



FARCROSS

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



DELIVERABLE D10.8

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Table of Acronyms

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. Communication efforts from the project consortium will focus on visibility, understanding and involvement.

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 will follow a so called “GLOCAL” approach when communicating about the projects. This means to use local channels of the members to enhance global impact of the communication efforts. It creates a widespread network of sources which can be used later on the common communication channels of the project.

The main message of the FARCROSS it is that it “Connects 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.”.

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 will be 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 will use 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 purpose of this document is to lay the common ground concerning communication and dissemination for members of FARCROSS consortium. Planning is crucial for effective actions in communication hence this document contains relevant target groups, roadmap for communication and provide detailed view on tools of communication and dissemination.

The purpose of Communication and Dissemination plan is to keep track of KPI's related to these issues.

This document is however not only for planning but for reporting as well. All communication activities made by any member of the consortium, or by the consortium itself concerning FARCROSS will be indicated throughout the four years of the project.

1.2 Structure of this document

This document follows a structure based on suggestions by the European Commission concerning communication and dissemination of Horizon 2020 projects.

In Section 2, the plan and the objectives of communication and dissemination are discussed followed by the communication roadmap, the relevant target groups and stakeholders.

In Section 3 all the tools planned to use for communication and dissemination are listed and explained. In addition, the dissemination and communication activities made by the consortium are presented. 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, an illustration of the changes that are needed to our strategy due to the challenges of the Corona crisis are presented and lastly in Section 6 the conclusions of this report are summarized.

2 Dissemination

2.1 Dissemination Plan and Objectives

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



Figure 2 What FARCROSS wants to achieve

- **Visibility**

It is vital to introduce the project on different levels of interest. To show that FARCROSS exists is very important to each of the target groups from different aspects of the project. It is also important to stand out of the crowd of other smart energy related projects. Although cooperation between each TSO-DSO-based Horizon 2020 project is essential, FARCROSS needs to have character that is distinctive. This would not only make communication actions more effective but would help dissemination to the highest level.

- **Understanding**

FARCROSS is a very complex project with high standards on each field of experts involved. However, its results could affect everyday life of consumers and other stakeholders who need to understand what could be achieved with the success of this project.

- **Involvement**

FARCROSS aims to share the project results with stakeholders like scientific community, startups and TSOs, DSOs not participating in the consortium. Communication actions should focus on their and other relevant stakeholders' involvement as well.

2.2 Approach

• GLOCAL approach

There are 31 participants 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), which means a huge network that could be reached through each contributor. We should exploit this advantage in order to make communication and dissemination successful. Our participants' contacts are our biggest asset in the means of communication. Therefore, FARCROSS members will follow a so called "GLOCAL" approach. This means that by using LOCAL assets, communication and dissemination will be more effective on a GLOBAL level.

With each action of communication local connections should be exploited by each member (e.g. websites, social media pages, media contacts, events). A local communication activity then goes global through the common channels of FARCROSS project and builds up a storyline piece by piece.

With this approach it's more effective to reach relevant audience than try communicating only in a global way. For instance, a journalist from a country that is involved in the project is more likely to report a story on FARCROSS than reacting to a press release composed for global audience. After a story is published, it could be used on FARCROSS website, social media, etc. thus creating new communication materials to share.

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)

• Graphical approach

The idea and the work behind FARCROSS are much easier to comprehend through graphical tools. Therefore, graphic materials are to be used whenever possible to strengthen the message during communication actions.

It is essential to create graphic materials that can introduce FARCROSS project in general and update these materials/create new ones when more specific actions - like demos - take place.

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

2.3 Identification of Stakeholders and Users Groups

For each one of the previously identified Phases of the communication and dissemination roadmap include relevant stakeholders to whom the communication and dissemination efforts of the project should be addressed.

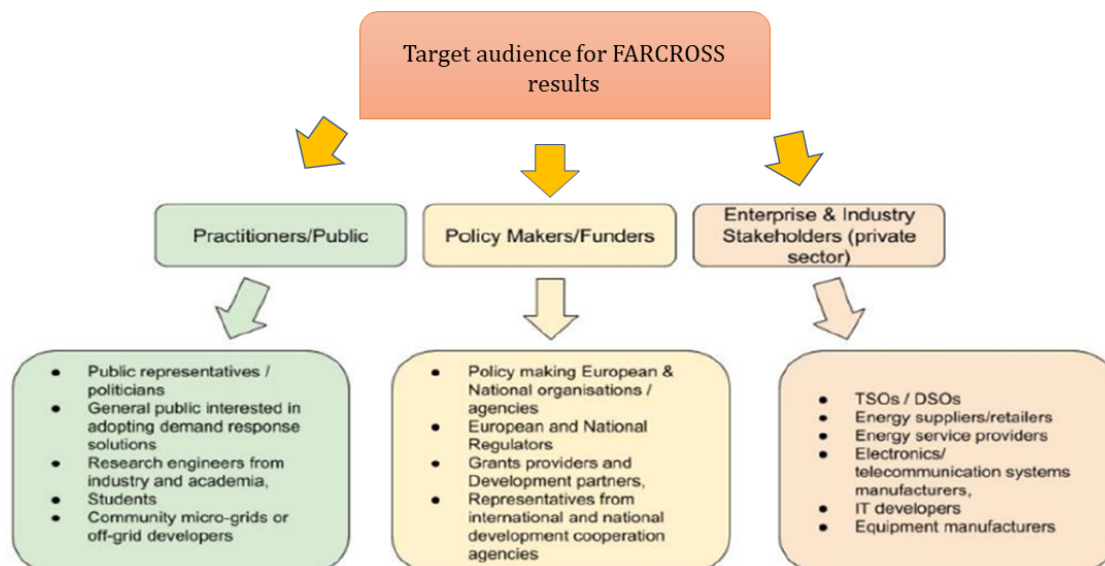


Figure 4 Target Audience

For FARCROSS to achieve its dissemination objectives, it is essential to define a detailed timeline and strategy approach regarding the targeted stakeholder groups. The table below presents the defined phases with the corresponding target groups.

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 from industry and academia - European and national regulators - Representatives from international and national development cooperation agencies - Public that could be affected by results of the project - Students - Equipment manufacturers

2.4 Dissemination and Communication Roadmap

The key to the effective dissemination of project results is to communicate important achievements in the right time and to the right stakeholders. Therefore, generated knowledge will be made available to the groups of interest in three consecutive 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

2.5 Dissemination and Communication Methodology

A coordinated dissemination and communication plan is vital to ensure a far-reaching impact of the FARCROSS project. Therefore, a four-folded concept is proposed in the figure below:



Figure 5: Dissemination and Communication Process Flow

In step 1, dissemination and communication opportunities are collected by asking the FARCROSS consortium to report known opportunities via a detailed reporting template uploaded in the FARCROSS Repository.

In step 2, the dissemination and communication material is created (e.g. press releases, poster, project flyer) and is accessible both online and offline.

In step 3, the results of the dissemination and communication are collected. To this end, data through technical assessments whenever possible are collected (e.g. number of visits in FARCROSS website).

In step 4, the reported dissemination and communication activities are reviewed monthly to early identify if the performance is as expected and if the project KPIs are reachable in the upcoming period. By continuously monitoring these activities, early actions can be taken in improving our communication and dissemination performance.

2.6 Dissemination Data Management Methodology

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.

2.7 Individual Dissemination Plans

2.7.1 UBITECH

During the course of the project, UBITECH intends to disseminate information about the project scope, objectives and developments to a wide range of stakeholders in the relevant business, industrial and research communities, starting from the preliminary and first results (e.g. conceptualization, architecture, models) at the early stages of the project to more mature results (e.g. prototypes installation, pilots, evaluation) near the end of the project.

UBITECH is going to utilize the following dissemination channels:

- (a) publication on its corporate website and company newsletter,
- (b) active participation to EU organized events and conferences,
- (c) editing and publication of brochures, press releases and announcements

Furthermore, UBITECH, by capitalizing on its involvement as coordinator in five H2020 research projects, as scientific and technical coordinator in the PaaSword (Cloud Security), ARCADIA (Software Technologies) and MATILDA (5G) H2020 projects will seek to establish synergies in order to ensure a useful exchange of knowledge.

2.7.2 UBE

UBITECH ENERGY has a central role in the project as WP10 leader and Technical coordinator overseeing all the activities taking place throughout the whole duration of the project. As a part of its internal dissemination strategy, a broad range of dissemination assets has been generated (posters and flyers). The previously mentioned assets have been distributed internally through UBITECH ENERGY's communication and dissemination channels (internal bulletins, business feeds and blogs) and target account managers, policy makers and internal decision makers to ensure awareness about the project and its main innovations.

UBITECH ENERGY is actively involved on several EC initiatives. In the future UBE will take advantage of its strategic position to promote collaboration with other research projects that could provide high value and knowledge transfer.

Table 3: UBE's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
FARCROSS project flyer	Flyer	16/03/2020	https://farcross.eu/wp-content/uploads/2020/07/FARCROSS-Project-flyer-v1.pdf	-	-	General public	Global
FARCROSS project poster	Poster	07/02/2020	https://farcross.eu/wp-content/uploads/2020/07/FARCROSS-POSTER.pdf	-	-	General public	Global
Retweeted the post in Twitter about DRL-H DEMO	Social media	09/06/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Retweeted the post in twitter about WAMS demo	Social media	12/06/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Retweeted the post about FARCROSS in Energy Community Study	Social media	26/05/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Retweeted the post about FARCROSS and LineVision	Social media	14/05/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Retweeted the post about OPTIM-CAP demo	Social media	22/07/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Retweeted the post about FARCROSS in IPTO's magazine	Social media	06/06/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Retweeted the post about FARCROSS newsletter registration form	Social media	08/07/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Retweeted the post about FARCROSS first Press Release	Social media	30/07/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Post in twitter about the installation of sensors at APG line	Social media	28//08/2020	https://twitter.com/Ubitechenergy	-	-	General public	Global
Post in LinkedIn about the presentation of FARCROSS in BRIDGE	Social media	16/07/2020	https://www.linkedin.com/groups/8865907/	-	-	General public	Global

Post in LinkedIn about the First Press Release of FARCROSS	Social media	30/07/2020	https://www.linkedin.com/groups/8865907/	-	-	General public	Global
Post in LinkedIn about the installation of sensors at APG line	Social media	28/08/2020	https://www.linkedin.com/groups/8865907/	-	-	General public	Global

2.7.3 IPTO

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

In this context IPTO's Dissemination and Communication Plan in FARCROSS focuses on presenting and promoting the project's results to key internal and external targeted stakeholders (dissemination activities), whereas also aims to engages in dialogue a broader group of stakeholders including interested group and the general public (communication activities). IPTO's dissemination and communication activities will follow the different stages of technology readiness, i.e. from prototype (TRL5-6 for MPFC DEMO, DLR-H DEMO and WAMS DEMO) to commercial (TRL8-9). In addition, since the introduction of new services in order to cover the needs of more stakeholders of the energy value chain is one of the key success factors of FARCROSS, IPTO will try to engage new stakeholders and form new value chains. Hence, the IPTO's dissemination and communication activities will be broadened from the main targeted audience, which is the TSOs and the energy producers, to the general public.

Initially, IPTO aims to disseminate the tools and technologies implemented and developed within the FARCROSS project to all the relevant departments in the company in order for them to obtain a better insight on these innovative technologies. Thus, the different departments can consider them as an alternative solution to the increasing challenges that the transmission network faces.

The research and development department of IPTO, which is responsible for the successful implementation of the FARCROSS, presented the scope and goals of the project in an internal meeting which took place in July 2020. The main goal of this presentation was to communicate the ideas and the goals that the project aims to succeed in the following 6-12 months and to receive relevant feedback towards the implementation.

When, the results become more mature and well established, IPTO aims to communicate them to other TSOs through ENTSO-E' s Research, Development & Innovation Committee (RDIC). Finally, the gained experience, and the results obtained, will be disseminated to other stakeholder though a range of dissemination and communication tools, such as:

- **Website:** The new IPTO's website will be set up in order to disseminate relevant information of FARCROSS project.

- **Social media:** A wide range of social networks of IPTO's personnel, such as Facebook and LinkedIn will be used to provide information to interested stakeholders and engage a broad audience.
- **Newsletters:** IPTO aims to produce newsletters that will include information about FARCROSS activities, general information, objectives, demo installations, results etc.
- **Publications:** IPTO is expected to disseminate its work in peer-reviewed scientific journals and international conferences.

Table 4: IPTO's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
Article in IPTO's website	Website	-	https://www.admie.gr/en/node/3211	-	-	General public	Global
Article in IPTO's magazine about FARCROSS	Non-scientific / non-peer-reviewed publication (in Greek language pp.50-51)	-	https://www.admie.gr/sites/default/files/2020-03/ΔΕΚΕΜΒΡΙΟΣ%202019.pdf	-	-	General public	National
Post in LinkedIn about FARCROSS project	Social media	-	https://www.linkedin.com/feed/update/urn:li:activity:6694563604185853952/	-	-	General public	Global

2.7.4 ESO

ESO has created a separate section for the project on its website, where general information about the project and a link to the first newsletter (<http://www.eso.bg/?did=370>) were published. The project section website can be found both on the Bulgarian and English version of the ESO's site. It will be regularly updated with news and information about the implementation progress of the project.

2.7.5 MAVIR

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

2.7.6 APG

APG is interested in the market dissemination of the work carried out during the project. APG's target group is the other TSOs and the relevant energy stakeholders. APG is planning to participate in conferences, such as IEEE PES PowerTech

Conference and European Utility Week, as an exhibitor to show the results of the project.

2.7.7 TRANS

TRANS during the 1 year circulated project's presentations internally to the market department, the forecast department, the operational planning system department as well as to our management department, in order to obtain the necessary support and data to fulfill the tasks indicated by the project.

2.7.8 HOPS

HOPS communication and dissemination activities are currently in initial stage. HOPS is actively involved in WP5 and WP8 and all updates about its FARCROSS participation will be published on the HOPS official website (www.hops.hr) and by posting relevant information on official HOPS LinkedIn site.

At this moment, first press release about FARCROSS installation which took place under WP5 activities and includes installation of DLR sensors on first of two selected demo lines, has been published on HOPS website and LinkedIn site under following links:

- <https://www.linkedin.com/posts/hrvatski-operator-prijenosnog-sustava-d-o-o-vijesti-activity-6706098451848941569-L7FR>
- <https://www.hops.hr/vijesti/prva-uspjesna-ugradnja-opreme-u-okviru-projekta-farcross>

Over time, the results of the work on Co-optimized cross-border capacity auction algorithm, performed within WP8 activities, will be published through the mentioned media as well.

2.7.9 NOSBiH

NOSBiH is one of the partners involved in WP5 but actively following accomplishments of other FARCROSS WPs.

NOSBiH plans to support all FARCROSS events and announcements by posting relevant information on social networks (LinkedIn, twitter) and/or publishing on its website www.nosbih.ba.

NOSBH has presented its participation in the FARCROSS project on its website. In addition to the project description, a link to the official FARCROSS website is given. First press release is shared on NOSBiH web site:

[https://www.nosbih.ba/en/korporativneAktivnosti/news-\(05-july-2020\)/265](https://www.nosbih.ba/en/korporativneAktivnosti/news-(05-july-2020)/265)

NOSBiH posts on social media:

LinkedIn:

- Post about DRL-H DEMO: Complex grid management technology for handling cross-border transmission line capacity-related issues
<https://www.linkedin.com/feed/update/urn:li:activity:6681120988958097408/>

- Post about OPTIM-CAP DEMO: Co-optimized cross-border capacity auction algorithm
<https://www.linkedin.com/feed/update/urn:li:activity:668336769722258688>

Twitter (<https://twitter.com/nosbihc>):

- Post about OPTIM-CAP DEMO: Co-optimized cross-border capacity auction algorithm
- Post about the first press release

2.7.10 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. Indicative events in which OST plans to participate include CIGRE conferences, IEEE journals and others.

2.7.11 CIRCE

CIRCE's communication and dissemination activities are a core part of the FARCROSS project, and will ensure that all project activities, key messages and main exploitable results are communicated to relevant stakeholders in a clear and consistent manner.

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, this plan will ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods.

Table 5: CIRCE's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
Article in CIRCE's website about the project KoM	Website	12/11/2019	http://www.fcirce.es/en/news/farcross-will-facilitate-cross-border-electricity-flows-through-innovation	-	-	General Public	Global
Post in Twitter about the project	Social media	12/11/2019	https://twitter.com/fCIRCE/status/1194243604019105792	-	-	General Public	National
Post in Facebook about the project	Social media	12/11/2019	https://www.facebook.com/permalink.php?id=360751440606172&story_fbid=3034035929944363	-	-	General Public	National

Post in LinkedIn about the project	Social media	12/11/2019	https://www.linkedin.com/posts/circe-research-centre-for-energy-resources-and-consumption_farcross-un-proyecto-financiado-con-136-activity-6600009161659031552-H7RK	-	-	General Public	National
Article in a magazine about FARCROSS (SmartGridInfo)	Non-scientific / non-peer-reviewed publication (popularised publication / magazine)	09/01/2020	https://www.smartgridsinfo.es/2020/01/09/proyecto-europeo-farcross-trabajara-conectar-conjunto-agentes-cadena-valor-energia	-	-	General Public	National
Post in Facebook about project newsletter	Social media	27/01/2020	https://www.facebook.com/fcirce/photos/a.676324879048825/3214825765198711/?type=3&tn=-R	-	-	General Public	National
Post in Twitter about project newsletter	Social media	27/01/2020	https://twitter.com/fCIRCE/status/1221727583152365568	-	-	General Public	National
Post in LinkedIn about project newsletter	Social media	27/01/2020	https://www.linkedin.com/feed/update/urn:li:activity:6627493018087895040	-	-	General Public	National
Presentation of the project on CIRCE website	Website	20/02/2020	https://www.fcirce.es/en/horizon2020-en/farcross_eng	-	-	General Public	Global
New post on the FARCROSS website	Website	12/06/2020	https://farcross.eu/wams-demo-implementation-of-a-wide-area-protection-automation-and-control-system-wampac-applied-to-cross-border-transmission-systems/	-	-	General Public	Global
Post in LinkedIn about 1st press release	Social media	05/08/2020	https://www.linkedin.com/feed/update/urn:li:activity:6696714631899054080	-	-	General Public	Global
Post in Facebook about 1st press release	Social media	05/08/2020	https://www.facebook.com/fcirce/posts/3714779601869989	-	-	General Public	Global
Post in Twitter about 1st press release	Social media	05/08/2020	https://twitter.com/fCIRCE/status/1290949000770859011	-	-	General Public	Global

2.7.12 BME

The official Facebook page of BME High Voltage Laboratory (<https://www.facebook.com/bme.nfl>) is continuously providing information about the latest activities related to FARCROSS project, like the installation of the sensors, or newsletters.

2.7.13 UPB

Based on the Exploitation Plan, UPB will follow the following guidelines:

- Evaluation of the impact of general progress with topics related to the project for the industry-related specialists.
- Contribution to the improvement of scientific communities, by organizing or participating in workshops and conferences.
- Attraction of new researchers and students.
- Enhancement of the project's dissemination activities, by presenting the project's activities in conferences (industrial and academic) and journals.

In addition, UPB will develop a wide range of dissemination activities, such as:

- Lectures for second and third-level students (MSc and PhD)
- International conference organization
- Scientific workshops for industry-related specialists

2.7.14 UNIZG-FER

UNIZGFER will publish updates about its FARCROSS participation on the official website of the Department of Energy and Power Systems (<https://www.fer.unizg.hr/zvne>) and in the official newsletter of the UNIZGFER (https://www.fer.unizg.hr/novosti/glasnik_fer-a). Information is additionally available at: <https://www.fer.unizg.hr/novosti?@=2shi3>. Also, a post on FB page of the National Television TV show Eko-Zona was made (<https://www.facebook.com/ekozone.hrt.hr>).

UNIZGFER plans to submit and publish at least 1 journal and 2 international scientific conference papers. The journal papers will be published in high impact factor peer-reviewed journals (Sci Expanded or Current Content), while the conference papers will be aimed at research community and policy makers (international scientific conferences) as well as regional and international industry stakeholders. The first paper will be submitted at the end of year 2 of the FARCROSS project.

2.7.15 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.

At this stage, during support of the needs' analysis and site identification process, for deployment of the demonstration project in 2021, dissemination and

communication has been focused on the FARCROSS project in general. It is planned that this focus will move to dissemination and communication of the demonstration project itself towards the end of 2020. 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.

Table 6: SWE's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
ENTSOE RDIC and SOC joint meeting on innovation technologies	Meeting	26/11/2019	N/A	ENTSOE Brussels	Yes	European TSOs	EU wide
CIGRE SEERC Conference	Conference	29/11/21 - 02/12/21	http://cigrevienna2020.at	Vienna, Austria	Yes	European TSOs	SE Europe (predominantly)

2.7.16 SEL

SEL has carried out internal presentations of FARCROSS project and the objectives of SEL participation in this project. The dissemination activities plan consists of experience sharing with other members of the company and customers, as well as collaboration with any other activities developed within the working package.

2.7.17 STER

In the first year of project STER supported dissemination activities proposed by WP6 leader.

2.7.18 ED

Dissemination actively supports the exploitation and future success of the results. ED actively promotes the goals and ideas of the EUROPAN platform through its network of collaborators and outreach activities. In the first year of activity, ED has created a relevant post on its webpage and has been involved in the dissemination of FARCROSS goals and activities through the participation in the Bridge initiative (physical attendance on meetings & presentation of main concept and ideas).

2.7.19 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. Indicative list of the events in which MONITEC will participate are: CIGRE

conference, Forum Netzbau und Betrieb Germany and exhibitions (Europe, Brazil), as well as IEEE T&D Show US.

2.7.20 CINETECH

CINETECH as WP2 and WP8 leader in FARCROSS project follows closely the demonstrators' activities. CINETECH was involved in the dissemination and communication activities as shown in the following table. Target group are engineering companies and power systems end users, while CINETECH dissemination goals are to present the project's results.

Table 7: CINETECH's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
Post in LinkedIn about Farcross first Press Release	Social media	30/07/2020	https://www.linkedin.com/feed/update/urn:li:activity:6694561503472861184	-	-	General public	global
Retweet the post about Farcross first Press Release	Social media	30/07/2020	https://twitter.com/CintechLtd	-	-	General public	global
Retweet the post about Farcross Newsletter Subscription	Social media	08/07/2020	https://twitter.com/CintechLtd	-	-	General public	global
Post in LinkedIn about EuroPan Demo	Social media	16/06/2020	https://www.linkedin.com/feed/update/urn:li:activity:6678709854154059777	-	-	General public	global
Retweet the post about Farcross at BRIDGE_H2020	Social media	14/02/2020	https://twitter.com/CintechLtd	-	-	General public	global
Announcement on CINETECH website about Newsletter Issue #1	Website	25/01/2020	https://cintechsolutions.eu/?page_id=235	-	-	General public	global
Post in LinkedIn about Newsletter Issue #1	Social media	25/01/2020	https://www.linkedin.com/feed/update/urn:li:activity:6626831059940110336	-	-	General public	global
Announcement on CINETECH website about Farcross web site being published	Website	12/11/2019	https://cintechsolutions.eu/?page_id=235	-	-	General public	global
Post in LinkedIn about Farcross web site being published	Social media	12/11/2019	https://www.linkedin.com/feed/update/urn:li:activity:6610460701041446912	-	-	General public	global

2.7.21 IEIT

IEIT assists in the identification of technological and demonstrators' requirements as well as in flexibility issues. IEIT will assist in scientific and market dissemination of the work carried out during the project to key power systems stakeholders.

2.7.22 SC

SC actively promotes projects' major steps in its relevant entrepreneurial media releases and web site. The communication activities planned consists of presentation of the demo accomplishments to the relevant bodies' events for Innovation actions.

Table 8: SC's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
Presentation of the project on "SIDE EVENT TO THE SADC ENERGY TECHNICAL COMMITTEE MEETING" Tanzania	Event	27/2/2020	http://istc.int/en/MC5	Dar es Salaam/ UR Tanzania	Yes	Experts	Africa
Presentation of the project on " FOURTH JOINT MEETING OF THE SADC NETWORK"	Meeting	27/11/2019	http://istc.int/en/MC5	Gaborone, Botswana	Yes	Experts	Africa
Presentation of the project on SC website	Website	22/10/2019	www.novotika.com	-	-	General Public	Global

2.7.23 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.

2.7.24 C&G

C&G began installing sensors (OTLM, WS, IMOTOL) in the second half of 2020. Specifically, C&G performed the installation in the Croatian TSO (HOPS).

In this case C&G prepared the article to NC CIGRE, CROATIA, November 2020 in Opatija:

Nenad Gubelj, Viktor Lovrenčić, Balint Nemeth, Andrej Iveć, Goran Šiniković, SYSTEM FOR ON-LINE HEALTH MONITORING OF OHL TOWERS AND CONDUCTORS, CROATIAN BRANCH OF THE INTERNATIONAL COUNCIL FOR LARGE POWER SYSTEMS - CIGRE, 14th Symposium on Power System Management, Opatija, November 8 - 11, 2020

However, major international conferences (e.g. CIGRE, SEERC) were either postponed or conducted online due to COVID-19, resulting to delay of the article publication.

2.7.25 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 have been used by other groups. W2U has been involved in the dissemination of FARCROSS' goals and activities through the participation in the all meetings (physical attendance or video-conferencing).

2.7.26 TECH

TECH has created a new section for FARCROSS project in its website describing the main objectives and the project overview. TECH has also used the social media tools such as Twitter to follow the progress of FARCROSS as well as publish updates on the latest activities and achievements of FARCROSS.

2.7.27 HSE

Table 9: HSE's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
Article in HSE's website about the project		18/11/2019	https://www.hse.si/en/hse-group/development-projects/	-	-	General Public	Global
Post in LinkedIn about the WP8 meeting in Budapest	Social media	04/02/2020	https://www.linkedin.com/posts/andrej-knuple%C5%BE-bb7b7111_jernej-oti%C4%8D-in-andrej-knuple%C5%BE-iz-dru%C5%BEB-activity-6630412578520653824-PB2p/	-	-	General Public	Global

Dissemination and communication future plan includes:

1. Detailed description of the project and activities on the website
2. Presentation article in an internal journal
3. Poster presentations at various professional events and meetings.

2.7.28 UNIPER

Table 10: UNIPER's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
Part of the LinkedIn FARCROSS H2020 Group	Website	-	https://www.linkedin.com/groups/8865907/	-	-	General public	Global

Following FARCROSS Group on twitter	Website	-	https://twitter.com/FARCROSS_H2020	-	-	General public	Global
Shared the first FARCROSS Press Release within the organization	Website	30.07.2020	https://farcross.eu/farcross-first-press-release-is-now-out-and-fresh/	-	-	Internal	Global

2.7.29 IBEX

IBEX recognizes the communication and dissemination activities as a key part of its contribution in the project. The main target of IBEX's communication and dissemination activities is to create a strong awareness around the project not only for the local public but also for the international public. The core focus is on disseminating the general objectives of the project and its overall approach and communicating all the developments and achievements throughout the various stages of FARCROSS. The project's dissemination and communication activities in IBEX's individual plan is targeted to a wider audience for which purpose IBEX will use varieties of tools.

The individual plan of IBEX in respect with the communication and dissemination activities consists of:

- Launching a new section Projects on IBEX website (in Bulgarian and in English) dedicated to Horizon 2020 projects, including FARCROSS. Currently it is under development. Planned launching - end of Q2 2020.
- Publishing in Bulgarian and in English all newsletters available on FARCROSS website.
- Publishing in Bulgarian and in English all press releases available on the FARCROSS website.
- Publishing in Bulgarian and in English news to present the results of the project throughout the different stages.
- Communicating the news about FARCROSS main results with local media and if it is possible publishing news/articles.
- The publication of news on the respective Project section on IBEX's website will be accompanied by corresponding announcements on LinkedIn.
- Disseminating via sharing in LinkedIn/Facebook IBEX profile all the information published in FARCROSS LinkedIn profile.
- Disseminating information about FARCROSS at events in which IBEX participates, if appropriate for the event.

Table 11: IBEX's participation in dissemination events

Event Name	Activity	Date	URL	Place	Attendance	Type of Audience	Scale
Post in LinkedIn about 1st press release	Social media	07/08/2020	https://www.linkedin.com/feed/update/urn:li:activity:6696309060670676992/	-	-	General public	Global
Retweet the post about 1st press release	Social media	12/08/2020	https://twitter.com/Teodora04592999	-	-	General public	Global
Post in LinkedIn about subscription options	Social media	13/08/2020	https://www.linkedin.com/posts/teodora-todorova-09908826_farcross-activity-6699324441438040064-4pZH	-	-	General public	Global

2.7.30 BORZEN

BORZEN has set up a dedicated section for the FARCROSS project on its website - accessible at <https://www.borzen.si/sl/Domov/menu1/Reference/Sodelovanje-pri-projektih/Projekt-FARCROSS>. This section also links to the FARCROSS main website. BORZEN will also include information about the FARCROSS project in its yearly report for 2019 (and following years). The report will be published on BORZEN's website in Slovenian and English versions.

2.7.31 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.

A description of the activities planned/done in the first year can be seen below.

1. sharing project relevant news:

- **General sheet:**
https://hupx.hu/uploads/Rolunk/Közérdekű%20adatok/Horizon_2020_projects.pdf
- **General project introduction in news section:**
<https://hupx.hu/en/articles/farcross-innovative-solutions-to-unlock-barriers-of-cross-border-trading/78>
- **Press release:** published on our company's LinkedIn

2. Participation in conferences to demonstrate the results of the project is also planned in the future. Further information/update regarding project status will be published if the first deliverables in WP8 will be finished in September.

3 Communication Tools

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

3.1 Branding

3.1.1 FARCROSS Logo

The brand should consist of the logo, a headline and the key visuals. All three must 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 needs 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 in the early stages of the project. It will be a foundation of all online communication actions and also it enables to make all data created by FARCROSS to be accessible and searchable.

The focus points for the website:

- User friendly
- 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/>

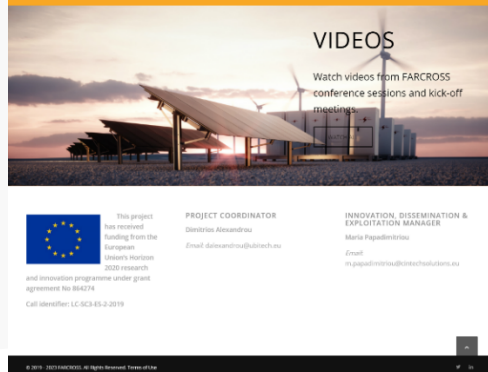
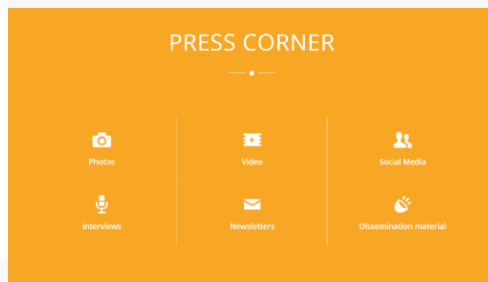
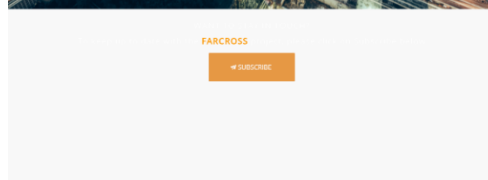
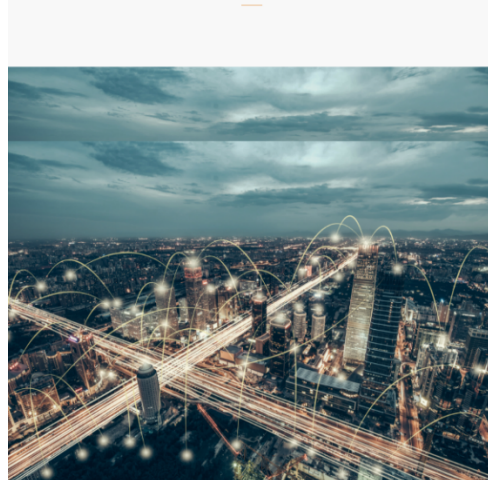
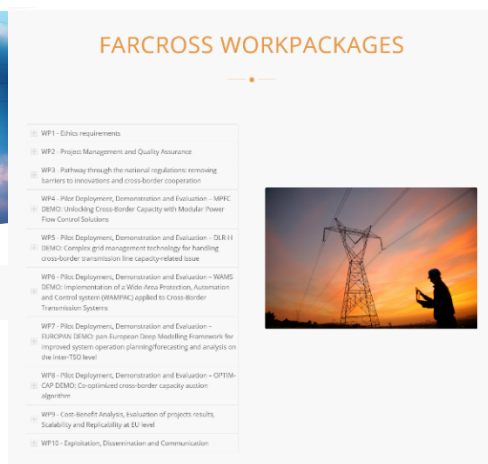
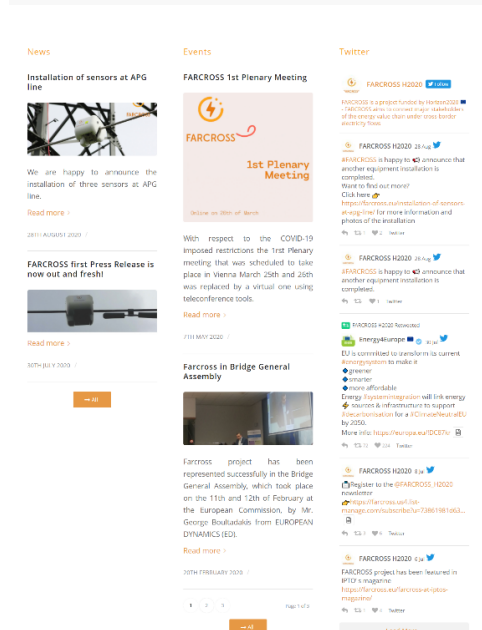
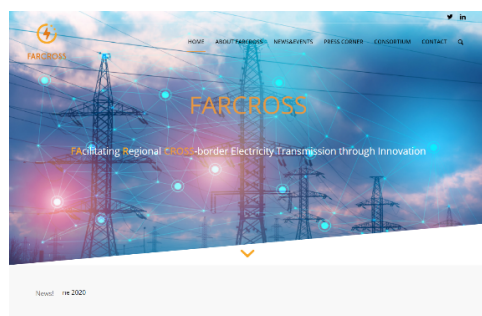


Figure 7: FARCROSS website home page. On the left the first part of the home page and on the right the rest of the home page.

3.1.3 Project Material

To widen the range of communication and dissemination opportunities members of FARCROSS have created a project flyer, a poster and will create other brochures as well as the project matures and start producing the first 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

About FARCROSS

The project will **propose state-of-the-art digital technologies into the power system**, in order to enhance and optimize the coordinated effort between TSOs and between TSOs-energy producers and establish a **next generation electricity market** which will operate on a regional basis and will **benefit from disperse assets and increased presence of RES**, thus creating incomparable economic benefits to the stakeholders of the chain.



Consortium



 To keep up to date with the **FARCROSS Project** follow us on

 LinkedIn Group: **FARCROSS H2020**

 Twitter: **@FARCROSS_H2020**

 www.farcross.eu

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864274

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FARCROSS
 Facilitating Regional CROSS-border Electricity Transmission through Innovation

FARCROSS project will

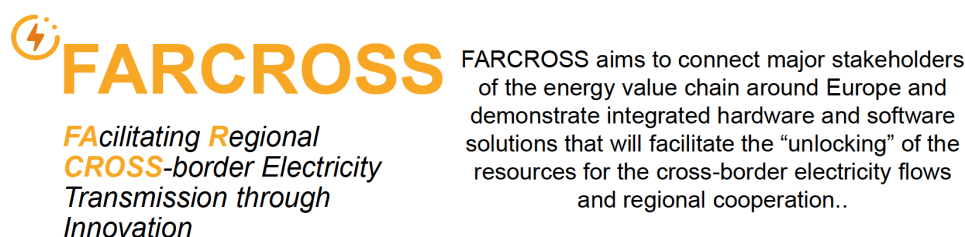
- ✓ Connect major stakeholders of the energy value chain around Europe
- ✓ Demonstrate integrated hardware and software solutions
- ✓ Facilitate the "unlocking" of the resources for the cross-border electricity flows and regional cooperation
- ✓ Enhance the exploitation/ capacity/ efficiency of transmission grid assets

Figure 8: FARCROSS project flyer page 1

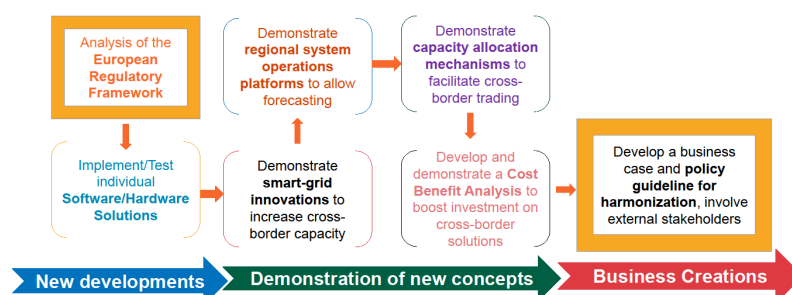


Figure 9: FARCROSS project flyer page 2

- FARCROSS poster



FARCROSS Methodology



FARCROSS Impacts

- Competition in the European Energy Markets
- Supporting the Clean Energy Package ambitions
- Enhancing regional cooperation in transmission grid
- Creating Impact beyond the project lifecycle
- Improving system security in the renewable energy context



 FARCROSS For more information please visit www.farcross.eu

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864274

Figure 10: 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.

3.2.2 One-way Electronic Dissemination

3.2.2.1 Project Video

FARCROSS project will develop and introduce advance software solutions, including capacity allocation and reserve optimisation tools, as well as an advanced forecasting of energy production and demand response platform, to increase the cross-border capacity and the potential of cross-border grid services. This is why it is necessary to visualize the concept and progress of development in order to show the FARCROSS outcomes to key stakeholders.

1. Introduction video :
 - Graphic video to declare the goals of FARCROSS and describe the concept
 - Easy to understand
 - English narration & subtitles
 - Published on each online channel (web, Twitter, LinkedIn, YouTube)
 - Can be used in all presentations
2. New videos
 - When more specific actions take place (e.g. demo deployment)
 - Show the progress of the project over time

The introductory video, in which the project will be described, is planned to be published within the second year of the project and new project videos will be published as soon as the demonstrations deployments crystallize more. The video sharing platform that will be used is YouTube. The FARCROSS YouTube channel has already been created.

3.2.2.2 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 12: 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

3.2.2.3 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 Release. 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](#).

Action Plan

- Issue press release every 6 months on average.

3.2.2.4 Scientific Publications

FARCROSS will specifically target the following journals:

Table 13: Targeted conferences and journals for dissemination purposes

Journals
IEEE Transactions on Power Systems
Energy Policy - Elsevier
Energy Economics - Elsevier
IEEE Transactions on Smart Grid
IEEE Transactions on Energy Conversion
Renewable and Sustainable Energy Reviews
IET Generation, Transmission & Distribution
IET Electric Power Applications
Electric Power Systems Research - Elsevier
Science, sustainability journals

3.2.2.5 Public Deliverables

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

Table 14: Submitted deliverables within the 1st year

Identifier	Title	Deadline	Partner	Comments
D3.1	Regulatory and legal challenges for crossborder harmonization v1	Sept 2020	CINTECH	To be submitted by the end of September 2020
D10.1	Project Web Portal	Dec 2019	UBE	Submitted
D10.2	Project flyer v1	Mar 2020	UBE	Submitted
D10.8	Yearly communication report including communication material v1	Sept 2020	UBE	To be submitted by the end of September 2020

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 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 (194 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. FARCROSS aims to attend the following conferences:

Table 15: FARCROSS targeted conferences for dissemination purposes

Conferences
CIGRE Symposiums
EU Sustainable Energy Week
IEEE PES Transmission and Distribution Conference and Exposition
Int. Conf. on Intelligent System Application to Power Systems
IEEE International Conference on Smart Grid Communications
IEEE ISGT - Conference on Innovative Smart Grid Technologies
European Energy Market conference
Relevant Energy Market, Flexibility or RES conferences
Consumer conferences: CES, SxSW
European Utility Week
2021 IEEE PowerTech Madrid

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.

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 16: 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 17 Impact of Communication and Dissemination activities

WP10 - Exploitation, Dissemination and Communication	Target	Activities	KPIs	Current status
	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 $\geq +50\%$ /year	1877 visits/year1 Visitor number increase will be reported in the next deliverable versions
	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.	1 participation/ 1 related to BRIDGE (Bridge General Assembly, 11th and 12th of February at the European Commission)
	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	Will be reported in next deliverable versions
	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 in 2020: https://mailchi.mp/0ca436b6f3cd/farcross-newsletter-1 138 subscribers (2020) 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	1 press release (2020) https://farcross.eu/farcross-first-press-release-is-now-out-and-fresh/
10-7 "Special innovation lesson" (start in month 13)	10-7-1 Special features 10-7-2 Regional promotion events	≥10 /project ≥4 /project	Will be reported in next deliverable versions
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) 1 brochure 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	194 followers (Twitter & LinkedIn together) 8 Retweets in 2020 Comments will be reported in next deliverable versions
10-10 Lectures	10-10-1 Lectures 10-10-2 Participants of lectures	≥2 lectures /year ≥50 participants/lecture (average)	Will be reported in next deliverable versions
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, the FARCROSS consortium have decided to alter their communication and dissemination strategy. Hitherto, the non-academic partners relied on physical meetings with the project's stakeholders for their communication activities. Due to the Corona virus crisis though, physical events are not organized anymore, and most of them are either postponed for the next year or organized online.

As an action point, UBE encouraged all consortium members to participate in online events and to consider hosting online gatherings. Moreover, to counteract the COVID19 impact to FARCROSS dissemination activities, partners will intensify their endeavors to communicate future project outcomes. 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 18, 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 18: Planned activities in the upcoming period

Planned Activities
Creating project's presentation video.
Organizing a webinar related to WP3 where the barriers to innovation identified will be presented.
Presenting a paper to Cigre symposium, which has been already accepted but due to COVID19 crisis the symposium was postponed resulting in the paper's presentation delay.
Participating and submitting scientific papers to various conferences, such as PowerTech Madrid 2021.
Publishing a second 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 giving presentations on BRIDGE Plenary Meeting thus reaching and introducing the project to 500+ people. FARCROSS within the BRIDGE initiative aimed to cooperate and share knowledge with other smart energy projects and relevant European actors.

Following the set-up of the basic communication materials (website, social media, leaflet, etc.) in 2019 and 2020 our project issued its 1st edition of Newsletter, and in addition news of FARCROSS were involved in 3rd party newsletters throughout the year.

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 2020.

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 some early results in terms of testing market design, products and services for flexibility, to be presented in the short-term future.