



PANTERA
Pan European Technology Energy Research
Approach

Work Package 8

Dissemination and Communication activities

Deliverable D8.4

Report on Dissemination and Communication activities

Grant Agreement No: **824389**
Funding Instrument: **Coordination and Support Action (CSA)**
Funded under: **H2020 LC-SC3-ES-7-2018: Pan-European Forum for R&I on Smart Grids, flexibility and Local Energy Networks**
Starting date of project: **01.01.2019**
Project Duration: **54 months**

Contractual delivery date: **30.06.2023**
Actual delivery date: **17.06.2023**
Lead beneficiary: **DERlab European Distributed Energy Resources Laboratories (DERlab) e.V.**

Deliverable Type: **Report (R)**
Dissemination level: **Public (PU)**
Revision / Status: **Final**

This project has received funding from the European Union's Horizon 2020 Coordination and Support Action Programme under Grant Agreement No. 824389

Document Information

Document Version: 1
 Revision / Status: Final

All Authors/Partners Melissa Setakhr / DERlab
Distribution List PANTERA Consortium members

Keywords: Dissemination, communication, cooperation, stakeholders, plan, strategy

Document History

Revision	Content / Changes	Resp. Partner	Date
0.1	Initial draft and draft structure	DERlab	25.04.2023
0.2	First draft	DERlab	16.05.2023
0.3	Final draft	DERlab	06.06.2023

Document Approval

Final Approval	Name	Resp. Partner	Date
Review WP Level	Shafi Khadem	IERC	9.06.2023
Review WP Level	Rad Stanev	TUS	9.06.2023
Review Executive Board Level	Venizelos Efthymiou	FOSS	17.06.2023

Disclaimer

This document contains material, which is copyrighted by certain PANTERA consortium parties and may not be reproduced or copied without permission. The information contained in this document is the proprietary confidential information of certain PANTERA consortium parties and may not be disclosed except in accordance with the consortium agreement.

The commercial use of any information in this document may require a licence from the proprietor of that information.

Neither the PANTERA consortium as a whole, nor any single party within the PANTERA consortium warrant that the information contained in this document is capable of use, nor that the use of such information is free from risk. Neither the PANTERA consortium as a whole, nor any single party within the PANTERA consortium accepts any liability for loss or damage suffered by any person using the information.

This document does not represent the opinion of the European Community, and the European Community is not responsible for any use that might be made of its content.

Copyright Notice

© The PANTERA Consortium, 2019 – 2023

Table of contents

List of figures4

List of tables5

Abbreviations6

Executive Summary7

1. Introduction8

 1.1 Structure of the document.....8

 1.2 WP8 Deliverables.....8

2 PANTERA and the EIRIE platform9

3 Communication and dissemination impact, objectives and target audiences12

 3.1 Communication and dissemination impact12

 3.2 Communication objectives12

 3.3 Target audience and project stakeholders.....13

 3.3.1 *PANTERA stakeholders*.....13

 3.3.2 *Other projects and initiatives*15

 3.3.3 *Broad public*15

4 Communication and dissemination activities16

 4.1 Communication channels16

 4.1.1 *Website*16

 4.1.2 *EIRIE Platform*19

 4.1.3 *Social media channels*.....20

 4.1.3.1 *Twitter*.....20

 4.1.3.2 *LinkedIn*.....21

 4.1.4 *Newsletter*23

 4.1.5 *Marketing materials*25

 4.1.6 *Publications in media and magazines*26

 4.1.7 *Journal and conference publications*27

 4.1.8 *Workshops and webinars*.....30

 4.1.9 *Presence in events and conferences*.....32

 4.1.10 *Regional Desks Activities*36

 4.1.11 *Advisory Board collaboration*37

 4.1.12 *Collaboration with European initiatives and projects*.....38

 4.2 KPIs and analytics for communication and dissemination activities41

 4.2.1 *Comparison of the targeted KPIs with the actual results*41

 4.2.2 *Website analytics per year*.....42

 4.2.3 *Social media analytics*.....45

 4.2.3.1 *LinkedIn*.....45

 4.2.3.2 *Twitter*.....47

5 Conclusion50

6 References.....51

List of figures

Figure 1 the PANTERA consortium on a map9

Figure 2 The PANTERA Concept..... 11

Figure 3 The EIRIE Concept11

Figure 4 Low spending countries according to Smart Grid Projects Outlook 2017, per capita..... 13

Figure 5 Website homepage sections17

Figure 6 Resources tab on the website..... 18

Figure 7 Website article on the final event of the PANTERA project 18

Figure 8 Homepage of the EIRIE Platform.....19

Figure 9 Events page on the EIRIE Platform 19

Figure 10 PANTERA's Twitter account20

Figure 11 Tweet examples21

Figure 12 Example of a post in a Horizon Europe LinkedIn group.....22

Figure 13 LinkedIn page of the PANTERA project 22

Figure 14 A project newsletters on the website 23

Figure 15 Past newsletter analytics.....24

Figure 16 Example of the last newsletter25

Figure 17 PANTERA EIRIE in European Energy Innovation Magazine.....27

Figure 18 PANTERA partners at Enlit 2022 (EU Projects Zone)..... 32

Figure 19 PANTERA online booth at SET PLAN 2021.....33

Figure 20 PANTERA online booth at EUSEW 202134

Figure 21 Regional Desks Magna Carta37

Figure 22 Examples of Advisory Board members quotes promotional material38

Figure 23 PANTERA in DERlab Public Activity Report 2021-2022..... 39

Figure 24 Summary of the initiatives, projects and platforms with which PANTERA has established collaborations (taken from D2.3)40

Figure 25 Analytics Website visitors.....42

Figure 26 Website Analytics in 201942

Figure 27 Website Analytics in 202043

Figure 28Website Analytics in 202143

Figure 29 Website Analytics in 202243

Figure 30 Website Analytics in 2023.....44

Figure 31 Website visitors countries44

Figure 32 Pages visited on the website45

Figure 33 LinkedIn Analytics in 2022-202346

Figure 34 LinkedIn demographics: Job function46

Figure 35 LinkedIn demographics: Job Industry47

Figure 36 Twitter Analytics throughout the project duration48

Figure 37 Twitter countries analytics.....49

List of tables

Table 1 Categories of PANTERA stakeholders	14
Table 2 Project conference and journal papers	27
Table 3 Indicators to measure PANTERA's communication and dissemination objectives	41

Abbreviations

CSA	Coordination and Support Action
DER	Distributed Energy Resources
DL	Deliverable
EC	European Commission
EERA	European Energy Research Alliance
ENTSO-E	European Network of Transmission System Operators for Electricity
ETIP SNET	European Technology and Innovation Platform for Smart Networks for Energy Transition
EU	European Union
GA	Grant Agreement
JRC	Joint Research Centre
KPI	Key Performance Indicator
PC	Project coordinator
R&I	Research & Innovation
RCS	Regulation, grid code and standards
RI	Research Infrastructure
RICAP	R&I status and Continuous Gap analysis
SPRING	Service contract by DG Energy supporting the work of ETIP SNET and BRIDGE
UI	User Interface
WP	Work Package
WG	Working Group
WT	Working Team

Executive Summary

The current document “Report on Dissemination and Communication activities”, prepared within the Dissemination and Communication activities (WP8), provides an account of the main communication and dissemination activities that took place within the PANTERA project. It follows the structure established in deliverable 8.1 Dissemination, Communication and Cooperation Plan, which described the strategy that would be used throughout the project to reach the different target audiences and project objectives. The different communication channels - online and offline – that were established to effectively communicate with the project stakeholders and general public are explored to see their impact on the project objectives. Close collaboration with all WPs also took place during the project duration, to meet their various needs in terms of dissemination, promotion material, etc. and to ensure an efficient networking and higher reach.

The main communication and dissemination channels that were used within the project, and which are described in this deliverable are:

- Website
- EIRIE Platform
- Social media channels
- Newsletter
- Marketing materials
- Publications in media and magazines
- Journal and conference publications
- Workshop and webinars
- Regional Desks activities
- Advisory Board collaboration
- Presence in events and conferences
- Collaboration with European initiatives and projects

1. Introduction

1.1 Structure of the document

Section 1 briefly summarizes PANTERA and the EIRIE Platform. Section 2 gives an overview of the dissemination and communication impact, the project's main communication objectives and target audiences. Section 3 provides an overview of the communication and dissemination activities; the communication channels that were used, as well as the KPIs, including website and social media channels analytics. Among the communication channels, the workshops that were organized by the consortium are also briefly described but they will be reported in more details in deliverables 5.3 and 5.5. Section 4 describes the involvement of the project partners and PANTERA's presence and participation in relevant events and conferences, as well as the collaboration that took place with several international organisations.

1.2 WP8 Deliverables

Deliverable	WP	Title	Lead	Type
D8.1	8	Dissemination, communication and cooperation plan	DERlab	Report
D8.2	8	Promotion and marketing material	DERlab	Websites, patents filling, etc.
D8.3	8	PANTERA Collaboration Platform: European Hub for Smart Grids	DERlab	Report
D8.4	8	Report on Dissemination and communication Activities	DERlab	Report

2 PANTERA and the EIRIE platform

Pan-European Technology Energy Research Approach (PANTERA) is an EU H2020 project 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.

It was PANTERA’s vision to create, through a multi-functional collaborative platform, a reference operational point to:

- Unify and harmonize European activity
- Incentivize further investments in smart grids
- Support access to exploitable results that can spark further work and cooperation

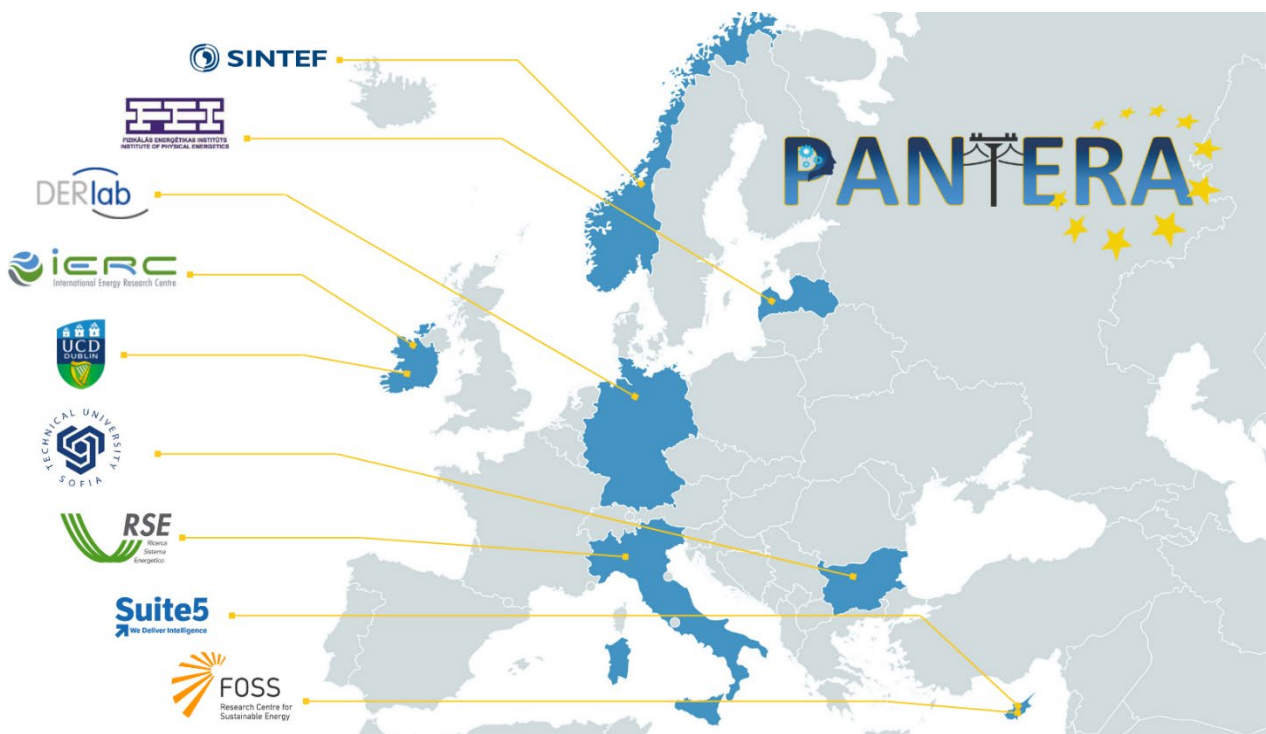


Figure 1 the PANTERA consortium on a map

To reach these objectives, the EIRIE (European Interconnection for Research Innovation & Entrepreneurship) platform was developed within the project: a multi-dimensional platform of pan-European status and influence, that brings 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.

EIRIE wants to connect and bring together the European Union’s Research & Innovation community in smart grids, storage and local energy systems, in one place, to enable collaboration, increase wider interest and give access to all the resources needed to play an active role within the European research community. Indeed, EIRIE facilitates collaboration between researchers, R&I organizations, and policy makers, building a research database which aims at levelled investments in Smart Grids, Storage and Local Energy Systems throughout Europe, leaving no one behind. Users enjoy an easy access to information on potential funding and consortium building, projects data

collection (results and outcomes, best practices, reports and deliverables, etc.), standards and regulations, all of these searchable via an easy-to-use dynamic search tool. Through EIRIE, collaboration is enriched through the Confluence¹ tool, which has been seamlessly integrated within the EIRIE platform.

Surveys carried out to assess the main barriers limiting the funding and development of R&I in the energy field revealed: a lack of responsive networking facilities, limited monetary & human resources and limited national policy in support of R&I activities. The PANTERA project addressed all these barriers, either via direct activities such as the organisation of workshops with the participation of local stakeholders, or through the rich functionalities of the EIRIE platform.

The consortium closely collaborated with important stakeholders to ensure connectivity with the following platforms: the Smart Electricity Systems and Interoperability Platform of JRC, the Knowledge Sharing Platform of ETIP-SNET, the BRIDGE portal, the EXPERA platform of ERANET Smart Energy Systems, the Mission Innovation Platform, the EU Research Results Platform (CORDIS), the DERlab Research Infrastructures database and the ASSET platform offering training material in the area of smart grids. Following the successful connectivity of EIRIE with the above-mentioned platforms, the aim is to extend the achieved connectivity with more platforms in the EU that are active in smart grids, storage, and local energy networks. Therefore, a functional architecture was designed, which is adaptive, flexible, and expandable to cover the needs of all EU. The figure below shows a vision that can be extended to other platforms operating on the same principles. (More details are provided in the [4] EIRIE manual)

Having in mind these objectives was always important when considering communication and dissemination activities:

- The key messages were shaped after the objectives in order to support them,
- They helped to identify and prioritise key stakeholders and the right channels to reach them

¹ <https://www.atlassian.com/software/confluence> : Confluence is your remote-friendly team workspace where knowledge and collaboration meet.

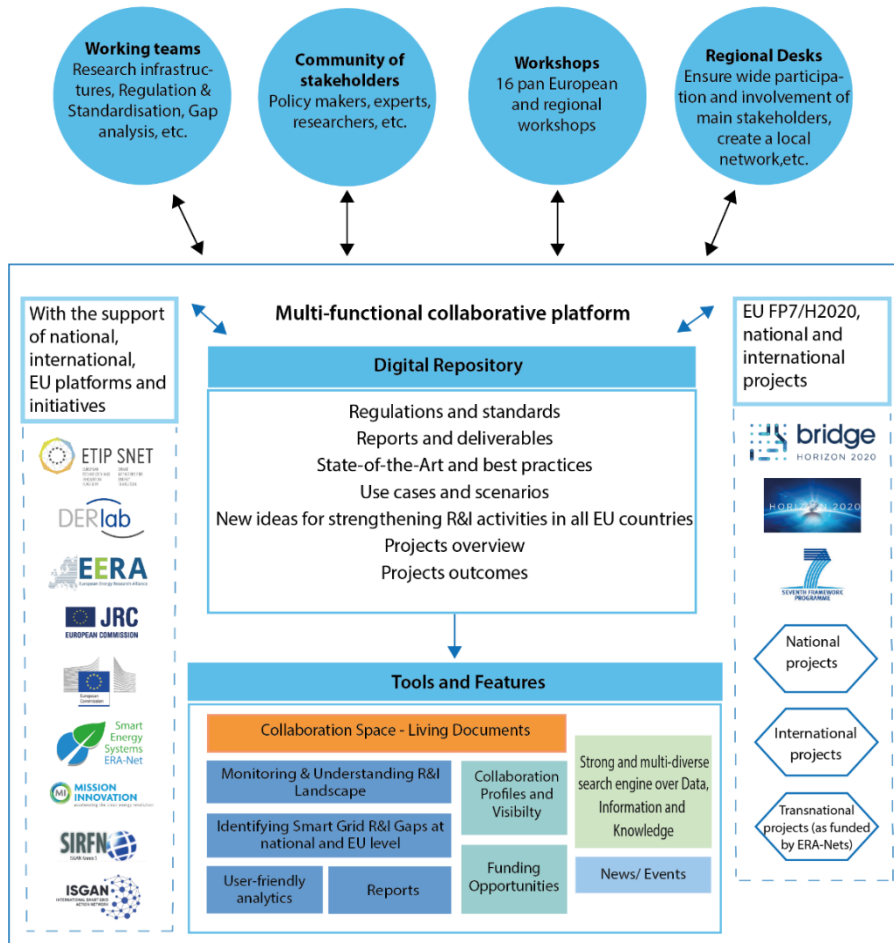


Figure 2 The PANTERA Concept

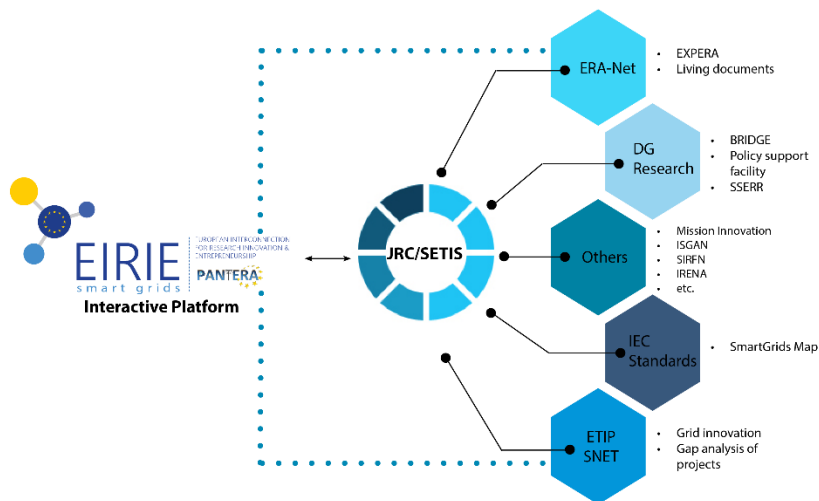


Figure 3 The EIRIE Concept

3 Communication and dissemination impact, objectives and target audiences

3.1 Communication and dissemination impact

The main reason to create a communication and dissemination plan at the beginning of the project was to identify the project objectives, target audiences, messages and the right channels to communicate and promote project results and news, but also enable and facilitate dialogue and interaction with the stakeholders.

The communication and dissemination activities that took place informed about the PANTERA project and what it stands for, raised awareness among the R&I community in Europe about the project, informed about the project outcomes (e.g. barriers to more participation in EU projects, etc.) on all project channels, provided a platform to engage with the stakeholders and enable collaboration. Thanks to surveys, events and analytics, it was possible to analyze the demographic data of the reached audience and compare it with the target audience, to ensure we were effectively reaching the stakeholders.

3.2 Communication objectives

The key objective of PANTERA is to connect and bring together the EU R&I community to enhance collaboration, knowledge sharing, wider interest and use of project results, avoid redundancy and lost financing, and strengthen the participation of all Member States

Several sub-goals were identified regarding the communication and dissemination of activities:

- Raise 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 communication channels.
- Disseminate project results and relevant information on the chosen communication channels to generate interest, especially by making available all public deliverables, important project resources, etc.
- Reach the 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 Target audience and project stakeholders

The target audience of the project and thus the EIRIE platform’s users have been established as R&I stakeholders across the EU in the domain of Smart Grids, storage, and Local Energy Systems. To have a better idea of the needs and challenges faced by the stakeholders, a series of activities were organised within the project duration, such as surveys conducted under WP2 and WP4, interviews and Q&A sessions held during the workshops organised by the consortium (with a hybrid, physical and format to adapt to the situation), targeted dissemination efforts, nano-workshops (short-format workshops in relevant events and conferences).

PANTERA established the following target audiences:

- PANTERA stakeholders
- Other projects and/or initiatives
- Broad or general public

3.3.1 PANTERA stakeholders

A stakeholder has been 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, has been responsible for identifying and establishing close interactions with the stakeholders. Special effort was done to involve stakeholders from the 15 countries (see in figure 4) that altogether account for less than 5% in EU R&I funds.

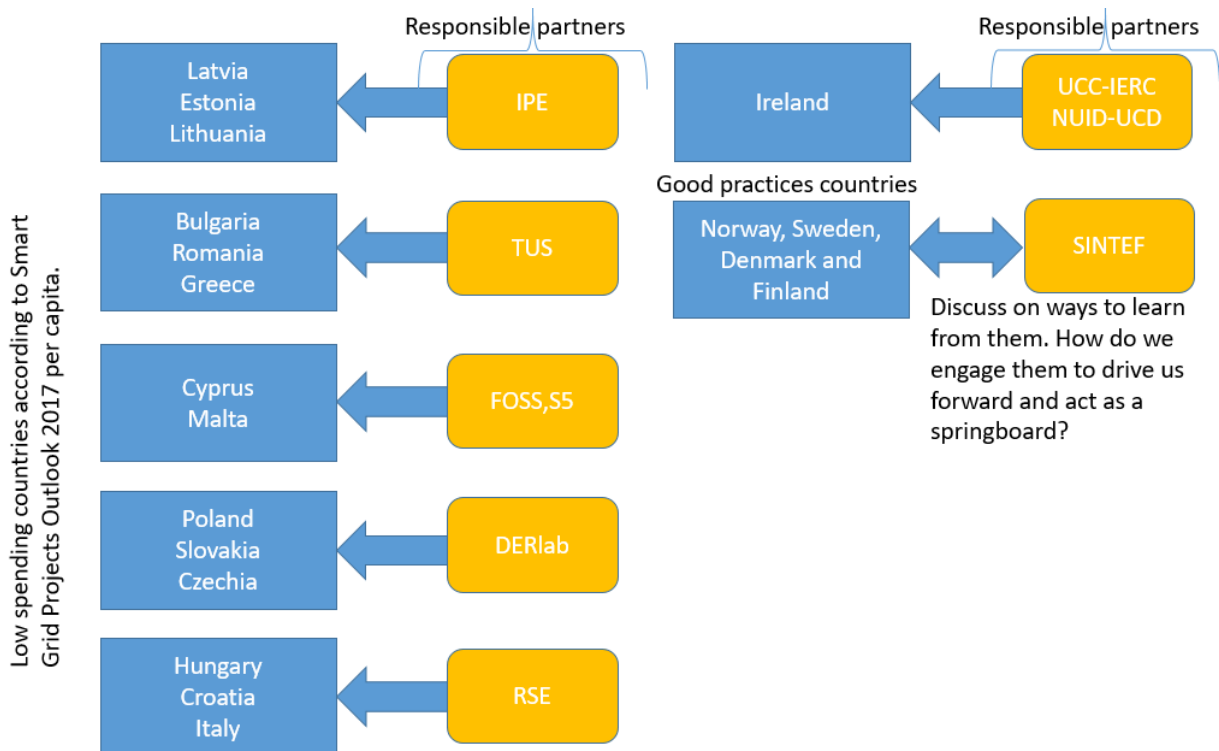


Figure 4 Low spending countries according to Smart Grid Projects Outlook 2017, per capita

PANTERA aims 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 1 Categories of PANTERA stakeholders

3.3.2 Other projects and initiatives

International collaboration and knowledge sharing play a vital role in fostering innovation and progress. The PANTERA consortium recognized the significance of this and strived to actively interact and engage with various projects and initiatives, creating opportunities for collaboration and synergies. The consortium fostered these exchanges through channels such as emails, calls, workshops, and physical meetings. Additionally, PANTERA emphasized the importance of establishing strong connections with relevant international initiatives, networks, and platforms that focus on similar topics. Noteworthy examples include IEA ISGAN, Mission Innovation, EERA, ETIP SNET, among others. By forging these connections, PANTERA aimed to leverage collective expertise and contribute to the advancement of its field.

Indeed, a strong and productive partnership has been formed with the Working Group - WG 5 "Innovation implementation in the business environment" within the PANTERA consortium. The consortium partners actively contributed to the regional workshops organized by ETIP SNET and participated in periodic meetings of WG5. As part of these interactions, PANTERA consistently shared updates on the international relations it was monitoring, including Mission Innovation, IEA ISGAN, and EERA JP SG. This collaborative approach not only allowed PANTERA to gather valuable feedback from WG5 members but also facilitated the exchange of knowledge and insights, benefiting all involved parties.

Another activity in this direction was the monthly calls with colleagues from ISGAN and Mission Innovation to come up with collaboration opportunities and promotion materials, especially social media posts. Particularly during the Covid-19 crisis, during which it was not possible to organize physical workshops and participate to events, these calls were really useful to come up with content to keep the social media channels active.

3.3.3 Broad public

In addition to engaging with targeted project stakeholders, our objective was to enhance awareness and promote the PANTERA project to a broader audience, including the general public. To achieve this, we ensured that our website and social media platforms were consistently updated in a manner that would resonate with a wide range of individuals. Furthermore, DERlab played a pivotal role in actively promoting PANTERA to its extensive network of European and American research organizations, industries, institutes, and universities. This was accomplished by sharing compelling news and updates about PANTERA on the DERlab website, LinkedIn channel, as well as through the distribution of the DERlab Activity Reports. These reports were made available in both digital and printed formats, reaching all members of the DERlab network and selected relevant stakeholders, thereby maximizing the project's visibility and impact.

4 Communication and dissemination activities

The main channels used as communication channels within the project are the following:

- Website
- EIRIE Platform
- Social media channels
- Newsletter
- Marketing materials
- Publications in media and magazines
- Journal and conference publications
- Workshop and webinars
- Regional Desks activities
- Advisory Board collaboration
- Presence in events and conferences
- Collaboration with European initiatives and projects

4.1 Communication channels

Drawing upon the identified needs of the project and leveraging past experiences from other initiatives, a diverse range of communication channels were carefully selected to facilitate effective dissemination and communication of the PANTERA project. These channels served multiple purposes, including raising awareness, promoting project outcomes, and fostering meaningful engagement with potential stakeholders. Throughout the project's duration, a variety of communication channels were employed to ensure widespread dissemination, encourage dialogue, and facilitate the sharing of results. These strategic communication efforts aimed to maximize the project's impact and foster active participation from the intended audience.

4.1.1 Website

The project's official website, www.pantera-platform.eu, has been serving as the primary gateway for external audiences to access project information and has been operational since the project's beginning. Designed with a focus on simplicity, user-friendliness, and intuitiveness, the website serves as a comprehensive resource for both the general public and stakeholders. It provides a platform to showcase the project, offering public information and updates. Regular updates were made to the website, ensuring that it remained current and dynamic. These updates included the addition of upcoming events, workshops, news articles, and various resources such as approved public deliverables, published papers, workshop presentations, agendas, and promotional materials.

In the resources tab, workshop outcomes, link to the recording and presentation slides were also uploaded to allow everyone who was not able to attend the PANTERA workshops to follow the discussion and eventually give their feedback.

A tab with a direct link to the EIRIE platform can also be found on the website homepage.



PAN European Technology Energy Research Approach (PAN ERA) is a EU H2020 project 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.

News



EIRIE in the Spring 2023 edition of European Energy Innovation magazine

18. April 2023



Strengthening research collaboration opportunities fostering EU Clean Energy transition - PAN ERA final event

11. April 2023



Fostering EU Clean Energy transition in Lithuania, a SUPEERA-PAN ERA joint workshop

23. March 2023

Subscribe to our Newsletter

Name

First Last

Email

Sign up to our newsletter?

[Edit](#)

Figure 5 Website homepage sections

Regional workshops	
Budapest, Hungary 23 March 2023	PANTERA-SUPEERA Joint Workshop "International research collaboration opportunities fostering EU Clean Energy transition in Romania" Workshop summary and outcomes [Download] Workshop slides [Download]
Budapest, Hungary (CANDO EPE 2022 conference) 21 November 2022	PANTERA Workshop "Boosting the R&I activity on Smart Grid Technologies: Strengthening of regional activity in R&I facilitated by the European EIRIE platform" Workshop summary and outcomes [Download]
Hybrid (MedPower 2022) 8 November 2022	PANTERA-SUPEERA Workshop "Boosting the R&I of Smart Grids, Storage and Energy communities" – Country: Malta Workshop summary and outcomes [Download]
Paphos, Cyprus (at IEEE Smart Cities Conference 2022) 27 September 2022	PANTERA Workshop "Boosting the R&I activity on Smart Grid Technologies Empowering Energy Citizens and Communities towards the Decarbonisation of "Energy Island" – Country: Cyprus Workshop summary and outcomes [Download]
Online 22 February 2021	Smart Grid Research Data PANTERA nano-workshop Workshop summary and outcomes [Download]

Figure 6 Resources tab on the website

Strengthening research collaboration opportunities Fostering EU Clean Energy transition - Final event of the PAN ERA Project

Date: 19 June 2023

Time: 13:00-20:00 CEST

Location: NH Brussels EU Berlaymont, Bd Charlemagne 11/19, 1000 Bruxelles, Belgium

Strengthening research collaboration opportunities Fostering EU Clean Energy transition
Final event of the PAN ERA Project – EIRIE Platform
 19 June 2023
 NH Brussels EU Berlaymont, Brussels
[Register now!](#)
[Register here](#)

PAN European Technology Energy Research Approach (PAN ERA) is an EU H2020 project aimed at setting up a European forum composed of R&I stakeholders active in the fields of smart grids, storage and local energy systems, including policy makers, industrial stakeholders, standardisation bodies and experts in both research and academia, representing the EU energy system. The long-term objective of PAN ERA is to strengthen EU clean energy R&I activities with special focus on the countries that appear to be less involved.

Recent Posts

EIRIE in the Spring 2023 edition of European Energy Innovation magazine

Strengthening research collaboration opportunities fostering EU Clean Energy transition – PAN ERA final event

Fostering EU Clean Energy transition in Lithuania, a SUPEERA-PAN ERA joint workshop

PAN ERA-SUPEERA joint workshop "International research collaboration opportunities fostering EU Clean Energy transition in Romania"

Join us in Enlit Europe's EU Projects Zone!

May 2023

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

« Apr

Figure 7 Website article on the final event of the PAN ERA project

4.1.2 EIRIE Platform

Considering the main outcome of the PANTERA project is the EIRIE platform, it was important to feed static content to it as well as regular updates such as new posts, events, etc. It was also a relevant communication channel to promote upcoming PANTERA workshops.

Deliverable 8.3 *PANTERA Collaboration Platform: European Hub for Smart Grids* provides detailed information about the EIRIE platform.

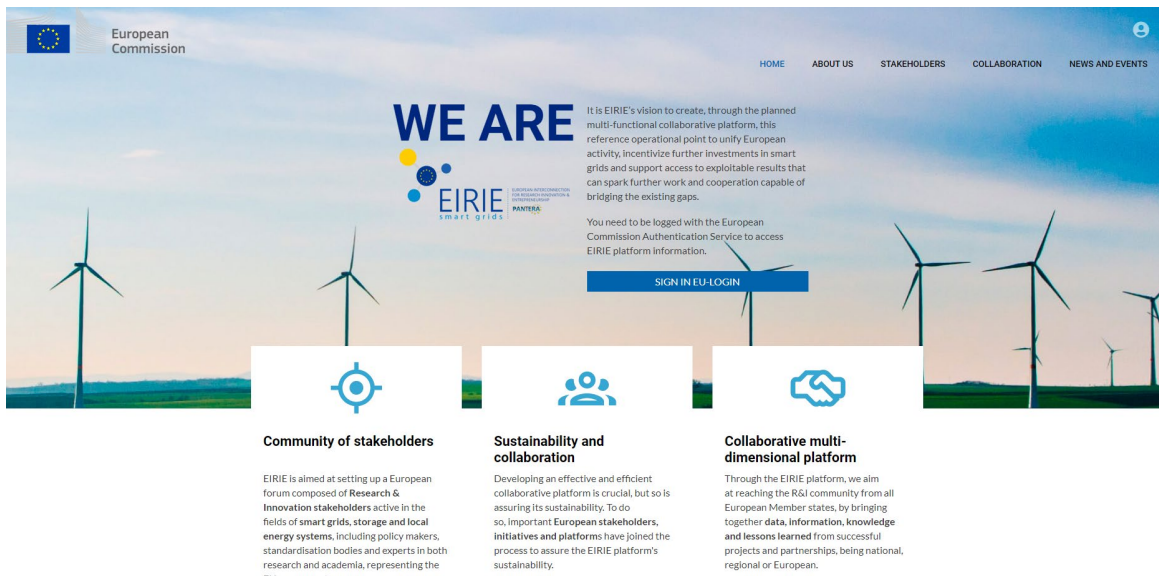


Figure 8 Homepage of the EIRIE Platform

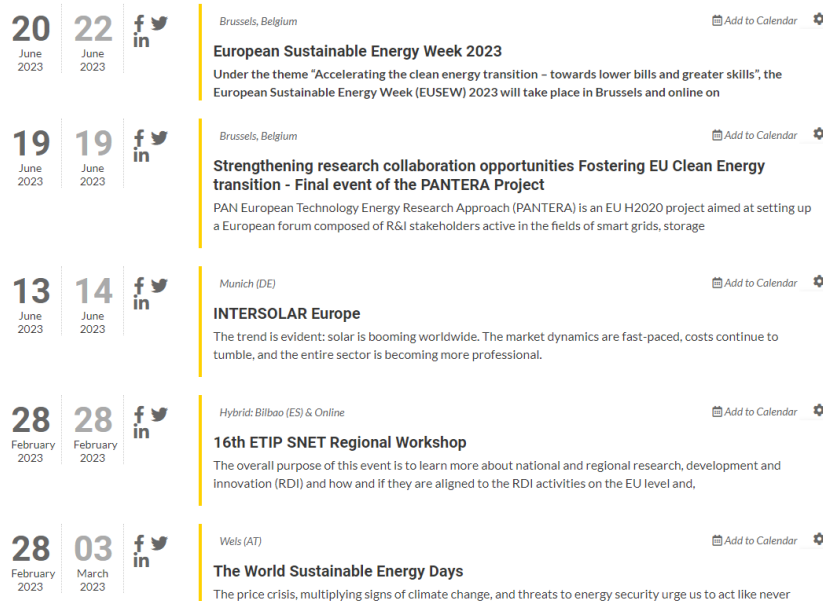


Figure 9 Events page on the EIRIE Platform

4.1.3 Social media channels

To actively promote the project's activities and outputs, and to encourage broader discussions on topics related to PANTERA, various social networks have been utilized as effective marketing tools. This approach ensured regular engagement with the project's target audience. PANTERA maintained an active presence on popular social media platforms throughout the project duration, namely on Twitter, Facebook, LinkedIn, and YouTube. These social media accounts integrated within the project's website, allowing for seamless integration and cross-promotion. Additionally, relevant project publications have been shared on Research Gate, a widely recognized platform for academic and research content.

4.1.3.1 Twitter

PANTERA's Twitter account is [@PanteraPlatform](#). Twitter has been a very effective channel to communicate and promote the PANTERA project. Indeed, regular tweets were created and retweets of interesting content were made to help interaction and engagement with the stakeholders, other projects, European institutions, etc. The number of followers has steadily increased since the beginning of the project, with around 750 followers at the time of writing. Over 500 tweets have been published throughout the project.

Relevant accounts, especially European institutions have been followed and post re-shared. Hashtags, including #H2020 #HorizonEurope #EUproject #WeAreEIRIE, have been used to gain more visibility and interactions.

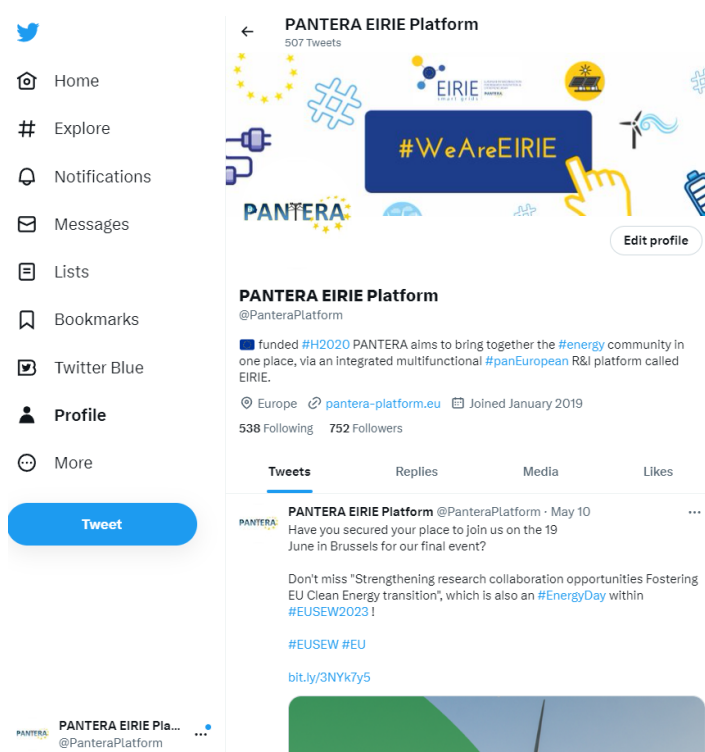


Figure 10 PANTERA's Twitter account

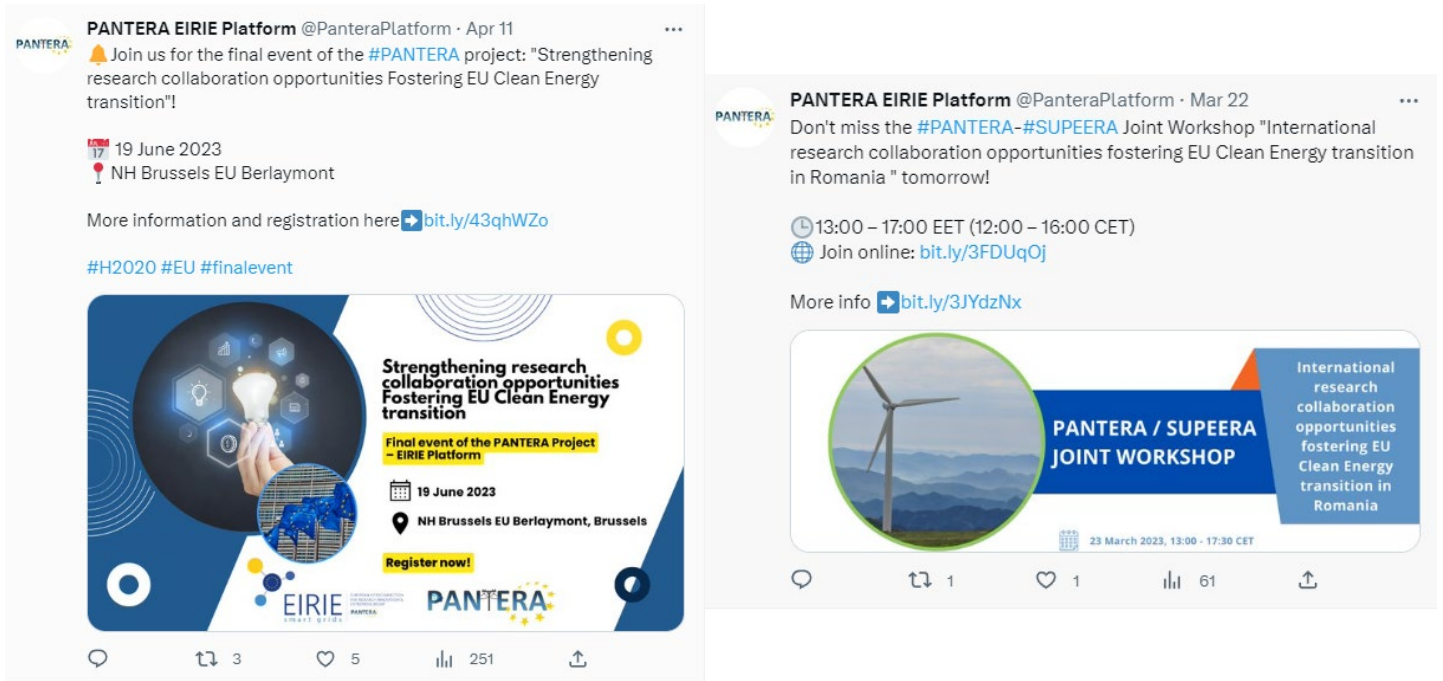


Figure 11 Tweet examples

4.1.3.2 LinkedIn

The LinkedIn page of the PANTERA project has also been a very efficient channel to promote the project and share results with the audience. It is also possible to see the demographics and industries of the audience, which is particularly useful to assess the impact of the project. More data will be provided in the analytics section of this report. The page counts over 300 followers at the time of writing.

LinkedIn is also useful to promote outcomes of European projects as there are several dedicated Horizon 2020 and Horizon Europe groups, in which it is possible to share interesting information related to EU-projects. These groups were used several times throughout the duration of the project, as can be seen in figure 12 below.

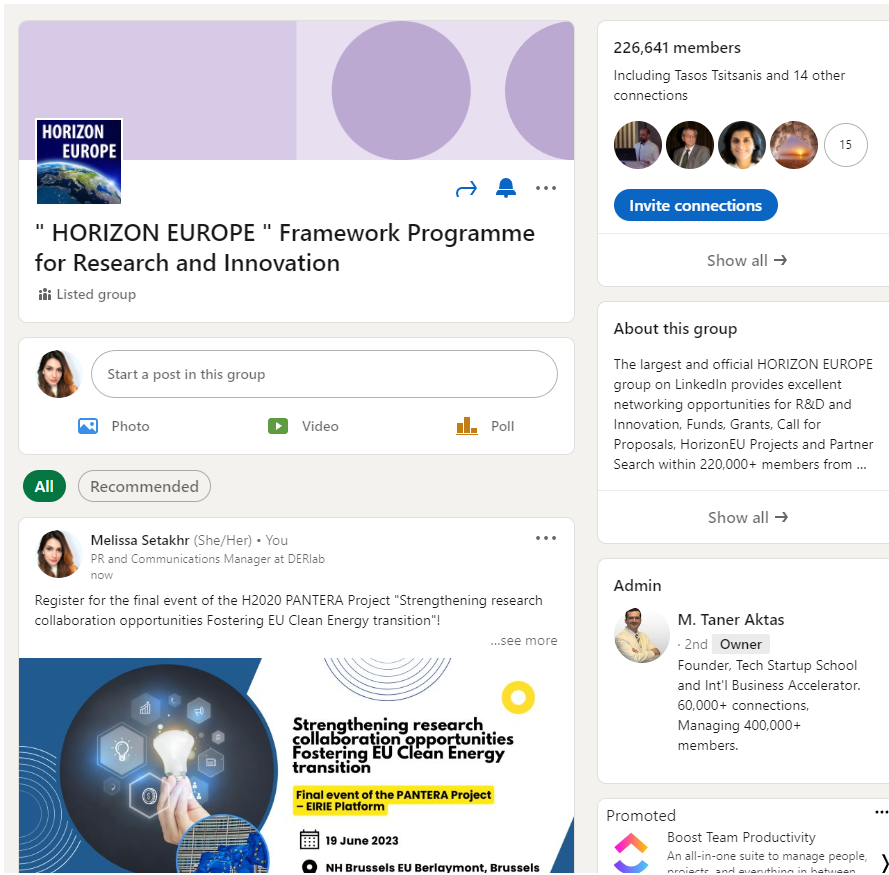


Figure 12 Example of a post in a Horizon Europe LinkedIn group

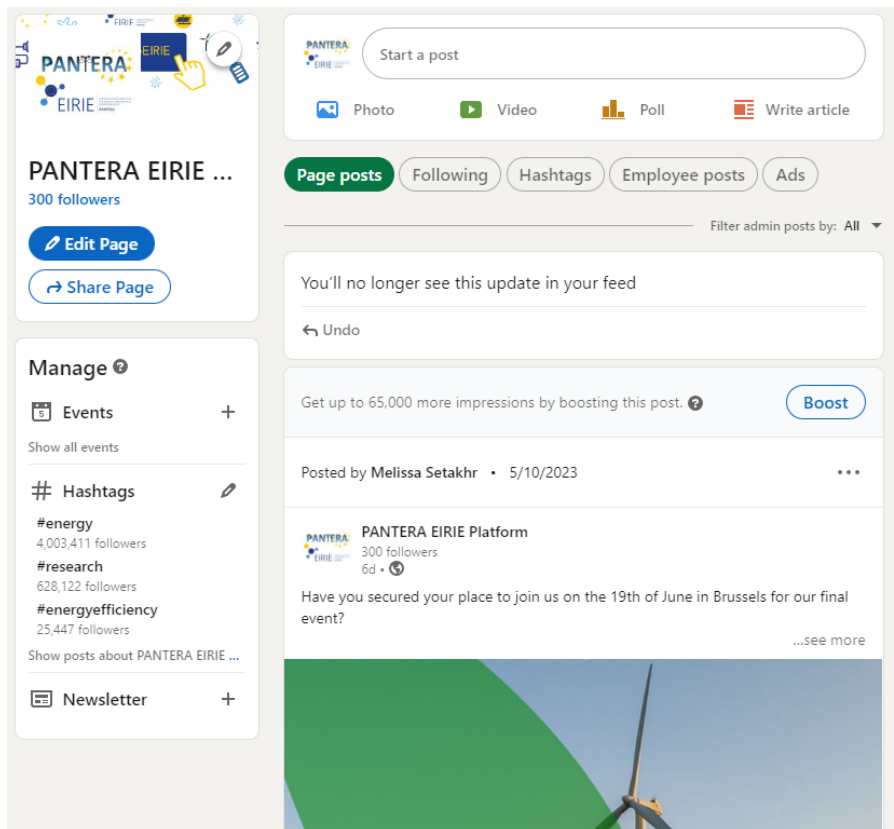


Figure 13 LinkedIn page of the PANTERA project

4.1.4 Newsletter

A newsletter template was developed for PANTERA using the Mailchimp platform. These newsletters have played a crucial role in communicating the latest news and updates about the project, extending invitations to workshops and events, promoting stakeholder engagement, and highlighting networking opportunities. In addition to general newsletters, specific ones were tailored for specific purposes, such as soliciting feedback after workshops.

The website prominently features a subscription link, allowing interested individuals to easily sign up for the newsletter. To further raise awareness, the newsletter subscription has been actively promoted through various social media channels.

By utilizing this comprehensive approach, PANTERA ensured effective and targeted communication with its audience, keeping them informed and engaged with the project's progress and opportunities. Additionally, all newsletters that have been sent can be found on the website.



Figure 14 A project newsletters on the website

<p>Sent on Apr 20, 2022</p> <p>Reminder PANTERA-SUPEERA workshop</p> <p>Regular email · Classic Builder PANTERA · 197 recipients</p>	<p>Open rate 30.4%</p> <p>Click rate 2.1%</p>
<p>Sent on Mar 30, 2022</p> <p>PANTERA / SUPEERA" Joint Workshop on 27 April 2022 in Riga, Latvia & virtually!</p> <p>Regular email · Classic Builder PANTERA · 196 recipients</p>	<p>Open rate 33.3%</p> <p>Click rate 7.3%</p>
<p>Sent on Nov 24, 2021</p> <p>Meet us at the SET Plan conference and Enlit event!</p> <p>Regular email · Classic Builder PANTERA · 193 recipients</p>	<p>Open rate 34.0%</p> <p>Click rate 3.1%</p>
<p>Sent on Oct 20, 2021</p> <p>Join PANTERA at the EU Sustainable Energy Week 2021!</p> <p>Regular email · Classic Builder PANTERA · 196 recipients</p>	<p>Open rate 31.6%</p> <p>Click rate 3.7%</p>
<p>Sent on Sep 6, 2021</p> <p>Don't miss PANTERA and SUPEERA joint workshop: "Boosting the R&I activity on Smart Grid Technologies"</p> <p>Regular email · Classic Builder PANTERA · 194 recipients</p>	<p>Open rate 29.2%</p> <p>Click rate 5.2%</p>

Figure 15 Past newsletter analytics

As can be seen in figure 15, there is an average open rate of 32%, which is a good average compared to the same type of content on Mailchimp. In total, 16 newsletters have been sent during the project duration, with in average 4 per year. Newsletters comprise a digest of the project news and outcomes; they include the latest news, upcoming workshops, new deliverables or reports on the websites, etc. Several tags were created within the audience of subscribers so that it was possible to send targeted campaigns only to specific group, such as for instance the Advisory Board members.

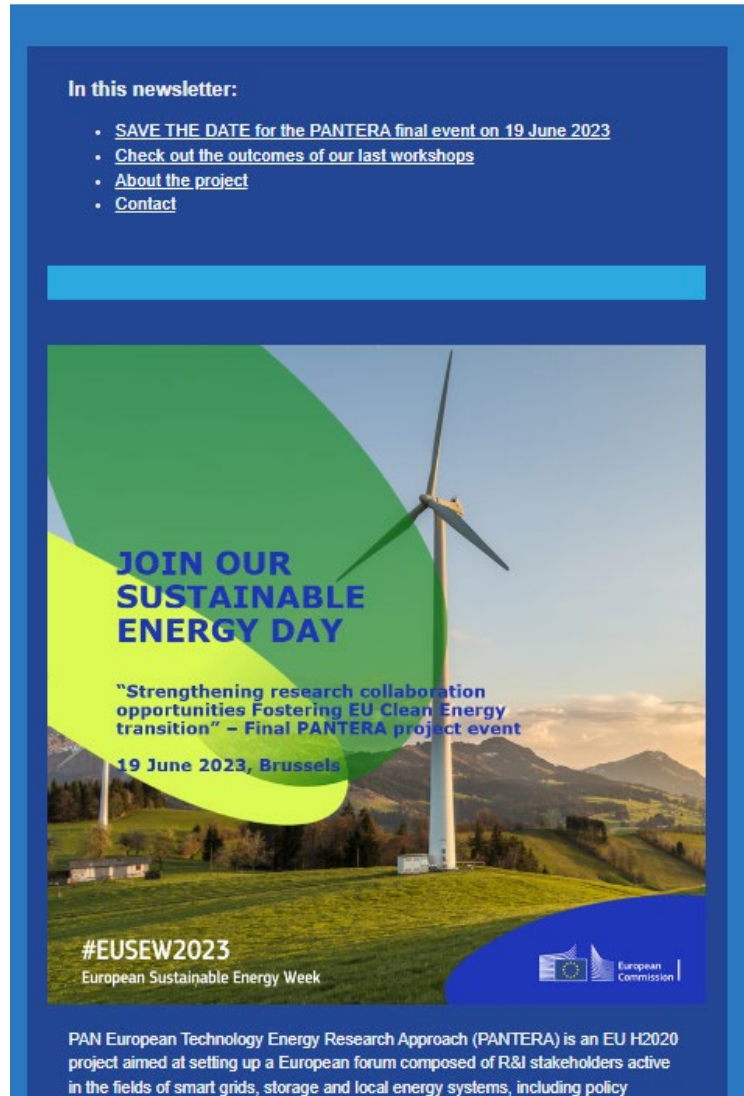


Figure 16 Example of the last newsletter

4.1.5 Marketing materials

As the leader of WP8, DERlab established a coherent visual identity for PANTERA, ensuring a consistent image and increasing its visibility among the public and, more importantly, key stakeholders. In line with this effort, a distinct logo was developed for the EIRIE platform, which incorporates the PANTERA logo, further reinforcing the project's brand. This visual identity plays a pivotal role in creating recognition and awareness, enabling effective communication and engagement with the target audience.

By employing a unified and recognizable visual representation, DERlab and the PANTERA project enhance their professional image and established a strong presence in the relevant communities and networks.

DERlab developed and made available to all project partners the following promotional materials:

- Project concept figure (See Annex 1)
- PANTERA flyer (See Annex 2)
- Factsheets (See Annex 3)
- Project rollup (See Annex 4)
- Regional Desks Booklet (See Annex 5)
- Workshop invitations and promotional images (See Annex 6)
- Project videos (See Annex 7)
- EIRIE Flyer (See Annex 8)

The promotional materials are described in more details in *D8.2 "Promotion and marketing material"*.

4.1.6 Publications in media and magazines

PANTERA has been featured twice (Spring 2022 and Spring 2023 editions) in the European Energy Innovation online Magazine. Thanks to the important following and relevance of the audience, these publications ensured a good promotion effort and visibility for the EIRIE platform, especially as the first publication was a bit after the launch of the EIRIE platform.

Furthermore, the project will appear in the Open Access Government document – July edition, as this edition put a focus on Bridging the Gap between Researchers and Entrepreneurs in the Energy Sector, and it was particularly relevant to promote EIRIE. The magazine is distributed digitally quarterly to over 248,000 Government Academic and Funding contacts over the world.

Project partners have also written articles in their language to increase the reach and visibility of PANTERA and the EIRIE platform.

EIRIE platform in the Spring edition of European Energy Innovation magazine



Read the article "EIRIE Innovating in European Energy Ecosystem" which in fact is the Spring 2022 edition of the European Energy Innovation (EEI) magazine!



Figure 17 PANTERA EIRIE in European Energy Innovation Magazine

4.1.7 Journal and conference publications

A series of journals and conference papers have been published throughout the project. They are also available in the Resources tab on the project website.

Table 2 Project conference and journal papers

Publication name	Authors	Publication date	Publication place
“PAN European Approach for Strengthening Research and Innovation in Smart Grids, Energy	Authors: Rad Stanev (TU Sofia), Anastassia Krusteva (TU Sofia), Metody Georgiev (TU Sofia),	September 2019	11th Electrical Engineering Faculty Conference (Bulef), 2019

Storage and Local Energy Systems”	Teodora Todorova (TU Sofia), Christina Papadimitriou (FOSS), Venizelos Efthymiou (FOSS), Christiana Panayi (FOSS), Mohamed Shalaby (DERlab), Paula Carroll (UCD), Shafi Khadem (UCC-IERC), Mattia Cabiati (RSE), Luciano Martini (RSE), Andrei Morch (SINTEF), Anna Mutule (IPE), Irina Antoskova (IPE), Tasos Tsitsanis (Suite5), Giorgos Papadopoulos (Suite5), Alexandros Tsitsanis (Suite5)		
“The role of Research and Innovation in the European Union’s energy development” (Pētījumu un inovāciju loma Eiropas Savienības enerģētikas attīstībā)	A. Mutule, I. Antoskova, R. Lazdins	October 2019	EP Energija Un Pasaule (Latvian professional journal)
“Clean energy research and innovation initiatives” (Iniciatīvas tīrās enerģētikas pētniecības un inovāciju jomā)	A. Mutule, I. Antoskova, R. Lazdins	February 2020	EP Energija Un Pasaule (Latvian professional journal)
“An overview of the decarbonised Smart Grid research status in EU Member States with low smart grid R&I activities”	L.S. Relaño International Energy Research Centre (IERC), C.N. Papadimitriou FOSS Research Centre for Sustainable Energy, A. Tsitsanis Suite5 Data Intelligence Solutions Limited, T. Tsitsanis Suite5 Data Intelligence Solutions Limited, P. Carroll UCD Energy Institute, University College Dublin, R. Stanev Technical University of	November 2020	12th Mediterranean Conference on Power Generation, Transmission, Distribution and Energy Conversion (MEDPOWER 2020)

	Sofia, S.K. Khadem International Energy Research Centre (IERC)		
“Facilitating research and innovation for energy transition”	A. Mutule, I. Antoskova, R. Lazdins, R. Urbonas (Lithuanian Energy Institute)	June 2021	Lithuanian energy journal “ENERGETIKA”
"Research and Innovation Supporting Energy Transition: Challenges for Wider Participation of Lagging Countries."	A. Mutule, I. Antoskova, A. Morch, V. Efthymiou, C.N. Papadimitriou	28 June 2021	2021 IEEE Madrid PowerTech
“Development of Network Codes to Facilitate the Energy Transition”	P. Carroll, S. Khadem, A. Mutule, A. Nouri, C.N. Papadimitriou, R. Stanev, M. Cabiati	July 2021	icSmartGrid2021
"A concept for flexible and self-adaptable classification of ETIP SNET technologies and functionalities."	C.N. Papadimitriou, V. Efthymiou, R. Stanev, S. Khadem	July 2021	ELMA 2021 IEEE
"Development of Smart Grid Standards in View of Energy System Functionalities."	A. Mutule, I. Antoskova, C. N. Papadimitriou, V. Efthymiou, A. Morch	September 2021	Splitech 2021
Empowering energy transition in Estonia ("Energiapöördemõjuvõimu suurendamine Eestis")	Anna Mutule (IPE), Irina Antoskova (IPE)	September 2021	Elektrijaala, pp. 8-10, 2021/1 ISSN 1406-4464
"Implementing The Clean Energy Package: best practices in overcoming barriers"	A.Z. Morch, V. Efthymiou, C.N. Papadimitriou, A. Mutule, K. Berg	September 2021	CIREN 2021
“Workshop on collaboration in energy Research and Innovation” (Aizvadīts seminārs par sadarbību enerģētikas pētniecībā un inovācijās)	A. Mutule, I. Antoskova	May 2022	EP Energija Un Pasaule (Latvian professional journal)
“Identification of Gaps and Barriers in Regulations, Standards, and Network Codes to Energy Citizen Participation in the Energy Transition”	A. Nouri, S. Khadem, A. Mutule, C. Papadimitriou, R. Stanev, M. Cabiati, A. Keane, P. Carroll	January 2022	Energies 2022, 15(3), 856; https://doi.org/10.3390/en15030856

A Dynamic Process to Identify the National Smart Grid Research & Innovation Status and Priorities.	Khadem, Md. Shafiuzzaman Khan & Bahloul, Mohamed & Morch, Andrei & Papadimitriou, Christina & Nouri, Alireza & Carroll, Paula & Shalaby, Mohamed & Stanev, Rad & Mutule, Anna & Efthymiou, Venizelos	June 2022	https://ieeexplore.ieee.org/document/9814119/10.1109/EPE54603.2022.9814119
Integration of Distributed Energy Generation in Energy Citizen side: Key Barriers and Enablers	Mohamed Bahloul, Shafi Khadem, Alireza Nouri, Paula Carroll, Christina Papadimitriou, Venizelos Efthymiou	June 2022	22nd International Scientific Conference on Electric Power Engineering (EPE)

4.1.8 Workshops and webinars

The workshops, organized face-to-face, online and in a hybrid way have been a major part of PANTERA's communication and dissemination activities. They are reported in detail in multiple deliverables of WP5 however, all partners contributed to the workshops in various capacities.

Workshops have been particularly valuable for PANTERA as they were the meeting point of the consortium and the stakeholders, to present the project, the vision of the platform and get feedback and insights about it.

There have been 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.

Workshop outcomes and reports have been made available on the website. When it was possible, recordings were made and uploaded on the YouTube channel of the project to reach a wider audience and enable an "on-demand" experience.

A list of the workshops that took place throughout the project can be found below:

- PANTERA Sofia Workshop "Pan European Research and Innovation activities for Smart Grids, Energy Storage and Local Energy Systems", Sofia (BG), 2 July 2019
- PANTERA Dublin Workshop: Ireland's Smart Grid, Energy Storage and Local Energy Systems Landscape: Research & Innovation Roadmap, Dublin (IE), 2 December 2019
- PANTERA Athens Workshop "Green Islands as a driver for the Energy Transition – Going Renewable and Smart", Athens (GR), 13 February 2020
- First PANTERA pan-European workshop: "For widening R&I activities in the EU in support of the energy transition" (EUSEW Energy Day) online, 24 June 2020
- PANTERA Regional Workshop, "Energy transition through optimal use of the rich Renewable Energy Resources of the Mediterranean basin", online, MedPower 2020, 10 & 11 November 2020
- Smart Grid Research Data PANTERA nano-workshop, online, 22 February 2021

- DERlab/ERIGrid 2.0/PANTERA Webinar “Remote Testing & EIRIE Platform”, online, 8 March 2021
- “The key role of the R&I unified approach across EU for boosting smart grids investments: The EIRIE platform” nano workshop at the 5th Cretan Energy Conference, online & Crete (GR), 9 July 2021
- PANTERA Regional Workshop “Research and Innovation activities for Smart Grids, Energy Storage and Local Energy Systems”, Varna (BG), 3 August 2021
- PANTERA & SUPEERA joint nano-workshop: “Boosting the R&I activity on Smart Grid (SG) Technologies” at the 6th International Conference on Smart and Sustainable Technologies – SpliTech 2021, Split and Bol (HR) and online, 10 September 2021
- CINELDI Webinar “Barrierer for forskning og demonstrasjon innen Smart Grids og introduksjon av beste praksis: EU-prosjektet PANTERA og kunnskapsdelingsplattformen EIRIE”, 3 November 2021
- PANTERA/SUPEERA Joint Workshop “Energy Transition in the Baltic States: Funding Opportunities for Smart Energy Research and Innovation”, Hybrid: Online & Riga (LV), 27 April 2022
- PANTERA/SUPEERA Joint Workshop “Energy Transition in the Baltic States: Funding Opportunities for Smart Energy Research and Innovation”, Hybrid: Online & Riga (LV), 27 April 2022
- PANTERA Workshop “The EIRIE platform enabling R&I activities and investment in smart grids” at MELECON 2022, Palermo (IT), 14 June 2022
- PANTERA Workshop “Boosting the R&I activity on Smart Grid Technologies: Empowering Energy Citizens and Communities toward the decarbonisation of “Energy Island”, 8th IEEE International Smart Cities Conference 2022, Paphos (CY), 27 September 2022
- PANTERA-SUPEERA joint Workshop “Fostering EU Clean Energy Transition in Hungary”, Budapest (HU) , 26 October 2022
- PANTERA-SUPEERA joint workshop “Boosting the R&I of Smart Grids, Storage and Energy communities. Country: Malta” at the 13th Mediterranean Conference on Power Generation, Transmission, Distribution and Energy Conversion, Valletta (MT), 8 November 2022
- PANTERA Workshop “Boosting the R&I activity on Smart Grid Technologies. The strengths of regional activity in R&I facilitated by the European EIRIE platform. Country: Budapest, Hungary” at the 5th International IEEE Conference and Workshop on Electrical and Power Engineering, Budapest (HU), 21 November 2022
- PANTERA-SUPEERA joint Workshop “International research collaboration opportunities fostering EU Clean Energy transition in Romania”, Bucharest (RO), 23 March 2023
- SUPEERA-PANTERA joint workshop “Fostering EU Clean Energy transition in Lithuania”, Vilnius (LT), 27 April 2023
- Strengthening research collaboration opportunities Fostering EU Clean Energy transition – Final event of the PANTERA Project – EIRIE Platform, Brussels (BE), 19 June 2023
- Nano Workshop “Smart Grids Research and Innovation Status in Bulgaria: gap analysis, opportunities and needs”, within the BULEF scientific conference, 13th of September 2019 in Varna, Bulgaria
- PANTERA Session, Boosting the R&I activity on Smart Grid Technologies, Empowering the R&I community to actively contribute to the Energy Transition, Country: Greece, Thessaloniki, Session Co-chairs: Dr Venizelos Efthymiou and Dr Rad Stanev, SyNERGY

MED 2022 – 18th of October 2022 from 14:00 to 15:30 hrs EEST

- International research collaboration opportunities fostering EU Clean Energy transition in Bulgaria – SUPEERA/ PANTERA joint workshop Date:25 May2022 Time:09:00 -14:30 EEST Location:Bulevard "Sveti Kliment Ohridski" 8, 1756 Studentski Kompleks, Sofia, Bulgaria, Bl. 2, Library Building

4.1.9 Presence in events and conferences

PANTERA was represented in relevant events within the European framework and related to its field of action. The project partners took part, promoted and disseminated the results of PANTERA to the various events.

Valuable insights were collected from these events, which contributed to the development of the EIRIE platform. Interaction with the stakeholders was also enabled through participation to these events. Even during the pandemic, PANTERA was promoted online via virtual booths (SET Plan 2021 event, ENLIT 2021 event, EUSEW 2021 event, etc.)

To make the most out of it, project partners gathered the obtained information from each of these events and prepared reports that were particularly useful to PANTERA, especially when designing the platform.



Figure 18 PANTERA partners at Enlit 2022 (EU Projects Zone)



Figure 19 PANTERA online booth at SET PLAN 2021

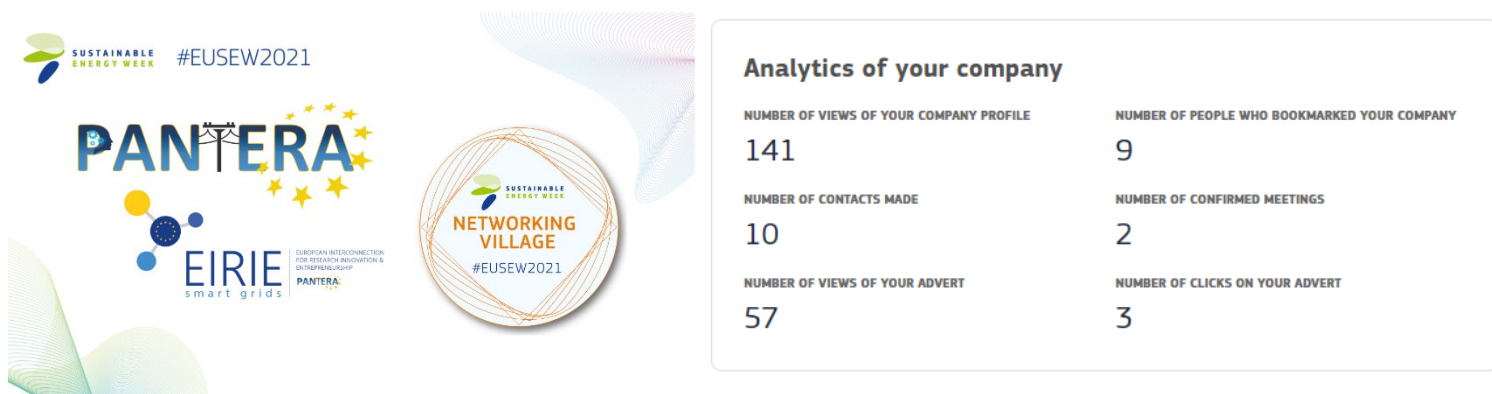


Figure 20 PANTERA online booth at EUSEW 2021

In the table below, the list of events to which the PANTERA partners participated can be found.

No	Event	Date	Location
1	ETIP SNET European and International Stakeholders Workshop	14 March 2019	
2	Mission Innovation Austria Week 2019	6-10 May 2019	Stegersbach und Oberwart (AT)
3	Smart Solar Power in Europe ERA-Net Smart Energy Systems 2019	16 May 2019	Munich (DE)
4	SynergyMED 2019	28-30 May 2019	Cagliari (IT)
5	16th International Conference ELMA 2019	6-8 June 2019	Varna (BG)
6	EU Sustainable Energy Week 2019	17-21 June 2019	Brussels (BE)
7	BULEF 2019 International Conference	11-14 September 2019	Varna (BG)
8	16th International Conference on the European Energy Market (EEM2019)	18-20 September 2019	Ljubljana (SL)
9	6th MI Innovation Challenge 1 (IC1)	13 November 2019	Paris (FR)

	on Smart Grids deep-dive workshop		
10	JRC- DG region smart specialization workshop	6 February 2020	Online
11	EU Sustainable Energy Week (EUSEW) 2020	22-26 June 2020	Online
12	MedPower 2020 (Mediterranean Conference on Power Generation, Transmission , Distribution and Energy Conversion)	9-12 November 2020	Online
13	DERlab/ERIGrid 2.0/PANTERA Webinar “Remote Testing & EIRIE Platform”	8 March 2021	Online
14	H2020 ASSET project final event	15 April 2021	Online
15	Trends, opportunities and choices in designing a cyber-resilient EPES infrastructure, EnergyShield workshop	15 April 2021	Online
16	IERC Annual Conference “Post-Pandemic Charge Towards our 2030 Targets”	27-29 April 2021	Online
17	18th ETIP SNET Governing Board Meeting	6 May 2021	Online
18	5th Cretan Energy Conference 2021	8-10 July 2021	Hybrid
19	EU Sustainable Energy Week (EUSEW) 2021	25-29 October 2021	Online
20	CINELDI Webinar “Barrierer for forskning og demonstrasjon innen Smart Grids og introduksjon av beste praksis: EU-prosjektet PANTERA og kunnskapsdelingsplattformen EIRIE”,	3 November 2021	
21	15th SET Plan conference	25-26 November 2021	Hybrid
22	Enlit Europe 2021: Digital EU Projects Zone & physical presence,	30 November – 2 December 2021	Hybrid
23	“Pan–European Clean Energy Transition: ways to strengthen transnational cooperation” Joint workshop of Implementation Working Group Deep Geothermal Support Unit European Energy Research Alliance SUPEERA project	19 January 2022	Online
24	SUPEERA event: International research collaboration opportunities fostering EU Clean Energy transition in Cyprus	1 June 2022	Nicosia, Cyprus
25	22nd International Scientific Conference on Electric Power Engineering (EPE 2022)	8-10 June 2022	Kouty nad Desnou (CZ)
26	IEEE MELECON 2022	14-16 June 2022	Palermo (IT)

27	8th IEEE International Smart Cities Conference 2022	26-29 September 2022	Paphos (CY)
28	EU Sustainable Energy Week (EUSEW) 2022	26-30 September 2022	Hybrid: Brussels (BE) & Online
29	MedPower 2022	7-9 November 2022	Malta (MT)
30	CANDO EPE 2022	21-22 November	Hungary (HU)
31	Enlit Europe 2022	29 November-1 December 2022	Frankfurt (DE)
32	DERlab General Assembly 2023	25 April 2023	Online

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

4.1.10 Regional Desks Activities

In PANTERA, a new approach was developed for reaching and engaging the project's stakeholders, especially the ones located in the regions with less R&I efforts. The Regional Desks have been established to support the PANTERA process through collaborative work within the regions. An extensive booklet has also been created to explain the regional desks and their mechanism and to attract potential stakeholders to join the desks.

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.

The Regional Desks are also featured on the website and can be downloaded or viewed online. (See figure 21 below)

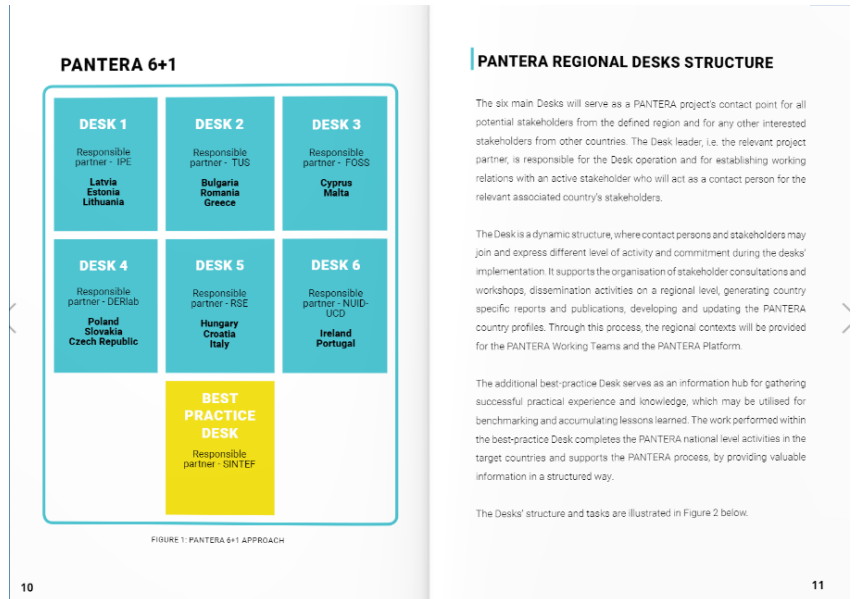


Figure 21 Regional Desks Magna Carta

4.1.11 Advisory Board collaboration

A close collaboration took place with the Advisory Board members throughout the project, to gather their input and interact with them on the best tools and features of the platform. Project partners conducted interviews with them and created reports to summarize the results of these interviews. Additionally, promotional images and highlights from these interviews were promoted on the website and all social media channels of PANTERA. (See figure 22 below)

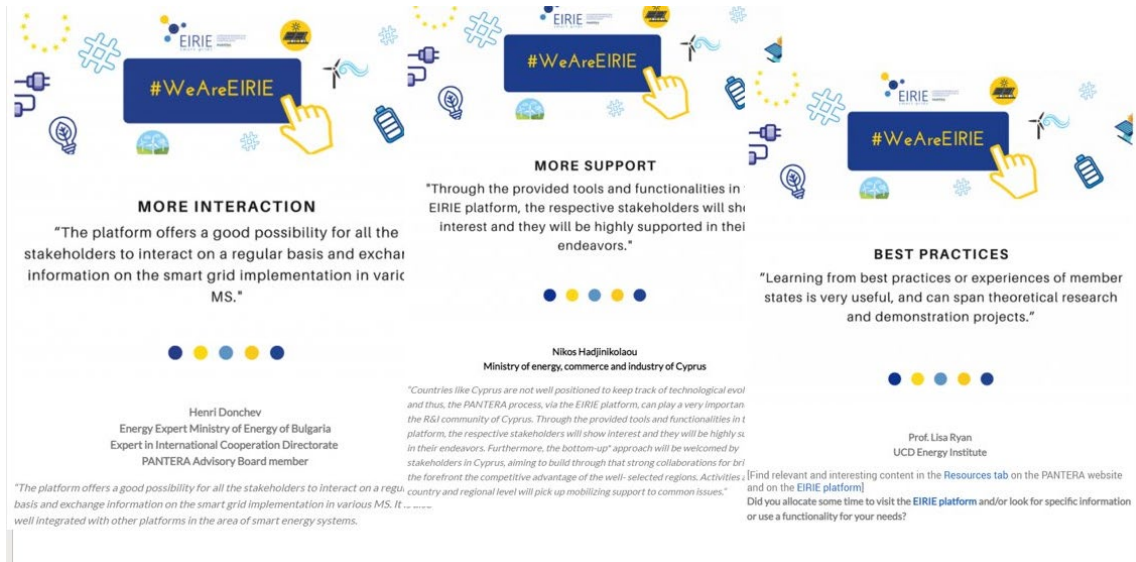


Figure 22 Examples of Advisory Board members quotes promotional material

4.1.12 Collaboration with European initiatives and projects

The collaborations are described in more details in deliverable D2.3 *1st Report on interactions with European platforms and organizations*.

The consortium closely collaborated with important stakeholders to ensure connectivity with the following platforms: the Smart Electricity Systems and Interoperability Platform of JRC, the Knowledge Sharing Platform of ETIP-SNET, the BRIDGE portal, the EXPERA platform of ERANET Smart Energy Systems, the Mission Innovation Platform, the EU Research Results Platform (CORDIS), the DERlab Research Infrastructures database and the ASSET platform offering training material in the area of smart grids.

A few examples of collaboration with European initiatives and projects:

- PANTERA was extensively featured in DERlab's Public Activity Report 2021-2022 entitled "Pan-European Collaboration & the Role of Remote Testing in the Recovery Plan" over 10 pages. This Activity Report presents the activities of DERlab and its members focusing on international networking and knowledge exchange within the period 2021-2022. Furthermore, presented in the report is a selection of EU-funded and national research efforts towards increased share of DER. Special emphasis was given to the activities of the EU Coordination and Support Action "PAN European Technology Energy Research Approach" (PANTERA), coordinated by DERlab member FOSS University of Cyprus.



Figure 23 PANTERA in DERlab Public Activity Report 2021-2022

- Collaboration with the ASSET project: Both projects closely collaborated to ensure connectivity from the EIRIE platform with the ASSET platform offering training material in the area of smart grids.
- Collaboration with SUPEERA: Several workshops were jointly organised with the SUPEERA project, including "Boosting the R&I activity on Smart Grid Technologies" nano workshop in September 2021, *Fostering EU Clean Energy transition in Lithuania*, a SUPEERA-PANTERA joint workshop in April 2023.
- Collaboration with the ERIGrid project: A partnership between PANTERA and the H2020 ERIGrid 2.0 project was established to support the stakeholders from the lower-activity countries to get in touch and obtain free access to leading smart grid and energy systems laboratories and services of the best laboratories of Europe including 21 physical laboratories, 10 virtual laboratories, education in smart grids and smart energy systems as well as resources which support the process of establishing and developing research infrastructure.

A webinar "Remote Testing & EIRIE Platform" was jointly organised by DERlab Working Group 4 "Strengthening the integration of laboratories & researcher exchange", *ERIGrid 2.0* and *PANTERA* on 8 March 2021.

The figure below provides a summary of the initiatives, projects and platforms PAN ERA established collaboration with.

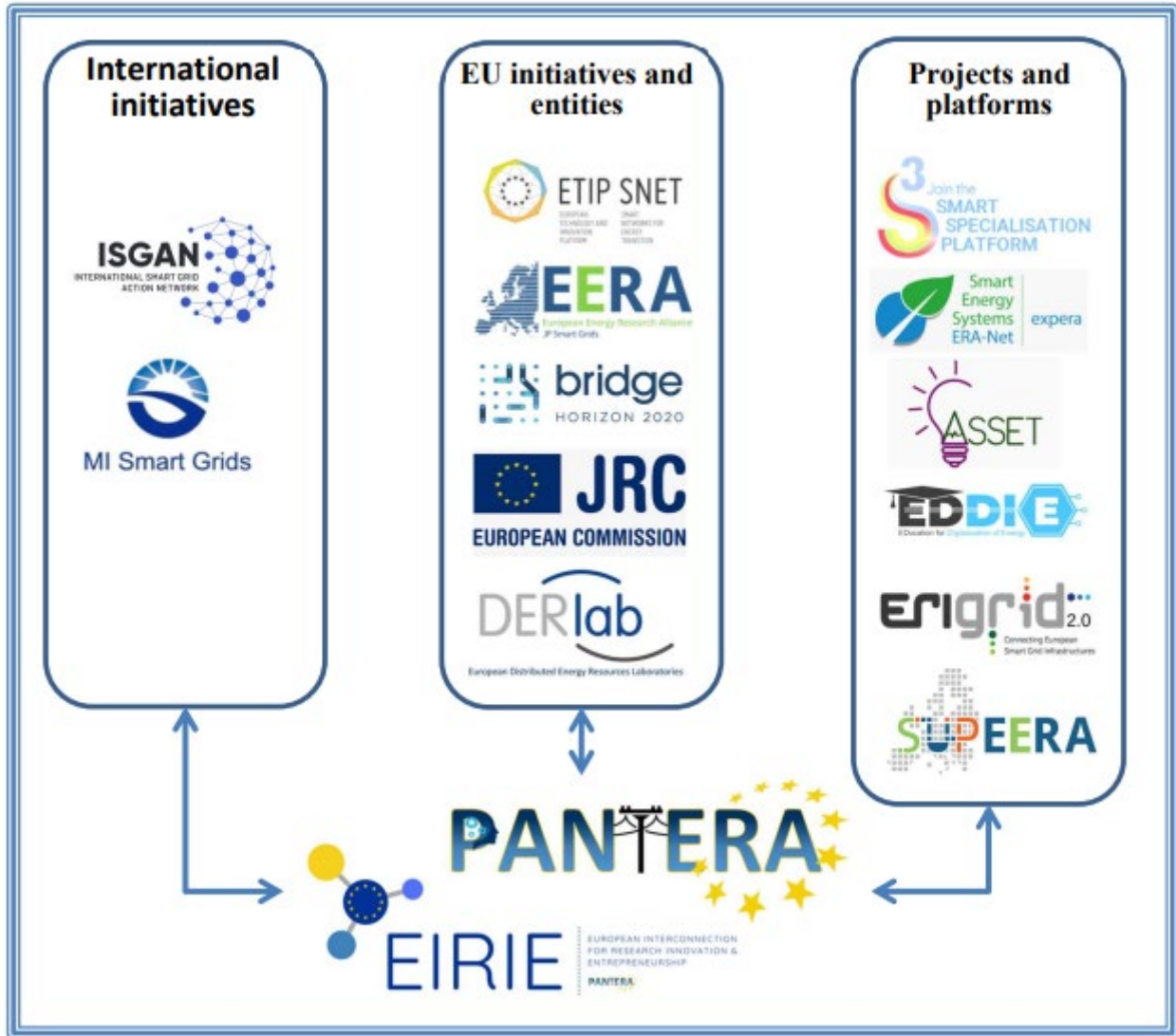


Figure 24 Summary of the initiatives, projects and platforms with which PAN ERA has established collaborations (taken from D2.3)

4.2 KPIs and analytics for communication and dissemination activities

4.2.1 Comparison of the targeted KPIs with the actual results

In the table below, the following KPI's were established at the beginning of the project to be able to measure the project communication and dissemination efforts and compare the actual data with the targets. As can be seen, the indicators have all exceeded the targets.

Indicator	Target	Actual
Number of newsletters	≥ 4 per year	16
Newsletter subscriptions	> 100	200
Number of tweets	> 50 per year	510 (average of 125 per year)
Number of Twitter followers	> 100	752
Number of LinkedIn followers	> 50	300
Number of events in which PANTERA is presented	≥ 4 per year	30

Table 3 Indicators to measure PANTERA's communication and dissemination objectives

Apart from the aforementioned indicators, the project extensively employed Google Analytics and social media analytics to effectively track the project's reach, particularly within the targeted countries. Various metrics were monitored, including the number of users within specific timeframes (such as per trimester or per year), the most frequently visited pages, the sources from which users arrived at the website (including social media channels and other websites), as well as user demographics. These analytical tools provided valuable insights into whether the intended audience was being effectively reached and engaged with, allowing for informed decision-making and optimization strategies.

4.2.2 Website analytics per year

The chart presented illustrates the cumulative number of website users from the project's inception in January 2019 until the beginning of June 2023. Throughout this period, over 8,000 visitors actively engaged with the PANTERA website, resulting in a remarkable 27,000 page views. On average, each session consisted of 2.4 pages viewed by the users.

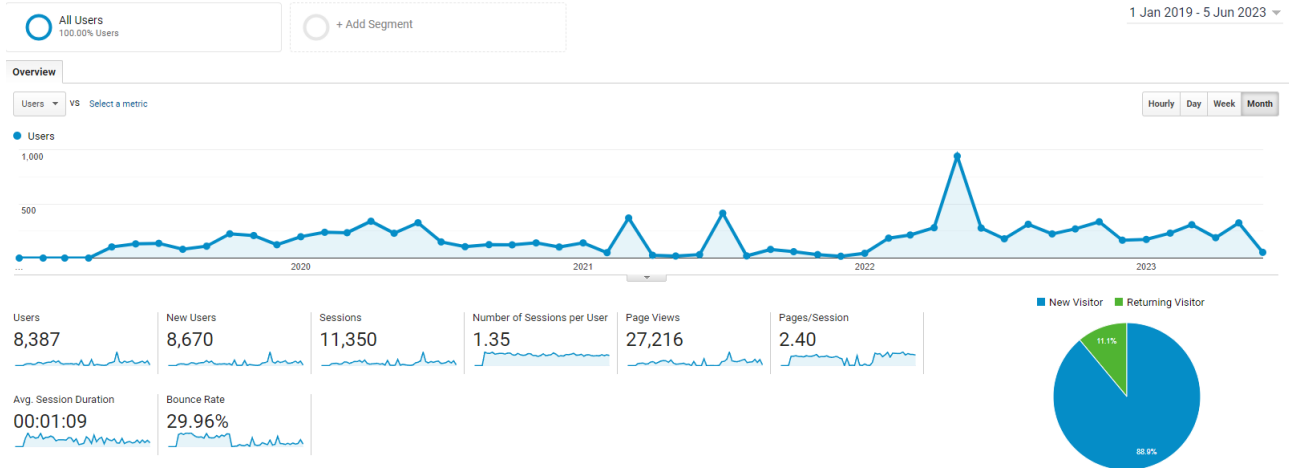


Figure 25 Analytics Website visitors

The following figures present annual analytics for comparison purposes.

In 2019, there were 985 visitors, which increased to 2,134 in 2020. However, the number decreased to 1,136 in 2021 before experiencing a significant increase in 2022 with 3,270 visitors. From January to June 2023, the website recorded 1,216 visitors.

Regarding user engagement, 2022 stood out as a particularly successful year with over 10,000 page views, followed by 2020 with over 6,000 page views.

It's worth noting that the website's activity and workshops organized within the project had a direct impact on user engagement.

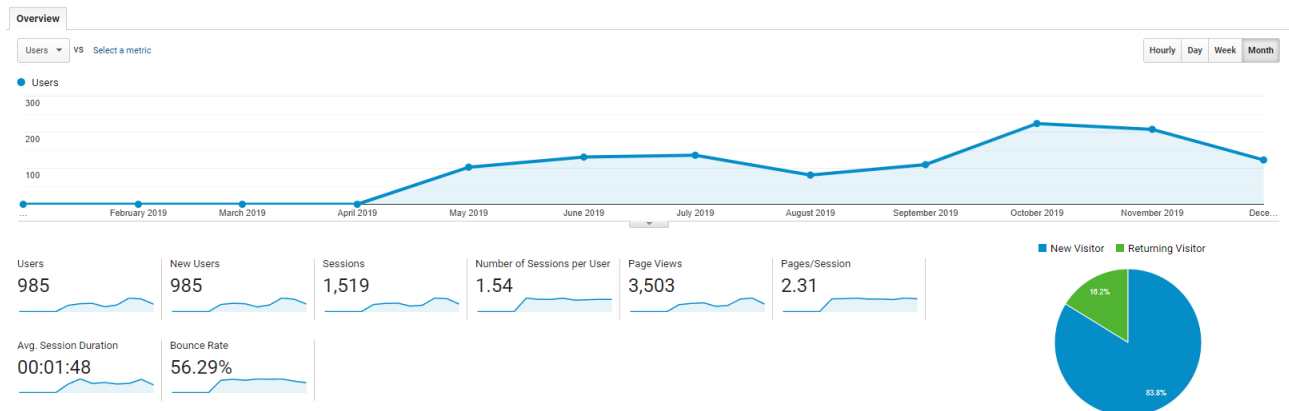


Figure 26 Website Analytics in 2019

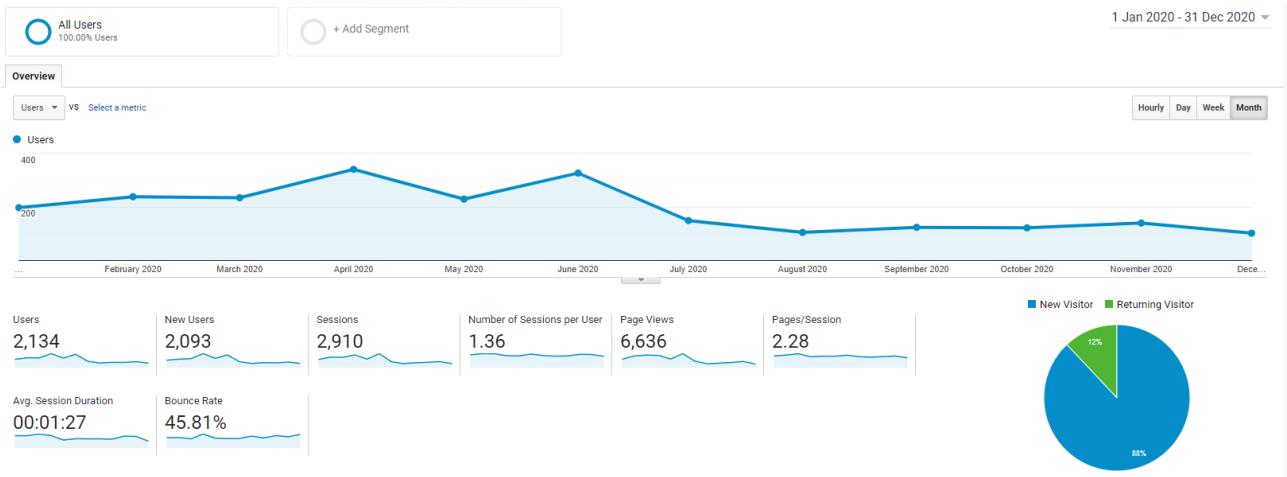


Figure 27 Website Analytics in 2020

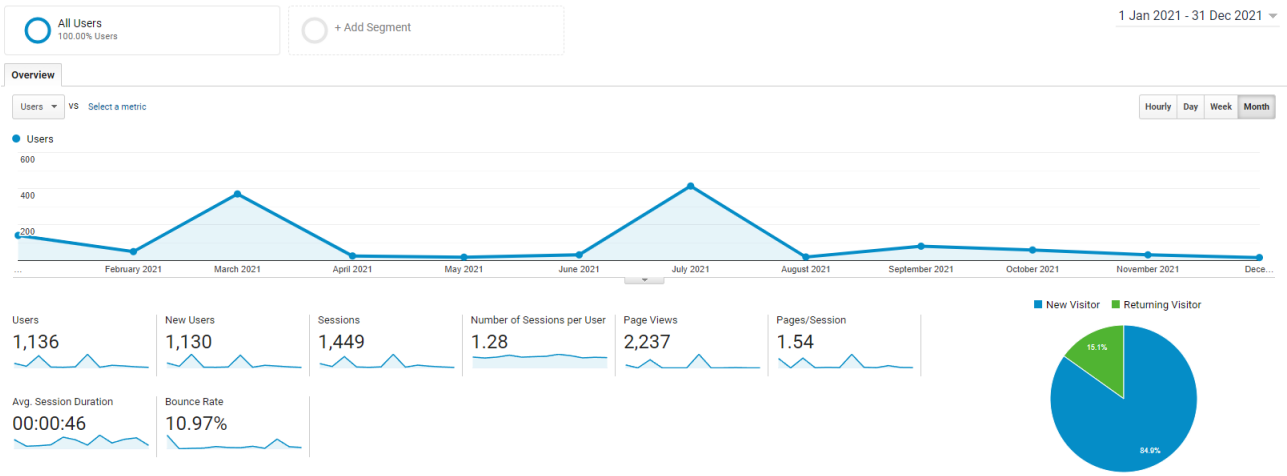


Figure 28 Website Analytics in 2021

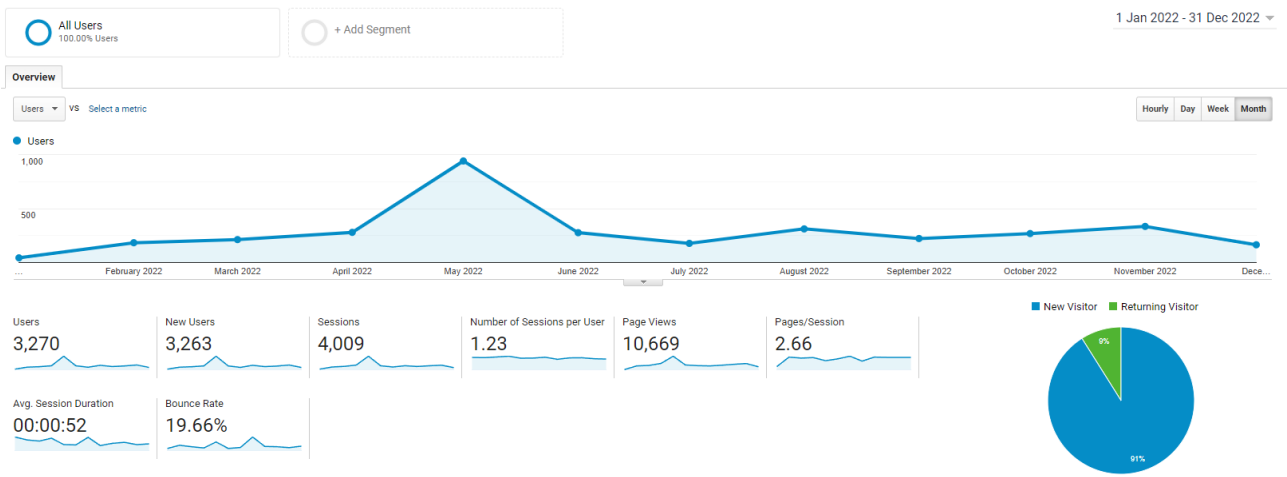


Figure 29 Website Analytics in 2022

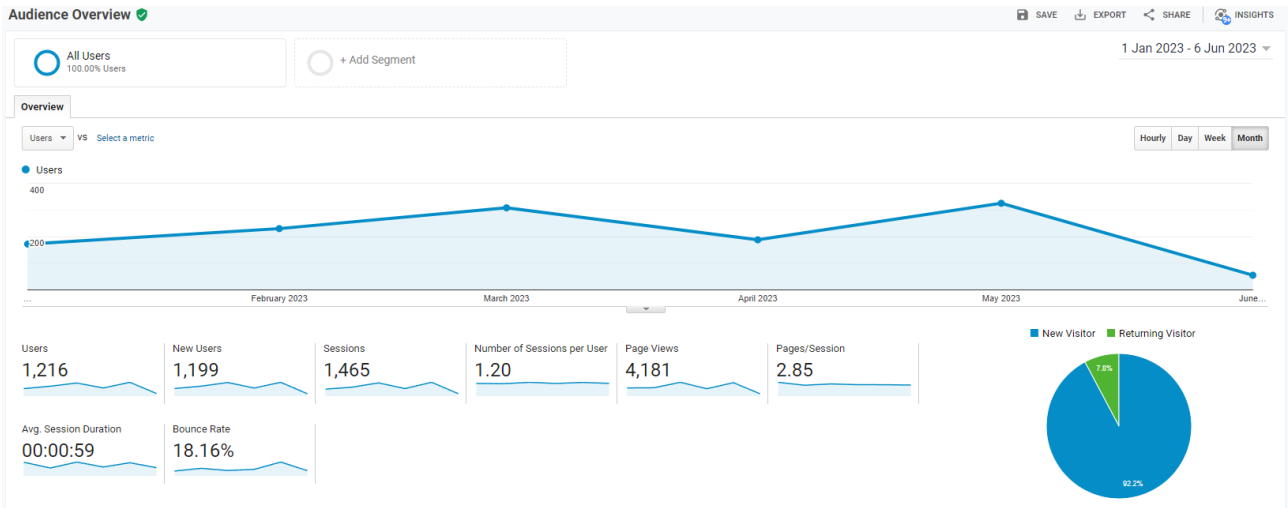


Figure 30 Website Analytics in 2023

In the figure below are presented the top 25 countries from which the users come from. Among this list are several targeted countries, including Ireland, Greece, Bulgaria, Latvia, Romania, Czech Republic, etc. which is positive as it indicates the content published on the website enabled to reach these less-involved countries.

Country	Acquisition			Behaviour	
	Users	New Users	Sessions	Bounce Rate	Pages/Session
	8,387 % of Total: 100.00% (8,387)	8,681 % of Total: 100.13% (8,670)	11,350 % of Total: 100.00% (11,350)	29.96% Avg for View: 29.96% (0.00%)	2.40 Avg for View: 2.40 (0.00%)
1. United States	1,435 (16.80%)	1,440 (16.59%)	1,494 (13.16%)	35.14%	1.81
2. Germany	573 (6.71%)	571 (6.58%)	872 (7.68%)	44.15%	2.54
3. China	500 (5.85%)	507 (5.84%)	518 (4.56%)	51.35%	1.56
4. Ireland	329 (3.85%)	330 (3.80%)	653 (5.75%)	28.48%	2.55
5. Spain	322 (3.77%)	324 (3.73%)	488 (4.30%)	26.02%	2.57
6. Italy	304 (3.56%)	306 (3.52%)	435 (3.83%)	22.99%	2.69
7. Netherlands	272 (3.18%)	271 (3.12%)	287 (2.53%)	23.00%	2.39
8. United Kingdom	263 (3.08%)	267 (3.08%)	300 (2.64%)	30.33%	2.27
9. Greece	256 (3.00%)	250 (2.88%)	387 (3.41%)	27.91%	2.68
10. France	253 (2.96%)	253 (2.91%)	298 (2.63%)	27.85%	2.55
11. Belgium	249 (2.91%)	242 (2.79%)	404 (3.56%)	19.31%	2.87
12. Bulgaria	240 (2.81%)	248 (2.86%)	454 (4.00%)	34.58%	2.53
13. Latvia	208 (2.43%)	206 (2.37%)	580 (5.11%)	22.93%	3.15
14. Cyprus	203 (2.38%)	205 (2.36%)	393 (3.46%)	18.07%	3.04
15. Finland	202 (2.36%)	202 (2.33%)	208 (1.83%)	17.31%	2.47
16. Norway	175 (2.05%)	175 (2.02%)	233 (2.05%)	23.18%	2.82
17. Austria	165 (1.93%)	166 (1.91%)	182 (1.60%)	20.88%	3.16
18. India	141 (1.65%)	147 (1.69%)	170 (1.50%)	27.65%	2.27
19. Romania	137 (1.60%)	138 (1.59%)	181 (1.59%)	28.18%	2.97
20. Czechia	117 (1.37%)	116 (1.34%)	130 (1.15%)	62.31%	2.15
21. (not set)	95 (1.11%)	95 (1.09%)	100 (0.88%)	70.00%	1.42
22. Canada	93 (1.09%)	94 (1.08%)	102 (0.90%)	21.57%	2.02
23. Japan	91 (1.07%)	97 (1.12%)	105 (0.93%)	22.86%	2.10
24. Russia	89 (1.04%)	97 (1.12%)	107 (0.94%)	50.47%	1.78
25. Brazil	75 (0.88%)	79 (0.91%)	87 (0.77%)	22.99%	2.21

Figure 31 Website visitors countries

Displayed in the figure below are the 25 most frequently visited pages throughout the project's duration. Topping the list is the homepage, closely followed by the events, about PANTERA, resources, project data, and news pages, indicating their significance and popularity among users.

Page	Page Views	Unique Page Views	Avg. Time on Page
	27,216 % of Total: 100.00% (27,216)	15,689 % of Total: 100.00% (15,689)	00:00:44 Avg for View: 00:00:44 (0.00%)
1. /	12,557 (46.14%)	7,077 (45.11%)	00:00:32
2. /events/	1,454 (5.34%)	791 (5.04%)	00:00:28
3. /about-pantera/	1,388 (5.10%)	866 (5.52%)	00:01:04
4. /resources/	1,326 (4.87%)	709 (4.52%)	00:01:12
5. /project-data/	1,005 (3.69%)	682 (4.35%)	00:00:46
6. /news/	736 (2.70%)	432 (2.75%)	00:00:27
7. /stakeholders/	680 (2.50%)	469 (2.99%)	00:01:20
8. /contact/	521 (1.91%)	291 (1.85%)	00:00:21
9. /eirie/	497 (1.83%)	190 (1.21%)	00:00:41
10. /register-now-for-the-international-research-collaboration-opportunities-fostering-eu-clean-energy-transition-in-baltic-states-pantera-supeera-joint-workshop/	440 (1.62%)	201 (1.28%)	00:00:57
11. /the-eirie-platform-is-live-now/	427 (1.57%)	212 (1.35%)	00:00:52
12. /pantera-regional-desks/	395 (1.45%)	181 (1.15%)	00:00:28
13. /2019/10/01/join-the-pantera-dublin-workshop-irelands-smartgrid-energy-storage-and-local-energy-systems-landscape-research-innovation-roadmap/	367 (1.35%)	280 (1.78%)	00:02:05
14. /join-pantera-workshop-boosting-the-ri-activity-on-smart-grid-technologies-empowering-energy-citizens-and-communities-towards-the-decarbonisation-of-energy-island/	302 (1.11%)	138 (0.88%)	00:00:28
15. /newsletter/	295 (1.08%)	148 (0.94%)	00:00:27
16. /strengthening-research-collaboration-opportunities-fostering-eu-clean-energy-transition-pantera-final-event/	207 (0.76%)	102 (0.65%)	00:00:42
17. /2020/01/16/join-the-pantera-athens-workshop-green-islands-as-a-driver-for-the-energy-transition-going-renewable-and-smart/	199 (0.73%)	143 (0.91%)	00:02:37
18. /2020/02/18/join-the-pantera-riga-workshop-energy-transition-in-the-baltic-states-funding-opportunities-for-smart-energy-research-and-innovation/	198 (0.73%)	122 (0.78%)	00:01:08
19. /european-interconnection-for-research-innovation-entrepreneurship-eirie/	196 (0.72%)	115 (0.73%)	00:00:44
20. /register-to-pantera-virtual-eusew-workshop/	192 (0.71%)	143 (0.91%)	00:01:26
21. /2019/07/15/pantera-workshop-an-innovative-approach-towards-unified-pan-european-research-innovation-efforts-in-the-energy-sector-balkan-series-sofia-bg-2-july-2019/	178 (0.65%)	142 (0.91%)	00:02:45
22. /join-the-first-pan-european-pantera-virtual-workshop/	177 (0.65%)	116 (0.74%)	00:00:44
23. /register-to-pantera-athens-workshop/	146 (0.54%)	87 (0.55%)	00:03:00
24. /pantera-workshop-green-islands-as-a-driver-for-the-energy-transition-going-renewable-and-smart-athens-gr-13-february-2020/	137 (0.50%)	89 (0.57%)	00:01:54
25. /pantera-supeera-joint-workshop-international-research-collaboration-opportunities-fostering-eu-clean-energy-transition-in-romania/	128 (0.47%)	61 (0.39%)	00:00:49

Figure 32 Pages visited on the website

4.2.3 Social media analytics

To consistently promote project activities and outputs, and foster broader discussions on PANTERA-related topics, a range of social networks have been utilized as effective marketing tools. PANTERA maintained an active presence on popular social media platforms such as Twitter, Facebook, and LinkedIn, all interconnected with the project's website. This strategic approach ensured extensive outreach and engagement across various digital channels.

4.2.3.1 LinkedIn

LinkedIn proved to be a very effective networking tool and platform for facilitating relevant discussions related to PANTERA. It provided a space for experts in the field and various stakeholders to engage in meaningful conversations. The platform's professional nature and robust community made it an ideal space to connect, exchange insights, and foster collaboration in alignment with PANTERA's objectives. At the time of writing this document, 304 people follow the PANTERA LinkedIn page.

Visitor analytics

Jun 5, 2022 - Jun 4, 2023

Visitor highlights

227
Page views

95
Unique visitors

9
Custom button clicks

Figure 33 LinkedIn Analytics in 2022-2023

On average per year, more than 200 people visited the LinkedIn page of PANTERA.

Visitor demographics

Job function

Engineering · 31 (13.7%)

Operations · 21 (9.3%)

Media and Communication · 20 (8.8%)

Customer Success and Support · 20 (8.8%)

Research · 17 (7.5%)

Program and Project Management · 15 (6.6%)

Business Development · 14 (6.2%)

Community and Social Services · 10 (4.4%)

Marketing · 9 (4%)

Education · 8 (3.5%)

Figure 34 LinkedIn demographics: Job function

Visitor demographics

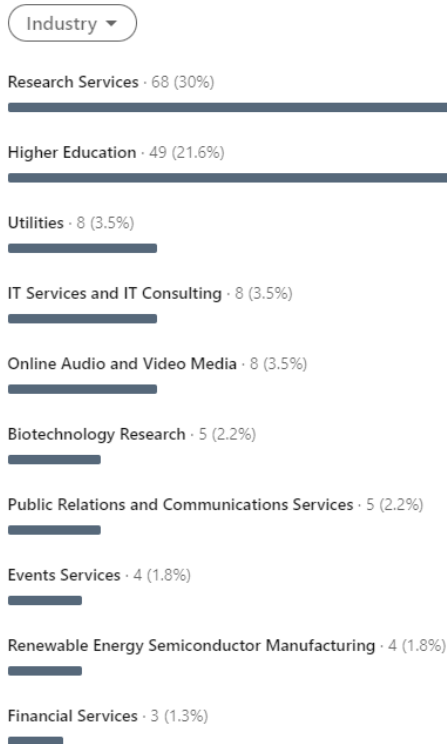


Figure 35 LinkedIn demographics: Job Industry

Analyzing the visitor analytics in terms of job function and industry reveals that the audience primarily comprises individuals from research, higher education, utilities, IT, and the renewable sector. These sectors represent the predominant backgrounds of the visitors engaging with the project.

4.2.3.2 Twitter

At the time of writing this report, 758 people follow the PANTERA Twitter account. The figures below relating to different time periods throughout the project give an idea of the average number of impressions.

Jun 2020 · 30 days

TWEET HIGHLIGHTS

Sep 2020 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 888 impressions

#Screenshots of our 1st EU **#reviewmeeting** held today on Sept. 15, with Mario Dionisio from **@EU_Commission** and our external reviewer Amelia Alvarez.

Many thanks to all project partners for their work and looking forward to the work ahead of us for unifying the **#EU R&I** community. pic.twitter.com/6OFBYgEGxX

Top mention earned 19 engagements

Venizelos Efthymiou
@VenizelosE · Sep 4

@PanteraPlatform is delivering for 18 months. Key word for success: collaboration. Main objective: **#energytransition**. Working with 3 arms: PANTERA platform, regional activities in collaboration with **#RIS3** & team work with **@ETIPSNET**. Stay tuned. More is coming: **@EU_Commission** EU pic.twitter.com/7MepZ3HZbi

JUN 2020 SUMMARY

Tweets	8	Tweet impressions	4,435
Profile visits	187	Mentions	4
New followers	50		

you earned 66

Export data

Jul 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 569 impressions
 PANTERA is in the **#digital** **#EUprojectszone** of **@Enlit_Europe** and will be in the physical EU projects zone at the **#Enlit** event, taking place on 30 November - 2 December 2021 in Milan, Italy!
bit.ly/3xl1sRZ

#EU #H2020 #EUproject #Enlit #EnlitEurope #digital #platform
pic.twitter.com/li7EXGwGrB



👍 2 🗨️ 6

Top mention earned 22 engagements

@EIRIE platform is live!
@PanteraPlatform in **#collab** with the **@EU_Commission** and important stakeholders have developed **#EIRIE**, THE meeting point of **#research & #innovation** actors in the **#energy** field of **#Europe**.
 More info bit.ly/2VbpqB8
 EIRIE bit.ly/3dP08iB
pic.twitter.com/rWIDORmk5u



👍 5 🗨️ 5

[View Tweet activity](#)

[View all Tweet activity](#)

JUL 2021 SUMMARY

Tweets: 7
 Tweet Impressions: 3,547

Profile visits: 2,131
 Mentions: 5

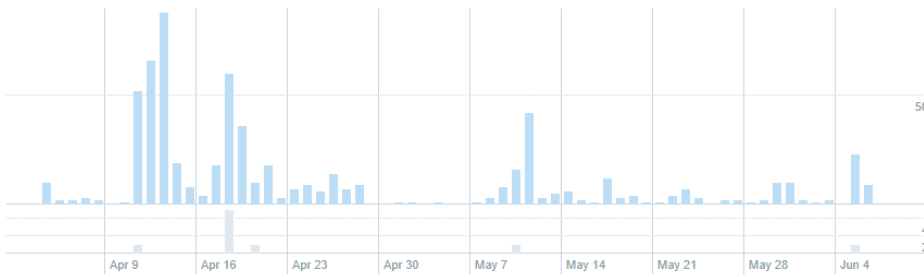
New followers: 26

Tweet activity

📅 Apr 4 – Jun 6, 2023

📄 Export data

Your Tweets earned **634 impressions** over this **64 day** period



YOUR TWEETS
 During this 64 day period, you earned **10 impressions** per day.

Figure 36 Twitter Analytics throughout the project duration

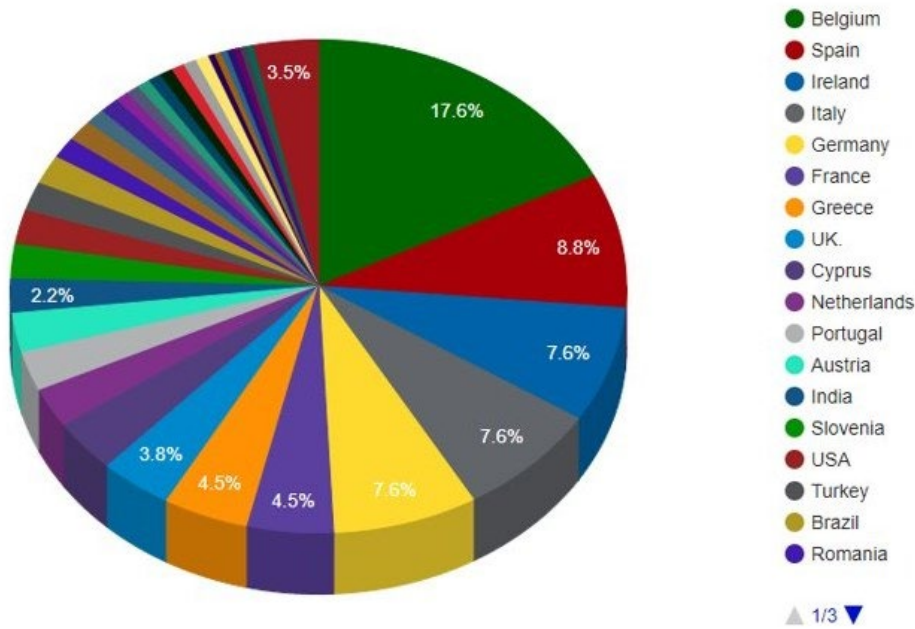


Figure 37 Twitter countries analytics

Twitter served as an efficient communication tool, enabling real-time interactions and offering extensive outreach possibilities to effectively reach PANTERA's target audience. By utilizing thematic tweets and strategically employing hashtags such as #H2020, #Horizon2020, #EUProject, and #EUfunded, among others, the project significantly enhanced its visibility and engagement. This approach also facilitated valuable interactions with other European projects and initiatives, resulting in a considerable number of European projects following the PANTERA account.

5 Conclusion

The current deliverable D8.4 presents a report of the communication and dissemination activities of the project and its cooperation with its target audiences, i.e. project stakeholders, led by DERLab within WP8. The document follows the structure of the communication and dissemination strategy plan developed at the beginning of the project and provides a comparison of the targets with the results. It assesses the dissemination and communication progress according to the KPI's defined in the plan.

The communication and dissemination activities have yielded significant accomplishments, including the establishment and continuous upkeep of a high-quality project website, which has experienced a growing number of visitors over time. The project's social media channels have also played a crucial role in creating a strong brand identity. This visual identity extends to the EIRIE logo, which incorporates the PANTERA logo. The support of the partners contributing to WP8 has been instrumental in producing various marketing materials, such as the Regional Desks Booklet, Flyer, Rollup, Posters, promotional images for workshops, a promotional video for the EIRIE platform, and press releases.

In terms of events-based dissemination, the project partners actively participated in over 30 events, utilizing top-notch promotional materials that were widely disseminated. Additional items like pens adorned with the PANTERA and EIRIE logos were also made available.

A total of more than 20 workshops were organized, encompassing physical, virtual, and hybrid formats, adapting flexibly to different circumstances. Several workshops were held in collaboration with other European projects.

During this period, the project produced ten scientific publications, all of which have been published on the website. Strong linkages and collaborations were fostered and maintained with relevant Horizon 2020 projects, as well as key stakeholders in the energy sector, including DG Energy, JRC (EC Joint Research Centre), EERA (European Energy Research Alliance) and ETIP SNET (ETIP Smart Networks for Energy Transition), among others.

6 References

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

Available:http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html.