

**Horizon Europe Programme**  
Research and Innovation Action



This project has received funding from the European Union's  
Horizon Europe Research and Innovation Programme,  
under Grant Agreement No°101096946.

## **Flexibility services based on Connected and Interoperable Hybrid Energy Storage Systems**



# FlexCHES

**Start date of project: 01.12.2022**

**Duration: 36 months**

### **D5.1 Plan for dissemination including communication activities**



algowATT

TOSHIBA



lasolar

RDI'UP

iren

Miw ENERGIA

Aix-Marseille  
université

arçelik



UEDAS



| Deliverable details |                              |
|---------------------|------------------------------|
| Deliverable Number  | <b>D5.1</b>                  |
| Revision Number     | <b>1</b>                     |
| Author(s)           | <b>CIP</b>                   |
| Due Date            | <b>28/02/2023</b>            |
| Delivered Date      | <b>28/02/2023</b>            |
| Reviewed by         | <b>AMU, RDIUP</b>            |
| Dissemination level | <b>Public</b>                |
| Contact person EC   | <b>Antonios MARINOPOULOS</b> |

|      |         | Contributing partners                                |
|------|---------|------------------------------------------------------|
| 1.   | AMU     | AIX MARSEILLE UNIVERSITY – France (Coordinator)      |
| 2.   | ALWA    | ALGOWATT SPA – Italy                                 |
| 3.   | RDIUP   | RDIUP – France                                       |
| 4.   | ARC     | ARCELIK A.S. – Turkey                                |
| 5.   | EL      | ELEKTRO LJUBLJANA PODJETJE ZADISTRIBUCIJO – Slovenia |
| 6.   | CIP     | C.I.P. CITIZENS IN POWER – Cyprus                    |
| 7.   | LASOLAR | LA SOLAR ENERGIA SOCIEDAD COOPERATIVA – Spain        |
| 8.   | MIW     | My Energia ONER, S.L. – Spain                        |
| 9.   | IREN    | IREN SPA – Italy                                     |
| 9.1. | IEN     | IREN ENERGIA SPA – Italy                             |
| 10.  | UNIGE   | UNIVERSITA DEGLI STUDI DI GENOVA – Italy             |
| 11.  | UEDAS   | ULUDAG ELEKTRIK DAGITIM ANONIM SIRKKETI – Turkey     |

|     |         | Associated partners         |
|-----|---------|-----------------------------|
| 12. | TOSHIBA | TOSHIBA EUROPE LIMITED – UK |
| 13. | CU      | CARDIFF UNIVERSITY – UK     |

# Dissemination and Communication Plan

## Table of Contents

|                                                                    |    |
|--------------------------------------------------------------------|----|
| Executive Summary .....                                            | 4  |
| 1. Introduction .....                                              | 5  |
| 2. Objectives of the Dissemination Plan .....                      | 5  |
| 3. Target Groups .....                                             | 6  |
| 4. Methodology .....                                               | 7  |
| 5. Dissemination, exploitation, and communication activities ..... | 8  |
| 6. Conclusion and Roadmap .....                                    | 12 |
| Contact .....                                                      | 14 |

**Disclaimer:** FlexCHESS is a project co-funded by the European Commission under the Horizon Europe Programme - Call: HORIZON-CL5-2022-D3-01-10 under Grant Agreement No. 101096946. The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Communities. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use, which may be made, of the information contained therein.

© Copyright in this document remains vested with the FlexCHESS Partners

## Executive Summary

The present document – FlexCHESS Project communication and dissemination plan - describes the project's team's strategy to ensure effective communication between partners and efficiently disseminate its results. It will include the purpose, target groups, scope of the dissemination strategy, and a list of dissemination activities that partners will implement during the project. Partners will be using this document to enhance FlexCHESS results' dissemination. The objectives of this deliverable include:

- Develop and implement sound strategies for effective communication, engagement, and integration with the public, professional networks, and communities of practice
- Clarify strategies needed for maximising online communication and engagement
- Disseminate information on the project overview and findings to the wider community and specific audiences.
- Share project developments, outputs, and know-how with project stakeholders and target audience

## 1. Introduction

FlexCHESS project proposes cutting-edge solutions based on the digital twin concept, Virtual energy storage systems (VESS), and Distributed Ledger Technology (DLT) to revolutionize the existing practices. Based on the aggregation of a Connected Hybrid Energy Storage System (CHESS), FlexCHESS improves the grid stability while increasing the profitability of its installations by guaranteeing various ancillary services at the distribution and transmission network levels. FlexCHESS will also ensure the highest level of interoperability of the proposed solutions and enhance the innovation capacity and competitiveness of SMEs and Startups in Europe by unlocking access to meaningful information and co-creating new business opportunities.

This will be achieved by the appropriate promoting of open innovation and making smart technologies an asset for an intelligent business. In order to validate and evaluate the proposed solutions, five pilot site demonstrations with diverse assets in different European countries are planned. The aggregation and optimization of different resources will be extended to take into account not only electrical energy storage systems (ESS), but also multi-ESSs. Thus, the FlexCHESS project will define different scenarios allowing us to evaluate the performances and flexibility capability of CHESS.

The vision of FlexCHESS is to revolutionise the existing paradigms of energy storage by developing a multi-level flexibility approach based on a Virtual Energy Storage System (VESS) that can store surplus energy through hybrid energy storage systems (HESS) and modify its behavior and architecture to support unpredictable growth and change of demand, climate, and market. FlexCHESS will enhance the innovation storage capacity and competitiveness of the smart grids in Europe based on VESS-centric approaches to address uncertainties and weaknesses related to the extensive integration of variable renewable energies into the electricity market. This will be achieved by the appropriate promotion of open innovations and by making smart technologies an asset for an intelligent business.

The value of FlexCHESS is to guarantee a strict green VESS and minimise energy curtailment. This will be reached by ensuring the transparency and traceability of stored energy in parallel with information sharing while protecting private data related to each actor. Also, we embrace creativity and innovation to deliver flexibility services and the best practical outcomes.

## 2. Objectives of the Dissemination Plan

The overall goal of the dissemination activities of FlexCHESS is to make project results widely known and continuously used beyond the project's life. The dissemination plan will aim to:

- Disseminate information on the project overview and findings to the wider community and specific audiences.
- Contribute with the knowledge to the researchers and practitioners' communities.

- Maximise the impact of an action that seeks to coordinate and integrate the work and aspirations of different sectors at distinct levels.
- Correctly inform actors at local, regional, national, European and international levels.
- Create awareness, consensus, and a subsequent political, social, economic, and technical continuity.

In particular, the Dissemination Plan will:

- Set clear, time-bound, and measurable objectives, which can be evaluated and modified as the project progresses.
- Identify the most appropriate dissemination tools for each of the project target groups.
- Provide a template to compile a database of contacts for the circulation of publications and project updates.
- Provide a template to compile a database of media contacts to attract media coverage

### 3. Target Groups

| Groups                           | Details                                                                                                                        | Key messages                                                                              |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Consumers                        | Prosumers, energy communities                                                                                                  | Raise awareness about FlexCHES solutions                                                  |
| Academic partners                | Students, Researchers, Universities and RTOs interested in VESS.                                                               | Establish strategic ties with academic institutions. Share knowledge and findings.        |
| TSO/DSOs and other               | Local and European DSO/TSO, utilities, ESCOs, retailers.                                                                       | FlexCHES offers flexible ancillary services.<br>FlexCHES solution reduces intermediaries. |
| Technology and Service Providers | Software developers, IOT providers, smart meters, connected devices and Cloud-based solution providers.                        | Possibility to collaborate and enhance our ICT-tools.                                     |
| Aggregators, smart grid          | Buyers of green energy, certified electricity traders, microgrids.                                                             | FlexCHES solutions are highly flexible and optimise revenues.                             |
| Systems Integrators              | Integrator of Micro CHP, BESS, hydropower, Wind turbines, EV chargings, Controllable charging, PV installations, and Flywheels | FlexCHES technologies are performant and easily integrated.                               |
| Marketplaces                     | Local marketplace for flexibility and Electricity market mainly EEX, EPEX, EXAA                                                | Introduce FlexCHES new concepts                                                           |

|                                       |                                                                                                                                                                                              |                                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Regulatory Agencies and policy makers | Commission Régulation de l'énergie, The Council of European Energy Regulators (CEER), Energy Regulators Regional Association(ERRA); UK Department for Business, Energy & Industrial Strategy | Participate in decision makings and standardisation vision                                                          |
| Authorities                           | Mainly International Energy Agency and authorities, GIVs, and municipalities                                                                                                                 | FlexCHESS solution is green and has a low carbon footprint.                                                         |
| Investors                             | Banks and financing institutions (LFIs) business angels, startups, and individual investors                                                                                                  | FlexCHESS technologies are profitable and durable.                                                                  |
| Businesses                            | Mainly SMEs and startups                                                                                                                                                                     | Open access to knowledge and co-creation of opportunities                                                           |
| Society at large                      | The public, young generation, communities                                                                                                                                                    | Awareness of the benefits of the research and the social impacts of deployment of various renewable energy systems. |

## 4. Methodology

The strategy for dissemination will be customised to the different needs of the target groups:

- Dissemination for awareness for the consumers and the general public, who do not require detailed knowledge of the work, helps them be aware of the project's activities and outcomes. Creating such awareness will help the "word of mouth" type dissemination and help build an identity and profile within various communities.
- Dissemination for understanding for the academic partners, TSO/DSOs, technology and server providers, aggregators, systems integrators, marketplaces, regulatory agencies and policymakers, authorities, investors, businesses, and society at large. They can benefit from the project by developing a deeper understanding of the project's work and outputs.
- Dissemination for action for the TSO/DSOs, technology and server providers, aggregators, systems integrators, marketplaces, regulatory agencies and policymakers, authorities, investors, businesses, and society at large who can "influence" and "bring about change".

The consortium agrees to apply the following:

- Beyond the dissemination log that all partners will be updated upon the completion of any relevant activity, all partners will adopt the various dissemination activities: in all documents related to the project, always use and display clearly the FlexCHESS logo, the grant agreement number and the EU emblem.
- When displayed together with another logo, the EU emblem must have appropriate prominence.
- The publication of scientific papers resulting from FlexCHESS research and innovation activities will mainly open access.
- Inform all partners of any dissemination and visibility activity at least one week before the event.
- Provide a short report upon implementing any activity for dissemination and visibility purposes within one week of completing the activity.
- Update the dissemination log; network the project as widely as possible.
- All partners should provide news items every month in order to secure an updated and active portal.
- As the dissemination is regarded as an active and targeted process, the Dissemination plan is an evolving document.

## 5. Dissemination, exploitation, and communication activities

The dissemination of expected results of the project which aims to maximise exploitation will be principally through number of publications over project duration, number of lectures delivered, international conference participation, meetings, seminars, new academic/industrial collaborations, new consortia initiated within the 5 European countries and 2 associated countries (France, Spain, Turkey, Cyprus, Slovenia, Italy and the United Kingdom) partnership for future projects and the spinoffs created at the end of the project.

Moreover, the partners of the consortium have strong experience in the dissemination of a wide range of project results at a wide range of events. The project has a highly experienced contingent of industrial and academic partners. These partners have strong experience in the dissemination of findings in both applied and technological research. To maximise the impacts, FlexCHESS will deploy the following dissemination activities:

| Dissemination activities | Partners          | Expected impacts                                                                                                                             |
|--------------------------|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| Website and platform     | CIP all partners  | At least 150,000 website visitors per year (Launched at M3). Also, all partners will communicate the project results through their websites. |
| Short promotional video  | All partners, CIP | One short video per pilot site to be published on social media to explain FlexCHESS activities                                               |

|                                 |                                     |                                                                                                                                                                                                     |
|---------------------------------|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Postcards & Rollups & Giveaways | CIP, all partners                   | Distribution of at least 1000 post                                                                                                                                                                  |
| Flyer                           | CIP,                                | Distribution of at least 3000 flyers by the end of the project.                                                                                                                                     |
| Social Media                    | CIP, all partners                   | At least 250 Twitter followers and at least 500 retweets and/or likes per year, over 250 likes on Facebook per year; over 250 LinkedIn members.                                                     |
| Newsletters                     | AMU, all partners                   | 1 newsletter every 6 months, at least 150 newsletter subscribers per year; Partners will in each upcoming issue present a project/consortium of ongoing activities related to FlexCHESS.            |
| Press releases & news articles  | AMU, all partners                   | At least 2 press releases per year and non-scientific articles (4 per year), published by the entire consortium (with strong support from CIP)                                                      |
| Journals                        | All scientific partners             | Increase the scientific productions of the consortium.<br>Increase the impact factors and ranking of researchers<br>At least 8 articles and/or publications.                                        |
| Conferences                     | All academic and technical partners | Learn from technical sessions and workshops. Ensure effective Transfer technologies and disseminate the RDI activities of FlexCHESS. To attend 1 or more conferences per partner during the project |
| Events / seminars               | All academic and technical partners | Gain access to new networking channels. Establish novel cooperation with end-users and meet with sponsors and exhibitors. To assist and present our solutions in 4 events during the project        |

|                                    |                                                |                                                                                                                                                                                                           |
|------------------------------------|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Public webinars                    | WP-Leaders, AMU                                | Engage new stakeholders and open discussion to collect feedback. To organise at least 2 public webinars per year                                                                                          |
| IIC white paper                    | TOSHIBA                                        | Increase industry awareness of FlexCHESS approach and identify potential exploitation routes.                                                                                                             |
| Dissemination to product divisions | TOSHIBA                                        | Fix milestones on the technology / product roadmaps for EMS and storage solutions                                                                                                                         |
| Open Living Labs (OLs)             | CIP, and Pilot sites                           | Engagement will be achieved through the open living labs, where many stakeholders will be involved, following the quintuple helix approach - public-private-people partnership (PPPP). One per pilot site |
| Multidisciplinary workshops        | ARC, AMU Toshiba, RDIUP, ALWA CU, Pilots sites | Showcase our solutions and implicate stakeholders in the FlexCHESS ecosystem. At least one workshop (e.g. Modules integrations and FlexPlatform) per WP and one workshop per pilot site.                  |
| Public Training                    | AMU, CU                                        | Elaborate technological content and train technical staff, operators and young researchers. Two sessions of 3 days for VESS and HESS                                                                      |
| Final Event                        | AMU and all stakeholders                       | Showcase the outcomes of the project, carry out virtual demonstrations with the digital twin and create strong collaborations. At least 100 participants and a high satisfaction index.                   |

The measures to maximise the impact of FlexCHESS will rest upon three pillars:

1. Dissemination aims to reach a specific audience that is well-informed about topics related to VESS, the reduction of CO2 emissions, etc. to inform about (technical) results and expected impacts of the project. This encompasses industrial end-users, retailers and distributors of technologies, entities specialised in HESS, BESS, integrators, DSO/TSO and RES producers, FlexCHESS consortium and Advisory Board,

governments, institutes, academia and universities, investors, influential bodies, policymakers, societal stakeholders and associations in the HESS and Grid fields.

2. Exploitation will support the project partners and the followers in bringing products, services and methodologies to market that are derived from the project results. Additionally, there will be a link to interested stakeholders to actively engage with related initiatives, NGOs, communities, interest groups (incl. environmental groups) and other projects that will benefit from the identified products, services and processes dedicated to replication and exploitation.
3. Communication aims to reach society at large and the broad public. It addresses the citizens of regions close to industrial areas and the respective workers/employees of the FlexCHESS demo sites but also any other audience group interested in the broader topic. The goal of the FlexCHESS communication activities is to inform a broad audience that is directly or indirectly affected by the project and to improve the social acceptance of FlexCHESS solutions.

The FlexCHESS dissemination efforts collectively aim to:

- enable the stakeholders to learn from the demos' approaches to start building their own replication plans and to ensure the know-how transfer to as many other European and international power plants and industrial application sites as possible;
- increase EU-wide and international visibility of the participating demos regarding their approaches and promote exchange across participating and interested aggregators, communities, technical stakeholders, policymakers, universities, and investors;
- enable universities and industrial partners to sell their knowledge and their products, services, and methodologies by helping them to find suitable cooperation partners for further implementation;
- support academic and technical partners in the publication of scientific articles as well as the development of a white paper and policy guidelines;
- ensure the sustainability and transferability of the FlexCHESS-specific project solutions, for other islands and even beyond the project;
- support FlexCHESS developed solution in reaching out to society at large and to understand their concerns and needs to mitigate any perceived negative aspects of the project;
- encourage networking between related projects and participation in joint activities with other initiatives and/or projects focusing on similar topics;
- enable interested stakeholders to learn from the FlexCHESS approaches and to ensure the know-how transfer to other stakeholders via peer-to-peer exchange;
- search for very specific and concrete partnering opportunities for the exploitable solutions of the project and match them with each other in events, brokerage events, and other appropriate opportunities.

## 6. Conclusion and Roadmap

The communication and dissemination task, which will be run throughout the project duration, is a core element in ensuring the success of the project, ideally intended to outlast the funding period and to produce benefits from a broader perspective.

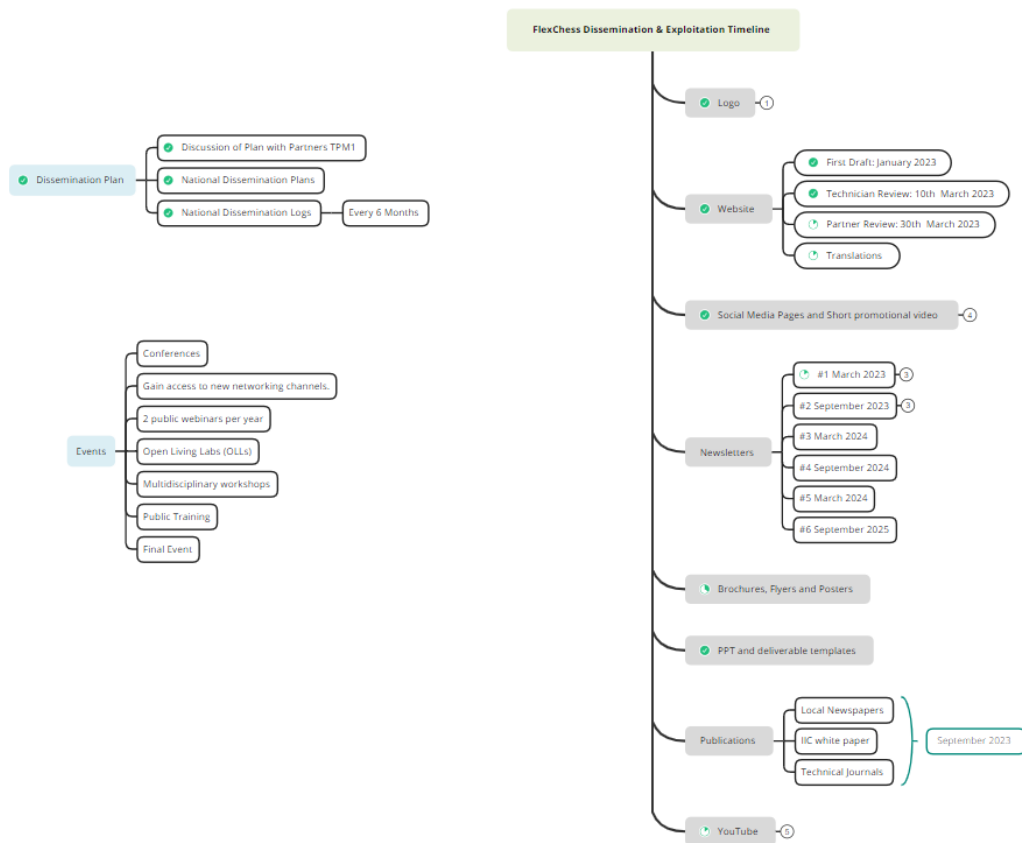
With this in mind, FlexChess and its partners are deploying significant efforts to ensure a good endorsement and dissemination of the project's activities and outputs.

The project addresses many different audience segments, of which the Scientific and Industrial representatives are both at the core and the user end of its working process. FlexChess strongly believes that fostering a dialogue between these two environments by offering tools, and design events that are generating considerable added value within the broader mission of creating and cultivating an effective collaboration environment.

Targets must become more ambitious for the second year because the content to communicate became now more consistent and are by themselves important selling points that add value to the overall project.

The project's communication plan as it is structured now has to meet several expectations:

- To communicate effectively the project overall progresses
- To build a strong brand around FlexChess and therefore around its distinct results
- To ensure participation at the FlexChess events from the qualitative/quantitative point of view
- To ensure active engagement with the project
- To promote and disseminate as widely as possible the project's website
- To provide fertile soil for the exploitation activities





# FlexCHESS

## Contact

[contact@flexchess.eu](mailto:contact@flexchess.eu)

Aix Marseille Université

LIS UMR 7020 CNRS

Campus de Saint Jérôme – Bat. Polytech

52 Av. Escadrille Normandie Niemen

13397 Marseille Cedex 20



<https://www.flexchess.eu/>



@FlexchessHorizonEU



[www.linkedin.com/company/flexchess/](https://www.linkedin.com/company/flexchess/)



<https://twitter.com/ChessFlex>



This project has received funding from the European Union's Horizon Europe Research and Innovation Programme, under Grant Agreement No°**101096946**.