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# **PANTERA**

## ***Pan European Technology Energy Research Approach***

Work Package 8

### **Dissemination and Communication activities**

Deliverable D8.1

## **Dissemination, communication and cooperation plan**

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**Abbreviations**

<i>CSA</i>	Coordination and Support Action
<i>DER</i>	Distributed Energy Resources
<i>DL</i>	Deliverable
<i>EC</i>	European Commission
<i>EU</i>	European Union
<i>GA</i>	Grant Agreement
<i>KPI</i>	Key Performance Indicator
<i>PC</i>	Project Coordinator
<i>R&amp;I</i>	Research & Innovation
<i>WP</i>	Work Package
<i>WG</i>	Working Group

## Executive Summary

The current document “Dissemination, communication and cooperation plan”, prepared within the Dissemination and Communication activities (WP8), presents the plan for communication and dissemination, as well as the cooperation activities with identified stakeholders of the PANTERA project. It sets out to establish the strategy that will be used throughout the project to reach the different target audiences of the project, having them classified into several stakeholder groups. Different communication channels - online and offline - will be used to effectively communicate with the project stakeholders and general public. Close collaboration with all WPs will also be established and maintained, in order to meet their various needs in terms of dissemination, promotion material, etc. and to ensure the most networking, reach and impact possible.

For planning reasons, it was necessary for this deliverable to be submitted at the beginning of the project (month 3) however, as the project evolves and gains more insights, adjustments of the objectives or any element of the dissemination and communication plan will be made if necessary.

## 1 Introduction

**Pan-European Technology Energy Research Approach (PANTERA)** is a H2020 Coordination and Support Action (CSA) which aims to foster Smart Grid Research and Innovation (SG R&I) by:

- Developing enhanced knowledge-sharing mechanisms to tackle the key R&I challenges for the energy transition.
- Delivering ready-made tools that will facilitate the collection of real data / results from on-going projects and the building of a useful shareable data repository.
- Being an umbrella bringing together all European initiatives focused on smart grids such as JRC, ETIP-SNET, ERA-NET SES etc.

Collaborative work is pivotal in the ambitious work that the consortium proposes through the PANTERA CSA. Through this coordinated activity, the consortium is confident that it will deliver a multi-dimensional platform of pan-European status and influence, capable of leveraging coherence and trust as a pull towards enhanced R&I in energy systems centered on an integrated grid active and responsive.

The proposed platform can work for Local Energy Systems in an integrated Pan-European Smart Grid with specific emphasis on the less privileged / low spending countries. It will bring together the attractiveness of successful partnerships being national, regional or European, building through them the will for enhanced adaption to areas and partnerships that can broaden active participation for mutual benefit. Emphasis will be given to develop an innovative top-down and bottom-up approach for effectively identifying the key challenges in accelerating R&I activities in low spending countries. Dissemination, communication and collaboration activities are crucial in order to reach the project's stakeholders, attract potential stakeholders to have their say about the R&I activities in their countries or on an international level and collaborate with them to come up with the best solution possible to be implemented in the way of a multi-dimensional platform.

### 1.1 Scope and objectives of this document

A strategic dissemination, communication and cooperation plan has been established and presented in details in the current document. It sets out to identify the project's main target audiences, the different communication channels that will be used – online and offline- and intra-partners communication and collaboration.

In this document, different objectives have also been identified regarding communication, dissemination and cooperation, to be able to monitor the planned activities and take correction measures in case the objectives should not be fully reached. As the project evolves, the objectives and also elements of the communication plan could be subject to modifications should the need be identified. The Grant Agreement was taken as base for setting the objectives and the strategy of this communication plan, considering it provides the key messages and reason of existence of the project.

DERlab is leader of the WP8 "Dissemination and Communication activities" and will be coordinating this activity, and also supporting and providing guidelines to the project consortium. As communication between the project partners is as important as communication with external and potential stakeholders and target audience of the project, this document will take into consideration both types of communication; the intra-project-partners communication and the external communication (communication with the scientific audience and public).

Therefore, this document will serve as basis for DERlab to communicate with external stakeholders and for all project partners to communicate between them and also cooperate with DERlab to generate as much awareness about the project as possible in their different networks.

## **1.2 Structure of the document**

Chapter 1 is about briefly introducing PANTERA and the project's main objectives, and giving an overview of the present document's scope and target audience. In Chapter 2, the PANTERA multi-functional collaborative platform is explained, along with its goals and features in order to have a better idea about the project's goals and stakeholders. Chapter 3 is a very important chapter, as communication, dissemination and cooperation concepts are defined, followed by the general communication and dissemination strategy, as well as the more detailed strategy. Chosen communication channels, KPIs regarding dissemination and communication and project partners' collaboration are also elaborated. Finally, PANTERA's presence and participation in special events is also discussed. Chapter 4 describes the project's different target groups and audiences. Finally, chapter 5 provides a scheduled plan of the activities related to communication, dissemination and cooperation.



## 2 Introduction to PANTERA project and multi-functional collaborative platform

The platform envisioned in PANTERA is a crucial point of communication in the project. It will serve to achieve the aim of PANTERA to build a true pan European R&I community in the fields of smart grids and associated technologies / energy systems.

Indeed, it is the PANTERA consortium's ambition to deliver a pan-European multi-dimensional collaborative platform, capable of leveraging coherence and trust as a pull towards enhanced R&I in energy systems. Based on pan-European entities that will be active in PANTERA, the envisaged platform will strive for long term solidarity to build the required trust capable of delivering the much-wanted benefits of sharing results and knowledge and learning from best practice activities in related fields. This platform will bring together the attractiveness of successful partnerships being national, regional or European, building through them the will for enhanced adoption to areas and partnerships that can broaden active participation for mutual benefit.

It is the vision of PANTERA that through the planned multi-functional collaborative platform, we can create a reference operational point to unify European activity and support low spending countries to have access to exploitable results that can spark further work and cooperation capable of bridging the existing gap among European countries.

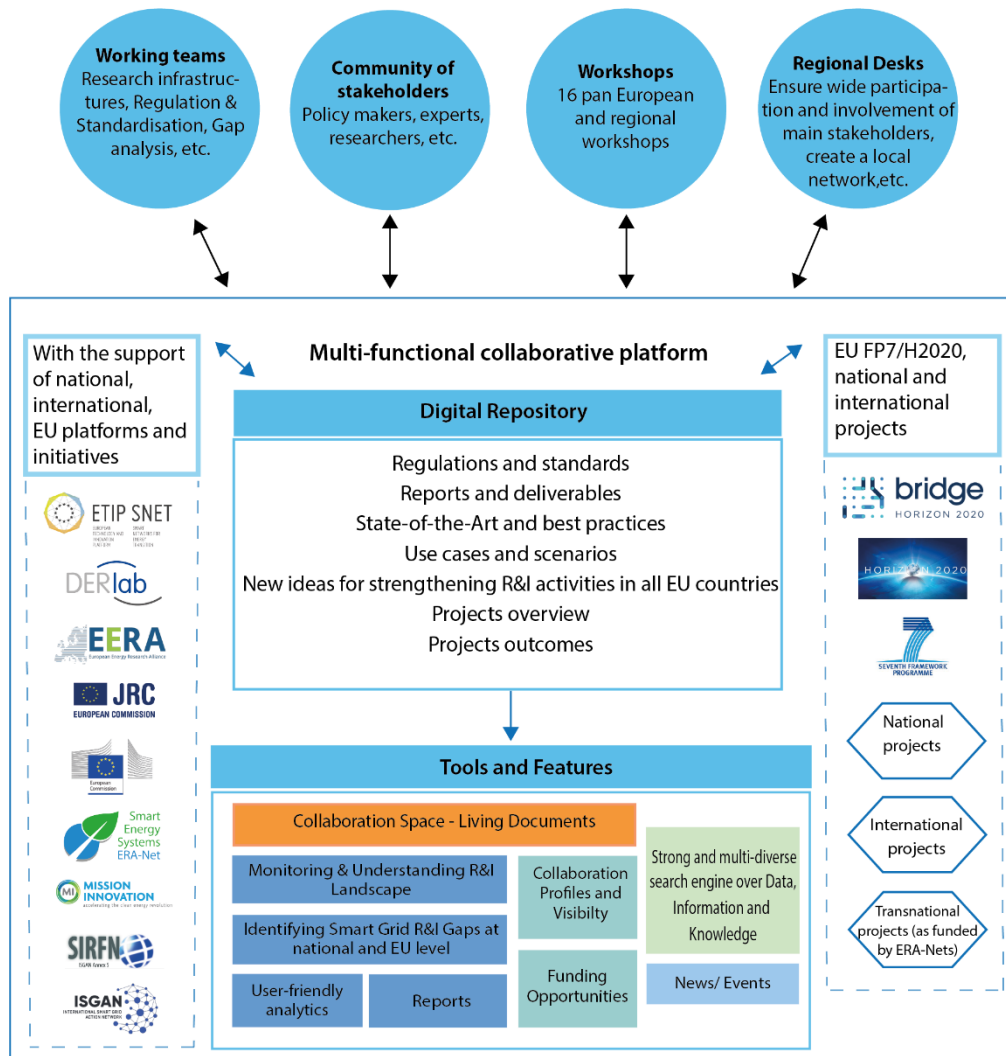


Figure 1: The PANTERA Concept

The multi-functional collaborative platform, as depicted in the above figure, will be capable of offering the following as a minimum:

- i. A digital repository that will contain data uploaded by partners and / or project coordinators. This digital repository will be adaptive and will contain detailed case studies with exploitable results of projects, scenario build-up for identifying research gaps. This area will also host an interactive blog site open to all European citizens for generating input data for the work of the operating team.
- ii. A working area in which
  - a. User-friendly tool boxes will facilitate the analysis of the provided data and generate appropriate selectable reports.
  - b. Built in methodologies for monitoring and evaluating R&I results and classify them in many categories depending on final use: Intermediate results for further work in technology and systems, adding to educational means, assisting policy or regulation evolution, assisting in generation of standards, contributing to improved methods for analysis etc.
  - c. Tools will be available for building scenarios and populating case studies for managing the exploitation results of projects.
  - d. Tools will be provided for generating ideas and solutions for low spending countries. This will encourage innovation through methodologies that will be more than welcomed and encouraged with professional support.
- iii. A public consultation area through which final approved versions of deliverables will be made public, in a two-way communication to enable giving and receiving feedback. In this area, apart from reports and deliverables, white papers on topics of wider interest will be published, especially as a response to questions and queries of active contributors.

### 3 Communication, dissemination and cooperation strategy

#### 3.1 Definitions

According to the Glossary of the EC's Participant Portal, *"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."*

Dissemination is defined as *"the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."* [See 1 in References]

Along the communication and dissemination of project's results and news, ensuring efficient cooperation between project partners (internal collaboration), as well as between the project and its external stakeholders (external collaboration) is crucial.

#### 3.2 General communication and dissemination strategy

In any project or business for that matter, communication objectives tend to be similar to a certain point. Indeed, the main goals of communication activities are to **raise awareness, provide information, create interest** and **engage with the audience**. In the recent years especially, the communication process has been evolving from a one-way process to become a two-way, interactive communication between the entity communicating and its targeted audience. Even though within a project, we are the one providing information about the project and what it seeks to achieve, we also need information and useful insights from the targeted audience. Therefore, it is a two-way communication and establishing the right channels in order to establish that interaction is key.

The key objective of PANTERA, which is intended to be achieved through its interactive multi-functional platform, is **to connect and bring together the EU R&I community** to enhance collaboration, knowledge sharing, wider interest and use of the project results, avoid redundancy and lost financing, and strengthen the participation of all Member States.

The main goal of establishing a plan for communication and dissemination is to find the right channels and therefore opportunities to communicate and promote project results and news, but also allow and facilitate dialogue and interaction. Contribution from actors active in the R&I family in Europe is extremely useful and needed within PANTERA project. Indeed, they will be the main beneficiaries of the platform therefore their needs should be understood and responded to.

To achieve this ambitious objective, several sub-goals have been identified regarding the communication and dissemination of activities.

- Raise and build awareness about the PANTERA project among the R&I stakeholders in Europe and the general public that might have an interest in the field, through the right choice of communication channels.
- Disseminate project results and relevant information on the chosen communication channels that will generate interest, especially by making available all public deliverables, important project resources, etc.
- Reach the project's stakeholders and create a dialogue with them to gather insights, opinions and expectations, and make use of the information in the platform creation process. Maintain the dialogue through workshops, surveys, questionnaires (online live surveys during workshops), working groups, etc.

- Support all WPs and all project partners in their activities, especially related to the organised workshops. (Provide workshop promotional material, create registration page, set up registration emails, communicate the workshops details on the project website and communication channels)

### **3.3 Dissemination and communication plan in more detail**

#### **3.3.1 Visual identity and promotion material**

DERlab, as WP8 leader, will be developing and making available to all project partners the following promotional materials, which will evidently be updated and enhanced as the project matures. It is however important to have a strong and consistent visual identity from the beginning in order to build on the awareness generated by the communication and dissemination activities, i.e. making PANTERA known among the public and especially its key stakeholders.

- Project concept figure
- Project flyer
- Factsheets
- Project rollup banner
- Booklets
- Workshop invitations and short dedicated flyers
- Project videos and short animations

DERlab will also be responsible of printing enough project flyers and providing all project partners with a number of them for their promotion needs. The promotion materials are briefly mentioned in this deliverable to give an idea of what will be expected but they will be elaborated in more detail in the deliverable *D8.2 “Promotion and marketing material”*.

#### **3.3.2 Communication channels**

Based on the project’s identified needs and our previous experiences gained in other projects, we have chosen various communication channels for the communication, dissemination and cooperation of PANTERA. Apart from the multi-dimensional collaborative platform which will be the centre of PANTERA’s communication with its external audiences, we have decided to use several communication channels to build awareness about the project and engage in a conversation with the potential stakeholders.

- *Website*: The project website [www.pantera-platform.eu](http://www.pantera-platform.eu) is the window of the project to the external audience and will be complementing the platform once it is live and running. The website’s goal is to present the project and all public information to the general public and stakeholders. For that purpose, we have decided to make the website simple, user-friendly and intuitive. The website will be continually updated with events, workshops, news and resources (approved public deliverables, published papers, workshop presentations and agendas, project promotional materials, etc.), in addition to presenting the project, its consortium and all related material and resources. Workshop outcomes will also be uploaded in pdf formats to allow everyone who was not able to attend the PANTERA workshops to follow the discussion and eventually give their feedback. To contact us or give their feedback, a questionnaire has been created and is easily accessible on the website. More details about the website design can be found in the deliverable *D8.2 “Promotion and Marketing material”*.

- *Social media*: PANTERA will be actively using social media channels to promote and disseminate its activities, mainly through Twitter, LinkedIn, Facebook, Research Gate and YouTube. Twitter and LinkedIn are particularly useful to reach potential stakeholders, especially since it is possible to run sponsored posts targeting the right audience thanks to precise and targeted filters.
- *Newsletters*: A PANTERA newsletter template will be created on the Mailchimp platform. It will be of course adapted to the project's needs in case needed. Newsletters will be released to communicate about the project latest news and updates, workshop and events invitations, promotion to become a PANTERA stakeholder, networking opportunities, etc. Specific newsletters (for instance to ask feedback after a workshop) will also be created. The link to subscribe to the newsletter will be highlighted on the website and will be advertised through social media.
- *Press releases*: Press releases will be issued either by DERlab and then shared by the other partners or by the partners themselves, especially in their respective languages to reach regional stakeholders. The link to the press releases will also be available on the website. Press releases can be issued when the project reaches an important milestone, or for instance when the platform has been created and is running. (See in annex Document 1: First Press Release of the PANTERA project)
- *Collaboration and partnerships* with European initiatives, working groups, platforms, etc. to maximize the project's impact and increase its reach across all parts of Europe. (E.g. Mission Innovation, ISGAN, ETIP SNET, JRC, DERlab network, etc.)
- *Presence in selected events and conferences* is a very important part of WP8's activities. This entails researching and looking for events which would fit with PANTERA's activities and fields, share the events with all project partners and discuss which events could be attended by partners and how PANTERA can be promoted. A live document will be available on OnlyOffice for all partners to contribute to as well.
- *Workshops and online webinars* will be another major part of PANTERA's communication and dissemination activities. They will be reported in detail in multiple deliverables of WP5 however, all partners will be contributing to the workshops. Workshops are highly valuable for PANTERA as they will be the meeting point of the consortium and the stakeholders, to present the project and our vision of the platform and get feedback and insights about it. In addition to physical regional and pan-European workshops, PANTERA will also organize online workshops and webinar thanks to GoToMeeting and Glisser tools, which will enable participants to actively participate and ask questions about the presentations.

### 3.3.3 Monitoring and identification of KPIs for communication and dissemination activities

At this point, it is not the easiest task to set up KPIs to correctly reflect and monitor the communication and dissemination efforts however, based on our previous experience in other related projects, we have set the following indicators.

Indicator	Target
Number of newsletters	≥ 4 per year
Newsletter subscriptions	> 100
Number of tweets	> 50 per year
Number of Twitter followers	> 100

Number of LinkedIn followers	> 50
Target number of events in which PANTERA is presented	$\geq 4$ per year

*Table 1: Indicators to measure PANTERA's awareness and dissemination objectives*

In addition to the set indicators, we will be using Google Analytics to closely monitor the progress on our website. Interesting indicators to monitor are the number of users for a certain period of time (per trimester, per year, etc.), the pages that are visited the most, the time spent on the website, the number of downloads (workshop agendas, workshop outcomes, deliverables, etc.), the sources from which users come to our website (which social media channels, which websites, etc.) and the users demographics. Particularly interesting for us will be the users' geographic data (where the users are located) since this data will show us if we are using the right channels and communications media to reach our targeted stakeholders.

### 3.3.4 Project partners collaboration

#### 3.3.4.1 Internal collaboration

WP8 can be considered as a converging work package, in the sense that it will be coordinating communication, dissemination and cooperation activities with all the other work packages. This makes it essential to always be on the same page with all partners, to have a unified and coherent external communication strategy. Starting by fortifying internal communications, to build a sort of community, first within the project and then with external audiences is very important. Indeed, a community is key for involving and keeping engaged stakeholders.

Each partner is involved in disseminating the project outcomes on a national level through their ties with national but also international networks. Close collaboration with all WPs is necessary in order to meet their various needs in terms of dissemination, promotion material, etc. and to ensure the most networking, reach and impact possible. As WP8 leader, DERlab will ensure to facilitate the communication and dissemination efforts for all project partners, and to make all the needed promotion and marketing material, as well as communication channels available to them.

To actively involve all project partners in the communication strategy, it was established that specific intra-partners tools and channels will be put in place to ensure the smoothest communication possible.

- *OnlyOffice platform*: This tool will be specifically used to share and store documents and various files, on which live collaboration will be also possible and particularly useful.
- *Slack*: A slack workspace will be created for PANTERA, including all project partners and several channels (one general one, one for workshops, one for social media) on which specific and channel-related content will be shared. Slack is a very platform for day-to-day communication between partners, and it will be particularly useful for partners to share relevant content that the dissemination team can use for keeping its social media channels and website active and engaging.
- *Email*: Evidently, emails will be one of the main channels of communication between partners. A specific email list [all@pantera-platform.eu](mailto:all@pantera-platform.eu) has been created to facilitate the communication between partners, allowing to reach all partners via this email.
- *GoToMeeting*: A platform to have regular monthly, weekly Telco's within the consortium to discuss important and general project matters. GoToMeeting can also be used to host online webinars or workshops if necessary.
- *Face-to-face meetings*: Meetings will be organised for the consortium to gather, especially after each workshop as most of the project consortium will be present in the workshops organised by PANTERA.

#### 3.3.4.2 Collaboration with the scientific community

As already mentioned, dissemination and cooperation activities, especially with targeted stakeholders are a joint effort that will be supported by all project partners. The project main target groups will be discussed later in chapter 4 but briefly, PANTERA is aimed at setting up a European forum composed of Research & Innovation stakeholders active in the fields of smart grids, storage and local energy systems, including policy makers, standardisation bodies and experts in both research and academia representing the EU energy system.



To support the dissemination and collaboration process, project partners must see to it that they actively follow and share as much as possible PANTERA's news and promotion with the scientific communities they are in contact with, through networks, platforms, other projects, working groups, etc. This sharing of news can be by sharing important announcements on their organisations' social media channels, websites, blogs, etc. As the project is just starting and does not have an important following base or awareness among the scientific community, partners who are part of important organisations with ties to networks or relevant stakeholders will take part in the dissemination process to boost the awareness and reach a large audience. Project partners will also support by presenting PANTERA through flyers and other promotional materials in relevant scientific events, as well as through their participation in PANTERA workshops (presenting or assisting in any other way).

### 3.4 Presenting PANTERA activities in special events

#### 3.4.1 Goals and scope of the special events

PANTERA will be represented in relevant events within the European framework and related to its field of action. The project partners will disseminate the results of PANTERA by supporting and encouraging the active participation of its members in these events. To achieve this, the project partners will be aware of all relevant events and inform the stakeholders about them through:

- Website: The project website [www.pantera-platform.eu](http://www.pantera-platform.eu).
- Newsletters
- Social Media: LinkedIn, Facebook, Twitter.

The goals of these special events are multiple:

- Raise awareness about PANTERA
- Disseminate the project outcomes and its progress
- Find relevant stakeholders
- Interact with existing stakeholders and initiatives related to the project's activity
- Get feedback to optimise the platform

Valuable insights can be collected from these events, which will help improve the quality of the platform and the overall work performed during the project. To make the most out of it, project partners will gather the obtained information from each of these events and will generate reports that will be useful to PANTERA, especially when designing the platform.

#### 3.4.2 Potential events

PANTERA's activities and progress will be presented in European events, related to the fields of smart grids, smart energy, energy systems, storage, etc. DERlab, as the task leader for presenting PANTERA activities in special events, will be in charge of keeping the partners informed about relevant upcoming conferences and events, through a live document that will be regularly updated and accessible to all project partners at all times.

No.	Conference title	Date	Location
1	Eurelectric Power Summit 2019	20-21 May 2019	Florence, Italy
2	SyNERGY MED 2019	28-30 May 2019	Cagliari, Italy
3	16th International Conference on Electrical Machines, Drives and Power Systems (ELMA)	06-08 June 2019	Varna, Bulgaria
4	19th IEEE EEEIC (International Conference on Environment and Electrical Engineering)	11-14 June 2019	Genoa, Italy



5	Global Power, Energy and Communication Conference	12-15 June 2019	Cappadocia, Turkey
6	EUSEW 2019 EU Sustainable Energy Week	17-21 June 2019	Brussels, Belgium
7	MEPS 2019 (Modern Electric Power Systems)	09-12 September 2019	Wroclaw, Poland
8	2019 IEEE PES Innovative Smart Grid Technologies Europe (ISGT-Europe)	29 Sept - 02 Oct 2019	Bucharest, Romania
9	54th International Universities Power Engineering Conference	03-06 September 2019	Bucharest, Romania
10	SEST 2019 - 2nd International Conference on Smart Energy Systems & Technologies	09-11 September 2019	Porto, Portugal
11	CIGRE for power system expertise	24-28 August 2020	Paris, France

*Table 2: List of potential events to increase PANTERA's presence*

Furthermore, the project will organise dedicated regional and pan-European stakeholder workshops and meetings with stakeholder groups to present PANTERA and gather feedback on the direction the project will be taking. These workshops will also increase their engagement and interaction with the project. (Workshops will be tackled in more detail in WP5 Workshop and dedicated stakeholders meeting organisation).

#### **4 Cooperation with the project's main target groups and how to reach them**

Identifying the project's main target groups or stakeholders can be done by establishing which individuals or groups will likely impact or be impacted by PANTERA's activities. Correctly identifying the stakeholders will help the consortium to get a clearer vision on where and how we should be reaching to them. Which messages, platforms, channels can be used to effectively engage a conversation with them?

PANTERA established the following target audiences:

- PANTERA stakeholders (See 4.1)
- Other projects and/or initiatives (See 4.2)
- Broad or general public (See 4.3)

We will make use of engaging and innovative ways in PANTERA's dissemination and communication activities to reach, communicate and get feedback from stakeholders. These ways can be adapted as the project evolves and certain ways appear to be more effective than others. A few examples are: face-to-face interviews during workshops with selected stakeholders, social media posts, newsletters, workshops and events, online webinars, surveys and questionnaires, etc.

##### **4.1 Categories of PANTERA Stakeholders**

Identifying the target audience and especially the main stakeholders, meaning the ones who will have the most influence and will be influenced the most by PANTERA's activities is critical for the project, ensuring the most efficient dissemination and communication of the project results.

First of all, a stakeholder is defined in this project as a person or an entity active in the fields of smart grids, storage and local energy systems. WP2, with the support of other work packages, is responsible for identifying and establishing close interactions with the stakeholders. Special effort will be put to involve stakeholders from the 15 countries that altogether account for less than 5% in EU R&I funds.

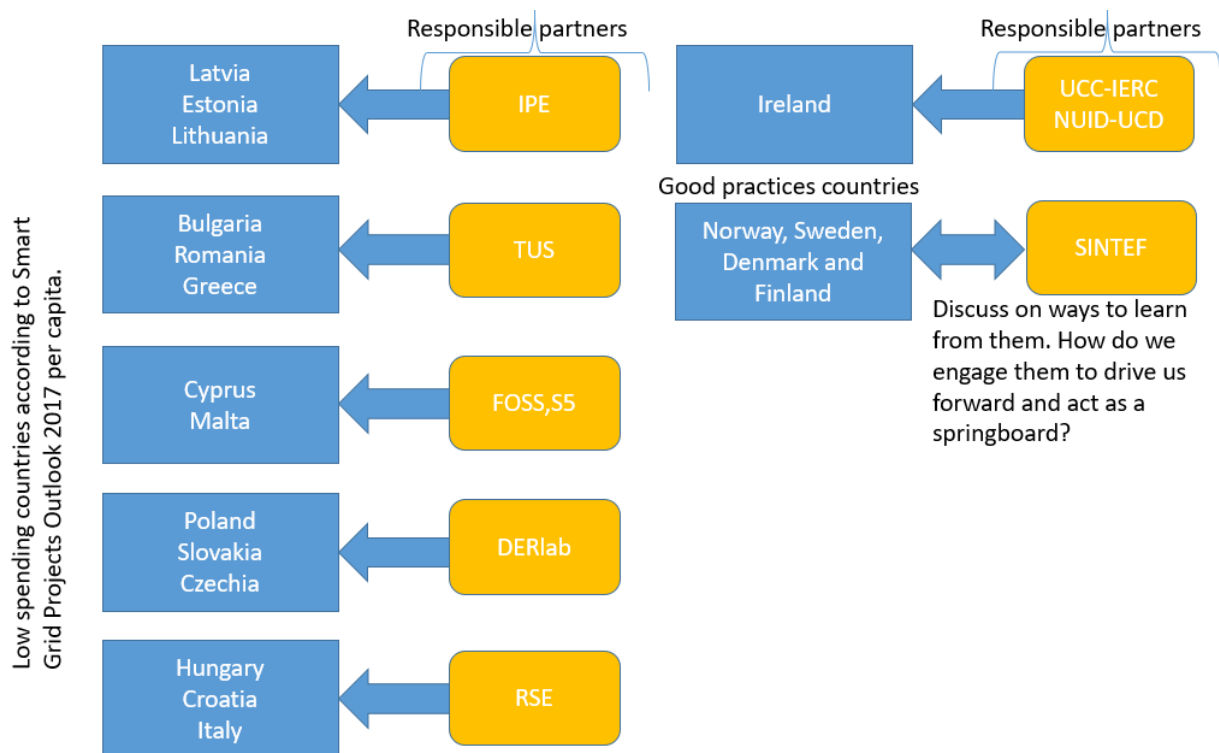


Figure 2: Low spending countries according to Smart Grid Projects Outlook 2017, per capita

Depending on evolving R&I needs and topics identified in WP3, WP4 and WP5, WP6 will provide organisational support in order to develop working groups (WGs) – to establish regional stakeholder desks in the target regions, as vehicles to ensure wide participation and involvement of market actors and stakeholders throughout the project and to create local networks.

One of the project's goal is to understand and help bridge the gap between low-spending and high-spending countries, therefore it is necessary to target stakeholders from both types of countries. For low-spending countries, to ensure their increased involvement with EU level initiatives and for high-spending countries, to play a supporting and motivating role to enhance research & innovation in the energy field on a pan-European level. Within these two broad categories, we have established more precise categories of stakeholders that are going to be populated within WP2.

PANTERA is aimed at setting up a European forum composed of Research & Innovation stakeholders representing the EU energy system. Therefore, the project has selected multiple target audiences:

- R&I actors active in the fields of smart grids, storage and local energy systems (including policy makers, standardisation bodies, experts in research and academia, etc.) representing the European energy system
- National, international and pan-European platforms and initiatives (SIRFN, ISGAN, Mission Innovation, ETIP SNET, JRC, etc.)
- Other EU projects, national and international projects with similar interests and possibilities of collaboration and synergies.

Stakeholder	
Global	IEA
	ISGAN
	IEEE/IET
	CIGRE
	GSGF
	Mission Innovation
EU	JRC
	ETIP SNET
	SETIS
	SSERR
	BRIDGE
	EERA JP SmartGrid
	DERlab
	ENTSO-E
	EDSO
	EURELECTRIC
	ERA-Net Smart Energy Systems
National	Energy Policy/Regulatory Body
	TSO
	DSO
	IPPs / Generators
	Technology / System Providers
	Aggregator / ESCO / Supplier
	Utility Service Provider
	Industries/SMEs
	Academic/Research Institute
	Energy Agency/Association
	Energy Communities/Cooperatives
	Energy Active Citizens

Table 3: Categories of PANTERA stakeholders

PANTERA aims at setting up a European forum composed of research & innovation stakeholders active in the fields of smart grids, storage and local energy systems, including policymakers, standardisation bodies and experts in both research and academia representing the EU-28 energy system. The consortium wants to work with the established stakeholders (industries, policy entities, research institutes, operators, standardisation bodies, etc.) to first assess their needs, to translate them into tools and functionalities that will be included in the PANTERA platform. Making sure their needs are taken into consideration and responded to will increase the probability of usage and adoption of the platform by these users. This process will also help to establish that two-way communication that is much needed throughout the project, to continue getting feedback and enhance the created tools and functionalities offered by the platform.

#### 4.1.1 Communication with stakeholders

Gathering relevant stakeholders and expanding the stakeholder base throughout the project are of major importance to PANTERA. The consortium will come up with a questionnaire, organise targeted workshops and dedicated stakeholders' meetings, and will also conduct interviews and consultations with selected stakeholders.

A first list of selected stakeholders will be established based on the networks and organisation contacts of the project partners. As the project evolves and PANTERA participates in events and workshops, we plan for this list to expand accordingly. The first communication mean to establish the connection between the project and potential stakeholders will be done through a carefully elaborated questionnaire that will be circulated by email and will also be available on PANTERA's website: <https://pantera-platform.eu/stakeholders/>

Confirming a list of stakeholders will help to engage them more easily to get feedback and also increase PANTERA's visibility among the R&I field in Europe.

A close interaction with the identified stakeholders will be the next step in the process of collaboration. This can be done, for instance, by inviting stakeholders to selected events and workshops, providing them with networking activities and the possibility to join workshops of pan-European influence.

### PANTERA Stakeholder Engagement

Are you active in the fields of smart grids, storage or local energy systems?

Do you want to contribute to the establishment of a true Pan European energy community?

#### Your benefits in joining PANTERA

- Networking with the consortium and stakeholders from all points of Europe.
- Identifying new business and research opportunities and new project partners.
- Participation in project events, workshops, webinars, etc.
- Sharing your projects outcomes on a Pan European level
- Access to a Pan European level database

Please fill out the survey to be considered as a PANTERA stakeholder



Read PANTERA's Privacy Policy guidelines

Figure 3: Screenshot of PANTERA website page "Become a stakeholder"

PANTERA will use communication channels such as the general newsletter but also dedicated mailing campaigns, personally inviting selected stakeholders to workshops and also sending feedback mailing campaigns to gather valuable insights. Social media channels will also be used to reach the general audience as well as the stakeholders. All communication channels will basically be used to ensure reaching the stakeholders. By selecting the relevant events for PANTERA to be present, we will address major European players in the field, to raise awareness about the project a widespread dissemination of the obtained platform.

PANTERA is a project for which workshops are crucial. Workshops will be organised throughout the whole duration of the project under WP5. There will be regional workshops to target those regions less involved in European projects in the R&I field, and pan-European workshops to reach a larger audience and have involve them in the PANTERA process. A total of four workshops per year will be organised, linked with on-going strategic processes and developments at European level. In more details, one task-specific objective of this workshop work package is to mobilize the Smart Grids community and its stakeholders in the development process of the SET Plan implementation reviewed by different stakeholders in dedicated workshops. Another specific objective is to identify, discuss and contribute to Smart Grids related priorities (e.g. identify, raise awareness and fill-in Smart Grids related standardisation gaps) in order to support the deployment of Smart Grids. Furthermore, the collaboration with ETIP SNET, especially by participating in the ETIP SNET regional workshops, and the interaction with the BRIDGE EU initiative will be key activities and will give the possibility to the identified stakeholders to interact with these important initiatives and with their members.

In PANTERA, we have also developed a new approach for reaching and engaging the project's stakeholders, especially the ones located in the regions with less R&I efforts. We will set up and coordinate Regional Desks, which will support the PANTERA process through collaborative work within the regions. A booklet will be created to explain the regional desks and their mechanism and to attract potential stakeholders to join the desks. Stakeholders that will participate in the PANTERA Regional Desks process and give their support will gain valuable access to Smart Grids R&I communities, initiatives and information.

PANTERA Regional Desks' main objectives are:

- To link research and innovation with the regional priorities and competences in close cooperation with local actors.
- To link regions and local assets and capabilities to external sources of knowledge and value chains.
- To understand the local context and propose best practices that can be applicable for designing policies and strategies for regional and national goals.

## **4.2 Projects and initiatives**

International collaboration and knowledge sharing is very important for PANTERA therefore, we aim to interact and engage with other projects and initiatives, which might be similar to what PANTERA is wanting to achieve and which could result in synergies. These exchanges can be through emails, workshops, physical meetings and telco's. PANTERA also targets close interactions with relevant international initiatives, networks and platforms dealing with similar topics, such as IEA ISGAN, Mission Innovation, EERA, ENTSO-E, EDSO4SG, EURELECTRIC, IEEE PES, IEEE SmartGrid, CEN-CENELEC, ETIP SNET, JRC, etc. As an example, PANTERA is planning to closely collaborate with ISGAN and Mission Innovation to promote PANTERA and collaborate on a more international dimension.

## **4.3 Broad public**

Additionally to reaching the targeted project stakeholders, it our aim to raise awareness and promote PANTERA project to a wider audience, the broad public. For that matter, we will ensure to keep the website and social media constantly updated and in a manner that will appeal to the broad public. DERlab will also promote PANTERA to its network of European and American research organisations, industries, institutes and universities. This will be done by sharing interesting news and about PANTERA on DERlab website, LinkedIn channel and also the DERlab Activity Report 2018-2020, which will be available in a digital version and also printed out and distributed to all the DERlab network and selected relevant stakeholders. PANTERA will reach key stakeholders from research, academia, industry, policy in the field of smart grids and DER through DERlab's online and offline promotion of this report in 2018-2020.

## 5 Communication, dissemination and cooperation achievements and milestones schedule

Major achievements and milestones in communication, dissemination and cooperation will be reported in dedicated deliverables, as determined in the Grant Agreement. Considering workshops achievements and milestones are closely related to dissemination and communication activities, WP5 deliverables and milestones will be taken into consideration as well.

Deliverable or milestone to be reached	Due date (in project months)
D5.1 Workshop format	3
D8.1 Dissemination, communication and cooperation plan	3
D8.2 Promotion and marketing material	4
D6.2 Stakeholder consultation plans (one for each country/region)	5
MS8 Finalize the initial design of the collaborative multi-functional platform and take firm action for establishing it	8
MS5 Outcome of the first set of workshops in the first year and lessons learned for corrective action	12
D5.2 Report on the outcomes of Regional workshops (intermediary)	24
D5.4 Report on the outcomes of Pan-European and Global workshops (intermediary)	24
D5.3 Report on the outcomes of Regional workshops (final)	48
D5.5 Report on the outcomes of Pan-European and Global workshops (final)	48
D8.3 PANTERA Collaboration Platform: European Hub for Smart Grids	48
D8.4 Report on Dissemination and Communication activities	48

Table 4: Schedule of activities in communication, dissemination and cooperation

## 6 Conclusion

The current deliverable D8.1 presents a plan for coherent communication and dissemination of the project and its cooperation with its target audiences, i.e. project stakeholders and also for internal (between project partners) communication purposes. The document outlines the communication and dissemination strategy plan in general and also in details, explaining and describing each key element such as the communication channels and tools, the messages, the target audiences and how they will be reached and engaged in a two-way communication process, the ways to monitor the dissemination and communication progress and also the responsibilities (collaboration with all project partners to increase the dissemination impact). Special emphasis is also given to the role of the workshops organised by PANTERA in engaging with stakeholders and get feedback to be implemented in the creation process of the PANTERA platform.

## 7 References

[1] Glossary of the EC's Participant Portal, [Online].

Available: [http://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html).



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## Document 1: First Press Release of the PANTERA project

### Kick-off meeting of the PANTERA Consortium in Nicosia, Cyprus

On 30-31 January 2019, the kick-off meeting of the PANTERA project took place at the Hilton Cyprus in Nicosia (CY), coordinated by FOSS (University of Cyprus). Further partners are DERlab, RSE, SINTEF, Fizikalas Energetikas Instituts, Insistute of Physical Energetics (IPE), Suite5, University College Cork – National University of Ireland, Cork (UCC- IERC), University College Dublin, National University of Ireland (NUID UCD) and Technical University of Sofia (TUS).



*PANTERA Consortium and the Project Officer Mario Dionisio at the PANTERA kick-off meeting*

According to the JRC Smart Grid Projects Outlook 2014, the majority of cooperation takes place between organisations from a limited number of Member States, while 15 analysed countries account for less than 5 % of the Research & Innovation funds altogether.

Collaborative work is pivotal in the development work that the consortium proposes through the PANTERA CSA PAN European Technology Energy Research Approach. It is very important to move in a coordinated way to develop demanding objectives through Horizon Europe and other national and regional Research & Innovation financial instruments that will align evolution of technologies with the planned low carbon economy of the European Union.

PANTERA project will identify and implement initiatives, aimed at levelling the participation of EU countries to a common energy market for the benefit of all EU citizens. The importance of the PANTERA project lies, in particular, in bridging the gaps in R&I in the energy field that currently exist in Europe between Member States.

By identifying, involving and engaging the right stakeholders, PANTERA will make sure to be developing a tool that will truly address actual issues and limitations and provide useful and exploitable information to enhance Research & Innovation on a pan-European level.

PANTERA's ambition is to be the single point of reference for smart grids in Europe, by delivering a multi-dimensional platform of pan-European status capable of leveraging coherence and trust as a pull towards enhanced R&I in energy systems centred on an integrated grid active and responsive.