Flexible energy systems Leveraging the Optimal integration of EVs deployment Wave

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Deliverable D8.2

FLOW communication and dissemination plan

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Website FLOW

Document information Table

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List of Acronyms

Acronym	Meaning
EV	Electric Vehicle
DC	Direct Current
AC	Alternate Current
M	Month
R&D	Research and Development
WP	Work Package

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Executive Summary

This document forms the baseline Communication and Dissemination Plan for FLOW and aims to:

1. Establish the framework and fundamental aspects of the project communication and dissemination activities
2. Establish the processes to plan, implement, assess and report dissemination and communication activities across the length of the project in a strategic way.
3. Describe the plan communication and dissemination activities for the period 1

This document has the following structure:

- Chapter 1 introduces the Plan for Communication, Dissemination and Exploitation of results and the methodology used leveraging H2020 guidelines
- Chapter 2 details the Communication and dissemination plan structured in phases and going from overarching aims to specific objectives for each of the different target groups; this chapter also includes the description of key messages, communication and dissemination materials and finally the associated target KPIs.
- Chapter 3 present the plan of actions for the period 1
- Chapter 4 summarizes the conclusions

This report is updated at each reporting period, namely at months 18, 36 and 48, to report the actions conducted during the respective periods.

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1. Introduction

This document should be read in conjunction with D8.1 and the communication tools and materials described there (e.g., website, social media, brochure, newsletters). Dissemination and communication is designed as a forerunner activity to ensure knowledge dissemination and stakeholder engagement. Indeed, to foster the impact of the project on targeted end-users, the project must be broadly communicated and disseminated. The present plan involves all activities by which project-related results and general knowledge is provided to relevant stakeholders and the general public at a local, national and European level.

In this document, the communication activities have as a main objective the promotion of the FLOW results and general information on its development addressing the general public and mass media via a non-specialized language and channels of general use (e.g., social media, website, newsletters and magazines). The dissemination activities also refer to the public disclosure of results to a specific and specialized target audience (e.g., scientific communities, industry stakeholders) using scientific language and via specific channels (e.g., peer-review journals, scientific conferences, FLOW's website knowledge centre). The outcome and success of these activities strongly relies on the channels identified in this document and the tools used to address the targeted stakeholders. FLOW will use a balanced mix of traditional (printed dissemination materials, participation to events, scientific publications) and specialized, due to the current pandemic and travel restrictions, a strong online presence (via social media website, material published on other websites and online events). All material will be adjusted to each stakeholder group and will be regularly analyzed and adapted as each project partner shall see fit.

This document will be periodically updated at each reporting period to accommodate the strategies once the results of the FLOW become available and to devise a plan for the next period and provide a summary of actions/achievement of the past period.

2. Communication and Dissemination Plan

The communication and dissemination actions developed under the project are aligned with the FLOW objectives and the general aims of the Horizon Europe programme, which is to increase Europe's competitiveness through the implementation of 3 priorities:

- Generate an excellent science
- Creating industrial leadership
- Addressing social challenges such as accelerating the rate of renovations on the EU building stock to meet targets defined by the European Commission

The general objective should also be achieved through the specific objectives of "Spreading excellence and broadening participation", and "Science with and for society"[1]. Within this overall framework, the report is created to:

- Establish the framework and fundamental aspects of project communication and dissemination activities;

[1] European Commission. Spreading Excellence and Widening Participation

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- Establish the processes to plan, implement, assess and report dissemination and communication activities across the length of the project in a strategic way.

The definition of this Communication and Dissemination plan leverages the Horizon Europe Communication guidelines, that however, are not reported here for the sake of time. These guidelines provide a checklist fort the development and implementation of Communication and dissemination strategy, that can be organized in 6 major areas:

- Ensure good management;
- Define your goals and objectives;
- Pick your audience;
- Choose your message;
- Use the right medium and means;
- Evaluate your efforts.

FLOW Communication and Dissemination Plan applies this suggested framework, and its questions/tips will be used to guide the consortium in its iterative improvement as the project and its activities mature. Additionally, the guidelines provide a set of resources and external sources that are grouped in the following categories:

- EU Publications;
- Audio visual Support;
- Events;
- Open-access scientific publishing;
- Online News;
- Other sources and resources;

FLOW plans to take advantage and exploit European Commission services for communication and dissemination (e.g., publications, audio visual, news, platforms) as well as make use of partner's network and influence in the leading platforms related to the project.

2.1. Communication and dissemination Strategy

This section describes the communication strategy for FLOW, following the outline provided in the Horizon Europe guidelines. All partners are involved in the communication and dissemination activities; additionally, these activities follow an iterative and living process. In Year 1, the project baseline communication materials are generated and the initial stakeholder group assembled. Over the course of the project, those stakeholders are reached, engaged, trained and targeted as potential users of the results. Communication and dissemination updates will naturally be a part of consortium meetings and a methodical reporting plus assessment and realignment of the communication strategy will occur as part of project reporting activities. The following schematic summarizes the process.

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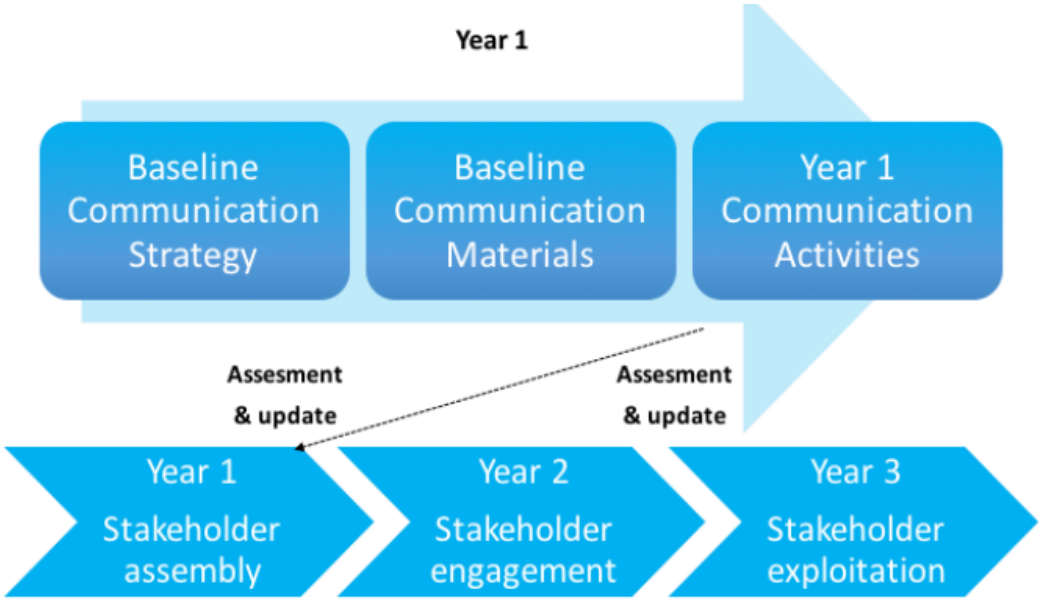

Figure 1. Communication and dissemination process.

In general terms, we can identify 3 main stages, as described in the table below.

Table 1. Description of dissemination stages, purposes of dissemination and media used to achieve it.

Stage	Purposes	Media
Stage 1. Dissemination for awareness (M1-18)	In the first phase, the purpose of FLOW dissemination plan is to make the general public, relevant external organisations, stakeholders and potential users of the FLOW outputs aware of the project and its aims and its objectives.	Press Release Project public web portal Social Media channels Newsletters Leaflets Posters Industrial conferences & fairs
Stage 2. Dissemination for understanding (M12-30)	Within the wide target audience being targeted by the dissemination for awareness activities, there is a narrower group that will directly benefit from FLOW. For this group, an important function of the dissemination plan is to foster understanding of FLOW work.	Project public web portal Social Media channels Project video 1 Academic conferences & journal publications Industrial exhibitions, conferences & trade press Demonstration cases: visits, webinars, workshops
Stage 3. Dissemination for action (M24-48)	For a further sub-set of FLOW stakeholders, their adoption of the solutions and approaches from FLOW will lead to the potential adoption of innovative solutions proposed by FLOW including the valorization of EV	● Project public web portal ● Social Media channels ● Project video 2 ● Demonstration cases: visits, webinars, workshops ● Industrial exhibitions & conferences &

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	Smart charging for the benefit of the electricity grid. This group will be equipped with the skills, knowledge and understanding of FLOW to implement change and boost renovation of the current practices.	trade press ● Dedicated workshops ● Final project event – advertising the solutions and services offers developed in the exploitation plan

2.2. Objectives

FLOW focuses on boosting the penetration of EV and their associated smart charging that promise to provide benefits to both the grid and users by delivering energy demand flexibility that alleviate grid challenges. The communication and dissemination plan is structured to address a full range of potential actors playing different, but fundamental roles in the EV charging and electricity grid flexibility including a human-centric perspective, policy maker authorities among others. These groups will be discussed in further detail in the coming section. The FLOW communication and dissemination plan reflects and serves the general objectives of the FLOW and its specific work package and will be adapted as required during the FLOW development. The following objectives and the tools to reach them are summarised in the following table.

Table 2. FLOW communication aims and means to achieve them.

FLOW goals & objectives	Means to attain them
To position and gain recognition as flagship project on EV smart charging and V2X flexibility	● Construct a strong brand and identity ● Present on key portals and at key events (e.g., impact workshops, key conferences/fairs) ● Develop and implement a high profile FLOW sponsored event (e.g., video, workshop)
To communicate to the widest possible audience the project key messages, activities and results in a way that supports exploitation and reaching impacts	● Create excellent content that is delivered in a strategic way to targeted audiences ● Select and implement in appropriate way the most effective media channels ● Leverage European Commission dissemination tools, platforms and services ● Create and engage a broad and far-reaching stakeholder community ● Track and assess communication and dissemination activities against targets and KPI
To enhance the business and academic reputation and value adding of FLOW	● Develop and feature rotating partner testimonials in the FLOW website and newsletters ● Link effectively communication, dissemination and exploitation activities ● Publish in Open Source high-impact publications
To communicate to OEM, professionals and electricity distribution companies	● Feature FLOW in stakeholders' meetings, training programs, desiccated workshops and communication channels ● Feature FLOW in partners' community outreach events

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about the opportunities associated with Smart Charging and V2X	● Feature FLOW in scientific dissemination, upskilling and training events

2.3. Target Audiences

The messages being delivered via the communication and dissemination channels need to be adjusted based on the specific stakeholders/audience being targeted. For instance, for the scientific community, communications will highlight the major innovative features of the FLOW technologies. As for the public, communications will emphasize and clarify the social and environmental benefits for the society and users. To engage the public, the communication strategy should touch people emotionally and link with their daily issues and struggles, including dwelling discomfort or issues charging their EVs. It can also be achieved by presenting the project in a personal way by scientists addressing the media, by workers setting up the demo-sites, by testimonials from people assessing the technology, and by people benefitting from the technologies. This following table lists the target stakeholders that we aim to reach, the goals of the specific communication and the tools used to reach them.

Table 3. FLOW target groups, specific goals and messages of the communication and tools used to reach them.

Target stakeholder group	Communication and dissemination specific objective	Tools to reach them
EV users	Inform & engage about potential & benefits of providing EV flexibility backed by sound data.	● Presentation of FLOW demo results; ● General communication via website and videos; ● Training & educational workshops
OEM (e.g., cars, vans, buses)	Requirements to enhance customer satisfactions & technology interoperability	● Presentation of user surveys & demo user acceptance; ● Workshops; ● Fairs & conferences
Grid operators (e.g., TSO, DSO)	Establish mutually beneficial interaction to accelerate EV flexibility uptake & coordination	● Fairs & exhibitions & other events; ● Technical workshops and webinars; ● Visit to demos; ● One-to-one communication
Service providers (e.g., CPO, aggregators, eMSP)	Better manage EV flexibility & offer better services leveraging low-cost & intelligent techs.	● Fairs & exhibitions & other events; ● Technical workshops and webinars; ● Visit to technical demonstrations ● One-to-one communication
Technology providers (e.g., EVSE, EMS)	Interaction with mobility / energy systems, new applications & partnerships, interoperability	● Fairs & exhibitions & other events; ● Technical workshops and webinars; ● Visit to technical demonstrations ● Traditional and digital technical articles
Government,	Awareness on potential benefits &	● Recommendations on policy and mass-

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policymakers, standardization body	impact of EV scenario penetration; regulation needs	deployment roadmap in bilateral meetings & events; ● Webinar, seminar and workshops ● One-to-one communication
Science Community	Ensure knowledge transfer & input further R&D	● Scientific publications & conference; ● Training workshop ● Specialized events and platforms ● Commission events (impact workshops, presenter at info days) ● Liaison with other projects and clustering activities ● Linkages to partner networks and events

2.4. Key Message for each specific target group

Key messages are an important tool to reach and to be recognised by target audiences. Key messages include testimonials, case studies and potentially fact sheets about project key results; ideally, these would be catchy and easy to remember. At this early stage of the project 3 types of messages are defined:

1. A project sentence: appropriate when only a short sharp message is required
2. A project summary paragraph: useful when describing what FLOW is, so that a consistent language and a consistent message is provided
3. A set of project key messages: they essentially are slogans that can be used to express the main ideas of the project and they should "stick" with people.

FLOW summary sentence

FLOW is a 4-year project funded by the European Commission that **boosts EV optimal integration** into energy systems by delivering **optimal smart charging/V2X** concepts, configurations and operational mechanisms with orchestration across actors that are demonstrated in a **vast range of scenarios**, contexts and typologies thus fostering **replication and scalability** of viable solutions to support mobility and energy actors.

FLOW summary paragraph

Flexible energy systems Leveraging the Optimal integration of EVs deployment Wave: FLOW

FLOW is an Horizon Europe funded project carried out by 30 entities from 9 EU countries that deliver i) EV smart charging and V2X integration into energy systems thanks to a range of comprehensive solutions, ii) interoperable solutions through a range of applications and business models benefitting different actors along the chain and iii) user-centric products, concepts and configuration to foster EV uptake through active participation strategies. Cross-sector harmonization and standardization is delivered to facilitate activities of stakeholders and EV users. Advanced interoperable solutions enhance planning, operation and assessment of EV charging for seamless integration into the energy system and identification of the most appropriate scenario based on a multi-criteria model, leveraging appropriate business models and tailored services. FLOW also delivers multi-actor orchestration to ensure data exchange and synchronization across actors for VGI and EV flexibility services. FLOW enables and valorizes

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EV flexibility via smart charging and V2X solutions that alleviate grid congestion favoring decarbonization and Renewable Energy Sources penetration enhancement. These are demonstrated in 5 demonstrations (including 2 testbeds and 3 large-scale demos) covering a range of scenarios (V1G, V2G, V2B, V2H), contexts (private/public/semi-public, urban vs rural) and typologies (car, small- & medium-commercial) across different locations in Spain, Italy, Denmark, Ireland and Czech Republic. These ensure replicability and scalability to foster the EV penetration trends, thanks also to comprehensive communication, dissemination and exploitation activities and replication in follower cities.

FLOW key messages

Table 4. FLOW key messages.

Key Message	Embedded Concept
Foster the **adoption of EV, EV smart charging technologies** and practises	Demonstration and validation of a portfolio of solutions applicable to a variety of scenarios (e.g., V1G, V2B, V2H, V2G) and contexts (e.g., rural, urban, touristic, private, public)
Enhance **user acceptance** by including requirements and specifications in the design and operation of EV charging solutions	Detailed assessments of the user perspectives, desires and potential pains to deliver user-centric solutions and user-friendly UX.
Behind-the-meter (BTM) optimization of several controllable assets, including EV smart chargers and the associated batteries associated	Thanks to advanced BTM algorithms, optimal smart charging strategies are deployed leveraging forecasting, optimisation and control capabilities that consider many variables and potential strategies.
Maximize the **multiple grid benefits** associated with the EV flexibility	It alleviates grid issues as well as supports grid operators to solve current and forecasted issues (e.g., congestion, balancing) by deploying controllable assets that allow for the installation of additional RES and reduce curtailment
Orchestration and coordination of the forecast, control and operation strategies of the EV assets among all actors along the chain	Open architecture, interoperability and multi-stakeholder alignment to coordinate actions along the value chain from grid operators to EV users. It includes standardization and harmonization.
Cost-benefit analysis and assessment of different **scenarios** considering a variety of benefits and impacts	Benefits from several perspectives and a variety of topics, including environmental, economic, societal, jobs. This is achieved via a multi-criteria assessment model and investment planning tool.

2.5. Communication and dissemination channels and materials

The communication and dissemination material was partially presented in ‘‘D8.1 FLOW project identity and communication material‘‘ where, in addition to the project identity, different tools were introduced. These include templates for reports, presentations, brochure, poster and newsletter. Furthermore, an

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explanation of digital media (i.e., website and social media) was presented. The following table summarizes the different communication tools used.

Table 5. FLOW dissemination and communication tools.

Tool	Remarks
FLOW traditional communication material	Presentations, press releases, brochures, posters, newsletters
FLOW website (http://theflowproject.eu/)	It ensures compatibility with google analytics or equivalent for tracking purposes
Videos	2 FLOW videos are produced at M9 to introduce FLOW and at M42 to illustrate developed solutions, results and demonstration benefits/lessons learned.
Social Media	Presence and activities on LinkedIn and Twitter
Partners Communication and Dissemination Network	Leverage the impressive consortium network to widespread activities and results
Traditional media supported by press release, press kit and interview	Media list constructed leveraging communication channels of FLOW partners
Stakeholder Community network	Stakeholder group to be continuously populated and expanded for direct distribution
Associations	Engagement with relevant associations in the EV and grid sectors. ● AVERE ● EDSO ● ENTSO-E ● SmartEn ● BRIDGE ● Eurelectric ● 2ZERO ● ENTRA ● ANESE
Conference and fairs	Participation in relevant conferences, fairs and events in the EV, smart grid and flexibility sectors, including: ● Ecomondo; ● E-mobility Conference; ● Electric Vehicle Symposium; ● Driving Assessment Conference; ● Human Factors Conference; ● IEA HEV Workshops; ● ENLIT; ● International Electric Vehicles Symposium; Innogrid; ● IECON

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Scientific and technical publications	Some preferred potential journals for publications include: ● World Electric Vehicle Journal (WEVJ), ● IEEE Transactions Intelligent Transportation Systems; ● Journal of Environmental Psychology; ● Transportation Research Part A, C, D, F; ● Energy and AI; ● Nature Energy; ● Electric Vehicles Journal; ● Energies; ● IEEE transactions on smart grid.
Clustering with related projects	Some of the related projects include: SCALE, EV4EU, XL-CONNECT, V2Market
Other dissemination events: workshops, site visits, webinars, seminar	We plan to conduct: ● 4 dedicated workshops in the second half of FLOW, namely the period M30-M48 ● Final event at the end of the project ● Meeting with regional and EU stakeholders

2.6. Key performance indicators (KPIs) for communication and dissemination

To evaluate the progress of the communication and dissemination activities, specific parameters and target metrics are set, as summarized in the table below.

Table 6. FLOW communication and dissemination tools and associated targets.

Tool	Evaluation Metric	Target
FLOW identity kit with communication materials (e.g., brochure, newsletter)	Copied distributed	4,000 recipients
FLOW website	Page views	200 visits/month
FLOW social media	Number of followers	>500 followers on both LinkedIn and Twitter
Traditional media (e.g., press releases, digital articles)	Number of press releases and articles	10 articles
Videos	Number of viewers	>1,000 viewers
Scientific and technical articles	Number of articles	>10 scientific articles & >10 technical articles
Conferences, expositions and fairs	Participation of conferences/fairs	20 events with a total of 1,500 people attending our

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	Number of visitors attending our events	events
Clustering events with related projects	Number of clustering events	4 joint events
Other events including workshops, seminars, site visits	Number of events	8 events
Engagement with associations and clusters	Number of associations reached for engagement	9 associations

A dedicated online 'Communication and Dissemination Tracker' was set up and it's located in the project intranet to be used both as a planning tool and for tracking purposes to monitor progress. It has the following tabs: Conferences, Publications, Other events, Other communications, Associations/Clusters, Projects. The list of target channels described in Table 6.

Recording Dissemination and Communication activities

The Communication and Dissemination manager R2M closely monitors upcoming activities and proactively suggests which events the partners should engage in; finally, he/she will track the progress with respect to the predefined targets. The partners are required to log their activities for tracking purposes directly in the shared document available online.

3. Plan for the Period 1

For the Period 1, the plan for Dissemination and Communication include the following actions described below.

Website

The FLOW website was launched in October 2022 is accessible at the following link and was described in D8.1. We will monitor the engagement of users via Google Analytics, upload public deliverables and share important news and events in parallel to the communication campaign via social media. Dedicated sections about the results and demos will also be included once these information will be available.

Newsletters

FLOW will disseminate newsletters every 6 months starting at M12. The first newsletter at M12 provides an overview of the project, its objectives and scope. The second newsletter at M18 will focus on the testbeds and the large-scale demos. The third newsletter at 24 will focus some of the development and outcomes from WP1 and WP3.

Social Media

Twitter and LinkedIn accounts were created at the start of the project with the objectives of sharing FLOW news, events, advancements and to connect with potential stakeholders. At the time of writing, FLOW has 316 followers on LinkedIn (where 38 posts were published so far) and 61 followers on Twitter (where 49 posts were published so far). As part of a communication strategy a calendar of weekly publications

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has been created on both social networks. The posts included the presentation of the FLOW partners, the demo sites, and the promotion of the brochure. In addition, social media serve to spread the website among the target public and to get subscribers for the newsletters.

Brochure & Poster

A brochure/leaflet was produced for online and printed distribution. An updated version will be generated in the second half of the project once updated information on the developments is available.

We will create a poster for display at events. We are going to release it for the General Assembly 1 in Rome in January 2023.

Conferences & Fairs

During the first 6 months of FLOW, we participated in:

- ENLIT in Frankfurt, DE; partner: IREC
- EUSEW2022 in Brussels, BE; partner: E.DSO

In the tracker, we list several relevant conferences, expositions and fairs including some occurring in 2023 such as:

- GENERA: 21/02/2023; Madrid, ES
- Ecomondo: 7-10/11/2023; Rimini, IT
- Tomorrow Mobility: 7-9/11/2023; Barcelona, ES
- London EV Show: 28-30/11/2023; London, UK
- ENLIT: 28-30/11/2023; Paris, FR

Scientific and Technical publications

Regarding scientific publications, for 2023 we are targeting 1 or 2 publications that should focus on: i) WP1 activities related to the drivers, barriers, standardizations and harmonization for EV charging services; ii) WP3 on interoperable SW for different actors along the chain that also tackle cybersecurity.

We also envision more practical versions of these reports for practitioners as well partial outcomes that are delivered to a variety of stakeholders. In 2022 we already published a technical article introducing the project here on a spanish speaking portal.

Videos

An animated video will be delivered by M9 with the motivations for the project, objective, scope and approach.

Other communications

FLOW partners have been extremely active in communicating about the project, its great ambitions and partial developments from the very beginning.

The official press releases from IREC was distributed to a variety of channels, re-posted by several partner media offices and was picked up by several relevant media and magazines, including:

- ENLIT that also included FLOW as part of the catalog of EU projects.
- E.DSO that included FLOW in the monthly July-August newsletter
- Smartgridsinfo portal: article link and subsequently included in their newsletter
- Esmartcity portal: article link and subsequently included in their newsletter

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Synergies with related projects

We plan to organize a joint workshop with different related projects focusing on smart charging/V2X and EV flexibility provided to the energy grids. This will likely occur in the context of the Sustainable Places 2023 conference in Madrid in September 2023.

Engagement with relevant associations

Within FLOW we are lucky to have as partners the 2 most important umbrella association from the EV (i.e., AVERE) and grid operators (i.e., E.DSO) side that facilitate presence and dissemination through their channels. In addition, we plan to engage in some other relevant associations, such as: BRIDGE (we volunteered to lead the Working Group 4 on Regulations), 2ZERO, Eurelectric, ENTSO-E. Some of these associations are represented in FLOW via the Advisory Board.

4. Conclusions

This report presents the Plan for Communication and Dissemination for the FLOW project. This plan identifies, organizes and defines the management and promotion of project objectives and results. As such, the dissemination and communication strategy is integral to meeting the overall aim of FLOW. Namely to boost the EV optimal integration into the energy systems through i) EV smart charging and V2X integration, ii) interoperable solutions through a range of applications and iii) user-centric products, concepts and configuration. The Plan for Communication and Dissemination is a living document that sharpens, assesses and provides reporting analysis during the project periodic reports.

Dissemination tools and channels for communication and scientific dissemination are listed. Key sentence, paragraph and messages are defined and will be used in dedicated material and events. Stakeholder groups and venues for exploitation-oriented dissemination are provided. A plan for communication and dissemination activities is listed with a range of channels and targets. This report presents the plan for the reporting period 1 and will be updated at each reporting period.

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