholders
- To **share** project objectives and describe each of the pilot demonstration sites
- To provide **updates** on project progress, events, articles and final results

The website layout has been designed by a professional web designer with a view to providing an easy, user-friendly navigation experience on any device (from desktop to mobile). The website is compliant with general accessibility and usability guidelines and aligned with the project identity described in the previous section (3.1).

The homepage provides an overview of Project RESPOND and includes links to access further detailed information on:

- The project details
- The consortium, including a description of each project partner
- Project updates, including news, events and meetings

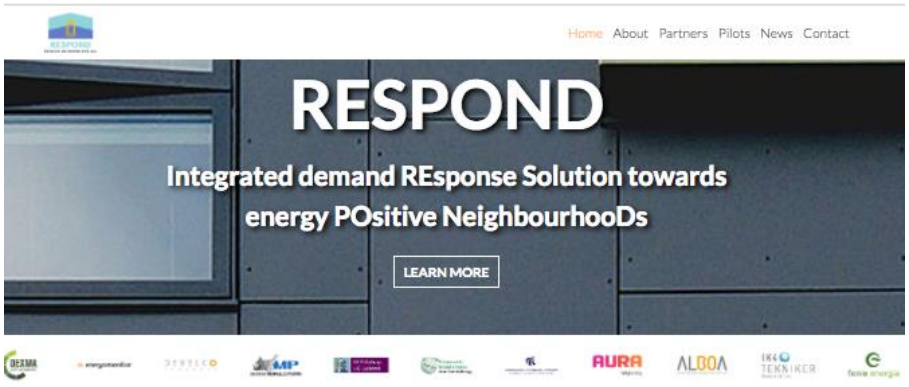

Figure 5 - Screenshot of RESPOND Website

A blog is included on the project website with a tone adapted for a more general audience, avoiding institutional or scientific jargon. SEO (search engine optimisation) and SEM (search engine marketing) strategies will be applied so the website is easily reachable by users who search for relevant content.

Several consortium members have committed to producing content in the form of blog posts to inform the general public about project-related topics (demand response, etc). The tentative content plan is detailed in the following table:

TENTATIVE Publication Date	Proposed Blog Post Topic	Responsible Partner
February 5	Project Kick off (Press Release)	DEXMA
February 15	Meet the Pilot Sites: Aarhus	AURA
March 15	Understanding Demand Response	TEK
April 12	What is interoperability?	IMP
May 16	Meet the Pilot Sites: Aran Islands	NUIG
June 13	The Power of Neighbourhoods in DR	AAU
July 11	Infographic: What does a DR-enabled smart home look like?	DEV
August 15	Demand Response: EU Policy Perspectives	FEN
September 12	Project RESPOND at EUW2018	DEXMA
October 10	Meet the Pilot Sites: Madrid	FEN
November 14	The Role of DR in Smart Cities	TEK
December 13	Project Update: Project RESPOND Looks Back on 2018	DEXMA

Table 1 - Tentative Proposal of Content

Certain project partners, for example DEXMA, AURA will publish a description of the project on their respective websites, thereby following best SEO practices by creating link authority and promoting the RESPOND website to a larger audience.

The website also includes links to social media channels where content can be disseminated further (e.g. LinkedIn, Twitter, Facebook and YouTube). It also provides the possibility to get in touch with the Project Manager through a dedicated contact form.

Website KPIs including unique visits, bounce rate and other key metrics will be measured via Google Analytics.

3.3 MEDIA RELEASES AND PRESS CAMPAIGNS

Efforts to communicate to mass media and press will be focused during the execution and at the final part of the project, when the three pilots will be implemented. The outcomes of the pilot projects and their implications for the wider community will be communicated to the media via press releases, press visits, and potentially TV and radio interviews. Local media outreach will be carried out as a shared effort among all project partners, especially when direct contact with the local community and pilot participants is required.

At the time of writing, the first press release announcing the project kick off has been completed:

Co-funded by the Horizon 2020 programme of the European Union

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Toward Energy Positive Neighbourhoods: European Research Project RESPOND Kicks Off in Brussels

BRUSSELS - 31 October, 2017

From 18-19 October 2017, the first official kick-off meeting was held in Brussels to launch the EU-funded project **RESPOND: Integrated Demand Response Solution Towards Energy Positive Neighbourhoods**. RESPOND aims to deliver a cost effective, cooperative demand response solution to different types of residential communities in order to boost their energy savings potential.

Demand Response: The Next Frontier in Energy Innovation

The term **demand response** (DR) refers to any initiative that offers electricity consumers the opportunity to intentionally shift their energy consumption either in response to price signals caused by peak demand or in exchange for an agreed-upon incentive. DR programmes, when combined with local renewable energy production and storage options, can significantly reduce peak demand, resulting in energy and cost savings for stakeholders throughout the energy supply chain.

While demand response schemes have been widely implemented in the industrial sector where energy demand is typically higher, such solutions in the residential sector are still in their infancy, despite a huge untapped potential for better operational management, behaviour change and savings.
To exploit this untapped potential, the RESPOND project aims to integrate the benefits of flexibility with targeted load control actions, renewable energy sources and energy storage options with the aim of adapting user behaviour to better match energy supply and demand to the satisfaction of both end consumers and energy providers.

Figure 6 - RESPOND Kick Off Press Release

3.4 SOCIAL MEDIA

Social networks will be used to multiply the impact of the content published on the RESPOND website and enable for higher engagement with the general public. At the time of writing, accounts have been created on the following platforms:

3.4.1 TWITTER

The RESPOND Twitter account is intended to serve as an open platform for anyone to learn about and comment on content that will be shared from the project website, such as blog articles for example. Twitter is an ideal platform to share RESPOND with the general public who are not typically involved in scientific or industrial discussions. It is also the ideal platform to connect and engage with related EU projects and initiatives by following relevant accounts and hashtags.

Figure 7 - Project RESPOND on Twitter

3.4.2 FACEBOOK

The RESPOND Facebook page is intended to serve as an open platform for anyone to learn about and comment on content that will be shared from the project website. Facebook is an ideal platform to share RESPOND news and activities with the general public who are not typically involved in scientific or industrial discussions.

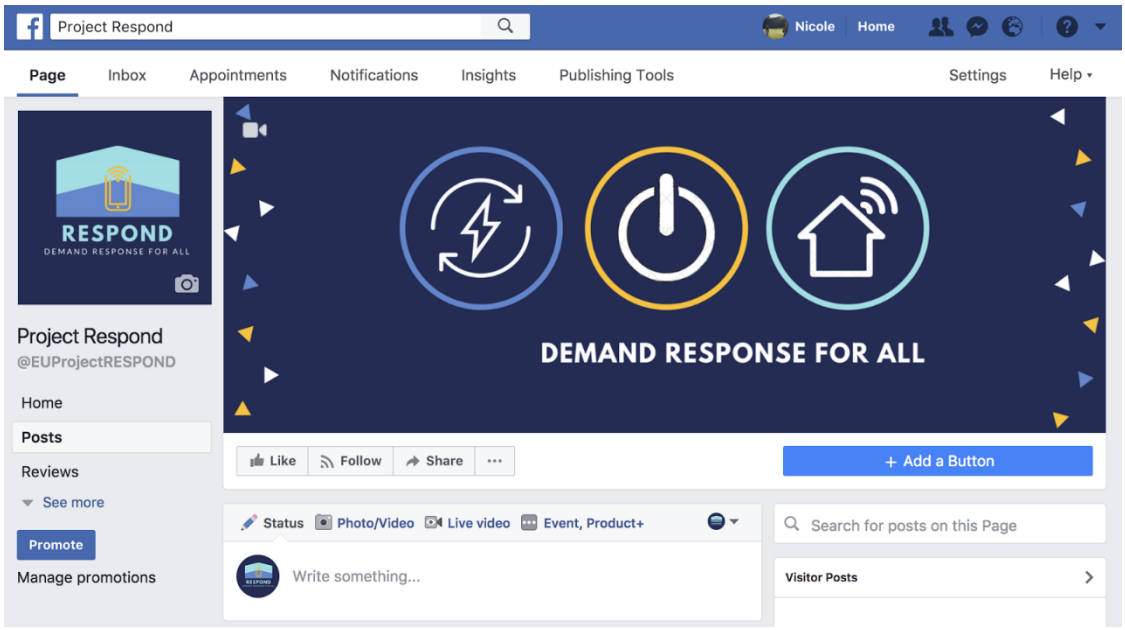

Figure 8 - Project RESPOND on Facebook

3.4.3 LINKEDIN

RESPOND also has a **dedicated LinkedIn group** to serve as a more formal discussion forum for industry professionals, researchers and other stakeholders. The group will be open for anyone to join. Updates, news and other content from the RESPOND website will be shared here, as well as in other relevant LinkedIn Groups, such as:

- Horizon 2020, Framework Programme for Research and Innovation Group
- IoT – Internet of Things, M2M, Smart Cities, Connected Home, Car & Industry, mHealth and Wearables
- "H2020 SMART CITIES & Communities" ICT in Building and Construction, ASCE, BIM & VDC
- Energy Storage, Demand Response & Grid Technologies
- IoT Tech - Internet of Things News & Events, M2M, Smart Cities, Connected Home, Industry

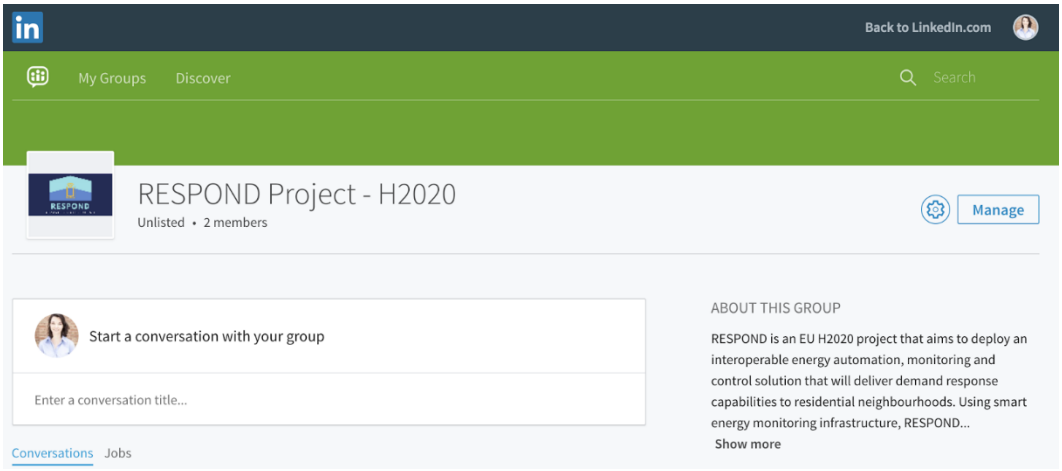

Figure 9 - Project RESPOND on LinkedIn

3.5 WORKSHOPS/EVENTS

The main instrument to communicate project results and share them with stakeholders is the sequence of workshops to be organised during the third year of the project. Experiencing the RESPOND project first hand will be the preferred approach to communicate results to relevant stakeholders. The organisation of and participation in workshops will allow bilateral communication between the project consortium and each local community where the pilots will be rolled out.

The following workshops with local/national stakeholders will be held in each of the pilot-hosting countries during the third year of the project:

- 2 in Spain, led by TEK
- 2 in Denmark, led by AAU
- 1 in Ireland, led by NUIG

The following participants will be targeted to attend these workshops: government energy agencies, local authorities/municipalities, energy distributors, household cooperatives, technology providers, etc. The Orientation Board members will play a significant role in these workshops as facilitators.

4. SCIENTIFIC DISSEMINATION

Scientific dissemination among the academic community is treated as a separate target audience in the RESPOND project. The scientific dissemination plan will be pursued along different vectors: contributions to technical conferences as well as industry-led conferences, talks in European platforms such as Energy-Efficient Buildings (EeB), as well as submissions of articles to specialised peer-reviewed journals, presentations at fairs and other relevant events.

Results will be disseminated following a decision about IP protection taken by the Steering Committee.

4.1 JOURNAL PUBLICATIONS

To share the project progress with the scientific community, the consortium will draft articles and other contributions to technical literature and dedicated journals. Journal publications will be written by academic and technology partners, through peer-reviewed journals and magazines and also through papers presented at conferences and other events.

Open Access Publications: Following the Dissemination Strategy of the Horizon 2020 framework, a combination of Gold and Green Access strategy will be followed.

This section identifies potential journals, considered based on the previous experience of consortium members. This combination ensures that results will be open to the scientific community and reach the highest number of individuals.

For **Gold Access** Open Access publishing, only journals with the following Impact Factor (IF) will be considered:

- Renewable and Sustainable Energy Reviews (IF: 8.050)
- Energy Conversion and Management (IF: 5.589)
- Journal of Cleaner Production (IF: 5.715)
- Energy Policy (IF: 4.140)
- Energy and Buildings (IF: 4.067)
- Building Research & Information (IF: 3.316)
- Energy Efficiency (IF: 1.186)
- Energy Research & Social Science (IF: 1.967)

For self-archiving Green Access, repositories listed on OpenDoar.org as well as repositories available through consortium members, especially AAU, NUIG and PUPIN will be considered. For instance, AAU uploads all Green Access manuscripts to the website of the AAU Library / Research Portal (http://vbn.aau.dk/en/).

Whichever mechanism is chosen, RESPOND members will ensure that project-related publications can be read online, downloaded and printed. The consortium will undertake every effort to give additional rights to copy, distribute, search, link and crawl to increase the utility of accessible publications.

4.2 CONFERENCES AND WORKSHOPS

RESPOND intends to deliver at least 5 publications at recognised international conferences and workshops. A preliminary, non-exhaustive list of potential conferences is as follows:

Conference	**Dissemination Target**
ECEEE Summer Study	Research, policymakers, industry
EEDAL - Energy Efficiency in Domestic Appliances and LIghting	Research, industry
IEEE PES PowerTech	Research, industry
IEEE ICDCM	Research, industry
ISGT Europe	Research, industry
EASST - European Association for the study of science and technology	Research
Smart Homes	Industry
M2M Innovation World Congress	Industry
Workshop on Semantic Interoperability in the IoT and WoT	Research, Industry

Table 2 - Conferences within RESPOND Project

5. DISSEMINATION KPIS

A set of KPIs has been defined to measure the efficiency and effectiveness of dissemination activities carried out:

Dissemination Activity	KPI
Project website	• Number of monthly unique visitors • Number of contact form submissions • Average session duration • Bounce rate
Project website > Blog	• Number of posts • Number of views per post
Project website > Email campaigns	• Number of emails sent • Open rate
Events	• Number of events with RESPOND presence (presentation, poster, intervention, etc.)
Social media	• Number of Twitter followers • Number of Tweets published • Number of Facebook likes • Number of Facebook posts published • Number of LinkedIn group members • Number of LinkedIn group posts published • Number of YouTube subscribers • Number of YouTube videos published
Scientific journal publications	• Number of articles published in relevant, high-impact journals • Target KPI: 5
Conference publications	• Number of publications delivered at recognised international conferences • Target KPI: 5

Table 3 - Dissemination Activities and Associated KPIS

6. COLLABORATION WITH OTHER PROJECTS

6.1 COLLABORATION WITH OTHER EUROPEAN PROJECTS FROM THE EE-12-2017 CALL

RESPOND is one of the three projects along with HOLISDER and TABEDE that were approved by the European Commission for Call: H2020-EE-12-2017. The scope of the call focuses on the topic of Integration of Demand Response in Energy Management Systems while ensuring interoperability through Public Private Partnership (EeB PPP). Active links between the relevant projects will be established to improve mutual added value in several aspects, such as exchanging relevant needs along the stakeholder value chain, common dissemination and training strategies, and collaboration on business model development. Active links will also be established with relevant platforms.

Moreover, the communication between Respond and those projects approved by the European Commission in order related calls such as H2020-EE-12-2017 and H2020-EE-07-2017 where some of the Respond partners are participating will be carried out too.

6.1.1.1 HOLISDER

HOLISDER introduces a Holistic Demand Response Optimization Framework that will enable significant energy costs reduction (~45%) on the consumer side, while introducing buildings as a major contributor to energy networks' stability in response to network constraints and conditions. HOLISDER brings together a wide range of mature technologies and integrates them in an open and interoperable framework, comprising in a fully-fledged suite of tools addressing the needs of the whole DR value chain. In this way it will ensure consumer empowerment/transformation into active market players, through the deployment of a variety of implicit and hybrid DR schemes, supported by a variety of end-user applications for Personalized Informative Billing, Human-Centric Energy Management, Load Scheduling and Intelligent Controls, Self-consumption promotion and cost-effective storage, Predictive Maintenance, along with Context-Aware Automation.

Similar to RESPOND, the backbone of HOLISDER consists of an "open" and modular interoperability and data management framework that will enable open standards-based communication along the DR value chain. It will integrate two main commercial technologies/ products (JACE, EF-i) to ensure seamless information exchange, communication and operation on top of any Building and District EMS, as well as, Smart Home systems/devices.

6.1.1.2 TABEDE

TABEDE aims to allow all buildings equipped with Building Energy Management Systems to integrate energy grid demand response schemes, overcoming limitations linked to missing interoperability, at reduced cost. For that purpose, TABEDE will allow connection of all dispatchable loads to the Building Energy System through a dedicated TABEDE interface, whatever the communication protocol. A dedicated smart grid communication protocol translator will be provided to ease the acceptance of the TABEDE system as well as a database of dispatchable load drivers. Moreover, in order to improve building efficiency, novel building energy management strategies will be proposed, in terms of electric load and thermal management, adapting to the evolving environment, as well as continuous monitoring. THE TABEDE solution will be demonstrated and assessed through extensive simulation-based testing. The proposed solutions will be deployed on three test sites (residential and tertiary) that are representative of EU building stocks and conditions.

6.2 OTHER EU PROJECTS RELATED TO DEMAND RESPONSE AND ENERGY EFFICIENCY

The following projects under topics EUB-02-2017 ("Utilities: energy management at home and in buildings") and LCE-02-2016 (“Demonstration of smart grid, storage and system integration technologies with increasing share of renewables: distribution system”) are also relevant and addresses similar challenges as the RESPOND project:

- **OptiGRID** (2016) Smart-grid optimisation using rate of change of frequency (RoCoF) to rapidly balance power grid network frequency - enabling more widespread use of unpredictable renewables and minimising blackouts

- InteGrid (2016): Demonstration of INTElligent grid technologies for renewables INTEgration and INTEractive consumer participation enabling INTEroperable market solutions and INTErconnected stakeholders

- PENTAGON (2016): Unlocking European grid local flexibility trough augmented energy conversion capabilities at district-level

- DR-BOB (2015): Demand Response in Block of Buildings

- Sim4Blocks (2016): Simulation Supported Real Time Energy Management in Building Blocks

7. COMMITTEES

7.1 STEERING COMMITTEE

The Steering Committee will be the final decision-making body, composed of one representative per partner. It will be chaired by the Project Coordinator. The Steering Committee will be in charge of the final decisions, including but not limited to:

- Proposals for changes to Annex I of the EC-GA to be agreed by the Consortium and/or European Commission (ie. budget reallocation, creation, use, management and release of Joint Funds, Changes to the Consortium Plan, etc.)
- Entry of a new Party to the Consortium and approval of the settlement on the conditions of the accession of such a party
- Withdrawal of a Party from the Consortium and the approval of the settlement on the conditions of the withdrawal
- Declaration of a Party to be a Defaulting Party and remedies to be performed
- Proposal to the European commission for a change of the coordinator, suspension of all or part of the Project or termination of the Project and Consortium Agreement
- Other (The Consortium Agreement, to be signed before the project begins execution, will set up the precise regulations)

8. EXTERNAL ADVISORY BOARD

The External Advisory Board (EAB) will ensure objective decisions of the Steering Committee and will support the exploitation of flawless results at the end of the project. The EAB will emphasise the Pan-European concept of the RESPOND project and will provide feedback from other European or national activities related to demand response solutions, thus providing synergies with key European R&D. Key profiles from relevant stakeholders (including energy providers, technology suppliers, and municipality representatives) will be invited to join this External Advisory Board, since they have indicated significant interest in the project and have submitted a Letter of Support.

Name	Organisation	Position	Country
Jonathan Sandham (M)	ESB Networks (energy provider)	Smart Networks Manager	Ireland

Jeanette Thorgersen (F)	AffaldVarme Aarhus (district heating provider)	Group Leader, Central Heating Department	Denmark
Christian von Scholten (M)	NorthQApS (smart home provider)	CEO	Denmark
Isabelle Kocher (F)	Engie services (energy producer and service provider)	CEO	Slovakia
Bettina Frantes (F)	Sonnenplatz Groschonau (residential municipality)	Leader of R&D	Austria
Milos Banjac, Ph. D. (M)	Ministry of Mining and Energy of the Republic of Serbia (public administration)	Assistant Minister	Serbia
Milorad Grcic	ElektroprivredaSrbija (national energy DSO)	Director General	Serbia

Table 4 - External Advisory Board

9. CONCLUSIONS

The directions presented in the current document represent how project operations will be communicated and project achievements demonstrated.

It is important to note that the dissemination plan is a living document that will be enriched by the input and achievements of all partners and be reviewed and updated at regular intervals (every six months). All the partners in the RESPOND consortium will provide support from their respective networks regarding their specific capabilities to communicate and disseminate project results.

Deliverable 7.1 Dissemination and Communication Planning was issued at the end of Month 6 of RESPOND project execution and describes the initial dissemination and communication activities to be followed by the project partners in order to reach the wider community and stakeholders.

Key target groups were defined and will be addressed via specific dissemination means directly and indirectly including trainings, workshops, dedicated project website and presence on social media, scientific publications etc.

First steps towards setting channels featuring opportunities for media relations, scientific publications, project collaboration, contacts with initiatives and working groups etc. were taken as well.

Each partner has described its exploitation opportunities as seen at this stage of the project. The D7.6 Plan for exploitation, due by Month 36, will include further elaboration on each partner's strategy for exploitation of project outcomes.