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FARCROSS

BUILDING A LOW CARBON, CLIMATE RESILIENT FUTURE: SECURE, CLEAN AND EFFICIENT ENERGY

DELIVERABLE D10.9

YEARLY COMMUNICATION REPORT INCLUDING COMMUNICATION MATERIAL v2

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LIST OF AUTHORS	
UBI	GIOUMPITEK MELETI SCHEDIASMOS YLOPOIISI KAI POLISI ERGON PLIROFORIKIS ETAIREIA PERIORISMENIS EFTHYNIS (UBITECH)
Tsironi Eleni	
UBE	UBITECH ENERGY SPRL
Zafeiropoulou Magda Tzoumpas Anastasis Bachoumis Thanassis Drivakou Katerina	
APG	AUSTRIAN POWER GRID AG
Winter Alexander	
BME	BUDAPESTI MUSZAKI ES GAZDASAGTUDOMANYI EGYETEM
Bálint Németh Gábor Göcsei Levente Rácz Dávid Szabó	
CINTECH	CINTECH SOLUTIONS LTD
Papadimitriou Maria	
CIRCE	Fundación CIRCE- Centro de Investigación en Recursos y Consumos Energéticos
Cárdenas Marina Martínez Eduardo Prada Aníbal Antonio Saldaña José María Villafaña Ana Camille	
C&G	C&G SKUPINA d.o.o.
Marko Gabrovšek	
IPTO	Independent Power Transmission Operator
Konstantinos Plakas Andreas Tamaz Kurashvili Christos Spyridon Karavas Konstantinos Krommydas	
IEIT	INNOVATIVE ENERGY AND INFORMATION TECHNOLOGIES LTD
Milushev George Zlatev Pencho	
MEI	MOBILITY ENERGY INNOVATIONS LTD
Tamás Mátrai	

SC	SOFTWARE COMPANY EOOD
Palov Nikolay	
SWE	SMART WIRE GRID EUROPE LIMITED
Jones Martin Norton Mark	

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Acronym	Definition
DLR	Dynamic Line Rating
DSO	Distribution System Operator
KPIs	Key Performance Indicators
MPFC	Modular Power Flow Controller
RDIC	Research, Development & Innovation Committee
TRL	Technology Readiness Level
TSO	Transmission System Operator
WAMS	Wide Area Monitoring System

Executive Summary

Communication and Dissemination is crucial for FARCROSS project as it greatly supports the exploitation of the results and outcomes. As the project stepped into the second year the communication efforts from the project consortium focused on a more targeted efforts.

FARCROSS consortium consists of 31 partners, including TSOs, DSOs, market operators, service providers, and manufacturers and the pilot projects will be deployed in five Demonstrations which will take place in eight countries (Greece, Bulgaria, Austria, Hungary, Croatia, Bosnia and Herzegovina, Romania and Slovenia). Therefore, FARCROSS members followed the so called "GLOCAL" to enhance global impact of the communication efforts.

In 2020 FARCROSS had a strong online presence with presenting project results both in social media accounts and the FARCROSS website. FARCROSS youtube channel is hosting related to the project videos.

As the global pandemic affected the organization of physical events, FARCROSS has focused on the online presence seeking web based conferences and events and hosting one online workshop. New opportunities and partneships have arised with the participation of FARCROSS to BRIDGE (eg TRINITY project)

This will be shared in various forms in different phases of the project as it is seen below:

Phase	Awareness phase (M1-M12)	Understanding phase (M12-M36)	Action phase (M36-48)
Objectives	• Establish Communication Plan and Strategy. • Knowledge Management and Protection Plan • Data Management Plan • Create initial awareness in industry related to project objectives and scope. • Present the concept, objectives and expected results.	• Create refined "targeted awareness" regarding project technologies with key players and potential users. • Inform about the technological benefits to the target market • Demonstrate early results (components and early technical validation results)	• Maximize target market and industry awareness on technologies by providing more tangible results, i.e. from pilot trials, verification and feedback from users. • Demonstrate more advanced results (components and intermediate and final validation results)

Figure 1 FARCROSS Phases

All communication activities are targeted to a certain group of audience. There were 3 target groups identified at the beginning of the project: Researchers, Academia and Public, Policy Makers/Funders, Enterprise & Industry Stakeholders (private sector). The variety of channels the consortium members are using will reach out to all segments of this targeted audience.

To achieve this goal, FARCROSS is actively using the following channels for communication and dissemination:

- Webpage
- Social media (Twitter, LinkedIn, YouTube)
- Newsletters
- Presentations
- Press releases
- Brochures and fact sheets
- Workshops and Conferences
- Peer-reviewed journals

1 Introduction

1.1 Purpose of this document

The goal of this deliverable is to provide a common ground for members of the FARCROSS consortium in terms of communication and dissemination. Because planning is essential for efficient communication actions, this document includes key target groups, a communication roadmap, and a detailed look at communication and dissemination options. The purpose of Communication and Dissemination plan is to keep track of KPI's related to these issues.

This document, on the other hand, is not just for planning but also for reporting. Throughout the four years of the project, all communication actions about FARCROSS undertaken by any member of the consortium, or by the consortium itself, are being documented.

1.2 Structure of this document

This document follows a format based on the European Commission's recommendations for Horizon 2020 project communication and dissemination.

In Section 2, the plan and the objectives of communication and dissemination are discussed. In addition, the dissemination and communication activities made by the consortium are presented.

In Section 3 all the tools for communication and dissemination are listed and explained. Also, a map of tools is inserted in order to have an overview which tool is most effective on each target group.

In Section 4 the impact of dissemination and communication activities are presented, as well as the relevant KPIs and the tools to achieve them.

In Section 5, the changes that were needed to our strategy due to the challenges of the Corona crisis are presented.

In Section 6 the upcoming activities are explained and finally the conclusions of this report are summarized in section 7.

2 Dissemination

2.1 What do we want to achieve?

This section covers the summarized dissemination plan outlined for the FARCROSS project.

Figure 2 What FARCROSS wants to achieve

- Visibility

It is critical to present the project at various degrees of interest. Demonstrating the existence of FARCROSS is critical to each of the project's target groups in various ways. It's also critical to distinguish out among the slew of other smart energy projects. Despite the importance of collaboration between each TSO-DSO-based Horizon 2020 project, FARCROSS must have an own personality.

- Understanding

FARCROSS is a highly difficult project requiring high standards from all professionals involved. However, the project's outcomes may have an impact on consumers and other stakeholders who need to know what can be accomplished if the project succeeds.

- Involvement

FARCROSS wants to share project outcomes with stakeholders such as the scientific community, startups, and TSOs and DSOs who are not part of the consortium. Their participation, as well as that of other key stakeholders, should be emphasized in communication efforts.

2.2 Glocal Approach

TSOs, DSOs, market operators, service providers, and manufacturers are among the 31 participants, and the pilot projects will be implemented in five Demonstrations across eight countries (Greece, Bulgaria, Austria, Hungary, Croatia, Bosnia and Herzegovina, Romania, and Slovenia), resulting in a vast network that each contributor can access. We should take advantage of this edge in order to effectively communicate and disseminate information. In terms of communication, our participants' contacts are our most valuable asset. As a result, FARCROSS members will take a "GLOCAL" strategy. This indicates that leveraging LOCAL assets will improve communication and dissemination on a global scale.

Each member should take use of local relationships with each communication action (e.g. websites, social media pages, media contacts, events). A local communication activity then spreads globally through the FARCROSS project's common channels, building a storyline piece by piece.

It is more successful to contact relevant audiences using this strategy than to try to communicate only in a global way. A journalist from a participating country, for example, is more likely to report on FARCROSS than to react to a news statement intended for a global audience. After a story is published, it may be shared on the FARCROSS website, social media, and other platforms, generating new publicity.

Advantages:

- More effective (involvement)
- Storyteller-approach (create communication materials based on stories rather than facts & data only)
- Credibility (always better if “others” tell about our project)
- More cooperation between contributors (sharing best practices, gathering communication actions)

Disadvantages:

- Risk of misinterpretation (less control on communications material - manageable)

2.3 Graphical approach

FARCROSS's concept and work are considerably easier to grasp when using graphical tools. As a result, graphic resources should be employed to reinforce the message whenever possible throughout communication acts.

It is critical to generate graphic materials that may introduce the FARCROSS project in general, as well as to update/make new materials as more particular actions, such as demos, occur.

2.4 Main message

FARCROSS aims to address this challenge by connecting major stakeholders of the energy value chain and demonstrating integrated hardware and software solutions

that will facilitate the "unlocking" of the resources for the cross-border electricity flows and regional cooperation.

Headline

The criteria based on which the headline was composed are:

- Short form of the main message
- Appealing
- Easy to comprehend
- Used in every communication material
- Enhances the project brand

Project's headline:
"Solutions for increased regional cross-border cooperation in the transmission grid"

Buzzwords

The selection of the buzzwords, which will be used in the dissemination and communication activities of the project, was based on the following criteria:

- Words that define the project
- Words that grab attention, make the project distinctive
- Make communication more coherent
- Use for all kind of communication

The below figure displays the selected buzzwords for FARCROSS project:

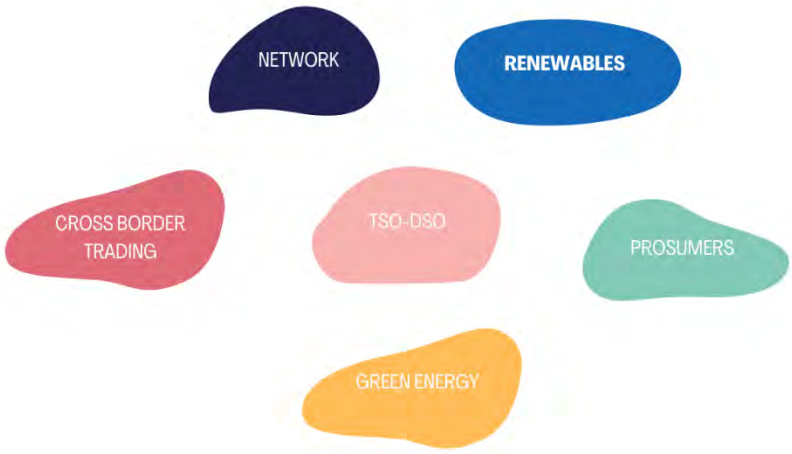

Figure 3 FARCROSS Buzzwords

2.5 Identification of Stakeholders and Users Groups

The communication and dissemination strategy aims to include relevant stakeholders in each of the selected Phases described in this section, Table 1, of the communication and

dissemination roadmap to whom the project's communication and dissemination activities should be focused.

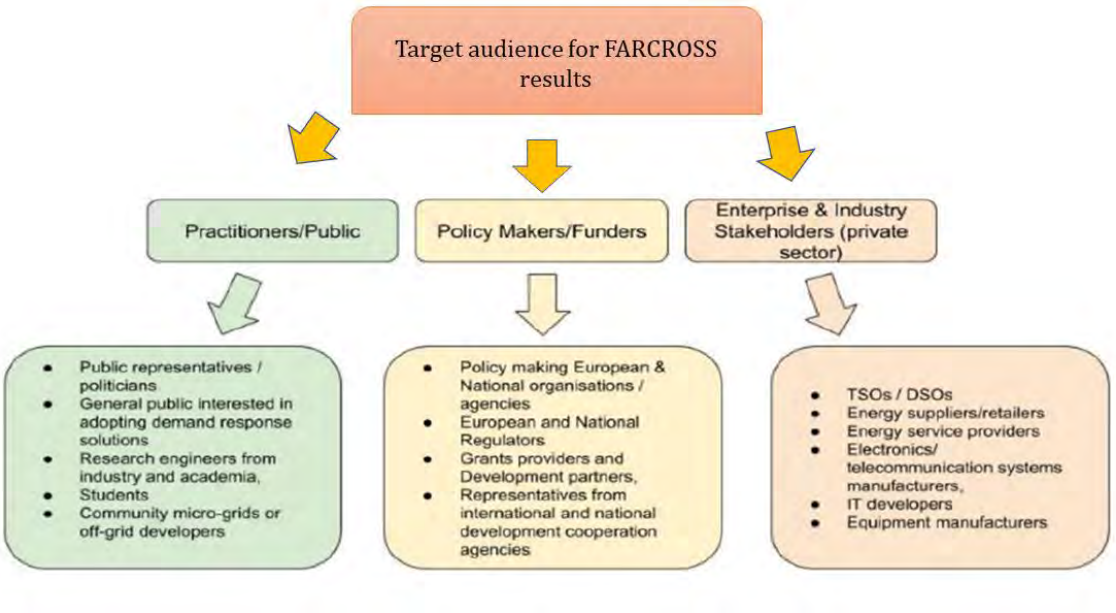

Figure 4 Target Audience

It is critical for FARCROSS to create a clear timeframe and strategy approach for the intended stakeholder groups in order to fulfill its dissemination objectives. The defined phases and their respective target groups are listed in the table below.

Table 1 Communication Roadmap-target groups

Phase	Phase 1: Awareness phase (M1-M12)	Phase 2: Understanding phase (M12-M36)	Phase 3: Action phase (M36-M48)
Target groups	• Industry • General public interested in adopting demand response solutions • Policy makers • Researchers	• Target market within the industry • Public involved in demo process • Startups	• More specified target market participants • Research engineers form industry and academia • European and national regulators • Representatives form international and national development cooperation agencies • Public that could be affected by results of the project • Students • Equipment manufacturers

The key to efficient project results distribution is to disclose major accomplishments at the correct time and to the right people. As a result, created knowledge will be made available to interested groups in three phases:

- The awareness phase will mainly involve delivering the main message of the project in relation to its aims and objectives,
- The understanding phase will provide more detailed information on the project purposes, methods and deliverables.
- Finally, the action phase will provide the basis for communication for action, where the project products will be delivered for further use.

The communication roadmap draft is presented in the Table 2 below.

Table 2 Communication Roadmap- objectives and activities

Phase	Awareness phase (M1-M12)	Understanding phase (M12-M36)	Action phase (M36-48)
Objectives	• Establish Communication Plan and Strategy. • Knowledge Management and Protection Plan • Data Management Plan • Create initial awareness in industry related to project objectives and scope. • Present the concept, objectives and expected results.	• Create refined "targeted awareness" regarding project technologies with key players and potential users. • Inform about the technological benefits to the target market • Demonstrate early results (components and early technical validation results)	• Maximize target market and industry awareness on technologies by providing more tangible results, i.e. from pilot trials, verification and feedback from users. • Demonstrate more advanced results (components and intermediate and final validation results)
Activities	• Brand Identity: create logo & brand guidelines. • Publish website: attractive and user friendly website with Social Media Integration. • Create private 'sign-in' for content related to partners. • Video promotion: plan short series of white board videos/animations to explain role and goals of project in digestible way for target markets. Create YouTube channel • Press release: publish initial press releases through targeted channels • Create marketing/content strategy: • Collateral, in particular leaflet: Electronic and Print leaflet that can be downloaded via website & printable • Events: Select appropriate conferences and events and organize workshops.	• Update website with latest results and project news into sharable attractive articles that target key stakeholders. • Press releases: targeting key stakeholder publications and promoting discussion • Marketing/Content Strategy: Share news and project updates through Social media Channels (Twitter and LinkedIn). • Publications: electronic and printable brochures, research papers • Press release with latest results • Leaflets: Distribute updates through articles/ social media. • Attend events, conferences • Videos: Updates, Whiteboard videos showcasing components and intermediary results. • Build awareness of innovation opportunities using online platforms e.g., ProductHunt	• Update Website: with news, videos, public deliverables and partial results. • Publications: Social media and online promotion, such as early results in Twitter, Facebook, etc. and electronic newsletter • Brochure: Publish newsletter to registered parties and partners. • Attend events • Organise Workshops • Press Release: Final Press release • Video: Create YouTube videos showcasing the system in trials and users' opinion. • Publish scientific papers in conference journals • Demonstrations and feedback of trials evaluation

In 2021, the communication and distribution plan moved on to its second phase, with more targeted messaging replacing the initial awareness raising initiatives of the first year of the project, allowing us to actively seek connections with the most relevant stakeholders. As the project progressed, this transition was accompanied by reformulated communications.

To ensure that the FARCROSS project has a broad impact, a well-coordinated distribution and communication strategy is essential. As a result, the diagram below proposes a four-fold concept:

Figure 5: Dissemination and Communication Process Flow

In step 1, the FARCROSS consortium is asked to submit known dissemination and communication possibilities using a detailed reporting template that is posted to the FARCROSS Repository.

Step 2 involves creating distribution and communication materials (e.g., press releases, posters, and project flyers) that are both online and offline accessible.

The results of the distribution and communication are gathered in step three. To this purpose, if possible, data is acquired through technical examinations (e.g. number of visits in FARCROSS website).

Step 4 involves reviewing the reported dissemination and communication activities on a monthly basis to see if they are performing as intended and if the project KPIs can be met in the next term. Early action can be done to improve our communication and dissemination performance by regularly monitoring these activities.

In the context of the third step of the process flow that was described in the previous section, a detailed reporting template has been created from UBE in excel format for the better tracking of the consortium dissemination activities. This template has been stored in the repository which is used for FARCROSS project and was circulated to all partners.

This template includes:

- Scientific publications table: In this table partners will report all the scientific publications authored in the project's course.
- Dissemination opportunities table: In this table partners will report any event in which they plan to participate or any event that FARCROSS can participate in general.
- Dissemination activities table: In this table partners will report any dissemination activity that they perform.

- Clustering table: In this table partners will report other FARCROSS relevant research projects in order to create a cluster of projects.

Based on the information on these templates the individual dissemination plan of each partner is presented in Subsection 2.6.

Moreover, for the better coordination of communication activities UBE, as WP10 leader, was actively involved in all FARCROSS telcos highlighting the dissemination opportunities raised and providing clarifications where needed.

2.6 Individual Dissemination Plans in the 2nd Year

2.6.1 UBITECH

UBITECH as the project coordinator has a central role in the project overviewing all the dissemination activities and plans. Since the project has reached its first results, UBITECH intends to intensify the dissemination of those results to a wide range of stakeholders in the relevant business, industrial and research communities.

UBITECH is already utilizing the following dissemination channels:

(a) publication on its corporate website and company newsletter,

- UBITECH Group undertakes the coordination and the technical leadership of the FARCROSS Innovation Action on regional cross-border electricity transmission (https://ubitech.eu/ubitech-group-undertakes-the-coordination-and-the-technical-leadership-of-the-farcross-innovation-action-on-regional-cross-border-electricity-transmission/)
- Webinar "Innovative solutions for increased regional cross-border cooperation" a complete success (https://ubitech.eu/webinar-innovative-solutions-for-increased-regional-cross-border-cooperation-a-complete-success/)
- UBITECH Energy presents FARCROSS at the INEA-organized H2020 Transmission Grids Projects Clustering Workshop (https://ubitech.eu/ubitech-energy-presents-farcross-at-the-inea-organized-h2020-transmission-grids-projects-clustering-workshop/)

(b) active participation to EU organized events and conferences,

- So far UBITECH has coordinated the BRIDGE Initiative related to FARCROSS activities

(c) Support to social media:

- https://www.linkedin.com/posts/ubitech_webinar-innovative-solutions-for-increased-activity-6777508137743220736-l5v7
- https://www.linkedin.com/posts/ubitech_ubitech-energy-presents-farcross-at-the-inea-organized-activity-6745632342951378944-k5hY

2.6.2 UBE

UBITECH ENERGY has a central role in the project as WP10 leader and Technical coordinator overviewing all the activities taking place throughout the whole duration of the project. UBE has been updating FARCROSS website and Social Media accounts with all the latest news regarding the project outcomes. As a part of UBE's internal dissemination strategy, a broad range of dissemination assets has been generated (second version of the FARCROSS project flyer and press releases).
UBE is using its social media channels and website to distribute the project's outcomes as well as the FARCROSS dissemination material (posters, flyers, newsletters, press releases).
UBITECH ENERGY is actively involved on several EC initiatives. UBE has presented FARCROSS at H2020 Transmission Grids Projects Clustering Workshop (2/10/2020) and at the IEEE Smart Grid for Smart Cities online conference (17/03/2021-23/03/2021).
UBITECH ENERGY team co-organized the webinar "Innovative solutions for increased regional cross-border cooperation: the FARCROSS project" hosted by International Smart Grid Action Network (ISGAN) that took place virtually on March 1st, 2021. The aim of this webinar was to provide insight into the FARCROSS Horizon 2020 EU research project, as well as to the recent developments in EU internal market for electricity regulation with more than 55 people logged in.

2.6.3 IPTO

With a view to achieving FARCROSS objectives and maximizing FARCROSS impact, IPTO carried out different dissemination actions to inform relevant stakeholders and execute communication activities to engage, consult and inform partners, experts and the wider public.

The research and development department of IPTO, which is responsible for the successful implementation of the FARCROSS project, presented to all the relevant departments in the company the first results of the project in order to obtain a better picture on the innovative technologies developed in the project. Thus, the different departments can consider them as an alternative solution to the increasing challenges that the transmission network faces.

Additionally, the results obtained were disseminated to other stakeholder through a range of dissemination and communication tools, such as:

- Publications: IPTO disseminated its work through peer-reviewed international conferences. In particular:
    1. The paper "A Review of Wide-Area Monitoring and Damping Control Systems in Europe" has been accepted and presented at IEEE PowerTech conference 2021.
    2. The paper "Inter-Area Oscillation Study of the Greek Power System Using an Automatic Toolbox" has been accepted for presentation at the 2021 IEEE PES Innovative Smart Grid Technologies Conference Europe.
    3. A synopsis of the paper "Delivery of Modular Static Synchronous Series Compensators on the Greek transmission system to provide substantial increase in cross-border interconnection capacity" has been submitted to the 2022 CIGRE session.

- Special sessions: IPTO presented results from the FARCROSS project successfully in the PowerTech Special Session "Implementation of Wide-Area Protection, Automation and Control System applied to cross border transmission systems".
- Lectures: the WAMPAC system of WP6-Farcross was presented in Power Systems Control & Stability Course at University of Patras.
- Website: The new IPTO's website provided relevant information and updates of the FARCROSS project.
- Social media: LinkedIn was used to provide information to interested stakeholders and engage a broad audience.

2.6.4 ESO

Goals and Target Groups:
Development of links with energy stalwarts from the various European countries and relevant organizations as well as with external bodies such as associations, service/technology providers, manufacturers, etc.
Planned Activities:
• Presentation of latest news in web site (http://www.eso.bg/doc?farcross) and social media
• Presentation of the project on the International Energy Forum 2021, Varna, Bulgaria, 07-10 September 2021.

2.6.5 MAVIR

The official website of MAVIR (https://www.mavir.hu/web/mavir-en/farcross-project) provides continuous information about the goals of the FARCROSS project and the latest activities related to research. Press releases will be issued (https://www.mavir.hu/web/mavir-en/farcross-press-releases) on the installation of DLR sensors (https://www.mavir.hu/web/mavir-en/dlr-h-demo-video) and the development and results of the Co-optimized cross-border capacity auction algorithm.

2.6.6 APG

Currently APG has promoted FARCROSS and the learnings only internally.
APG plans to give presentations at national events when the first results are available. APG also plans to publish information to its website.

2.6.7 TRANS

Aiming at meeting FARCROSS objectives and maximizing FARCROSS impact, TRANS carried out different dissemination actions to inform relevant stakeholders and execute communication activities to engage, consult and inform partners, experts and the wider public.

The FARCROSS team from TRANS, presented to all the relevant departments in the company the first results of the project in order to obtain a better picture on the innovative technologies developed in the project. Thus, the different departments can consider them as an alternative solution to the increasing challenges that the transmission network faces.

2.6.8 HOPS

During 2020 HOPS promoted FARCROSS and its participation in project by publishing information on key event related to work package 5 action in Croatia (Press Release about the installation of sensors at HOPS line) on it's corporate website as well as through it's official Linkedin channel.
Internally it is regularly reported through yearly publications on HOPS activities in research projects.

2.6.9 NOSBiH

NOSBiH promotes the FARCROSS project through the company's website: FARCROSS project description, link to the official FARCROSS website and publication of press releases (in local language and in english).

Participation in FARCROSS project will be included NOSBIH's Annual reports. NOSBiH plans to support all FARCROSS events and announcements by posting relevant information on social networks (linkedIn, twiter) and/or publishing on its website www.nosbih.ba.

2.6.10 OST

OST targets to transfer the acquired knowledge and experience to other TSOs, regulators, manufacturers, end users and academia. One of its planned activities is participation in workshops, conferences and dissemination activities of FARCROSS consortium.

2.6.11 CIRCE

For CIRCE, communication and dissemination are considered one of the pillars for creating an appropriate strategy to maximize market replication of FARCROSS concept involving the complete value network for the project development, implementation, knowledge sharing and future exploitation of the results.
The aim of CIRCE's Communication and Dissemination Plan in FARCROSS is to make sure that all those who can contribute to the development, evaluation, uptake and exploitation of project outcomes can be identified and encouraged to interact with the Consortium on a regular and systematic basis. For this purpose, all project activities, key messages and main exploitable results are being communicated to relevant stakeholders in a clear and consistent manner.
Specifically, during the second year of the project, the following communication and dissemination of FARCROSS project has been promoted from CIRCE:

- Different contributions have been submitted to scientific journals and conferences. A list is next included.

1. Title of the contribution: VX-GOOSE: A Standard Way to Securely Implement WAMPAC Communications (Technical Letter).
Authors: Jose Saldana (CIRCE), Aníbal Prada (CIRCE), Eduardo Martínez (CIRCE), Jesús Torres (CIRCE).
Submitted to: IEEE Transactions on Smart Grid (Power Electronics Letters)
Date of submission: 24/06/2021
Status: Under review.

2. Title of the contribution: Application of IIA method and Virtual bus theory for Backup Protection of a Zone using PMU data in a WAMPAC system (Technical Article).
Authors: Aníbal Prada (CIRCE), Eduardo Martinez (CIRCE), Maria Teresa Villen (CIRCE)
Submitted to: Energies Journal.
Date of submission: 17/06/2021
Status: Major Revision requested (16/07/2021).

3. Title of the contribution: Laboratory-Scaled DEMO possibilities for testing WAMPAC solutions before field implementation (Technical Paper).
Authors: Aníbal Prada Hurtado (CIRCE), Eduardo Martínez Carrasco (CIRCE), Maria Teresa Villén Martínez (CIRCE), Miguel Ángel Oliván Monge (CIRCE), Christos N. Dikaiakos (IPTO), Yusuf Zafer Korkmaz (SEL).
Submitted to: IEEE PES PowerTech Madrid 2021, Technical conference.
Date of submission: 06/04/2021.
Status: Accepted for publication.

4. Title of the contribution: Laboratory-Scaled DEMO possibilities for testing WAMPAC solutions before field implementation (Poster Session).
Authors: Aníbal Prada Hurtado (CIRCE), Eduardo Martínez Carrasco (CIRCE), Maria Teresa Villén Martínez (CIRCE), Miguel Ángel Oliván Monge (CIRCE), Christos N. Dikaiakos (IPTO), Yusuf Zafer Korkmaz (SEL).
Submitted to: IEEE PES PowerTech Madrid 2021, Technical conference, Poster Session.
Date of submission: 06/04/2021.
Status: Poster presented in Poster Session (PS14) of IEEE PES PowerTech Madrid 2021 conference on July 30th, 2021.

5. Title of the contribution: Implementation of Wide-Area Protection, Automation and Control systems (WAMPAC) applied to Cross-Border Transmission Grids. (Technical Conference).
Authors: Eduardo Martínez (CIRCE), Aníbal Prada (CIRCE), Anastasis Tzoumpas (Ubitech Energy), Konstantinos Plakas (IPTO), Dalibor Brnobic (STER), Yusuf Zafer Korkmaz (SEL).
Submitted to: IEEE PES PowerTech Madrid 2021, Technical conference, European Project Session.
Date of submission: 15/03/2021
Status: Work presented in European Project Session (EP03) of IEEE PES PowerTech Madrid 2021 conference on July 30th, 2021.

6. Title of the contribution: Esquema De Protección De Área Amplia Basado En Mediciones De PMUs Utilizando El Ángulo De La Impedancia Integrada Y La Teoría De Barra Virtual En Sistemas Eléctricos De Potencia. (Technical Conference)
Authors:
Date of submission: 28/01/2021
Status: Accepted for presentation during Technical Conference CIGRE Spain 2021.

7. Title of the contribution: Testing of Power Oscillation detection algorithm using a Real-Time PMU laboratory. (Technical Article)

Authors: Aníbal Prada (CIRCE), Eduardo Martinez (CIRCE), Jose Saldaña (CIRCE), Dalibor Brnobic (STER), Vedran Grudenic (STER).
Submitted to: Technical Conference CIGRE Paris 2022.
Date of submission: 07/04/2021
Status: Under review.

- CIRCE is using social media channels and website to distribute the project's outcomes as well as the FARCROSS dissemination material such as newsletters and press releases.
- CIRCE has developed two illustrative videos, explained by CIRCE's FARCROSS experts:

The first video, oriented to potential users of the solutions of FARCROSS, is focused on the Wide Area Monitoring Protection and Control System developed within FARCROSS WP6. The video has been published in FARCROSS youtube channel and through Circe's social media, to which Spanish subtitles have been added to facilitate the dissemination from potential users in Spain.
In addition, a second video, scientific-oriented, was developed in the context of PowerTech21. This video is focused on different cases of use of the laboratory-scaled DEMO for testing WAMPAC solutions before field implementation. The video was uploaded in POWERTECH website (Poster Online Sessions) and CIRCE is now working on a new adapted version to be promoted through social media.

- CIRCE promoted a Special Session on "IMPLEMENTATION OF WIDE-AREA PROTECTION, AUTOMATION AND CONTROL SYSTEM APPLIED TO CROSSBORDER TRANSMISSION", chaired by Eduardo Martínez (WP6 leader) and with participation of representatives from UBITECH, CIRCE, STER, IPTO and SEL. During this Special Session, the presenters introduced each topic by presenting different oscillation detection and protection algorithms and its applicability and efficiency for real time applications. The technical article "Laboratory-Scaled DEMO possibilities for testing WAMPAC solutions before field implementation" was accepted for publication and presented through a poster session.

2.6.12 BME

BME uses social media channels to promote FARCROSS project updates. Via its official Facebook page (https://www.facebook.com/bme.nfl) and YOUTUBE channel (https://www.youtube.com/channel/UCrCu6VsPp9QxuJteIp7lWcQ) of the contributing BME High Voltage Laboratory continuously provides information about the latest activities related to the FARCROSS project, like the installation of the sensors or newsletters. An introductory article to FARCROSS and other H2020 projects is published on the university webpage BME VIK while other local (gyartastrend.hu) and international third party (tdworld.com) websites have also been used to disseminate the ongoing project focusing not only on specific activities and results but also

2.6.13 UPB

UPB will adopt the following guidelines based on the Exploitation Plan:

- For industry-related professionals, an assessment of the influence of general progress on project-related topics.
- Participation in or organization of seminars and conferences that contribute to the improvement of scientific communities.

- Attract new researchers and students to the university.
- Improving the project's dissemination efforts by presenting project activities at conferences (both industry and academic) and journals.

UPB will also establish a wide range of distribution efforts, including:

- Lectures for students in the second and third years of their studies (MSc and PhD)
- Scientific workshops for industry experts
- Organization of international conferences

2.6.14 UNIZG-FER

The UNIZG FER promotes the project status, progress and results through social media and official faculty/department websites (https://www.fer.unizg.hr/novosti?@=2shi3, https://www.fer.unizg.hr/zvne/news?@=2ty8b) and private social media accounts.

Apart social media and websites, the UNIZG team plans to disseminate some of our scientific results connected with the project on domestic (CIGRE, November 2021) and international conferences (2022.).

2.6.15 SWE

SWE is WP Leader and Demonstration Project Partner in the FARCROSS project, working with its partners to deploy its Modular Power Flow Control (MPFC) devices into the Greek transmission system.

The initial needs analysis and site identification process has been conducted. At this stage, SWE and WP partners have been focusing their efforts on the successful deployment of the demonstration project in 2021 and developing plans for analysing the demonstration projects results. It is planned that this focus will move to processing the infield performance results, cost benefit analysis, dissemination and communication of the demonstration project towards the end of 2021.

However, some preliminary work on dissemination and communication has already been conducted. An abstract for CIGRE 2022, based on the technical design and results validation, has been developed by IPTO and SWE. As one of FARCROSS project demos, WP4 has been presented to the public during the E.DSO Innogrid event. SWE has requested consent from the WP4 participants to be permitted to use D4.1 for further dissemination of the project progress. The contribution to preparation of slides for the FARCROSS webinar with ISGAN academy has been executed by SWE and the project was presented at internal and customer meetings to explain how MPFC and the other solutions in FARCROSS can enable increased cross-border flows across Europe. Also SWE will publicize the project, in line with the consortium guidelines, on both the SWE media channels and external channels such as LinkedIn, SWE's website and industry websites as part of dissemination activity. SWE will also work with WP partners to develop a video explaining this demonstration. Dissemination activities can be expected to increase once the project has been installed in Greece and results for the operation of the MPFCs become available.

2.6.16 SEL

Activities

Partner	Event Name	Activity	Date
SEL	PowerTech conference-Special session	Participation to a conference	30/06/2021

Dissemination Opportunities:

PowerTech 2021	Madrid (Spain)	June 27th – July 2nd, 2021	https://www.powertech2021.com/index.php/program-powertech/technical-program/european-project-sessions

SEL is actively communicating with Greek TSO IPTO with information on the applications of this system to monitor stability of the GRID. In addition we have mentioned the application in internal and on customers seminars for the European region.
Once the results are available SEL is proposing to prepare an informative video of the findings with more application details and its value benefits.

2.6.17 STER

STER promotes the FARCROSS project through direct contacts with TSOs (HOPS, 50Hertz, EliaGrid, TNB) and DSO (HEP) and on The 2nd IEEE International Conference on Smart Grid Synchronized Measurements and Analytics (SGSMA) Virtual Event, May 24-27, 2021.
STER participated in several contributions created under CIRCE leadership as paper coauthors and by creating materials for videos and workshops.

2.6.18 ED

ED continuously tries to identify synergies with other relevant EU co-funded projects, in which it participates, like for example OneNet and Flexitranstore. ED is representing the project in the BRIDGE Data Management WG. ED also updates its feed in the social media regarding Milestones reached during the development of the EUROPAN platform.

2.6.19 MONITEC

MONITECH is interested in the scientific and market dissemination of the work carried out during the project. The target group is the prospective clients of the company (mainly TSO and DSO) and the main activity is to participate in conferences and trade fairs as an exhibitor to show the results of the project and LineVision products.

2.6.20 CINTECH

CINTECH as Task 10.1 Stakeholder involvement and Clustering activities is tracking the advance of work. Also, CINTECH is researching clustering activities and coordinating with the WP leader to find new collaborations with other H2020 projects in order to disseminate FARCROSS results.
CINTECH is involved in the dissemination and communication activities by posting the FARCROSS news in the company's Social Network. Target group are engineering companies and power systems end users, while CINTECH dissemination goals are to present the project's results.

2.6.21 IEIT

IEIT actively promotes the project's major outcomes through the company's social media and website. IEIT will assist in scientific and market dissemination of the work carried out during the project to key power systems stakeholders.

2.6.22 SC

SC disseminates the FARCROSS project through the company's website. Presentation of the demo accomplishments at relevant bodies' events for Innovation actions is one of the planned communication initiatives.

2.6.23 MEI

On the official webpage of MEI (www.me-innovations.hu/en), a detailed summary of FARCROSS has been published both in English and Hungarian, and more updates on the project will follow.

2.6.24 C&G

C&G actively promotes the project at all relevant scientific conferences in Slovenian and abroad (i.e. CIGRE Paris, CIGRE Croatia & CIGRE SEERC Vienna). The dissemination part of our activities mainly consists of preparing scientific articles about the project's goals and outcomes and present these to a wide audience of professionals in the energy field. We also use posts about the project on our website to reach the general public and our other stakeholders.

2.6.25 W2U

W2U actively promotes the goals and ideas of the EUROPAN platform through its network of collaborators and social-media activities. In the first year of activity, W2U has created two major reports on the model validation and the results of the weather forecast has used by other groups. W2U has been involved in the dissemination of FARCROSS' goals and activities through the participation in all meetings (physical attendance or videoconferencing)

2.6.26 TECH

The strategic vison of TEC is to develop a secure energy market product and intelligent data exchange tool that can be effectively exploited for a wide range of applications in the market place and in particular in the energy market.
TECH Exploitation Strategy focuses on:

- Ensuring TECH energy solution have relevance, impact and viability in society, science and especially in the energy sector by providing innovative solutions to maximize efficiency of renewable energy eco-systems.
- Ensuring the projects results are optimally exploited by continuously expanding project visibility across multiple sectors: society, scientific community, industry sector and policy makers amongst others.
- Ensuring the project outcomes are commercially viable by designing competitive products which address the security market gaps and unmet needs.

2.6.27 HSE

The communication and dissemination activities of the HSE Group are focused on two target groups:

1. Promotion of the project and the work progress, intended for employees of the HSE Group, which is carried out through web media and directly at various meetings.

2. Promotion intended for the public is carried out through HSE group official websites, social networks (LinkedIn) and other media.

We also promoted our work in the FARCROSS project at the ENERSTOCK 2021 international conference, which took place in Ljubljana, Slovenia between 9 and 11 June 2021.

2.6.28 UNIPER

Uniper promotes the FARCROSS project through the company's internal channels, externally following the news on Twitter and Linked-in channels.

2.6.29 IBEX

The goal of the dissemination activities of IBEX regarding FARCROSS is to regularly promote the achievements and developments of the project via social media (LinkedIn and Twitter). For fulfilling this aim IBEX has been actively disseminating all the latest news of the project, including the newsletters. In addition, IBEX creates and disseminates news using the presented information about the project during webinars. Information about all the upcoming events with participation of FARCROSS representatives is also disseminated timely via social media. More updates about the project in FARCROSS's section on the IBEX's website are planned.

2.6.30 BORZEN

Borzen promotes the FARCROSS project through the company's website, the presentation of our involvement will also be included in Borzen's Annual report. We also promote FARCROSS project by presenting our work at various conferences, such as 15th Conference of Slovenian Electric Power Engineers CIGRE-CIRED, Laško, 19.-21.okt.21, etc.

2.6.31 HUPX

HUPX, as the Hungarian Nominated Electricity Market Operator, is interested in the scientific project work. HUPX expects to introduce benefits of FARCROSS to the Hungarian electricity market stakeholders. The main exploitation domain is the improvement of spot electricity markets by enlarging its market portfolio with new products aligned to the European expectations.
Activities planned/done in the second year:
- sharing project relevant news:

(ENG) https://hupx.hu/en/articles/farcross-accelerated-development-and-introduction-of-advanced-technical-and-market-solutions-within-the-h2020-programme/120

(HU) https://hupx.hu/hu/hirek/farcross-innovativ-demonstracios-projekt-a-horizont-2020-kutatas-fejlesztesi-keretprogram-reszekent/120
Participation on MKET online conference (Hungarian presentation, not published, English title: Role of HUPX on the Hungarian Electricity Market and outlook to Future Developments, 13.10.2020):
http://mket.hu/mket-online-konferencia/
Press release 2:
https://www.linkedin.com/feed/update/urn:li:activity:6740625434041434112
Webinar:
https://www.linkedin.com/feed/update/urn:li:activity:6772804331486904320
FARCROSS at Innogrid:
[10] (ENG) https://hupx.hu/en/articles/farcross-at-innogrid/138
[11] (HU) https://hupx.hu/hu/hirek/farcross-az-innogrid-programjaban/138
Participation in conferences to demonstrate the results of the project is also planned after the evaluation phase of the project to introduce a new promising way of joint energy and balancing capacity trading to market participants. During the demonstration phase, HUPX provides updates on a regular basis on its website and via social media channels to encourage the work of WP10.

3 Communication Tools

In the following sections all the tools that are used throughout the whole project duration are described.

3.1 Branding

3.1.1 FARCROSS Logo

The brand consists of the logo, a headline and the key visuals. All three reflect to the focus points.

Logo and key visual are to stand out of the crowd. Some colours and motives are overused by other smart energy Horizon2020 projects in the recent years, therefore the visual identity of the FARCROSS needed to be something fresh which still enhances the message.

Figure 6: FARCROSS logo

3.1.2 FARCROSS Project Website

A website for the project was set up early in the first year of the project. It is the foundation of all online communication actions and it enables making all data created by FARCROSS accessible and searchable.

The focus points for the website:

- User friendly
- Responsive and Mobile friendly
- Design and color following the FARCROSS logo theme
- Easy to access all data
- Graphically appealing to the target groups but not disturbing
- All details, data and materials all accessible

- Hub for all communication materials (flyers, videos, infographs, press releases)
- Available to subscribe for Newsletter
- Contact details

Website: https://farcross.eu/

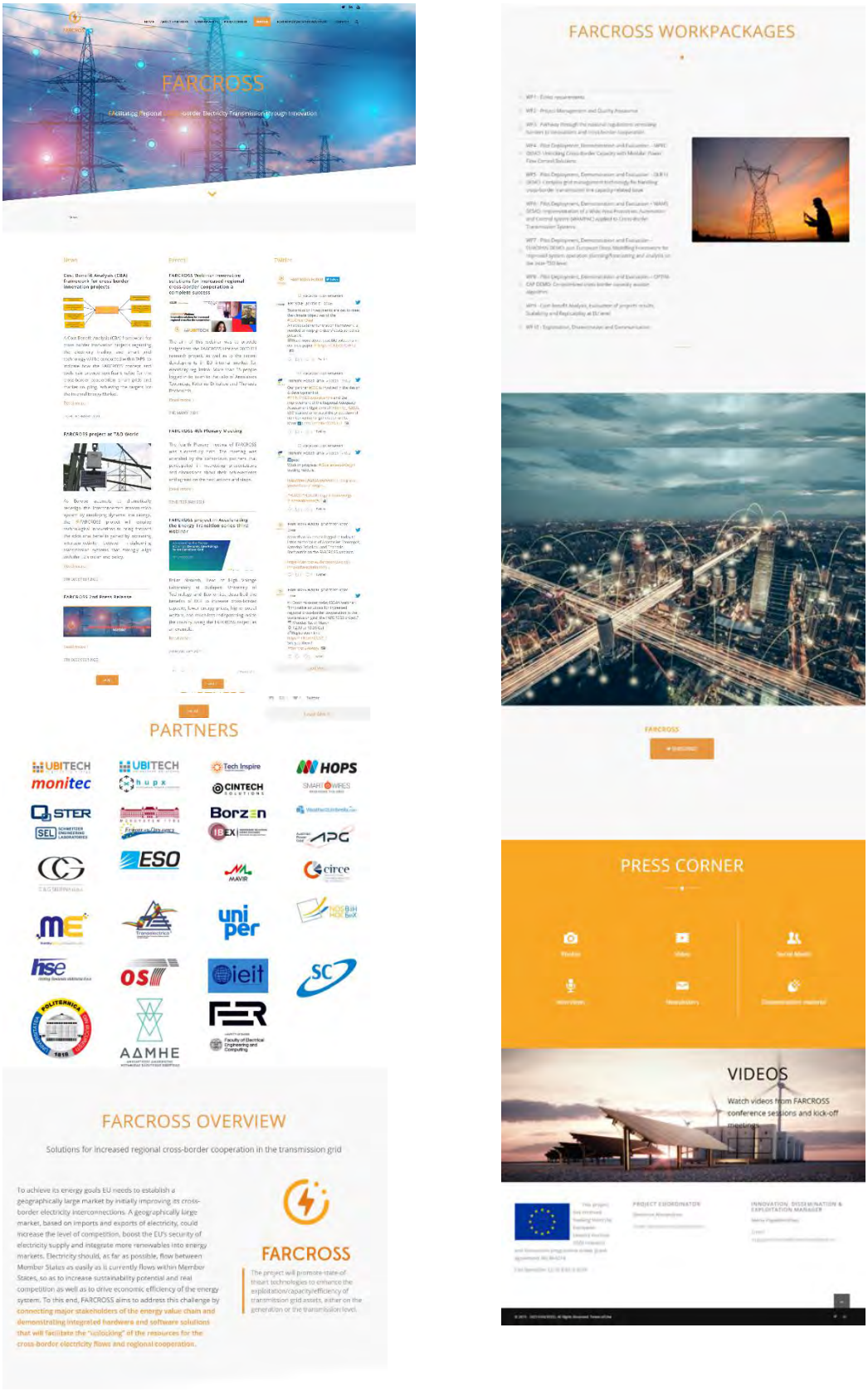

Figure 7: FARCROSS website home page. On the left the first part of the home page and on the right the rest of the home page.

FARCROSS website is constantly updated with the latest news of the project. In the second year of the project, two new categories were created in the FARCROSS site menu:

- Bridge section (Figure 8), where all the relevant information and news regarding Bridge initiative are presented and
- FARCROSS innovation/lesson section (Figure 9), where regular presentation and special promotion of the selected project highlights are presented.

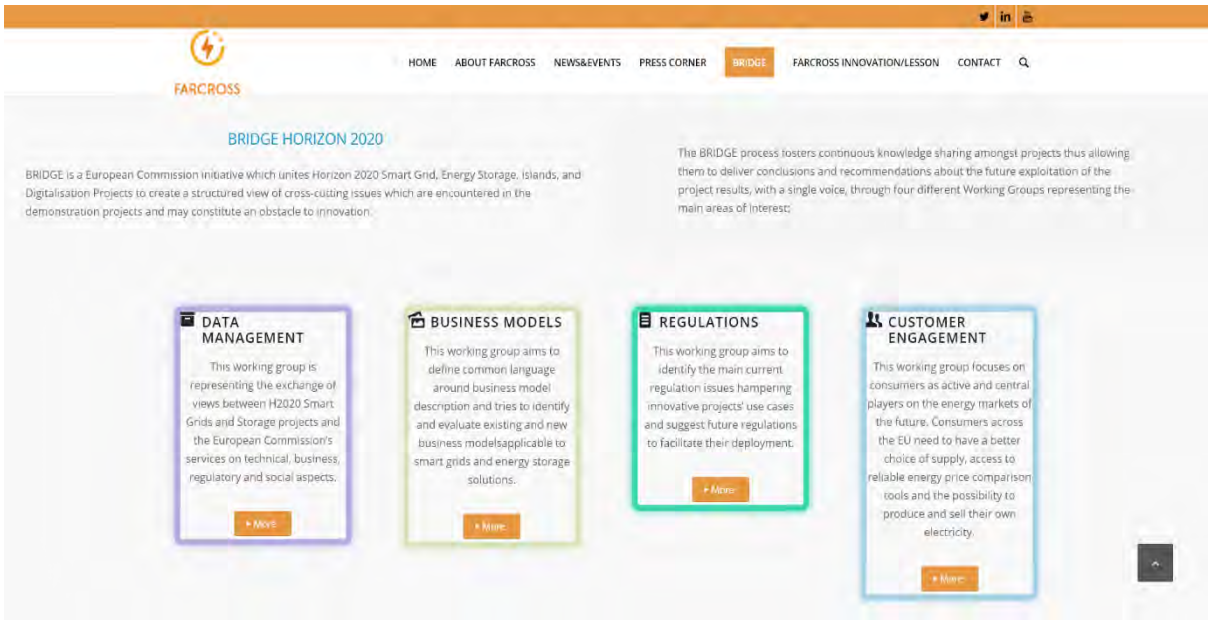

Figure 8 Bridge section in FARCROSS website

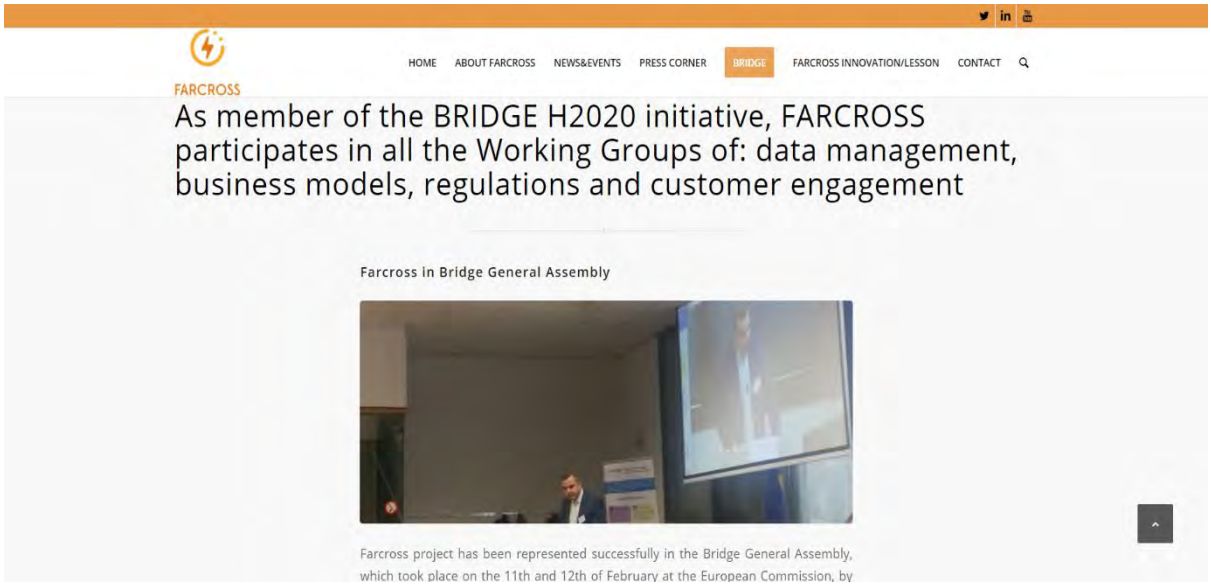

Figure 9 FARCROSS Innovation/Lesson section

3.1.3 Project Materials

To widen the range of communication and dissemination opportunities members of FARCROSS have created project flyers (Figure 10, Figure 11, Figure 12, and Figure 13), a poster and will create other brochures as well as the project matures and produces results. These kinds of materials are accessible both online and offline.

- Project flyer:
  - Introduction of the project
  - Uses graphic elements
  - Data & contact
  - Both online and offline available

Figure 10: FARCROSS project flyer v1 page 1

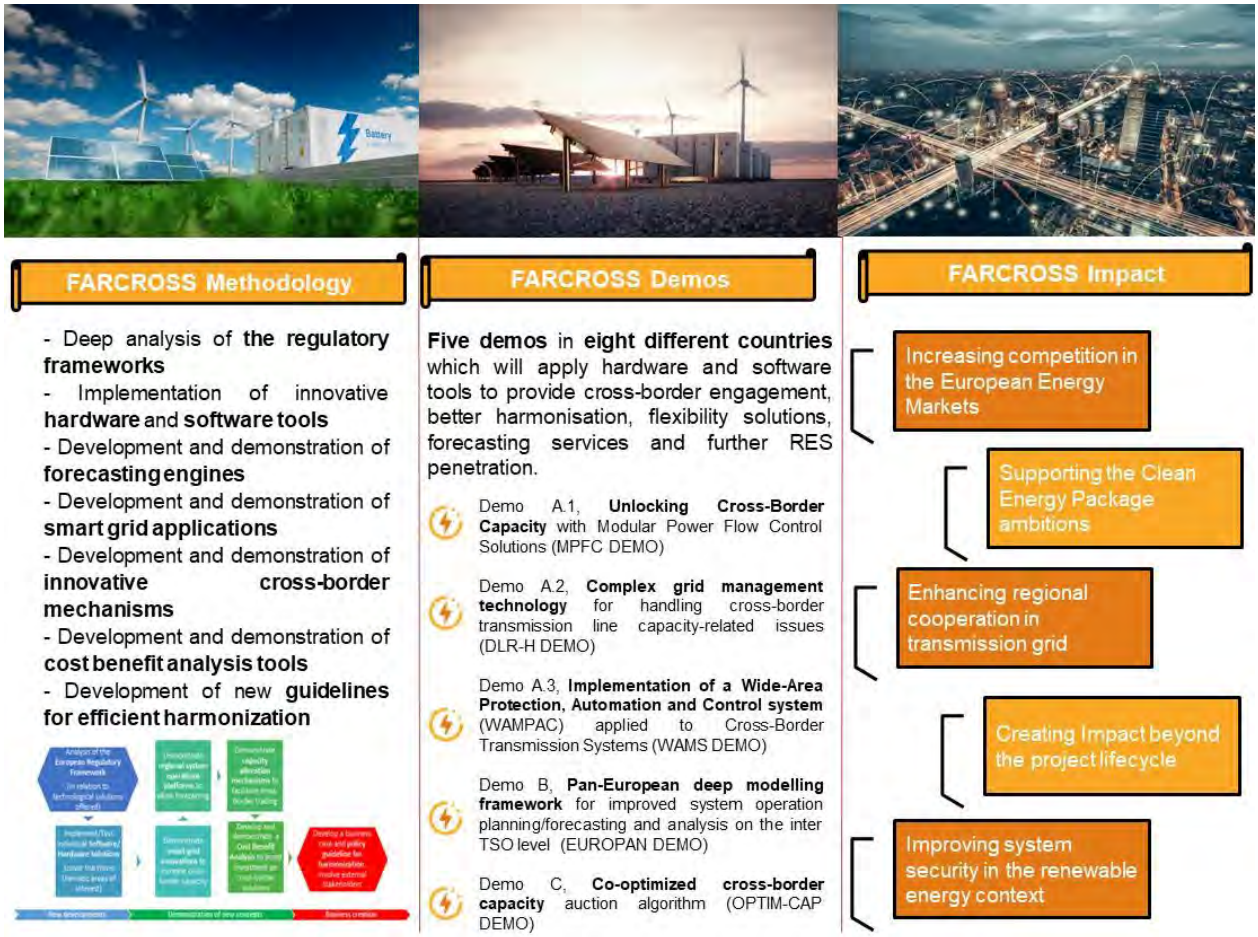

Figure 11: FARCROSS project flyer v1 page 2

Figure 12 FARCROSS project flyer v2 page 1

Figure 13 FARCROSS project flyer v2 page 2

- FARCROSS poster

Figure 14: FARCROSS poster

- Brochures
  - Technical factsheet for each demos
  - More detailed than flyer
  - Communicating results
  - Offline and online available

3.2 Dissemination Channels

3.2.1 Special Platform

FARCROSS is an active member in the BRIDGE community, which is an initiative of the European Commission for smart energy projects within the Horizon 2020 framework.

This platform grants additional channels of communication for FARCROSS as BRIDGE has various activities, e.g. events, workshops, newsletters or studies and reports which are relevant for our project. Visibility of BRIDGE channels are very well targeted in addition as it allows for the results become visible in front of the European Commission and the whole Horizon 2020 community and its stakeholders, which is one of the most desired audience to be reached by FARCROSS.

FARCROSS already participated and has been represented successfully in the Bridge General Assembly, which took place on the 11th and 12th of February at the European Commission. FARCROSS project was also included in the BRIDGE Newsletter #9 in June 2020 (https://www.h2020-bridge.eu/wp-content/uploads/2020/06/BRIDGE-June-2020-Newsletter_FINAL.pdf)

3.2.2 One-way Electronic Dissemination

3.2.2.1 Newsletter

Newsletters are powerful ways to regularly inform stakeholders about the progress of the project. Subscription is available through project website.

Also, it is an effective tool for dissemination and communication to be present in newsletters of 3rd parties.

Actions so far

Table 3: Conducted dissemination actions regarding the newsletter

What	Where	When	Who
Project Introduction	BRIDGE Newsletter #9 (3rd party) https://www.h2020-bridge.eu/wp-content/uploads/2020/06/BRIDGE-June-2020-Newsletter_FINAL.pdf	June 2020	FARCROSS
Project progress	FARCROSS Newsletter #1 https://mailchi.mp/0ca436b6f3cd/farcross-newsletter-1	January 2020	FARCROSS

Action Plan

- 10 issues of newsletter through 4 years
- Earn 500 subscribers
- 3 article per year in 3rd party newsletter

3.2.2.2 Media Communication and Press Releases

Public, industry and policy makers are also easy to reach through classic media channels. FARCROSS consortium plans to contact media mainly through press releases. These will be released at every major milestone of the project. Regional media could also be reached through members involved in demo processes.

Approaching each milestone as part of a bigger story is a must to raise attention of the media and create presence on these channels and reach the target groups.

Actions so far

- FARCROSS Press Releases. Available here.
- Project FARCROSS was listed (page 38) on Secretariat's study (13.05.2020) that maps the current situation of smart grids and smart meter penetration in the Energy Community Contracting Parties. Study visible here.

3.2.2.3 Scientific Publications

Table 4 Project publications

Type of Publication	Title	Authors	Title of the Journal/ Proceedings/Books series/Book (for book chapters)	Year of publication
Publication in Conference Proceedings/Workshop	System for on-line health monitoring of OHL towers and conductors	N. Gubeljak, V. Lovrenčić, B. Németh, A. Ivec, G. Šiniković	HRO CIGRE, 14th Symposium on Power System Management	2020
Publication in Conference Proceedings/Workshop	Investigation of Power Line Sag Uncertainty in Day-Ahead DLR Forecast Models	Levente Rácz, Dávid Szabó, Gábor Göcsei, Bálint Németh	Technological Innovation for Life Improvement	2020

Publication in Conference Proceedings/Workshop	A BME és a MAVIR kutatás-fejlesztés tevékenységei a FARCROSS projektben (Research and Development of BME and MAVIR FARCROSS project)	Bálint Németh, Bálint Hartmann, Gergő Holló	MEE conference 2020	2020
Publication in Conference Proceedings/Workshop	Laboratory-Scaled DEMO possibilities for testing WAMPAC solutions before field implementation	Aníbal Prada Hurtado, Eduardo Martínez Carrasco, Maria Teresa Villén Martínez, Miguel Ángel Oliván Monge, Christos N. Dikaiako, Yusuf Zafer Korkmaz	IEEE PES PowerTech Madrid 2021, Technical conference	2021
Article in Journal	Dynamic Line Rating—An Effective Method to Increase the Safety of Power Lines	Levente Rácz, Bálint Németh	Applications and Protections of High Voltage Power	2021
Publication in Conference Proceedings/Workshop	A Novel Methodology for Critical Span Identification for Dynamic Line Rating System Implementation	Dávid Szabó, Bálint Németh	4th International Conference on Electrical Engineering and Green Energy (CEEGE)	2021
Publication in Conference	Linear Asset Management: a case study of overhead transmission lines	D. Maletič, V. Lovrenčić	40th International Conferen	2021

Proceedings/Workshop		, N. Gubeljak, Y. Tsimberg, N. M. De Almeida, A. Lovrenčič, M. Maletič	ce on Organizational Science Development: Values, Competencies and Changes in Organizations: Conference Proceedings	
Publication in Conference Proceedings/Workshop	A Review of Wide-Area Monitoring and Damping Control Systems in Europe	Christos-Spyridon G. Karavas, Konstantinos A. Plakas, Konstantinos F. Krommydas, Andreas-Tamaz S. Kurashvili, Christos N. Dikaiakos, George P. Papaioannou	IEEE PowerTech conference 2021 proceedings	2021
Publication in Conference Proceedings/Workshop	Esquema De Protección De Área Amplia Basado En Mediciones De PMUs Utilizando El Ángulo De La Impedancia Integrada Y La Teoría De Barra Virtual En Sistemas Eléctricos De Potencia	Aníbal Prada, Eduardo Martinez, Maria Teresa Villen (all from CIRCE)	Technical Conference CIGRE Spain 2021	Expected by November 2021

3.2.2.4 Public Deliverables

The table below contains all the deliverables of the project that have been submitted during the second year of the project:

Table 5: Submitted deliverables within the 2nd year

Identifier	Title	Deadline	Partner	Comments
D2.2	Project Management Handbook v2	March 2021	UBITECH	Submitted
D3.1	Regulatory and legal challenges for cross-border harmonization v1	Sept 2020	CINTECH	Submitted
D3.2	Regulatory and legal challenges for cross-border harmonization v2	Sept 2021	CINTECH	To be submitted by Sept 2021
D4.1	Solution Design and Analysis	Sept 2020	SWE	Submitted
D4.2	Deployment of PFC Solution and Basic Engineering	Sept 2021	SWE	To be submitted by Sept 2021
D5.1	Description of the location selection method and IT environment with results	Sept 2020	C&G	Submitted
D5.2	Results of the proposed laboratory tests and integration of system components	March 2021	MEI	Submitted
D6.1	Definition of the grid, study cases and model constructions	Sept 2020	IPTO	Submitted
D6.2	WAMPAC System Development	Sept 21	CIRCE	To be submitted by Sept 2021
D7.1	Definition and requirements for EUROPAN framework	Sept 20	W2U	Submitted
D7.2	Design and Development of the EUROPAN platform regional	Sept 2020	ED	To be submitted by Sept 2021
D8.1	Comparison of the existing calculation methodologies of cross-zonal capacity	Sept 2020	UNIZG-FER	Submitted
D8.2	Market design for cross-border co-optimized energy-reserve allocation	Sept 2020	BME	Submitted
D8.3	Description of the IT architecture	Sept 2020	MEI	Submitted
D8.4	New methematical model of the optimization algorithm and an updated, scalable and high-performance algorithm prototype	Sept 2021	BME	To be submitted by Sept 2021

D10.3	Project flyer v2	June 2021	UBE	Submitted
D10.4	Yearly exploitation report and business plan update v1	Sept 2020	UBE	Submitted
D10.5	Yearly exploitation report and business plan update v2	Sept 2021	UBE	To be submitted by Sept 2021
D10.8	Yearly communication report including communication material v1	Sept 2020	UBE	Submitted
D10.9	Yearly communication report including communication material v2	Sept 2021	UBE	To be submitted by Sept 2021

3.2.3 Interactive Dissemination and Social Media

To increase the reach of project communication it is essential to be present on different channels of social media. FARCROSS has set up an own channel for Twitter, LinkedIn and YouTube (Figure 15) in order to reach each target group with all kinds of communication materials.

Twitter and LinkedIn account:

- Aligned with the information and news on the main webpage and tweets also displayed on www.farcross.eu
- Frequently updated
- Relevant posts
- Connecting with influencers, hubs to boost reach

YouTube Channel

- Hub for all videos made for the project
- Can increase the reach of the videos through YouTube “neutral” users

Actions so far

- LinkedIn and Twitter account already set up (255 followers altogether)

Action Plan

- Reach 400 followers, 100 retweets, 50 comments in 4 years
- 2 special features per year (equality, diversity and inclusivity)

3.2.4 Non-Electronic dissemination

3.2.4.1 Workshops and Conferences

Key to the traditional dissemination strategy is to focus on a number of scientific and business publications, in journals and conferences, outlining key technical achievements or business potential.

In order to raise awareness of the project, as physical events are not organized anymore due to the global pandemic, FARCROSS members participated in the following online events:

Table 6 Dissemination activities during the second year of the project

Event Name	Where	Date	Event URL/ Further Info	Partner participating
10th edition - **'Living** the **transition'** - InnoGrid	Online	11th June 2021	https://www.innogrid.eu/	UBE
14th (Online) Symposium on Power System Management	Online	9th - 13th November 2020	Hrvatska gospodarska komora (hgk.hr)	C&G

PowerTech 2021	Madrid (Spain)	June 27th - July 2nd, 2021	https://www.powertech2021.com/	CIRCE
H2020 Transmission Grids Projects Clustering Workshop	Online	2nd December 2020	None	UBE
Enlit Europe	Milan, Italy	30th November-2nd December 2021	https://www.enlit-europe.com/visiting/eu-projects-zone?&page=3&filters.status=EU%20Projects%20Zone%2CEU%20Projects%20Zone%20Premium%2CEU%20Projects%20Zone%20Digital%20Premium%2C&sortby=status%20desc%2Ctitle%20asc&searchgroup=9D6B2A63-exhibitors	UBE
IEEE Smart Grids for Smart Cities	Online	17th-23th March 2021	https://ieesg4sc.org/h2020-virtual-hall/	UBE
EMI2021 - MACZT Workshop	Online	May 2021	https://usea.org/program-categories/electricity-market-	W2U

			initiative-emi	
Bridge General Assembly	Online	2nd-4th March 2021	https://www.h2020-bridge.eu/2021-bridge-general-assembly-takes-place-on-march-2nd-3rd-and-4th/	UBE
ISGAN Academy webinar #27	Online	1rst of March 2021	https://www.iea-isgan.org/about-us/	UBE
CIGRE Paris	Paris, France	21st - 25th August 2021	https://www.cigre-exhibition.com/	C&G

3.2.4.2 Lectures

Research-active partners will create awareness of the FARCROSS project at Research level, presenting the project findings to the engineers and scientists of the future through lectures and seminars for undergraduate and postgraduate students and academics. FARCROSS consortium aims at 2 lectures per year with 50 participants on average each.

FARCROSS was presented on a lecture regarding WAMPAC system of WP6-Farcross in Power Sys. Control & Stability Course at University of Patras on March 2021.

3.3 Mapping of the Tools with Stakeholders Groups

A thorough mapping of the communication tools and the targeted stakeholders' groups are displayed in the table below:

Table 7: Tools of communication with the respective targeted groups

Tool of Communication	Practitioners/Public	Policy Makers/ Funders	Enterprise/Industry Stakeholders
Webpage	✓	✓	✓
Twitter & LinkedIn	✓	✓	✓
YouTube Channel	✓		
Introduction video & progress videos	✓	✓	
Presentation		✓	✓
Press Releases	✓		

One-pager		✓	✓
Brochure		✓	✓
Workshops & Conferences	✓		✓
Peer-reviewed Journal	✓		

4 Impact of Dissemination & Communication Activities (WP10 KPIs)

The dissemination and communication activities targets with the corresponding activities, KPIs and current status are described in the table below:

Table 8 Impact of Communication and Dissemination activities

	Target	Activities	KPIs	Current status
WP10 - Exploitation, Dissemination and Communication	10-1 Build-up and reach audience through website	10-1-1 Reaching visitors on website 10-1-2 Increasing visitor number	≥1000 visits /year1 ≥+50% /year	1877 visits/year1 2890 visits/year2 +53.96% / year
	10-2 Participate in and organize conferences and workshops	10-2-1 Participating in workshops /conferences 10-2-1 Organizing workshops	≥3 workshops/year ≥4 workshops /project More than 20% of workshops/ conferences participation should be through the BRIDGE initiative and synergies with other relevant projects.	15 participations/ 4 related to BRIDGE 1 organized workshop: - Innovative solutions for increased regional cross-border cooperation: the FARCROSS project (1/3/2021)
	10-3 Create technical factsheets about the project	10-3-1 Create factsheets for demos	≥1 /demo	Will be reported in next deliverables
	10-4 Publications of progress /results	10-4-1 Publication in peer-reviewed journals	≥8 /project	9 publications: - Linear Asset Management: a case study of overhead transmission lines - System for on-line health monitoring of OHL towers and conductors - Lab-Scaled DEMO possibilities for testing WAMPAC solutions before field implementation

				- Investigation of Power Line Sag Uncertainty in Day-Ahead DLR Forecast Models - A BME és a MAVIR kutatás-fejlesztés tevékenységei a FARCROSS projektben (Research and Development of BME and MAVIR FARCROSS project) - Dynamic Line Rating—An Effective Method to Increase the Safety of Power Lines - A Novel Methodology for Critical Span Identification for Dynamic Line Rating System Implementation - Esquema De Protección De Área Amplia Basado En Mediciones De PMUs Utilizando El Ángulo De La Impedancia Integrada Y La Teoría De Barra Virtual En Sistemas Eléctricos De Potencia - A Review of Wide-Area Monitoring and Damping Control Systems in Europe

	10-5 Newsletters	10-5-1 Issue newsletters about progress of the project 10-5-2 Reach subscribers 10-5-3 Contribute to 3rd party newsletter	≥10 issues /project ≥500 subscriber /project ≥3 articles /year	1 issue: https://mailchi.mp/0ca436b6f3cd/farcross-newsletter-1 138 subscribers (2020) 142 subscribers (2021) 2 articles in 2020: Newsletter/June BRIDGE Newsletter #9 Secretariat's study (13.05.2020)
	10-6 Press releases	10-6-1 Issues a press release	≥1 /6 months	2 press releases (2020 and 2021) https://farcross.eu/press-release/
	10-7 "Special innovation lesson" (start in month 13)	10-7-1 Special features 10-7-2 Regional promotion events	≥10 /project ≥4 /project	https://farcross.eu/farcross-innovation-lesson/
	10-8 Leaflet, brochures, presentation	10-8-1 Leaflet 10-8-2 Brochures 10-8-3 Video & YouTube channel 10-8-4 Presentation	≥1 /project ≥3 /project ≥1 /project ≥12 /project	1 Leaflet (2020) 2 brochures 0 video 1 presentation
	10-9 Communication through Social Media	10-9-1 Followers 10-9-2 Retweets 10-9-3 Comments	≥400 /project ≥100 /project ≥50 /project	255 followers (Twitter & LinkedIn together) 8 Retweets in 2020 15 Retweets in 2021
	10-10 Lectures	10-10-1 Lectures 10-10-2 Participants of lectures	≥2 lectures /year ≥50 participants/ lecture (average)	1 lecture in Power Sys. Control & Stability Course at University of Patras
	10-11 Youth engagement	10-11-1 Create a learning pack	≥1 /project	Will be reported in next deliverable versions
	10-12 Equality, diversity and inclusivity	10-12-1 Special features on the topic 10-12-2 Targeted speaking spot	≥2 /year ≥1 /year	Will be reported in next deliverable versions

5 Changes in Strategy

As the Corona virus crisis stroke, physical events were not organized in the second year of the project.

As an action point, consortium members to participated actively in online events hosted online gatherings. Towards this goal, UBE have created on FARCROSS website, a dedicated session for the dissemination material.

6 Upcoming Activities

In this deliverable, FARCROSS communication and dissemination strategy has been shortly resumed, the conducted activities have been presented, planned activities have been outlined and the necessary changes to the adopted strategy due to Corona crisis have been argued.

In Table 9, the planned joined activities for the entire project in the upcoming period are presented. It is noteworthy that the following list is not final, and the partners are continuously assessing possibilities to communicate the outcomes of FARCROSS project due to the accompanying restrictions of Corona outbreak.

Table 9: Planned activities in the upcoming period

Planned Activities
Creating project's presentation video.
Participating and submitting scientific papers to various conferences, such as PowerTech Madrid 2021.
Publishing a third press release and newsletter.
Representing FARCROSS at Bridge periodic meetings in all 4 different working groups (data management, business models, regulations, customer engagement).
Participating online in key national and European events.

7 Conclusions

FARCROSS managed to have a strong presence in the European smart energy scene by participating in various online events. As the corona virus continues to strike in the second year of the project, FARCROSS consortium has strengthen its online presence by presenting FARCROSS in multiple workshops and conferences. Some highlights were the 10th InnoGrid Edition 'Living the Transition' conference on energy transition, where FARCROSS presented how it can boost the energy transition by demonstrating integrated hardware and software solutions that will facilitate the "unlocking" of the resources for the cross-border electricity flows and regional cooperation, and the FARCROSS webminar regarding innovative solutions for increased cross-border cooperation. FARCROSS website and social media accounts were kept up to date with partner's presentations and outcomes of the project. FARCROSS within the BRIDGE initiative aimed to cooperate and share knowledge with other smart energy projects, such as TRINITY, and relevant European actors.

Through these activities FARCROSS managed to reach its KPI targets for the first year related to communication and dissemination in most categories. Nevertheless, with the help of our 31 partners and their extended community in many activities we could overachieve our goals (e.g. number of visitors on website, participation in workshops and conferences, number of social media followers). There are also categories where our consortium need to put in more effort in order to achieve our KPI targets throughout the coming years, which is one of the main tasks within the communication and dissemination activities of the project for the upcoming year.

Communication and dissemination efforts are going to be mainly based on the 5 demos of the project. All demos have already shown significant progress so far, therefore it is expected more results as the project matures in terms of testing market design, products and services for flexibility, to be presented in the short-term future.