

edgeFLEX

D7.1

Updated plan for dissemination and communication of results, V1

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Abstract

This document is the updated dissemination and communication plan for edgeFLEX. It summarizes and structures all completed, running and upcoming dissemination and communication activities according to the development stage of the project. It gives a comprehensive overview of the strategy, the derived measures and their implementation.

Keyword list

Communication, dissemination, exploitation, project design, project logo, marketing, collaboration, community

Disclaimer

All information provided reflects the status of the edgeFLEX project at the time of writing and may be subject to change.

Executive Summary

The overall dissemination and communication strategy is set out as well as the derived measures and their implementation. The strategy determines how to convey messages to stakeholders in order to achieve the strategic goals of edgeFLEX. In a 3-step process, it aims to stimulate investment in renewables, to provide new options in flexibility trading exploitable within the current regulatory framework by a new definition of a VPP and to enable the creation of new local energy markets with new fast dynamics services requiring extensions of the current regulatory framework to be adopted at national level.

For obtaining the objectives and approaching suitable interest groups, stakeholders are identified and the main messages defined. The strategy also takes into account that the dissemination and communication activities need a change of focus in parallel with the project progress. Therefore, different emphasis is put on these activities during the project lifetime.

All dissemination and communication activities are supported by high-quality communication tools and marketing material, as well as stakeholder-specific information and publications. The corporate identity created for the project ensures a high recognition value.

To spread edgeFLEX content, a multichannel approach is chosen by using synergy effects wherever possible. All channels are regularly updated with non-sensitive and publicly available information on the progress and outcomes of the project and serve as a means for engagement with stakeholders. edgeFLEX ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. Channels of networking and cooperation partners play an essential role to distribute and disseminate later edgeFLEX results.

Virtual or physical events of all kinds are indispensable to distribute information about the project, a place to initiate cooperation and collaboration activities and to make contact with users and customers. At events, most of the communications tools and channels merge - presentations, website, social media, videos, co-organization with partners and intermediaries, booths, media presence etc. Besides knowledge transfer and one-way distribution of information, different kinds of interactive events are a very effective way to attract, involve and link relevant stakeholders. Given the still ongoing COVID-19 pandemic, online events are organised wherever possible.

The edgeFLEX consortium has a well-established collaboration network in Europe, with contacts to many key players of the target audience and partners involved in industry associations, standardization bodies, European energy governance and research networks as well as in other H2020 projects or initiatives. Intermediaries and cooperation partners can facilitate the communication and dissemination activities on different levels and for different purposes. By being multipliers within specific stakeholder groups, by having influence on regulation and standardization activities, by providing their channels for distribution of content or event related collaboration etc.

edgeFLEX plans on establishing joint community with other projects that focus on flexibility in the energy system to join and create a bigger impact. The community will be open for all stakeholders who are interested in the topic of flexibility with a focus on key stakeholders. The aim is to share knowledge and disseminate the project results, fostering transnational learning and help developing a market for flexibility.

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1. Introduction

This deliverable outlines the update of the dissemination and communication planning after the first project year of the Horizon 2020 project edgeFLEX. Horizon 2020 is a research and innovation programme aiming to foster competitiveness and growth of the European Union's economy and increase benefits for its citizens. Under different funding schemes the framework programme supports research and development activities resulting in new knowledge, new products and services, and also in non-technological and social innovation. The project edgeFLEX works under the funding scheme topic "Development of solutions based on renewable sources that provide flexibility to the energy system". Under Horizon 2020 it is essential that the society benefits from investment in these projects. Therefore, there is a clear accent to the beneficiaries' obligations to disseminate the outcomes of the funded activities.

The underlying goals of the dissemination and communication activities are:

- to maximize the take-up of the elaborated knowledge, both for commercial purposes and for policy making,
- to boost research and innovation among participants within the programme as well as among other actors, who could benefit from the research conducted,
- to make the expenditures on the research and development activities accountable and transparent and
- to show how the EU citizens benefit from the results.

The dissemination and communication plan for edgeFLEX outlines the strategy and measures to reach these goals. This deliverable is the plan for the second phase of the project. A separate exploitation plan will be developed within WP6 in the deliverable *D6.6: Preparing exploitation*.

Communications activities cover the whole project from the beginning and target a multitude of audiences, including media and general public. The aim is to reach out to society as a whole and as well as specific audiences demonstrating how EU funding contributes to tackling societal challenges. Dissemination activities focus mainly on the results and target audiences that may use the results in their own work, including peer groups, industry, professional organizations or policy makers.

Dissemination as well as communication aspects are merged in an overall 3-step strategy and related measures and tools. It is taken into account that communication and dissemination activities need to change their focus in parallel with the project progress. Therefore, different emphasis is put on the activities during the project runtime. The edgeFLEX framework development will follow three main phases. For the first project phase, the activities focussed on raising awareness of the project and getting in touch with selected key stakeholders. In phases 2 and 3, the activities will focus more on the trials and associated interim results and, later on, on the preparation of exploitation.

An annual controlling of effectivity and efficiency of the implemented measures and budget ensures that an adjustment in strategy and measures can be made where necessary. The plan will be updated in month 30 of the project's runtime taking these aspects into account.

1.1 Objectives of report

Deliverable D7.1 provides the updated dissemination and communication plan for the edgeFLEX project. It represents tasks of work package seven of the project's description of action. It outlines what has been achieved so far and the strategy and measures for the second project phase.

1.2 Outline of the report

This report outlines what has been achieved so far and the strategy and measures for the second project phase.

1.3 How to read this document

This deliverable can be read as a stand-alone document. It will be revised with an improved dissemination and communication plan delivered in month thirty. Workshops with policy makers, experts in regulation and standardisation and practitioners as part of the dissemination are described in detail in the deliverable *D6.3: Engaging with policy makers, with organisations and experts in regulation and standardisation*.

2. Dissemination strategy

The dissemination strategy determines how messages are communicated to target groups to achieve the impact goals of edgeFLEX. The main target groups are identified and their needs are addressed to bring the right messages to each target group. edgeFLEX dissemination activities addresses the entire spectrum of the value network, reaching from research to standardisation bodies to the industry and the Energy Community. The edgeFLEX dissemination concept creates interactive communication channels between the target groups and the project. The intended bidirectional information flow and the active involvement of the relevant groups lead to an association with the results rather than simple awareness.

2.1 Dissemination objectives

An increasing penetration of smart grid technologies as well as an increase in residential energy storage systems goes hand in hand with a recent stagnation in the investment in renewables and the fact that small power plants are still generally not playing any active role in the energy system. In order to create an energy system based on renewable sources which is resilient while being more and more decentralised at the same time, it is vital that these plants are called on to play all the roles that traditional synchronous generators used to play. Therefore, edgeFLEX aims at further developing the concept of virtual power plants (VPPs) and at the same time, fostering a bottom-up approach to resilience focusing on local energy communities (LECs).

The objective of the edgeFLEX dissemination strategy is to combine the technical results of the project with recommendations on how these technical results can be optimally deployed to provide:

- An investment environment and new financial tool making investment in RES attractive generating growth in investments in RES and hence growth in the penetration of variable output RES which creates jobs throughout Europe.
- A broader role for VPPs enabling them to manage a wider range of variable output and dispatchable RES assets, including storage assets and small assets, enabling energy communities and small plants to actively contribute to grid stability. Providing RES asset owners and VPP owners with new revenue streams will increase their interest in further RES investment. This enables growth in the penetration of variable output RES and extends the flexibility which VPPs can offer to the grid as they will manage a larger range of assets with a broader range of capabilities. It will create economic growth and new jobs in the VPP energy sector in Europe. It provides new streams of income to the new RES asset owners, generating improved return on the investment and leading to enhancement of growth in RES investment and the growth of the energy sector in Europe.
- A new set of 5G-powered dynamic control services, enabling the opening of a new ancillary service market for fast and dynamic services in which VPPs, in the expanded role, sell the flexibility of the fast dynamics of an expanded range of RES generation and storage assets to the grid operators to stabilise the grid.

2.2 Strategic approach

The strategic approach to impact of edgeFLEX can be described as a 3-step process that corresponds also to the process through which we anticipate our results can reach our defined target groups (see chapter 2.3).

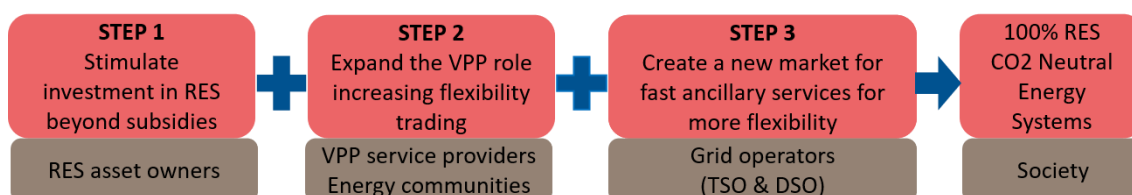


Figure 1 - 3-step process of taking results to the target groups

Step 1: Going beyond instruments such as Power Purchase Agreement (PPA) to stimulate investment in renewables

edgeFLEX examines new financial tools that will encourage actors to invest in renewables. The need for these new instruments comes from the fact that national schemes of incentives are reaching their limit and it is time to create a solid and self-sustained market for renewables. While innovative solutions such as power purchase agreement (PPA) has been experimented in the past, their effectiveness proved to be limited. To fill this gap and create a solid market for new installations of renewables, the concept of green power swaps has been investigated in edgeFLEX in the deliverable *D6.5 A new financing model for RES, to simplify investments in RES beyond subsidy schemes*. It has been shown qualitatively to be likely to increase investments in renewable energy projects by improving returns for investors and reducing risk. Such a step is vital to make sure that there are enough potential customers available to join the proposition of platform made by edgeFLEX.

Step 2: A new definition of a VPP provides new options in flexibility trading exploitable within the current regulatory framework

Currently, VPP refers to an aggregation of power generation units, possibly combined with electro-chemical storage. In edgeFLEX, we expand the definition to incorporate any asset connected to the Grid. This expansion goes in two directions: at the level of the Energy Community, every household asset plays a role in the optimisation while at higher power levels, other sources of flexibility such as power to gas and biogas power plants are included in the optimisation portfolio. The definition will be validated in edgeFLEX field trials. The new definition enables an expansion of the trading volume and content of RES on trading markets and this result impacts the energy trading community in particular. This step is crucial to make sure that the solutions developed within the project can have a market even before any change in regulation. While the full edgeFLEX approach requires potentially new regulation, the new concepts developed in the framework of the slow dynamics use case are feasible in current regulation. The key point though is that thanks to the expanded definition, edgeFLEX will be able to offer an innovative solution to all the local energy communities which are looking for a profitable solution. The extended definition will offer more options of trading and then more liquidity. Combined with step 1 in the strategic impact, edgeFLEX anticipates more customers with more options.

Step 3: New fast dynamics services enable the creation of new local energy markets requiring extensions of the current regulatory framework to be adopted at national level

The latest Winter Package proposes that the total cost of ownership of assets can be offset against power prices by power providers. The proposal needs to be adopted by National Regulators to open new markets for local energy balancing within which the capabilities offered by the edgeFLEX fast dynamics services would be traded. This result impacts grid operators in particular, offering them new flexibility to stabilise the grid and a new market to organise the trading of the new services. edgeFLEX thanks to the proposed brokerage approach tries to create a middle ground between wholesale market requirement and grid operators. This brokerage action not only creates more business opportunities but also solves a dichotomy that is emerging between local energy communities and grid operators.

2.3 Target groups and main messages

The following table shows the main messages for the different target groups.

Target groups	Objectives of our work	Needs of the target groups which will be addressed	Messages to the specific target groups	Events / channels

RES asset owners	<p>To create awareness to RES asset owners on a new financial model to secure investments in RES beyond subsidy schemes.</p> <p>We aim to create and exciting atmosphere around our work to create interest by RES asset owners (and citizens) in our results.</p>	<p>This group needs concepts to enable them to invest simply and cost-effective in RES and services to help optimise the return of investment they receive to make RES investments attractive as subsidies decrease.</p>	<p>Profit from the new VPP concept!</p> <p>edgeFLEX will support you with a new financing schema to make investments in RES financially sustainable.</p> <p>Green power swaps improve returns for investors and reduce risk.</p>	<p>All events, social media</p>
VPPs	<p>To create awareness by VPP owners of the opportunities offered by our results.</p> <p>We aim to create and exciting atmosphere around our work to create interest by energy professionals in our results.</p>	<p>This group want to have an expansion of the services they can offer and to play a broader role in the energy sector managing storage and any asset connected to the grid.</p>	<p>Use the opportunity to offer fast dynamics services to the grid!</p> <p>Broker these services linking them to the slow dynamics services of VPPs, optimising processes and services and improving financial outcomes!</p>	<p>Fairs & conferences, FlexCommunity, social media</p>
Energy community	<p>To develop a new relationship to the larger energy community to build awareness, support and acceptance for a new market for energy stability</p>	<p>This group wants to have a high quality of life with flexibility on how and when to use energy.</p>	<p>Participate in the energy transition!</p> <p>Play an active role – contribute to a new market for energy stability</p>	<p>All events, FlexCommunity</p>
Grid operators	<p>To create awareness by grid operators of the opportunities offered by our results</p> <p>We aim to create and exciting atmosphere around our work to create interest by energy professionals in our results.</p>	<p>This group needs new options for flexibility services to help them balance the grid locally.</p> <p>They need new techniques and flexibility options to enable them to increase the percentage of volatile RES in the energy mix.</p>	<p>Manage the stability of distribution networks locally in a completely new way!</p> <p>edgeFLEX will enable you to exploit the TOTEX approach proposed in the 2018/2019 Winter Package if it is adopted by your national regulator, reducing costs and raising your profits!</p>	<p>Trial site open days/innovation days, fairs & conferences, invited presentations, H2020 events, FlexCommunity, social media</p>

<p>Energy sector policy makers</p>	<p>To create awareness by decisionmakers at the European political level of the need to take measures to support the implementation of 5G-powered dynamically controlled VPP solutions by supporting the introduction of new financial instruments and markets.</p>	<p>Policy makers need to develop new policies to reduce the CO2 impact of energy generation, thus addressing the environmental impact of energy generation and use.</p>	<p>edgeFLEX will provide you with the technical, economic and societal recommendations for the implementation of edgeFLEX solutions in EU and National regulatory frameworks, as a major facilitator for increasing RES in future energy systems.</p>	<p>Workshops with policy makers, experts in regulation and standardisation and practitioners, FlexCommunity</p>
<p>Market regulators</p>	<p>To create awareness by regulators to take the necessary measures to support the implementation of 5G-powered Dynamic VPPs solutions. by supporting the introduction of new financial instruments, services and markets.</p>	<p>The National regulators need to adapt the Winter Package proposals at national level. European and National regulators need to adapt the regulatory framework to support the proper implementation of 5G-powered Dynamic VPPs solutions and increase flexibility in energy systems.</p>	<p>The edgeFLEX results, enabling VPPs to offer fast dynamics services to the grid, are offered to you as regulatory recommendations!</p>	<p>Workshops with policy makers, experts in regulation and standardisation and practitioners, FlexCommunity</p>
<p>5G network sector</p>	<p>To build synergies between the competence of partners in the effective integration of relevant digital technologies in the energy sector, resulting in integrated value networks. To create awareness in the mobile sector of the market opportunity for mobile operators and service providers to address the use case of tailored 5G solutions for VPP Dynamic Control.</p>	<p>The 5G mobile operator network sector wants to to generate growth in the use of 5G by targeting industrial user groups such as the Energy sector.</p>	<p>Generate value offering 5G support for ease to deploy solutions addressing the growing needs of the energy sector for low latency, high reliability ICT!</p>	<p>Special sessions in conferences, invited presentations, FlexCommunity</p>

Academic energy community	To create awareness of the opportunities offered by our results which bring forward the state of the art in power systems as a solid basis for further research.	European academics want to ensure a leading position as inventors and idea generators for theories and techniques to enable advanced energy systems to operate safely in high RES, low inertia conditions.	edgeFLEX results demonstrate European capabilities at the global forefront of research!	Scientific publications, special sessions in conferences, H2020 events, invited presentations, events & courses for professional and academic audiences, FlexCommunity
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3. Communication and dissemination measures & tools

The communication and dissemination activities in phase 1 focussed on raising awareness for the project and getting in touch with selected key stakeholders. The main communication channels – the project website and the LinkedIn channel – were set up. In phase 2, the focus will be on the first results from the trials and the link between them. To promote the “big picture” of the project, the platform and the different use cases will be shown and promoted. The activities in phase 3 will focus on supporting WP6 in maximising the impact of the project and the exploitation of edgeFLEX results beyond the project’s runtime.

3.1 Visual identity

An overall design was developed to make sure all project activities will be recognized as part of edgeFLEX. It is and will be used for external as well as internal communication. Every type of marketing material, digital or print, as well as templates and publications (e.g. PowerPoint template and deliverables) are set up using the project’s visual identity.

The project design was developed in collaboration with a German web and design agency. A detailed briefing for the graphic design designer included

- the objectives and vision of edgeFLEX
- a description of the target groups
- a list of required advertising material

The font chosen consists of square block elements and two rotating ovals, symbolising stability within flexibility.





Figure 2 – edgeFLEX logo and colour

3.2 Website

The project website is the communication hub for the project. It contains all central information on edgeFLEX. Its purpose is to inform interested stakeholders about the project, its progress, project related news and events. Different information levels take into account different stakeholder needs. The website also provides relevant details of all project partners involved in edgeFLEX.

It includes the rotating ovals from the logo as dynamic elements. The web design is responsive with all elements for search engine optimization.

The URL www.edgeflex-h2020.eu was chosen to include the project acronym and clearly refer to Horizon 2020.

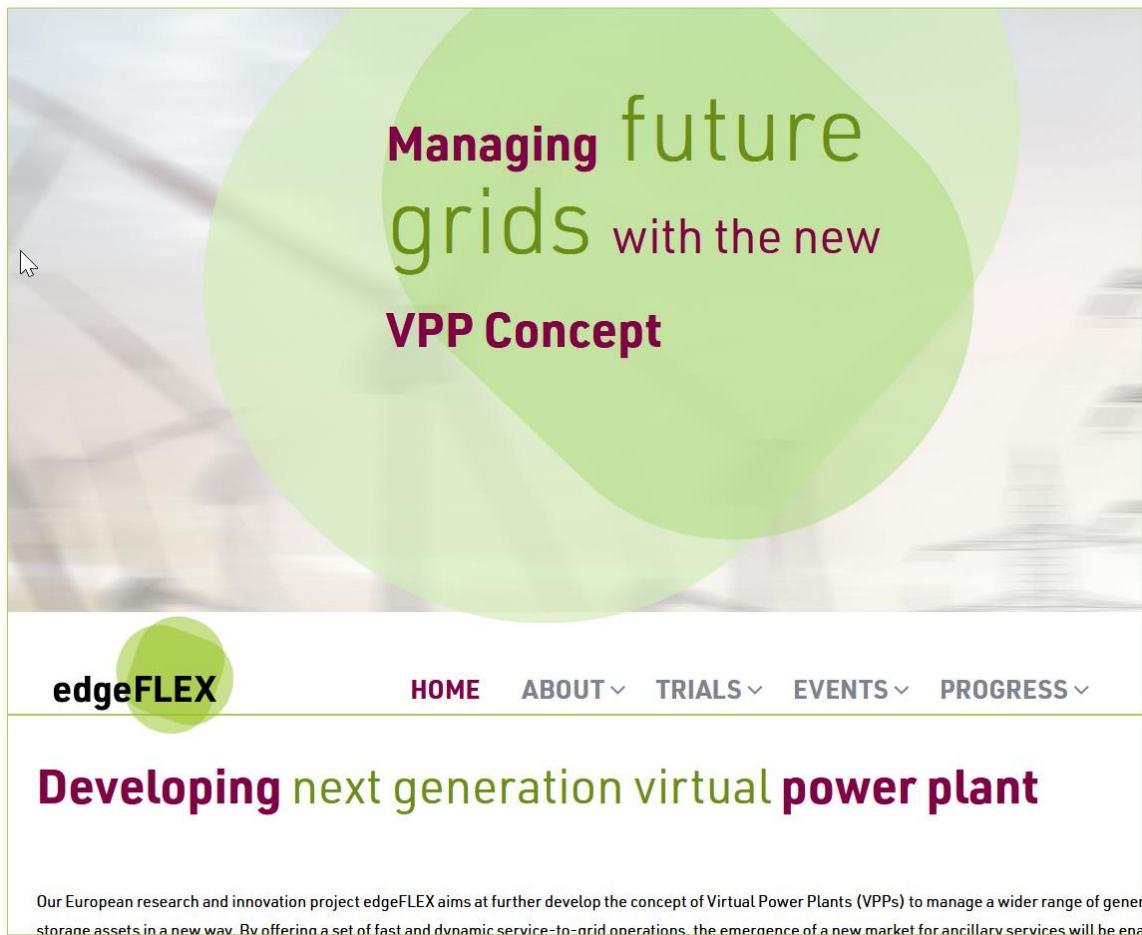


Figure 3 – edgeFLEX website

3.3 Social media

Dissemination of the edgeFLEX activities and results is also carried out using social media. For this purpose, a LinkedIn group was created under the name *edgeFLEX H2020* posting updates from the project and related news from other projects. The online professional network LinkedIn allows to reach a wide but also targeted audience in a professional context.

URL: www.linkedin.com/company/edgeFLEX-h2020/

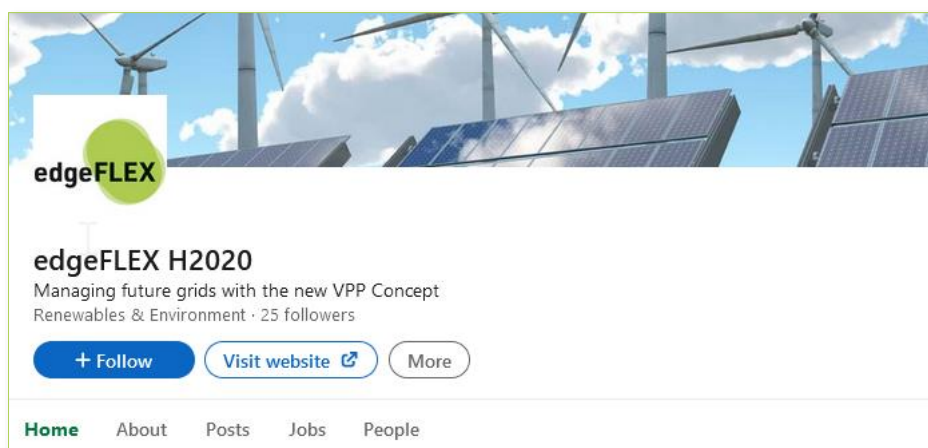


Figure 4 – edgeFLEX LinkedIn group

3.4 Print & digital materials

Based on the project design the following templates and materials have been created:

- Template for slides, deliverables and milestones;
- Set of basic slides.

The following materials are planned for later on:

- Project flyer informing about the project and the results from the trials to attract experts to our website; it will be available in a digital version for online events and is planned in a print version to be used at face-to-face events (fairs, workshops, conferences) once they will be possible again
- Give-aways for fairs and trade shows (when possible again)
- Attractive large size stand-up banner presenting a general image of the project aiming to capture first attention at live events and workshops once they are happening again.

3.5 Publications

Besides articles on the edgeFLEX website and posts on social media, key project results are published via high-quality scientific papers submitted to renowned conferences and to scientific journals by the research partners of the project. These publications inform about the objectives of the project as well as the results of the pilot demonstrations.



edgeFLEX ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. They will be accessible via the progress area on the edgeFLEX website. All non-confidential deliverables will be available for download in the same section.

Figure 5 – Progress section on the website

Nine scientific publications have been published in 2020, eight more are submitted and to be published in 2021, making a total of seventeen publications as an outcome of the first project phase.

3.6 Videos

A set of videos will be orchestrated to present the project, describing the general context, the technologies developed and tested in the edgeFLEX trials and the expected results. The videos will be used for online communication, being available on the edgeFLEX website and as openers for digital events. Due to the COVID-19 pandemic all face-to-face events had to be cancelled during the first phase of the project and it will probably still take some time for them to be possible again (see 3.7). This makes dissemination and communication activities considerably more difficult. To compensate for this, it was decided to produce more videos than originally planned to reinforce digital communication with stakeholders. They will of course be used for offline conferences, fairs and workshops once these are possible again.

A first video describing the Wunsiedel trial site and the system of flexibility trading has been produced in the first project year and is available on the edgeFLEX website.



Figure 6 – Wunsiedel trial site video

3.7 Events

Given the contact restrictions in place due to the COVID-19 pandemic, all dissemination possibilities through face-to-face events with multiple participants had to be cancelled during the first phase of the project. For phase 2, it can be foreseen that most of the project participants will continue to avoid travelling until a critical share of the population is vaccinated. Larger trade events have been rescheduled for Autumn 2021, such as Enlit Europe (former European Utility Week), or to the beginning of 2022 like E-world.

Therefore, the consortium continues developing its skills in organising digital meetings as well as taking part in them to reach the relevant stakeholder groups and target audiences.

3.7.1 Exhibition stands and special sessions in conferences

3rd party events which meet the topics of edgeFLEX are very important and effective for dissemination and knowledge transfer to different stakeholders. At the time of the application, it was planned to participate in several conferences, workshops and fairs like EUSEW, E-world, Innogrid and European Utility Week (now Enlit) to demonstrate and promote the edgeFLEX solutions. As already mentioned above, participation in these events during the second half of the project will depend on the development of the COVID-19 pandemic. The consortium will ensure to make every effort to replace these dissemination opportunities by digital events. National and international online events will be checked on relevance and potential impact regarding the target groups as well as possible involvement.

In March 2021, a virtual booth was organised at the projects zone of the online IEEE Smart Grid for Smart Cities conference. For October 2021, participation in the digital Networking Village at EU Sustainable Energy Week (EUSEW) is a planned

3.7.2 Trial site open days/innovation days

Trial site open days are organized targeting energy and ICT sector actors to better understand their needs and get insights on the project from practitioners.

A first workshop with focus on the Wunsiedel trial site took place online on 3 November 2020 with energy experts from Stadwerke Wunsiedel GmbH and Stadtwerk Hassfurt GmbH. To maximize the outreach and reinforce collaboration with other Horizon 2020 Smart Grid and Energy Storage Projects, it was organised as a joint event with the project FEVER, which is also working with the Wunsiedel trial site. The following topics were discussed:

- Developments in the „energy world“ and role of utility and distribution system operator (DSO)
- Role of utility and DSO in the future with regards to energy communities
- Current and upcoming challenges for DSOs and solutions from edgeFLEX

The experts from the municipal utilities were convinced that the energy system in Germany will continue to develop towards renewable energies and growing digitalisation and smartification. Citizens will increasingly want to be involved in decision-making processes and will have to be involved in the implementation. To keep the effort manageable for them, the product "Local energy community as a service" could be offered by municipal utilities to the citizens.

The participants highlighted that it is very important for the success of local energy communities (LECs) to involve the DSOs from the beginning in order to include the viewpoints of those responsible for grid management later. LECs might also provide services to DSOs e.g. by investing in a local storage and offering its flexibility for grid management.

In general, it is expected that there will be more and more distributed generation and storage assets as well as increasing demand from electric vehicles in the distribution system creating more need for grid stabilization measures. Therefore, several of the edgeFLEX services were discussed as being relevant for DSOs already now or in the near future.

In phase 2, innovation workshops are planned to gather feedback from stakeholder on the implemented technical solutions. Building on technology and demonstrations of the field trials, participants will be guided through innovation processes using Design Thinking methods. If the pandemic allows for it, the workshops will be organized as face-to-face events, otherwise they will take place online using virtual visualisation tools.

3.7.3 Workshops with policy makers, experts in regulation and standardisation and practitioners


Within WP6, discussions with standards development organisations relevant for 5G-powered dynamically controlled VPPs are organised via consortium members engaged in standardisation committees. In the first project phase, 4 stakeholder consultation events have been organised online. The process and outcome for the first year is described in the edgeFLEX deliverable *D6.3: Engaging with policy makers, with organisations and experts in regulation and standardisation*.

3.7.4 Invited presentations

Invited talks in workshops and at international events serve to communicate the project to the different target groups aiming at further recognition and prestige of it. In phase 1, consortium members presented edgeFLEX in ten invited presentation, all of them at digital events. These communication and disseminate activities will be continued during the next project phases. The focus will shift to disseminating the results obtained from the trials.

3.7.5 H2020 Events

edgeFLEX actively seeks to join forces with other Horizon 2020 projects for a broader outreach. A collaboration with the H2020 sister projects FEVER, Platone and DECIDE kicked off with a joint online event on Nov. 19 2020, hosted by BRDIGE and the SES taskforce on energy communities. edgeFLEX was co-organiser of the event. The aim was to strengthen the cooperation under the light of local flexibilities and its potential exploitation through energy communities. Follow-up events for specific topics are planned for the next project phase. The event also addressed the idea of a flexibility community (see chapter 3.9).



Thursday, 19th November 2020, 14:30 – 17:30 CET

Exploiting the potential of local flexibilities: the role of Energy Communities

Joint online workshop H2020 projects FEVER, Platone, edgeFLEX and DECIDE
Hosted by BRIDGE and SES taskforce on Energy Communities

Agenda

<p>14:30 – 14:35 Welcome and introduction Ludwig Karg, <i>B.A.U.M. Consult, co-chair of Energy Communities taskforce</i></p> <p>14:35 – 14:40 Presentation on status of HEMRM process Ercole De Luca, <i>Areti, Platone project</i></p> <p>14:40 – 15:20 Presentation of different approaches and potential standards on exploiting local flexibilities</p> <ul style="list-style-type: none"> • Platone Antonello Monti, <i>RWTH, Platone project coordinator</i> • edgeFLEX Gianluca Lipari, <i>RWTH, edgeFLEX technical manager</i> • FEVER Ilias Lamprinos, <i>ICOM, FEVER project coordinator</i> • DECIDE Ludwig Karg, <i>B.A.U.M. Consult, DECIDE project</i> <p>15:20 – 15:30 Coffee break</p> <p>15:30 – 15:40 Energy Communities as catalysts for harvesting flexibility: EU directives and national transposition, integration and role setting in the electricity market Andreas Türk, <i>Joanneum Research, BRIDGE taskforce and X-Flex project</i></p>	<p>15:40 – 16:00 Approaches to flexibility management in other EU and ERA-Net SES funded projects Kirsten Glennung, <i>E.DSO, Platone project</i> Michele de Nigris, <i>RSE, JPP Era-Net SE Knowledge Community</i></p> <p>16:00 – 16:10 Coffee break</p> <p>16:10 – 17:10 Breakout sessions moderated by B.A.U.M. using virtual visualisation</p> <ul style="list-style-type: none"> • How to cooperate in developing standards and technical solutions? • How to align efforts in communicating joint messages? • How to set the stage for business eco-systems beyond the funded projects? <p>17:10 – 17:25 Presenting key results from breakout sessions and deciding next steps Ludwig Karg, <i>B.A.U.M. Consult</i></p> <p>17:25 – 17:30 Feedback and wrap-up Ludwig Karg, <i>B.A.U.M. Consult</i></p>
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More information on the projects:
[FEVER website](#) | [Platone website](#) | [edgeFLEX website](#) | [DECIDE website](#)

Figure 7 – H2020 joint online event

3.8 Events & courses for professional and academic audiences

As part of the dissemination activities and public outreach of edgeFLEX results, the consortium has identified the importance of addressing professional and academic audience with a dedicated set of activities focused on students in higher education in the field of engineering. The goal is to organize a dedicated course centred on the technical concepts developed in the project, but also encompassing the most relevant aspects about regulations and market that would be of interest for future technical figures in the energy sector.

A first step towards such goal is assessing the needs and identify the challenges that the ongoing energy transition and the digitalization of the energy sector pose in terms of required skillsets for the future energy professionals. Such topics are investigated in different other projects around Europe and for this reason edgeFLEX will try to leverage on the findings and results of these projects to prepare and design the course for professional and academic audience.

The consortium has already contacted the ASSET project and started following its activities as well as getting insights in the outcomes of it. ASSET did investigate optimal approaches to structure learning offers for engineering students in the energy sector, taking into consideration in particular the new requirements in terms of knowledge and skillsets posed by the ongoing energy transition and the growing digitalization of the energy sector. In this respect, the focus of edgeFLEX on flexibility exploitation for grid management fits perfectly the challenges arising in the energy sector. Additionally, the edgeFLEX architecture structure, with its capability to host and easily deploy grid monitoring and automation services represents a fitting approach for the need of digitalization of the energy sector.

EdgeFLEX partners will join the ASSET project final event, planned for April 15th 2021, to learn about the findings of the project, which include an understanding of the challenges and needs in the energy sector with respect to research and education. These insights will be very valuable in preparing and proposing a course based on edgeFLEX technical developments. Following activities will then be the assessment of the possible offer to be included in the edgeFLEX course and the optimal structure of such course. Particular aspect of such planning is the monitoring of the evolution of the COVID-19 pandemic, to identify the best course structure and type (in person, online, hybrid).

A further step in the coming months will be to start engaging the target audience once the concrete topics have been identified. Academic partners of the consortium will focus on engaging students, keeping in mind the planned date for the edgeFLEX course, which is March 2022.

For doctoral students and researchers, summer schools are organised to introduce edgeFLEX concepts in academic lecturing and research. Master theses with a focus on the project's concepts and solutions are incentivised. In the first year, UNIBO organised one summer school, where the project was presented and 2 students began working on master thesis related to edgeFLEX concepts.



Figure 8 – Ph.D. School Italo Gorini 2020 (online)

3.9 FlexCommunity

The COVID-19 pandemic is reducing face-to-face dissemination and communication possibilities drastically, so new measures had to be envisioned. To broaden the outreach of the project, create support to the development of the edgeFLEX ICT tools, promote their adaption by a critical mass of stakeholders and foster the necessary changes in legislation, it was decided to establish a flexibility community with other projects that focus on flexibility in the energy system.

By joining forces, the number of relevant experts can be maximised thus reaching a critical mass of stakeholders and creating a bigger impact. This goal will be reached by having partners from different project consortia on board, but also by being attractive to external stakeholders. The community will be organised as a knowledge community on different levels (technical, business & market aspects, energy communities etc.), but also reach out to potential adopters and users of the project's technology and solutions.

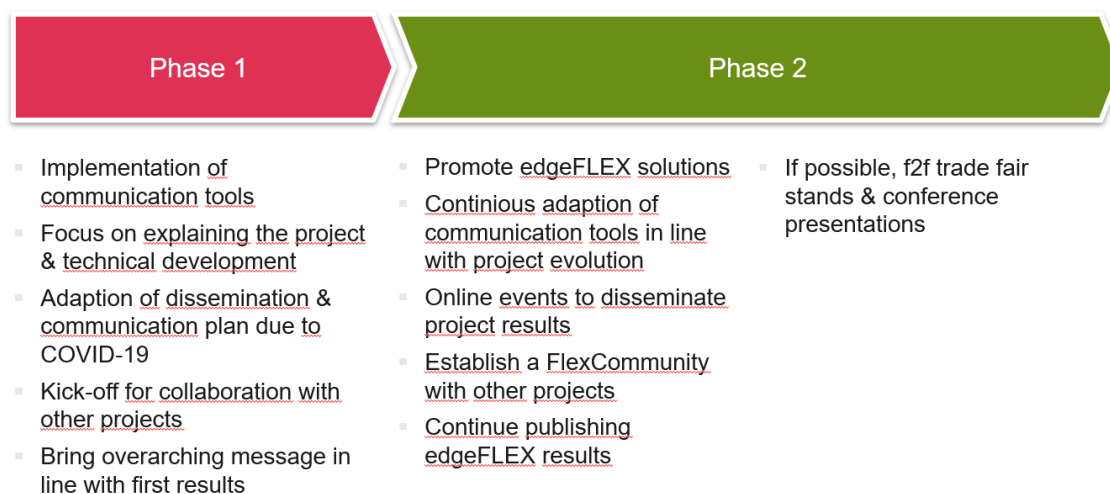
The kick-off for the joint community took place on 19 November 2020 with the participation of the H2020 projects Platone and FEVER. A dedicated website is planned to be created with different subsections for specific topics and groups during phase 2 of the project. The recruitment of other projects for the community is already ongoing.

4. Conclusion

The dissemination and communication plan gives the basis for the upcoming activities that support the strategic goals of edgeFLEX. It sets a clear orientation on what to do to achieve the communication objectives for the second project phase. The focus for phase 1 was on the general goals of the project and the technical development and bringing the overarching message in line with the first results. The tools and channels to start spreading information to the identified relevant stakeholders were set up.

The dissemination and communication activities in the phase 2 of the project will experience a shift of focus towards the trials and associated results, deepen the customer integration and doing first preparations for the exploitation of results. This plan will therefore be updated again after month thirty regarding ongoing and further planned activities and considering the progress of the project as well as the development of the COVID-19 pandemic. The upcoming plan will take into account the analysis of success indicators, possible adjustments in the strategic approach and in the implementation of measures. It will also contain the results of phase 2.

Due to the ongoing pandemic and the accompanying cancellation of all face-to-face events, the dissemination and communication planning had to be adjusted with a shift towards online activities, more communication via videos and an emphasis on joining forces with other projects for a broader outreach with the establishment of a FlexCommunity. The academic partners will continue to publish edgeFLEX results. Consortium members presenting the project at events play an important role in transferring knowledge and disseminating (interim) results to relevant stakeholders and target groups. They will continue to do so at online events (third party events as well as edgeFLEX events) and, if possible, at face-to-face events in the second phase of the project.



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