

SINNOGENES

Storage INNOvations for Green ENERgy Systems

DELIVERABLE 6.2

Dissemination and
Communication Plan Material-b

Call: **HORIZON-CL5-2022-D3-01**

Type of Action: **IA**

Project Acronym: **SINNOGENES**

Project ID: **101096992**

Duration: **48 months**

Start Date: **01/01/2023**



Co-funded by
the European Union

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2. UBITECH ENERGY
3. ARTELYS
4. RINA CONSULTING SPA
5. FUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS
6. FONDAZIONE BRUNO KESSLER
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16. FUNDACION PARA EL DESARROLLO DE LAS NUEVAS TECNOLOGIAS DEL HIDROGENO EN ARAGON
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23. ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS
24. Energy Web Stiftung (Energy Web Foundation)
25. TRANSPORTS PUBLICS GENEVOIS
26. UNIVERSITE DE GENEVE
27. Hitachi ABB Power Grids Ltd.



Executive Summary

Effective communication and dissemination play a pivotal role in the SINNOGENES project as they significantly contribute to the utilization of its results and outcomes. The project consortium's communication endeavours will prioritize enhancing visibility, facilitating comprehension, and encouraging active engagement.

SINNOGENES consortium consists of 27 partners from Portugal, Spain, France, Belgium, Luxembourg, Germany, Greece, Italy, Cyprus, and Switzerland. It includes 6 demonstration sites in 5 different European countries. Therefore, members of SINNOGENES will adopt a "GLOCAL" approach to project communication, which entails utilizing local channels of individual members to amplify the global impact of their communication efforts. This approach establishes a vast network of sources that can be subsequently leveraged on the project's shared communication channels.

The project aims to engage the following target groups through various communication channels:

- Relevant European industry sectors, potential markets, and customers.
- Researchers and professionals from industry and academia, comprising the scientific community.
- Industrial partners and the general public, interested in adopting solutions.
- Energy policymakers and regulators.

To achieve this goal, SINNOGENES will use the following channels for communication and dissemination:

- Webpage
- Social media (Twitter, LinkedIn, YouTube)
- Newsletters
- Presentations
- Workshops and Conferences
- Videos/interviews



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Table of Acronyms

Acronym	Definition
MoM	Minutes Of Meeting
OA	Open Access
WG	Working Group
WGs	Working Groups
WP	Work Package
KPI	Key Performance Indicator
LCA	Life Cycle Assessment
LCC	Life Cycle Cost



1 Introduction

1.1 Scope and objectives

The purpose of this document is to reflect on the communication and dissemination activities for the first six (6) months of the project. The objective is to establish a shared understanding of communication and sharing information among the members of the SINNOGENES consortium. Effective communication requires careful planning, and therefore, this document outlines the relevant target audiences and provides a detailed overview of communication and dissemination tools.

This deliverable is an update of D6.1 Dissemination and Communication Plan Material-a and the continuation of the tools developed in this period (project website and social media). Also, this document analyses which tools are we using to reach our dissemination and communication goals as well as the channels we use for our clustering activities with other sister projects.

The Communication and Dissemination plan serves the purpose of monitoring key performance indicators (KPIs) associated with these matters. Additionally, this document serves not only as a planning tool but also as a reporting mechanism. It ensures that all communication activities related to SINNOGENES, carried out by any member of the consortium or the consortium itself, will be documented over the course of the four-year project.

1.2 Structure of the Report

This document follows the structure as presented below:

Section 2 discusses the plan and goals of communication and dissemination, which are subsequently followed by the dissemination and communication plans and the target groups.

Section 3 presents the project website and social media.

Section 4 discusses the impact of dissemination and communication activities, as well as the relevant KPIs and the tools to achieve them.

Section 5 illustrates the BRIDGE activities.

Section 6 presents the dissemination and communication plans of the SINNOGENES partners.

Section 7 provides the upcoming activities regarding dissemination and communication.

Section 8 summarizes the main findings.



2 Dissemination and communication strategy

In the early phases of the project, a detailed dissemination strategy aimed at boosting awareness of the project's developments has been developed.

2.1 SINNOGENES approach

- **Glocal approach**

In SINNOGENES participating 27 partners from Portugal, Spain, France, Belgium, Luxembourg, Germany, Greece, Italy, Cyprus, and Switzerland. It includes 6 demonstration sites in 5 different European countries. The vast network accessible through each contributor presents a significant opportunity to ensure successful communication and dissemination. It is crucial to leverage this advantage to our benefit. The contacts of our participants serve as our most valuable asset in terms of communication. Hence, SINNOGENES members will adopt a "GLOCAL" approach, which means that by utilizing LOCAL resources and assets, communication and dissemination efforts will have a more impactful reach on a GLOBAL scale.

Each member should capitalize on their local connections, such as websites, social media pages, media contacts, and events, as part of their communication efforts. Through the shared channels of the SINNOGENES project, these local communication activities gain global exposure and contribute to the development of a comprehensive narrative, piece by piece.

This approach proves more effective in reaching the relevant audience compared to solely relying on global communication strategies. For instance, a journalist from a participating country is more inclined to cover a story about SINNOGENES than simply reacting to a press release intended for a global audience. Once a story is published, it can be utilized on the SINNOGENES website, social media platforms, and other channels, generating fresh communication materials to be shared.

Advantages:

- More effective (involvement)
- Storyteller-approach (create communication materials based on stories rather than facts & data only)
- Credibility (always better if "others" talk about our project)
- More cooperation between contributors (sharing best practices, gathering communication actions)

Disadvantages:

- Risk of misinterpretation (less control on communications material – manageable)

- **Graphical approach**

Utilizing graphical tools is crucial for facilitating the understanding of the concept and work behind SINNOGENES. Therefore, whenever feasible, graphic materials should be incorporated to enhance the message conveyed during communication activities.

Creating visual materials that provide an overview of the SINNOGENES project is essential, and it is equally important to update these materials or develop new ones as more specific actions, such as demos, occur.

- **Main message**

This project focuses on developing a complete framework of methodologies, tools, and technologies (SINNO energy toolkit) that will assist the transition to clean energy by providing innovative energy storage solutions and flexible power generation while ensures the



compatibility of systems and the standards of distributed energy storage for participation in flexibility markets.

- **Headline**

The criteria based on which the headline was composed are:

- Short form of the main message
- Appealing
- Easy to comprehend
- Used in every communication material
- Enhances the project brand

Project's headline:

“Developing the Storage INNOVations energy toolkit”

- **Buzzwords**

In the upcoming period, the partners will be invited through a workshop to select the buzzwords that will be used in the dissemination and communication activities of the project.

The selection has to be focused on the following criteria:

- Words that define the project
- Words that grab attention, make the project distinctive
- Make communication more coherent
- Use for all kind of communication

The buzzwords of the project will be described in the following version of this deliverable.

2.2 Methodology

To guarantee an extensive influence of the SINNOGENES project, it is crucial to establish a well-coordinated plan for dissemination and communication. Therefore, the figure below presents a concept consisting of four interconnected components.

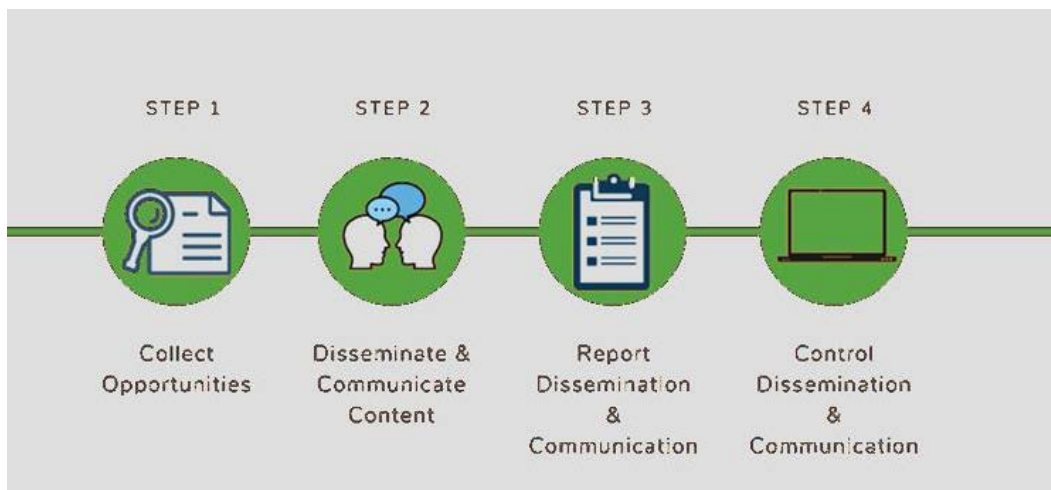


Figure 1 Dissemination and Communication Process Flow

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

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

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



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

2.3 Target groups

The project aims to engage the following target groups through various communication channels:

- Relevant European industry sectors, potential markets, and customers.
- Researchers and professionals from industry and academia, comprising the scientific community.
- Industrial partners and the general public, interested in adopting solutions.
- Energy policymakers and regulators.

To effectively disseminate information, a combination of traditional scientific communication methods will be employed, including peer-reviewed publications, international conferences, and symposia focused on the subject matter. This approach ensures a broader scientific impact, reaching researchers worldwide. Continuous utilization of the received information will contribute to the ongoing improvement of the provided services.

2.4 Plan and Objectives

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



Figure 2 What SINNOGENES wants to achieve.

- **Visibility**

It is crucial to introduce the project to various levels of interest, ensuring that each target group understands the presence and significance of SINNOGENES from different perspectives within the project. It is equally important to distinguish SINNOGENES from other storage innovation projects in order to stand out. SINNOGENES should possess a unique character. This distinctiveness would not only enhance the effectiveness of communication efforts but also facilitate dissemination at the highest level.

- **Understanding**



SINNOGENES is an intricate project that upholds stringent standards across all areas of expertise involved. Nonetheless, its outcomes will have a serious impact in terms of economic, environmental, and social benefits for European citizens, as well as for other stakeholders involved in the energy storage value chain (DSO, TSOs, LECs, etc.). It is crucial for them to grasp the potential achievements that can arise from the successful implementation of this project.

- **Involvement**

The primary goal of SINNOGENES is to disseminate the project's outcomes to stakeholders such as the scientific community, relevant European industry sectors and potential markets and customers, industrial partners and the general public who are interested in adopting solutions, energy policymakers and regulators. Communication efforts should prioritize engaging these stakeholders, along with other relevant parties, in order to foster their involvement.



3 Communication tools update

The subsequent sections are the addition of the tools that have been described in D6.1 and will be utilized throughout the entirety of the project's duration.

3.1 SINNOGENES website

During the initial phases of the project, a website was established, which will serve as the fundamental platform for all online communication efforts. This website will facilitate the accessibility and searchability of all data generated by SINNOGENES and will be updated with news from the project on a regular basis.

The focus points for the website:

- ✓ User friendly
- ✓ Easy to access all data
- ✓ Graphically appealing to the target groups but not disturbing
- ✓ All details, data, and materials all accessible
- ✓ Hub for all communication materials (flyers, videos, infographics, press releases)
- ✓ Available to subscribe for Newsletter
- ✓ Contact details

Website: <https://sinnogenes.eu/>

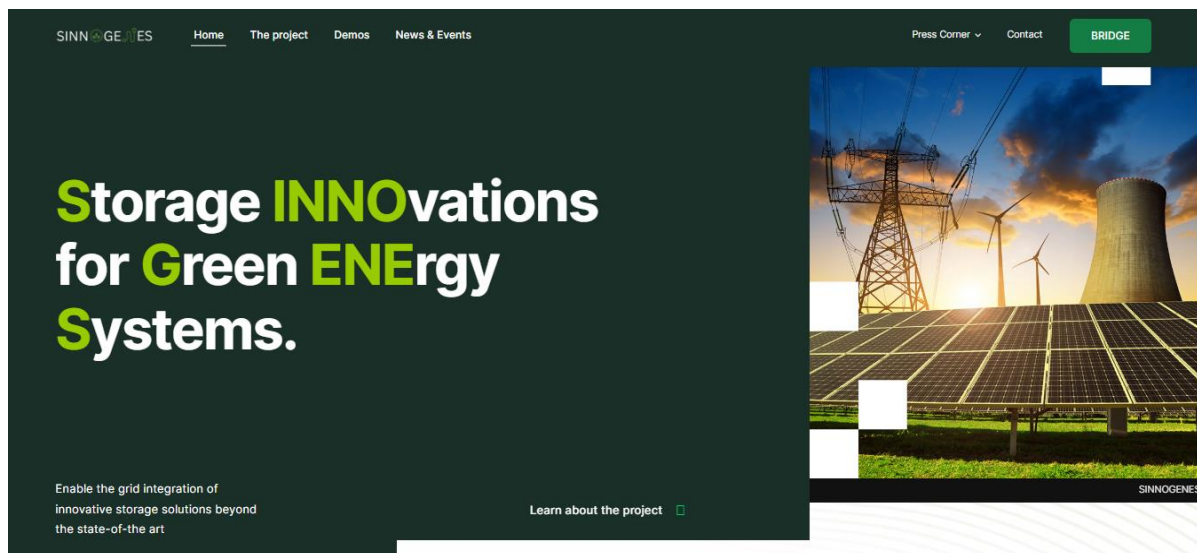


Figure 3 SINNOGENES Website Home page slider



The screenshot shows the SINNOGENES website home page. At the top, there is a navigation bar with links for 'Home', 'The project', 'Demos', 'News & Events', 'Press Corner', and 'Contact'. A green 'BRIDGE' button is also present. The main content area is titled 'News' and 'SINNOGENES news and events'. It features two news items: 'SINNOGENES at BRIDGE GA 2023' and 'Kick-Off Meeting completed successfully in Brussels'. Below the news is a 'View all news' button. The central section is titled 'Developing the Storage INNOVations energy toolkit' and 'SINNOGENES Objectives'. It lists six objectives with corresponding icons: 1. To design, apply and demonstrate a toolkit that offers a complete approach in the management and assessment of energy storage technologies. 2. To suggest a series of energy storage technologies which can be combined into different system applications. 3. To reduce regulatory barriers while exploring market compliance requirements of energy storage technologies for supporting decarbonisation targets and flexibility services. 4. To develop and demonstrate data driven digital applications, while ensuring data interoperability in the energy storage ecosystem in order to enable innovative storage technologies across the EU. 5. To identify, quantify, and evaluate the advantages of grid-connected energy storage from a technical, environmental and economic point of view. 6. To produce ways in order to the SINNOGENES technologies can be replicated by sites across Europe, perform an impact assessment study of the SINNOGENES energy toolkit compatibility in relation to EC modelling methods, and guarantee a solid dissemination strategy and a purposeful participation in the BRIDGE activities. The bottom section is titled 'Integrate innovative energy storage systems' and 'The Aim'. It features an image of a man in a white shirt and hard hat looking at a laptop in front of a wind turbine. The text describes the project's aim to develop a toolkit for integrating innovative energy storage systems.

Figure 4 Home page



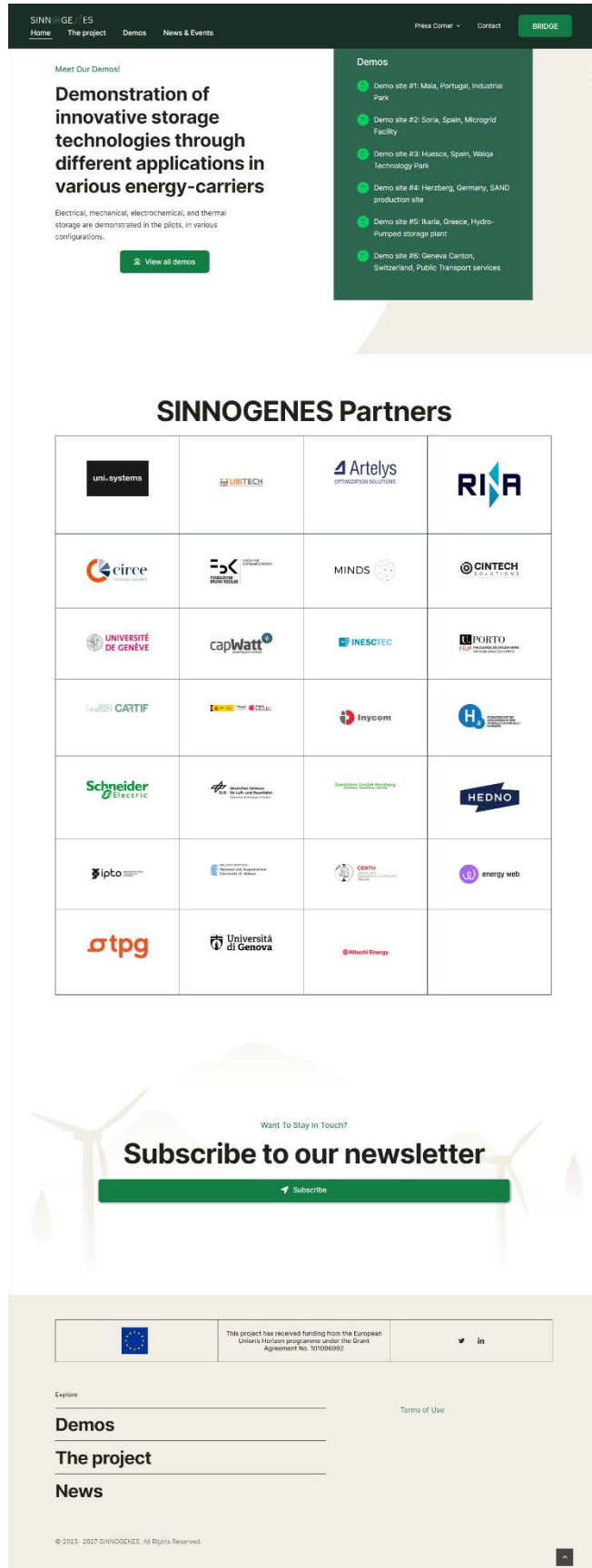


Figure 5 Home page



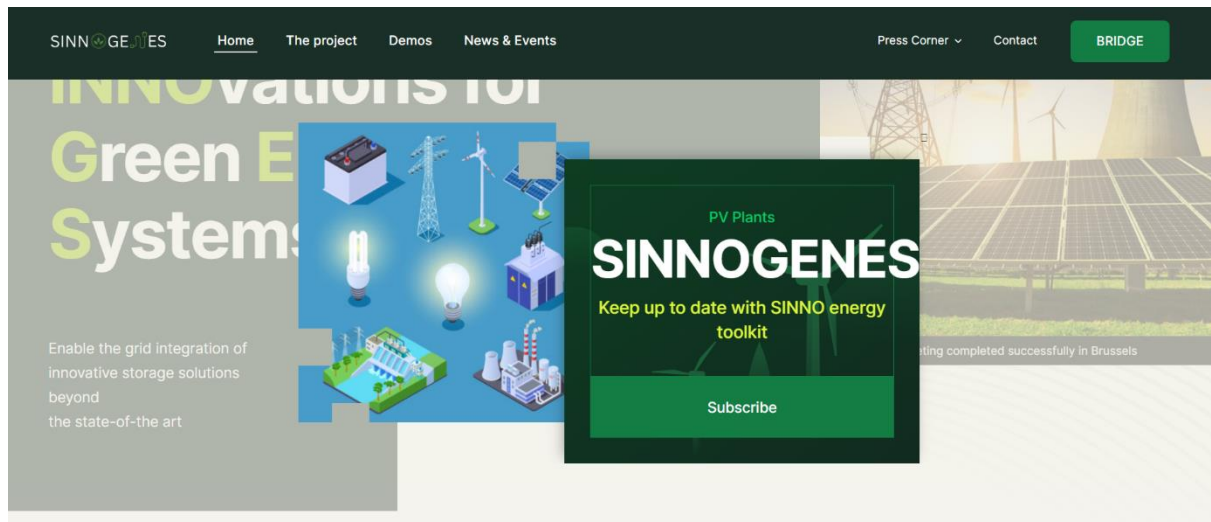


Figure 6 Newsletter sign up pop up.



4 Impact on dissemination and communication activities

The table below provides a description of the dissemination and communication targets, along with their corresponding activities, key performance indicators (KPIs), and current status.

The communication activities will utilize various channels within the EU R&D community, such as BRIDGE, ETIP SNET, European Battery Alliance, BATT4EU, and others, to promote the project to different audiences. The objectives of these activities are as follows: i) establishing a visual identity and public image for the project; ii) providing current and updated information about the project; iii) promoting project results to the general public; and iv) translating scientific and technical findings into messages that are easily understood by the general public for public outreach purposes. The communication activities will be implemented through the specified channels and their effectiveness will be evaluated using key performance indicators (KPIs).

Table 1 Communication KPIs

Means/channel	Objective, target and quantifiable indicators	Current status
Project visual identity and public image	Development of a common public image / branding for the project to allow an easier identification by the public and ensure visibility and recognition. SINNOGENES will adopt a captivating project logo and a common graphics for any project template b (e.g., presentation, template, report, etc.) and any public material (brochures, flyers, posters, etc.)	Branding completed
Communication KPIs	<ul style="list-style-type: none"> - Website visits per year: <4000 = poor; 4000-10,000 = good; >10,000 = excellent - Material downloads from website per year: <100 = poor; 100-250 = good; >250 = excellent - Social media followers: <200 = poor; 200-400 = good; >400 = excellent - 10 issues of newsletter and 500 subscribers by end of project - 10 press releases by the end of the project 	137 website visits by June 2023 136 social media followers
	Project communication toolkit materials (brochure, flyers, poster, banners)	<p>A promotional project brochure/leaflet and/or flyers for the large non-specialist community as well as the community of relevant stakeholders will be developed. A general project poster along with banners/roll-ups will also be developed in order to be used for events and exhibitions, while a first leaflet/brochure shortly after the beginning of the project, oriented to raise awareness and provide visibility.</p> <ul style="list-style-type: none"> - Shared flyers: <1000 copies/yr.=poor; 1000-2500 copies/yr.=good; >2500 copies=Excellent - 7 brochures published on project concept and demonstration activities by end of



project			
Project video and/or interviews	video	Eight project videos and/or video-interviews also with a storytelling video approach will be created: 1 introductory video presenting project's objectives and vision, 6 videos presenting the activities of each demonstration campaign and 1 final video on lessons learnt from VCs and how use SINNOGENES (linked to training). - 8 videos promoted via YouTube and Website	Will be reported in next deliverable versions
Project media presentations		The opportunity to present the project on generalist and/or specialised media, such as local or national press, magazines, radio, or TV programmes will also be sought.	Will be reported in next deliverable versions

Dissemination activities will be undertaken starting from the beginning of the project targeting all relevant stakeholders.

Table 2 Dissemination KPIs

	Means/channel	Objective, target and quantifiable indicators	Current status
Dissemination KPIs	Project e-handbook	Project e-publication downloads: <50 = poor; 50-100 = good; >100 = excellent	Will be reported in next deliverables.
	Scientific/ technical publications and oral/poster presentations at conferences, symposia, seminars, workshops, etc.	- Number of papers submitted: <7 = poor, 7-10 = good, >10 = excellent - Number of conference/Event presentations: <10 = poor, 10-15 = good, >15 = excellent - Number of workshops organised: <4 = poor, 4-7 = good, >7 = excellent	Will be reported in next deliverables.
	Special innovation/ lesson	6 regional promotional events (1 per demonstration campaign)	Will be reported in next deliverables.
	Collaboration with relevant stakeholders and EU communities and projects	Number of synergies created with sisters' projects: <1 = poor, 2-3 = good, >3 = excellent	Will be reported in next deliverable versions.



5 BRIDGE activities

5.1 Overview

BRIDGE is an effort by the European Commission to bring together various projects focused on Smart Grid, Energy Storage, Islands, and Digitalisation. Its aim is to foster ongoing knowledge sharing among these projects, enabling them to generate conclusions and recommendations regarding the future utilization of their outcomes.

BRIDGE is divided in four working groups:

- The **Data Management** working group serves as a platform for the exchange of perspectives between H2020 Smart Grids and Storage projects and the European Commission's services. It covers technical, business, regulatory, and social aspects.
- The **Business Models** working group aims to establish a shared understanding of business model descriptions and assess both existing and emerging business models that can be applied to smart grids and energy storage solutions.
- The **Regulations** working group aims to identify the primary regulatory challenges that impede the implementation of innovative project use cases. It also proposes future regulations that can facilitate the smooth deployment of these projects.
- The **Consumer and Citizen Engagement** working group focuses on empowering consumers as active and central participants in the energy markets of the future. It advocates for improved consumer choices in energy supply, access to reliable energy price comparison tools, and the opportunity to generate and sell their own electricity.

5.2 SINNOGENES participation

The partners of SINNOGENES expressed interest in participating in the BRIDGE Working Groups (WGs), leading to the presence of more than two partners representing SINNOGENES in each of the 4 WGs.

Following the BRIDGE activities described in D6.1, UBITECH ENERGY has created a template file in order to gather and monitor the activities of the project representatives in BRIDGE initiative.

This file, which is accessible through the project SharePoint and shall be kept updated through the project lifetime, gathers the following actions from the partners:

- The BRIDGE meetings attended.
- Contributions to BRIDGE
- Lessons Learnt
- Efforts
- Synergies with other BRIDGE projects

SINNOGENES has provided the following contributions to BRIDGE in order for the project brochure to be created.

- General project information
- SINNOGENES logo
- Partner's list
- SINNOGENES partners' countries map
- SINNOGENES scope
- Technologies and services deployed
- SINNOGENES Use Cases
- Expected Impact



The brochure was displayed in BRIDGE GA that was held on March 28th, 29th and 30th in Brussels (Figure 7).



Figure 7 SINNOGENES at BRIDGE GA 2023

UBITECH ENERGY has participated physically in the BRIDGE GA 2023 in Brussels, leading Business Models Working Group task 2, Regulations Working Group action 4 and Consumer and Citizen Engagement Smart Tools Subgroup.



6 Individual dissemination and communication plans

6.1 UNISYSTEMS LUXEMBOURG SARL

UNISYSTEMS, as the project coordinator, is committed to maximizing the impact and visibility of our participation in SINNOGENES. Our dissemination plan focuses on reaching diverse stakeholders, fostering collaboration, and ensuring the broad uptake of project outcomes. UNISYSTEMS will employ a multi-faceted approach that leverages both traditional and digital channels to disseminate project findings, innovations, and best practices. Through targeted workshops, conferences, and industry events, UNISYSTEMS will engage with academic researchers, policymakers, industry experts, and end-users to share the project results and encourage knowledge exchange. Furthermore, UNISYSTEMS will share the posts related to the public project deliverables and reports of the project. through its website and social media, promoting open access to facilitate the dissemination and utilization of project outcomes.

To maximize the sustainability of the project dissemination efforts, UNISYSTEMS will actively collaborate with project partners, leveraging their networks and expertise. UNISYSTEMS will establish partnerships with relevant industry associations, research institutions, and innovation hubs to ensure widespread dissemination across the European ICT community. Additionally, they will actively engage with media outlets and leverage social media platforms to generate public awareness and create a dialogue around the project's goals, progress, and impact.

6.2 UBITECH ENERGY

UBITECH ENERGY plays a central role in the project by leading WP6 and serving as the Technical Coordinator, overseeing all project activities throughout its entire duration. To effectively communicate within the organization, UBITECH ENERGY will create various materials for dissemination, including posters and flyers. These materials will be shared internally through UBITECH ENERGY's communication and dissemination channels, such as internal bulletins, business feeds, and blogs. The target recipients include account managers, policy makers, and internal decision makers, ensuring that they are aware of the project and its main innovations.

Furthermore, UBITECH ENERGY is actively engaged in multiple initiatives by the European Commission (EC). In the future, leveraging its strategic position, UBITECH ENERGY intends to foster collaboration with other research projects, aiming to facilitate valuable knowledge transfer and generate mutual benefits. UBITECH ENERGY will also play a crucial role in BRIDGE activities, by monitoring partner's participation in BRIDGE and lead the contribution of SINNOGENES in the Customer and Citizen Engagement BRIDGE Working Group. In addition, UBITECH ENERGY representatives are leading tasks in 3 BRIDGE working groups: (add subtasks)

UBITECH ENERGY is constantly monitoring communication and dissemination opportunities to participate but also propose and guide the partners through attending conferences and events. Enlit Europe that will take place in 28-30 November in Paris France, is one of the events that UBITECH ENERGY in close collaboration with UNISYSTEMS have applied for SINNOGENES project.

6.3 ARTELYS

ARTELYS plans to be involved in communication and dissemination activities by different means. First, ARTELYS is involved in the BRIDGE Regulation working group, and will participate in the associated meetings with various stakeholders at the European level. We also plan to participate in the dissemination of the media content of the project through our own channels and events, especially the ones linked to the valorization of storage at the EU



level since our key contribution to the project is the quantification of the benefits of the different use-cases of the project at that scale.

6.4 RINA CONSULTING SPA

RINA-C will disseminate SINNOGENES project results with different activities: participation in BRIDGE's different Working Groups, events and conferences at European and National level and discussion with the wide network of stakeholders established thanks to the consultancy activity. RINA-C will also actively participate in Social Media dissemination of project results with its own accounts, under the activities of T6.1.

6.5 FUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS

CIRCE will actively contribute to the communication and dissemination of the different advances and milestones carried out by the project, with special emphasis on those that constitute developments to help the electricity sector face its challenges in the field of energy storage.

In this way, CIRCE will choose, depending on the specific content to be disseminated, the ideal channel for disseminating the project's progress. These channels include social networks (LinkedIn, Twitter, Facebook, YouTube), press releases for national and regional media, news published on the organisation's corporate website and mailing campaigns, among others.

6.6 FONDAZIONE BRUNO KESSLER

FONDAZIONE BRUNO KESSLER will contribute to the communication and dissemination of the project results with different activities. Other than participating in the meetings of T6.1, FBK will interact with the social media channels of the project by reposting news and contents and providing a blog post on the definition of use cases. FBK also participates to the BRIDGE meetings in the Business Models working group.

6.7 METAMIND INNOVATIONS IKE

Throughout the duration of the project, MINDS will utilize its communication channels to effectively share information with various stakeholders, including industrial and research communities and individuals. This initial dissemination plan will start from the early stages of the project and aims to provide relevant stakeholders with details about the project's objective, architecture, and implementations throughout the project's lifecycle, and after its completion. To achieve this, MINDS will employ the following methods of dissemination: (a) publishing informative posts on its website, (b) distributing updates through company newsletters, (c) engaging with stakeholders via social media platforms, (d) contributing to scientific publications, and (e) actively participating in relevant events. Furthermore, MINDS will actively interact with and promote the social media channels of SINNOGENES, along with the project's newsletters, and website content. These diverse communication strategies will ensure the project's progress and outcomes reach a broad audience, fostering engagement and collaboration with key stakeholders.

6.8 CINTECH SOLUTIONS LTD

CINTECH will actively promote projects' major steps in its relevant press releases. The communication activities planned will be closely followed and project results distributed through the company's social media and website.

CINTECH will follow the Task 6.1 leader's action points and contribute where needed.



6.9 UNIVERSITA DEGLI STUDI DI GENOVA

UGE plans to contribute to the dissemination and communication activities of SINNOGENES in a variety of ways, reaching audiences not only related to engineering and storage systems. The goal is to activate both one-way communication (e.g., through the project website) and two-way dialogue (e.g., through the international conference) with the stakeholders, to facilitate the knowledge transfer and the re-use of the project results.

The activities will include:

- Interaction with the SINNOGENES social media channels (such as LinkedIn)
- Publishing informative posts on its website
- Participation in conferences and other scientific events
- Publications in scientific journals, probably after the first year of the project
- The scientific results to be disseminated in conferences/events/journals will be related mostly to the Tasks where UGE is mostly involved.

6.10 CAPWATT S.A.

Capwatt is part of the project consortium, with participation as pilot owner/site user of the demonstrator that will be installed at Sonae Campus, Maia, Portugal.

Capwatt will also have a small contribution in the dissemination and promotion of the project, through its normal means of communication.

Some of the main ones being:

- Publications on LinkedIn
- Posts on the Capwatt website
- Republishing of the communications launched on LinkedIn and the project website
- Internal communications and on the Intranet

6.11 INESC TEC - INSTITUTO DE ENGENHARIA DE SISTEMAS E COMPUTADORES, TECNOLOGIA E CIENCIA

INESC TEC is leading WP4 focused on energy storage technologies for industrial environments. More specifically INESC is developing microgrid optimization tools for the Demo site #1 in Maia Portugal. INESC TEC also participates in Task 6.1 for the communication, dissemination and participation in Bridge Activities.

INESC TEC will make use of its communication and dissemination channels, such as the institution web page, regular newsletter (<https://bip.inesctec.pt/>) and social media (LinkedIn, Twitter and Facebook), to inform about SINNOGENES progress and main achievements. INESC TEC will also disseminate project results through i) participation in relevant events (conferences and workshops); iv) publication in peer-reviewed scientific journals and contributing to other scientific papers that acknowledge the SINNOGENES project; and v) teaching and training activities vi) participation in BRIDGE activities contributing to Regulation and Business Models Groups.

6.12 UNIVERSIDADE DO PORTO

The University of Porto, Faculty of Engineering (FEUP) is responsible for developing a Thermal Energy Storage (TES) system to be integrated as a thermal battery in the cogeneration plant at the Industrial Park at Maia, within Demo Site #1 – WP4. A thermal storage system based on latent heat combines high energy density (e.g. the eutectic alloy Al/Si has 404 Wh/L, comparable to a lithium-ion battery) with high stability, long-time storage and low cost; moreover, the thermal fluid exists at an approximately constant temperature, making the conversion of this thermal energy into electric much more efficient and the use of



the stored heat energy much easier and cheap (smaller CAPEX). The interest in this technology has been growing in the past few years as it can effectively store available energy resources such as waste thermal energy released to the atmosphere in the form of hot flue gas or intermittent electricity. Within this project, awareness will be raised on this type of storage technology, and the use case demonstration will surely maximise the impact of project results on all relevant stakeholders (industry and their customers, policymakers, and the general public) as well as on the research community and academia. To achieve that, FEUP will implement the following actions: i) project advertising within the internal social media (LinkedIn, Twitter, Instagram and YouTube) to reach all FEUP's contacts and network; ii) provide news and updates for the SINNOGENES project web portal and networks; iii) participate in relevant events (conferences and workshops) to promote the project and its results on the thermal energy storage field; iv) publication in peer-reviewed scientific journals and contributing to other scientific papers that acknowledge the SINNOGENES project; and v) teaching and training students in academia concerning the area of energy storage.

6.13 FUNDACION CARTIF

In the project, CARTIF is mainly focused on the development of WP3, specifically giving technical support to CIEMAT demo site and evaluating the results obtained in the work package. CARTIF also participates in Task 6.1. CARTIF will make use of its communication and dissemination channels, such as the web page and social media (LinkedIn, Twitter, Facebook, and YouTube), to inform about SINNOGENES and the developments carried out.

In addition, CARTIF will actively collaborate with other partners, research projects and initiatives to share information and push the technology improvement.

Lastly, CARTIF will write scientific articles and participate in research conferences to share the knowledge acquired through the project.

6.14 CENTRO DE INVESTIGACIONES ENERGETICAS, MEDIOAMBIENTALES Y TECNOLOGICAS-CIEMAT

CIEMAT is actively participating in project meetings and engaging in the dissemination of project updates through social media channels. We are committed to staying actively involved in the project's progress and ensuring that the latest developments are effectively communicated to a wider audience.

Additionally, we are currently working on the development of a scientific article related to the activities of Work Package 3. Our research and analysis within this work package will be showcased in the article, aiming to contribute valuable insights to the field of sustainable energy storage and generation.

6.15 INSTRUMENTACION Y COMPONENTES S.A. (INYCOM)

INYCOM will promote project's phases and progress in collaboration with its communication department using our website, press releases and through social media channels. In addition, the project will be promoted in relevant research conferences and to energy relevant stakeholders to share the knowledge acquired during the project.

INYCOM technical effort is focused on WP3, specifically in the development of energy tools for combined operation of electricity and gas networks and demonstration in Huesca, Spain that will conduct in showcased articles in collaboration with other partners.



6.16 FUNDACION PARA EL DESARROLLO DE LAS NUEVAS TECNOLOGIAS DEL HIDROGENO EN ARAGON

The term 360-degree communication stands for integrated measures in which specially prepared content is played at all touchpoints. The campaign spans the entire target journey. Often enough, the same content is placed on as many channels as possible. In our case we will work on the following contact points (Figure 8):



Figure 8 Contact points.

On the website of Fundación Hidrógeno Aragón we have a page dedicated to projects and we have published a file specifying the summary and objective of SINNOGENES, mentioning its partners. This factsheet is linked to the main website of the project.

In addition, FHa will contribute with the dissemination of content about the project in the company's social networks, as well as the rebroadcasting of its own publications from the SINNOGENES LinkedIn page.

FHa will also continue with the dissemination of the project through the newsletter.

6.17 SCHNEIDER ELECTRIC ESPANA SA

Schneider Electric will contribute to the dissemination of the project's results collaborating in different activities. A new webpage is being created in the Schneider Electric site, as a way of promoting the project, to be linked with main SINNOGENES website.

Besides, SCHN will also contribute to the dissemination of project content through social media as LinkedIn, and internally within SCHN through Yammer. Other activities like the participation in articles preparation will come later in the project.

6.18 DEUTSCHES ZENTRUM FUR LUFT - UND RAUMFAHRT EV

Deutsches Zentrum für Luft- und Raumfahrt (DLR) will be involved in the project dissemination and communication by publishing the results of the demonstration plant development in international and national conferences and scientific journals. Additionally, the studies resulting from the research activities will be available on the homepage of the DLR Institute for Low-Carbon Industrial Processes.

From a local point of view, the project achievements will be included in the dissemination activities of the regional Chamber of Industry and Commerce (IHK) by means of workshops, IHK blog and newsletter.



Furthermore, DLR will participate in the T6.1 meetings and will take part in the dissemination of project news by reposting contents from official social media channels and blogs.

6.19 SANDDORN GMBH HERZBERG

Sanddorn GmbH Herzberg will use its website for dissemination and communication of SINNOGENES project. For this purpose, the website will be timely revised and updated.

At the local level, Sanddorn GmbH Herzberg will organize, after the implementation, a workshop with the regional energy officer or with the climate protection officer of the city of Herzberg and inform about the implemented measures at the location. All interested companies in the region are invited to attend the event.

6.20 DIACHEIRISTIS ELLINIKOU DIKTYOU DIANOMIS ELEKTRIKIS ENERGEIAS AE

The organization DIACHEIRISTIS ELLINIKOU DIKTYOU DIANOMIS ELEKTRIKIS ENERGEIAS AE (Hellenic Energy Distribution Network Operator – HEDNO) is responsible for operating the Hellenic Electricity Distribution Network and, as such, responsible for the uninterrupted electricity supply of the entire country. Through the Medium and Low Voltage networks, HEDNO delivers electricity to 7.4 million customers, while the Company manages the High Voltage networks in Attica and in the non-interconnected islands. In terms of number of consumers served, HEDNO is the fifth largest Distribution Company in EU.

HEDNO's contribution in the project dissemination and communication includes:

- Invitations to relevant colleagues to subscribe to the newsletter
- Participation in conferences and other scientific events
- Presentation and description of the project in the official HEDNO site
- Plans to promote the SINNOGENES project in the Greek CIGRE 2024 and at a later date to an International CIGRE conference during the 'Call for paper' yearly initiative

6.21 INDEPENDENT POWER TRANSMISSION OPERATOR SA

Independent Power Transmission Operator as a partner committed to the dissemination and communication of SINNOGENES, will undertake several actions to ensure the widest reach and impact of our findings. In particular, we will develop a comprehensive publication strategy that includes targeting high-impact academic journals relevant to our field. We will carefully prepare and submit research articles, ensuring they are clear, concise, and of high quality to maximize their chances of acceptance and dissemination within the academic community. In the same context, we will actively participate in relevant conferences and seminars, presenting our research findings through oral presentations, poster sessions, or panel discussions. This will allow us to engage with fellow researchers, receive valuable feedback, establish collaborations, and disseminate our work to a broader academic audience. Moreover, recognizing the importance of engaging stakeholders, we will organize workshops, webinars, and seminars targeted at industry professionals, policymakers, and community members. These interactive sessions will enable us to share our research insights, methodologies, and potential applications while gathering feedback and fostering collaborations for real-world impact. An example of such an activity was our participation in ECESCON 14 where we presented SINNOGENES to a wide audience (<https://sfhmy.gr/en/conference/workshops/admhe-workshop>). Additionally, we will proactively engage with the media to amplify the visibility of our research project. This will involve preparing press releases that highlight key findings and their significance, facilitating interviews with journalists, and contributing opinion pieces or articles to reputable publications. By doing so, we aim to reach a wider non-academic audience and promote the relevance and implications of our research. Regarding the digital presence, we will establish a strong digital



presence for effective dissemination and communication. We will create and maintain a dedicated project website on IPTO's website that showcases our research objectives, progress, and outcomes. Additionally, we will leverage social media platforms such as LinkedIn to share regular updates, engaging content, and relevant resources, fostering direct communication with a diverse audience. Finally, in line with our commitment to knowledge accessibility, we will explore open-access publishing options for our research outputs. This may include publishing in open-access journals or depositing preprints in dedicated repositories. By adopting an open-access approach, we aim to remove barriers to access and ensure that our research is freely available to anyone interested.

Through these concerted efforts, our organization will conduct a comprehensive and multifaceted approach to dissemination and communication activities, maximizing our research project's visibility, impact, and practical applications.

6.22 ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON

ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON (UoA) as the oldest university in Greece will be involved in the project dissemination and communication by informing department's faculty, researchers, and students about the SINNOGENES project, its developments, and benefits. The Control Systems and Industrial Automation Laboratory of UoA that participates in SINNOGENES project will carry out internal presentations throughout the duration of the project while contributing to the attraction of new researchers and students. Furthermore, UoA will contribute to dissemination and communication by interacting with the SINNOGENES social media channels, contributing to scientific publications, and actively participating in relevant events.

6.23 ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS

ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS, also known as Centre for Research and Technology Hellas (CERTH), as one of the biggest research centres in Greece with significant recognition in Europe, plans to contribute to the dissemination and communication activities of SINNOGENES in a variety of ways, reaching audiences that may or may not be related to engineering and storage systems. Some indicative activities include:

- Interaction with the SINNOGENES social media channels (such as LinkedIn)
- Invitations to relevant colleagues to subscribe to the newsletter
- Participation in conferences and other scientific events
- Publications in scientific journals, probably after the first year of the project

The scientific results to be disseminated in conferences/events/journals will be related mostly to the Tasks where CERTH is either leader or has a significant contribution. Therefore, they may be related to the transport system of T5.1, the digital twin of the electrical network of T5.2 and the Life Cycle Assessment (LCA) and Life Cycle Cost (LCC) analyses of the SINNOGENES solution in T6.2. It is highlighted that all scientific manuscripts will be open-access and the data will be managed carefully so that no private/sensitive data are published.

6.24 Energy Web Stiftung (Energy Web Foundation)

As with many EU projects, Energy Web will publish a dedicated website to inform its audience about the project and disseminate press releases from the project. Energy Web will also contribute to disseminating the project's news across its digital social networks (e.g., LinkedIn, Twitter, etc.)

Additionally, Energy Web is a non-profit member-based organization with a significant community of energy companies. Energy Web can leverage its position to disseminate project news, learnings, and outcomes to its member community via multiple channels (e.g., online events or webinars, member newsletters, etc.). Lastly, there are multiple industry events (e.g.,



Enlit Europe) where there could be additional dissemination contributions (e.g., disseminating project pamphlets or materials, joining project booths, etc.).

6.25 TRANSPORTS PUBLICS GENEVOIS

TPG actively engages in a variety of dissemination activities to raise awareness and promote its services and participation in projects. Representing public transport operators within SINNOGENES, they organise community outreach programs that include informative sessions and distribution of brochures, highlighting the benefits of embracing innovative transportation solutions and addressing various aspects related to transportation and energy. Moreover, we collaborate with local educational institutions, authorities, and universities to deliver enlightening workshops focused on the significance of sustainable mobility, fostering a sense of responsibility within our community, and encouraging them to reimagine transportation.

Furthermore, these dissemination efforts extend beyond local boundaries as the TPG has a cross-border network, between Switzerland and France. Additionally, the TPG attracts international attention and visits from esteemed car manufacturers and transportation authorities from across the globe, who seek to observe and learn from the impactful work being done. To ensure that these influential visitors are fully informed during their visits, the project authority effectively utilizes social media platforms and their official website to regularly share updates on achieved milestones, service enhancements, and upcoming events. This comprehensive communication strategy not only establishes a connection with a global audience but also serves as a platform to showcase our expertise while actively engaging with international stakeholders.

6.26 UNIVERSITE DE GENEVE

The University of Geneva (UniGe) will undertake various C&D activities including promoting the SINNOGENES project and its various advancements on the Geneva university's social networks, within the university's website and on the Computer Science Centre (CUI) and the Information Science Institute (ISI). Our teams will also showcase future SINNOGENES communication materials (flyers, brochures, posters) within the university facilities (offices, corridors, etc.) to allow other researchers but also students to get informed about the project. We will also disseminate eventual articles produced by UniGe members in relation with the SINNOGENES project within the scientific literature. We can also produce a video of the Geneva demonstration. We will spread the word about the project to other researchers working on similar projects and during other events.

6.27 Hitachi ABB Power Grids Ltd.

Hitachi will actively follow the Dissemination and Communication activities of the project, in order to disseminate them through the company's social media and will follow the task leader's action points (disseminating project material, participate in videos and events).



7 Way forward

This deliverable provides a concise overview of the SINNOGENES communication and dissemination strategy. It includes a summary of the activities that have been carried out, and an outline of planned activities.

In the upcoming period, the digital presence of SINNOGENES will be strengthened through the project website and newsletters. Also, the Project communication toolkit materials will be created (brochure, flyers, poster, banners).

Partners will participate to webinars and events in order to disseminate SINNOGENES project. SINNOGENES project will be participating with a booth in Enlit Europe, 28-30 November 2023 in Paris, France. ENLIT is one of the hub events throughout the year for all the players of the energy sector, bringing together 15 000 visitors and more than 700 exhibitors, not only from Europe, but also from Asia, the US and Canada. Therefore, the presence of SINNOGENES at the event greatly increased the visibility of the project and thus the impact of its future outcomes.



8 Conclusions

Communication, dissemination, and BRIDGE activities are parallel processes that will take place throughout the entire project's lifetime. As part of the BRIDGE initiative, SINNOGENES aims to collaborate and exchange knowledge with other energy projects and relevant actors within Europe.

All communication, dissemination and BRIDGE activities will be continuously monitored and evaluated throughout the project lifetime.

SINNOGENES will participate in ENLIT at 28-30 November 2023 in Paris, France, with a booth, speech, and a podcast to increase the visibility of the project and thus the impact of its future outcomes.

