

Deliverable 8.1 – Plan for Dissemination, Communication and Exploitation of Results

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Executive Summary

The purpose of this deliverable is to establish guidelines for the appropriate exploitation, dissemination, and communication of public results from the OPENTUNITY project. The overall objective is to coordinate the consortium's dissemination efforts to achieve the project's dissemination and exploitation goals, as set forth in the Grant Agreement (GA). Additionally, the deliverable outlines the communication strategy as a key component of promoting OPENTUNITY to a broader audience. The Plan for Dissemination, Communication, and Exploitation of Results (PDCER) is defined in this deliverable and includes three distinct but complementary strategies for each area. The differences between these terms are explained in the deliverable, and each strategy must consider them. It also shows the corporate identity that the project will follow and the publication procedure that must be in line with the guidelines set by the Horizon EU Programme. The dissemination and communication plans include the target audience, work phases, key messages, publication procedures, visual identity, channels, tools, and actions to be carried out, as well as the main action plan and actions beyond the project. A summarised table with all the primary dissemination and communication actions (twenty-three in total) is provided, with detailed information about the goals, audiences, and required resources assigned to different partners. All actions will be evaluated using Key Performance Indicators (KPIs) to ensure high-quality execution, as indicated in the deliverable. Finally, the deliverable explains the exploitation plan and the methodology to be followed.

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2 Introduction

2.1 Purpose of the document

The exploitation, dissemination and communication of results is one of the compulsory activities that Horizon Europe projects are required to submit, thus OPENTUNITY includes within its deliverables the Plan for Dissemination, Communication and Exploitation of Results (PDCER). The PDCER summarises the consortium's strategy and concrete actions to disseminate, communicate, and exploit results. It also serves as a guideline to the Consortium for the Dissemination and Exploitation (D&E) activities to be carried out in the context of the project.

It gives an introduction of the dissemination and communication activities planned for the lifespan of the project and a summary of most promising achievements, exploitable opportunities, and identification of target audiences and perspective business opportunities. The report will be updated every period internally, but the D8.1 will provide a final and public version of the document by M48.

2.2 Scope of the document

The deliverable 8.1 is the first document produced within WP8 Knowledge transfer. The document is a handbook that will be a reference for the consortium to know what, when, how, where, to whom and why disseminate and communicate. Also, it includes the main actions to exploit the results obtained. It is a guide for the partners, and it is a living document that will evolve and absorb the suggestions and needs from partners, targeted audience, and the European Commission.

The document is based on the preliminary Plan for Dissemination, Communication and Exploitation of Results (PDCER) provided at the project Description of Action (DA) [1].

This public deliverable will be available on the OPENTUNITY project website and can be used by anybody who wants to learn about the activities that have been undertaken and make it effective in terms of utilization of results.

The PDCER will execute in a coordinated manner its Dissemination, Communication and Exploitation, plans so they could support synergistically the maximisation of the project impact across the EU.

2.3 Structure of the document

This document is structured in three key areas: "Dissemination Plan", "Communication Plan", and "Exploitation Plan". ETRA Investigación y Desarrollo SA (ETRA I+D) leads these tasks and partners will actively participate. This deliverable aims at the presentation of a suitable dissemination and communication plan for promoting the project at European and international level.

First, there is an introduction where OPENTUNITY is explained in a nutshell, the differences between the three key areas are explained, and the management in the WP8 is presented. This is followed by the publication procedure to prosecute and the corporate identity that has been designed for the project, that all partners and external agents must always follow.

The **Dissemination Plan** (see chapter 5) outlines the measures that will be taken throughout the project's lifetime to showcase the added value and positive impact of the project on the energy system of the European Union. It defines specific target groups and describes the subjects and topics of these actions, with the goal of transferring knowledge and results to enable others to use and adopt them. The plan also outlines the management and partners' roles, as well as the tools and activities that will be utilised.

The **Communication Plan** (see chapter 6) outlines a strategy for effectively communicating and promoting the project and its results to various audiences, including the general public and media. This plan aims to supply targeted information in a strategic and effective manner, with the possibility of engaging in a two-way exchange.

After outlining these plans, chapter 7 explains how the achievements of both plans will be evaluated and measured. Concretely, some KPIs are established to measure whether the expected communication achievements have been reached at the end of the project.

The **Exploitation Plan** (see chapter 8) provides a summary concerning OPENTUNITY's exploitable results and the potential routes for their exploitation that project partners have envisioned at the beginning of the project, and which are being redefined as the project is progressing. ETRA also leads this task (T8.3), and partners will collaborate to define their Exploitation Plans.

Throughout the various sections, there are internal recommendations (referred to as "Protocol") that partners should follow as part of the communication procedure. Furthermore, the plan includes communication and dissemination actions that will take place after the project has ended. Finally, Annex 1 – Brand Book presents the Brand Book and the Annex 4 – Summary of the dissemination and communication actions summarises the main planned dissemination and communications tools together with detailed information (such as goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools).

2.4 OPENTUNITY in a nutshell

It is the right time for industry and public institutions to further increase the investments in technology and develop new solutions that can ensure prosperous 2030 and 2050 horizons. Blockchain, Artificial Intelligence (AI), interoperable architectures and Internet of Things (IoT), among others, are technologies able to support the distribution of resources and knowledge among individuals, start-ups, and Small and medium-sized enterprises (SMEs), while providing technical solutions to energy engineering gaps.

OPENTUNITY's key contribution to decarbonize the EU society is to create a flexibility ecosystem reducing interoperability barriers and favouring the use of standards to decarbonize EU grids and put the end-user in the spotlight. Grid operators, prosumers, market actors, among others will be supported by OPENTUNITY via innovative methodologies backed by advanced, interoperable software to provide them with new features and services related to technologies to boost flexibility in prosumer's environments and technologies for grid operators to better manage grid operations. This will be done through the deployment of thirteen innovations that can be divided in four categories: technologies to boost flexibility in Prosumer's environment; supporting technologies for

DSOs/TSOs to better manage grid issues; energy specific blockchain for supporting new grid mechanisms; and procedures for enhancing interoperability.

Through the demonstration and integration of the innovative solutions proposed by OPENTUNITY, it will be possible to create a synergic energy ecosystem where grid operators will have better technology tools and the prosumers will be able to unlock the potential of their energy assets.

OPENTUNITY will be demonstrated by the end-users of the project (4 DSOs, 1 TSO, 1 Retailer and 1 Aggregator) with the support of the technical partners. These solutions will be tested and validated in 4 different EU Countries: Greece, Slovenia, Spain, and Switzerland, benefitting 26.852 citizens and reducing 91,22 MtCO₂eq GHG emissions and energy poverty by 30% by 2032. The project could imply a reduction of 30% in energy bills leading to a reduction in energy prices up to 5 cts/kWh in Greece, 4,98 cts/kWh in Slovenia, 6,9 cts/kWh in Spain and 6 cts/kWh in Switzerland.

2.5 Dissemination, Communication, and Exploitation

The D8.1 addresses Communication, Dissemination and Exploitation tasks through an integrated approach that strategically targets these activities, embedded in the project's DA. The table below shows the main differences between those terms, which must be taken in account in each strategy.

	Dissemination	Communication	Exploitation
Definition	"Means to make the results of a project public (by any appropriate means other than protecting or exploiting them, e.g., scientific publications)." [2]	"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." [2]	"Means to make use of the results produced in an EU project in further activities (other than those covered by the project, e.g., in other research activities; in developing, creating and marketing a product, process or service; in standardisation activities)." [2]
Goal	Transfer knowledge and results with the aim to enable others to use and take up results, thus maximising the impact of OPENTUNITY.	Reach out to society and show the impact and benefits of OPENTUNITY.	Effectively use OPENTUNITY results through scientific, economic, political, or societal exploitation routes aiming to turn OPENTUNITY research and innovation actions into concrete value and impact for society.
Audience	Audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers).	Multiple audiences beyond the project's own community including media and the broad public.	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.

Focus	Describe and ensure results available for others to use. It must be focus on results only.	Inform about and promote the project and its results/success.	Make concrete use of research results (not restricted to commercial use.)
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Table 1 - Differentiation between Communication, Dissemination, and Exploitation

2.6 Management

2.6.1 Distribution of responsibilities

The Article 17.1 of the Grant Agreement [3] articulates “beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent, and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.” Thus, every possible dissemination and communication opportunity will be embraced by each partner to make OPENTUNITY known among stakeholders and public at large as well.

All partners of the consortium must contribute to the dissemination according to their foreseen role and effort and using all available tools and channels. For instance, by participating or/and organising presentations at conferences, publishing papers and posters, networking, clustering with other projects, participating in social media, holding press conferences among other activities, publishing on mass media, etc. The chapters below explain in detail concrete dissemination and communication channels, tools, and actions.

The Dissemination and Communication Manager (DCOM) will be responsible for all dissemination and communication activities and direct interaction with end-users, mass media and Stakeholder Group (SG). DCOM will be the central contact point for external communication.

The person designed as DCOM is Raquel Castán (rcastan.etraid@grupoetra.com). Besides, the Project Manager (PM) will be the central contact point for internal communication, who is Álvaro Nofuentes, (anofuentes.etraid@grupoetra.com) Furthermore, each partner has nominated an internal contact point who is responsible for dissemination issues and reporting.

Regarding the Exploitation Plan, the PM (Álvaro Nofuentes) will be responsible of leading the exploitation activities while all the consortium partners will be responsible for defining their own exploitation strategy and providing the needed inputs to the exploitation and business innovation leaders in order to define a whole strategy for the commercialization of the project products.

2.6.2 Requirements from the Grant Agreement

The Article 17.2 of the Grant Agreement [3] states that “beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement

(translated into local languages, where appropriate)" as shown below (Figure 1). "The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support".



Figure 1 – European flag (emblem) and funding statement

Moreover, as expressed by the article 17.3 [3], it must indicate the following disclaimer (translated into local languages where appropriate): "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them." These requirements are explained in detail in the section 3.

Besides, OPENTUNITY dissemination and exploitation activities are deeply connected with the intellectual property rights (IPR) protection, which is clearly stated in GA Article 16 [3]. IPRs are clearly defined in the CA, which was signed among all project partners prior to the beginning of the project.

It is essential that all consortium partners agree on explicit rules concerning intellectual property (IP) ownership, access rights to any IP for the execution of the project and the IPRs and confidential information before the project starts. The agreed IPR policy will be followed during the execution of the project to expedite the exploitation of project results when opportunities come up. The ground for the documentation and the effective exploitation of IP arising from the project will be developed during the execution phase of the project. ETRA will ensure that IP-owning partners make their best effort to ensure a successful transfer of knowledge. This will be managed within task 8.3 and reported in the deliverables D8.5 and D8.6.

3 Publication procedure

3.1.1 Project communications and publications

To coordinate the participation of partners in dissemination and communication activities at European and international level, and properly notify the Commission of any event, the following criteria apply for those activities:

- Any notice or publication by the partners, in whatever form and on or by whatever medium, must specify that the project has received research funding from the European Union. When displayed in association with the EU logo, the European emblem should be given appropriate prominence stated in GA Article 17.2 and the given disclaimer stated in GA Article 17.3 [3]. Besides, must include the following mention and disclaimer:



Figure 2 – European Union disclaimer to be used in all OPENTUNITY publications

- Partners will be responsible for including the EU emblem, acknowledgement of EU funding, and disclaimers.
- Giving enough time for considering publication or event participation is crucial. Therefore, the notification should be circulated as early as possible to the PC and DCOM by email, but no later than 15 days before the event or publication. If available, a copy of the conference program and an explanation of OPENTUNITY's participation should be included in the notification.
- Any partner in the consortium can publish their results without prior permission, as long as they notify the PC and DCOM and fulfil the EC requirements that are specified. However, it is preferred that common publications result from collaboration among partners.
- When working on a scientific publication, the PC should receive a pre-print or an abstract with the application.
- If a result is shared by multiple partners, the publication needs approval from all the partners involved. The notification submitted to the PC should be circulated to all partners, and if there is no response, approval is granted.

- The project has provisions for coordinating, maintaining consistency, and ensuring quality of publications, which benefits the project's reputation. The project also aims to promote visibility of partners' public relation activities.
- Within two weeks after an event or publication, participants must provide a concise written report to the PC and DCOM.
- Attendees of an event should provide the PC and DCOM with a copy of the conference proceedings or an appropriate extract, if possible.
- Any evidence of dissemination activities must be stored on the project repository (Alfresco) and uploaded to the Participant Portal by the DCOM.

3.1.2 Press releases and other contact with the media

As DCOM, ETRA will coordinate the press releases for the milestones. All partners can send out press releases on their own markets. Press releases should be done to cover all major milestones of the project. Partners willing to issue their own press releases must contact first with the DCOM to crosscheck if something is already available on the subject.

For all other public project related communication, the use the OPENTUNITY logo and acknowledgement of EU funding and disclaimers are mandatory. When it comes to IPR, all publications must follow the Grant Agreement and the Consortium Agreement.

3.1.3 Image rights and quality

When using external images, partners should pay attention on rights and quality. The general recommendation for the image quality is to use the following qualities:

- Images for publications, 300 dpi (Size 100 x 150mm)
- Images for web, 160 dpi (Size 60 x 60mm)

In the case of picture rights, the origin of the picture as well as the creator must be mentioned. During the project, the author is always responsible for obtaining appropriate image rights, whether for printing publications or web-based publications.

3.1.4 Open Science approach

As the Article 17 of the OPENTUNITY GA emphasis, the project will adopt the Open Science approach in various aspects of the project such as:

- Open access to research outputs such as publications, data, software, models, algorithms, and workflows.
- Early and open sharing of research, for example through preregistration, registered reports, pre-prints, and crowdsourcing of solutions to a specific problem.
- Use of open research infrastructures for knowledge and data sharing.
- Participation in open peer-review.
- Measures to ensure reproducibility of results.
- Open collaboration within science and with other knowledge actors, including involving citizens, civil society, and end-users, such as in citizen science.

OPENTUNITY is committed to backing the Open Data policy of the EC by offering a range of tools to disseminate research findings to a wider audience, both within and beyond the consortium. The project seeks to make research results available free of charge and with open access to all aspects of the research process, including methodology, tools, outcomes, publications, data, software, peer reviews, and more, for both professionals and amateurs. These initiatives will increase transparency and reproducibility of the research process, foster collaborations, promote knowledge dissemination and innovation, enhance visibility, and impact of the project's results, and ultimately uphold research integrity.

The knowledge management and protection strategy of OPENTUNITY is designed to be highly transparent, with a default rule of making results publicly available. At the same time, the project's datasets will be fully described with metadata to facilitate their discovery and reusability by other researchers through an online repository. Any restrictions on data access will be carefully considered prior to final publication, with due regard to ethical considerations related to research involving human subjects and children, as well as personal data protection. Consent forms will explicitly state that the pseudonymized dataset will be published on a public repository. To provide open access to the OPENTUNITY datasets, the project will utilize Zenodo, a reputable data repository. The datasets will be thoroughly documented and uploaded together with their corresponding metadata. Consistent metadata naming conventions will also be established to ensure standards are maintained.

3.1.4.1 Open Access to scientific publications

The Article 17 of the OPENTUNITY GA sets out the contractual basis for Open Access to publications. Each partner is required to ensure that peer-reviewed scientific publications related to their results are openly accessible. This includes the following requirements:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript, along with the necessary research data to validate the presented results, in a scientific publication repository as soon as possible and at the latest upon publication.
- Ensure that the deposited publication is openly accessible via the repository, no later than upon publication, if an electronic version is freely available via the publisher, or within six months of publication (twelve months for social sciences and humanities) in any other case.
- Ensure that the bibliographic metadata is openly accessible via the repository, in a standard format that includes the terms "European Union (EU)" and "Horizon Europe", EU disclaimer, the name of the action, acronym, and grant number, the publication date, the length of the embargo period, and a persistent identifier.
- When possible, the project will use Open Research Europe, the European Commission's scientific publishing service, to publish its results in full compliance with open access policies.

4 Corporate identity

The corporate identity refers to the visual and non-visual elements that represent OPENTUNITY's image and brand. It is the way to present OPENTUNITY to the public, including its logo, color scheme, slogan, and overall aesthetic. Corporate identity is an important aspect of branding and marketing as it will help to differentiate OPENTUNITY from its competitors, creates a sense of unity among the consortium and stakeholders, and reinforces the OPENTUNITY 's values and mission.

The Brand Book created defines in detail the corporate image and guide on how to use OPENTUNITY's brand properly (see Annex 1 – Brand Book).

Protocol 1: Corporate identity

1. The name of the project must be written in the following manner: "OPENTUNITY" (capital letters).
2. All dissemination and communication actions must follow the specifications of the Brand Book on the proper use of the OPENTUNITY logo, colours, icons, etc.
3. All partners will make proper use of the corporate material in any dissemination and communication action.
4. All partners must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) as mentioned in section 2.6.2.

Table 2 - Internal protocol 1: Corporate identity

4.1.1 Logo

In the logo designed, the color gradient is related to technology and the way of applying it in this case, next to the circle, transmits motion. Thus, representing a dynamic brand (in continuous development), innovative and committed to take climate action. Additionally, the isotype is generated from the colored version of the "O" initial.

The logo has two models, being the logo Figure 3 the main logo and the Figure 4 representing the secondary option. Also, an isotype was designed (Figure 5).


 The logo for OPENTUNITY features the word "opentunity" in a lowercase, sans-serif font. The letters are primarily blue, with a green-to-blue gradient on the "o" and "t" at the end. A small green circle is positioned above the final "y".

Figure 3 – Main OPENTUNITY's logo



Figure 4 – Secondary OPENTUNITY's logo



Figure 5 – OPENTUNITY's isotype

4.1.2 Colours

The selection of colours is a decision to provide warmth to the image of the project. Green represents the clean energy and the blue colour represents technology and innovation (see Figure 6).



Figure 6 - OPENTUNITY colour palette

5 Dissemination Plan

The OPENTINITY's Dissemination strategy aims to widely spread the project's outcomes, such as scientific results, methodologies, tools, and best practices, among the relevant target audiences. This will help in identifying potential contributors who can aid in the development, evaluation, uptake, and exploitation of OPENTUNITY outcomes. The chosen methodology for achieving these dissemination goals is outlined in this section, which will adhere to the principles and best practices already tested by the consortium partners in other projects, in accordance with the European Commission's (EC) Guidelines for successful dissemination. Furthermore, the dissemination actions will be conducted alongside communication actions to reach diverse audiences beyond the project's community, as detailed in section 6.

The dissemination aims to achieve the following primary objectives:

- Increase awareness of the project, its expected outcomes, and progress among the specified target groups through the use of effective dissemination tools, channels, and means.
- Disseminate the knowledge, methodologies, and technologies developed throughout the project.
- Exchange experiences with other projects, initiatives, and groups working in the field to collaborate, minimize duplication, and maximize potential.
- Prepare for the commercial and non-commercial exploitation of the project's outcomes.

To ensure a broader dissemination and maximize its impact, the PDCER should implement the following measures:

- All research results or reports should be reviewed by the involved partners in the project.
- All consortium members should be informed about the final outcomes and implications derived from the project results.
- Public results should be made available on the website and accessible to all parties that may benefit from them.
- Develop a content calendar and media plan to ensure that project milestones are broadcasted to the intended audience with the anticipated impact.
- Define dissemination activities amongst all partners.
- Monitor the dissemination plan to ensure its proper implementation and make necessary changes as required.
- Collaborate with external stakeholders such as related projects, institutions, and media to ensure a high level of outreach of the dissemination activities.
- The European Climate, Infrastructure and Environment Executive Agency (CINEA) should be kept informed of relevant dissemination milestones.
- The Stakeholders Group (SG) should be informed of relevant dissemination milestones.

The definition of the dissemination strategy is based on the identification of the following milestones as the Table 3 shows.

Dissemination plan milestones	What does it mean?
Subject of dissemination	What will be disseminated. (See section 5.1)
Identification of target audience	Who will most benefit from the project results and who would be interested in learning about the project findings. (See section 5.2)
Timing	When dissemination will take place. (See section 5.3)
Definition of methods and tools	What is the most effective way to reach the target audience. (See sections 5.5)
Dissemination management and policy	Who is responsible of and how dissemination is ruled. (See sections 2.6 and 3).
Dissemination impact	How to measure and assess the results and impact of the dissemination actions. (See section 7).

Table 3 - Dissemination Plan milestones

5.1 Subject of dissemination

The Dissemination Plan has identified the following general areas of dissemination:

1. Overview of OPENTUNITY project including its scope, goals, milestones, and plans.
2. Products and technologies developed during the project.
3. Pilot scenarios.
4. Interim results and achievements of the project.
5. Techniques and methodologies, with a focus on addressing any IPR issues.
6. Innovation aspects from an "open innovation" perspective.

It is crucial to ensure that the project results and know-how are exploitable, and thus the Dissemination Plan will focus on promoting the key project outcomes. Dissemination and communication activities will be closely linked to promoting these results. Additionally, the demonstrations planned in the project must be considered in any dissemination activity. As OPENTUNITY is a demonstration-oriented project, it is critical to explain the objectives and results of the project to the audience and engage end-users while raising awareness.

5.2 Target audience

The OPENTUNITY dissemination plan places significant emphasis on identifying target audiences as a crucial element. To ensure maximum efficiency, dissemination activities must be customized to reach these audiences through carefully selected dissemination channels, tools, and activities.

5.2.1 Internal audience

Ensuring efficient internal dissemination and communication among the partners represents an important key success element for the project. Partners are potential users of OPENTUNITY results themselves; and they are key market players, naturally, they are dissemination channels for the project because of their huge impact on the associated industrial sectors. Thus, the dissemination activities rely on the effort and the possibility of each partner in exploiting opportunities to present and showcase the project and its results.

The internal communication strategy pursues to maintain all partners fully informed about planning, work in progress and existing or potential problems. The DCOM will define internal instructions for different dissemination actions to guide partners on appropriate internal dissemination. Besides, all partners must actively communicate with work package (WP) leaders and DCOM about technical progress and issues, as well as WP leaders must keep PC and DCOM updated about their activities.

All documents and files for internal communication will be uploaded on the Alfresco Platform.

5.2.2 External audience

The project must focus on those audiences that would get benefit from the information generated by the project. Main target audiences to be addressed are explained below.

Target group	Dissemination Goal	Dissemination category	Key messages	Dissemination channel
DSO; small, medium, and large prosumers; ESCOs Aggregators. (A)	To encourage them to take up the OPENTUNITY solutions.	Dissemination of "Action".	Consider taking up OPENTUNITY solutions and contact us for more information.	E-mails events, workshops or/and webinar, newsletters, scientific publications, website.
Local market operators, TSO, e-mobility. Network operators, retailers, OEM. (B)	To promote OPENTUNITY solutions and exchange knowledge.	Dissemination of "Action".	OPENTUNITY solutions to be shared and exchange knowledge with other initiatives.	E-mails, events, workshops or/and webinars, professional journals and publications, newsletters, website, social media.
Public bodies and regulators,	To inform them about OPENTUNITY	Dissemination of "Action".	Adopt OPENTUNITY policy and	Events, workshops or/and webinars, reports,

Standardization bodies. (C)	and its results and build their support.		standards recommendations.	website, newsletters, e-mails, podcasts.
Universities and scientific research community (D)	This community can build on the research carried out by OPENTUNITY.	Dissemination of "Action".	OPENTUNITY solutions to be shared and exchange knowledge with other initiatives.	Journal articles, website, participation/organization of events, workshops or/and webinars.
European Institutions and related projects and initiatives (E)	These entities and initiatives may benefit from knowledge exchange and lessons learnt from. OPENTUNITY as well, the scalability and replicability. Also, to informed about its impact, specially to the EC.	Dissemination of "Understanding".	Share and transfer knowledge with other initiatives and show the projects progress as planned.	E-mails, deliverables, events, website, social networks, and exchange activities.
Media (F)	The media amplify OPENTUNITY activities and results.	Dissemination of "Awareness"	OPENTUNITY solutions towards renewable green hydrogen and decarbonization.	Press releases, newsletters, website, social media, podcasts.
Civil society in general (G)	To raise awareness about benefits of renewable green hydrogen and decarbonisation.	Dissemination of "Awareness"	Learn about new green energy solutions European Union.	Dissemination materials, videos, open days, social media, and podcasts.

Table 4 - External target audience identified and their dissemination categories

5.3 Dissemination phases

Three dissemination and communication phases are defined:

Phase 1- Outreach and general promotion (M1-M18) focus on developing the PDCER and creating expectations, general promotion and raising awareness of the project among the different stakeholders, end-users, and citizens.

Phase 2- General and specific promotion and community building (M19-M30) focus on disseminating the progress, first preliminary outcomes, and receiving feedback from stakeholders and end-users, while communicating the general aspects of the project still.

Phase 3 - Capitalisation of results and spread lessons learned (M31-M48). The actions at this point of time will be focused on sharing outcomes and results, lessons learned and best practices, as well

as exploitation views. During this phase the community building will be consolidated, and dissemination actions will be key as exploitable project results and test are available.

5.4 Key messages

OPENTUNITY includes many different aspects such as legal, technical, social, environmental, etc. to reduce interoperability barriers and favouring the use of standards to decarbonize EU grids.

The messages below have been identified to be shared from the very beginning of the project and to highlight the ambitious goals of the project among the audience defined in the section 5.2.2 . In this way the impact will be increased. Nevertheless, more powerful messages of the project will be defined and enriched during its own development; once Work Packages are achieved and deliverables are produced. The nature of the messages will be targeted to different audiences and will have a different thematic adapted to each of the goals set in this strategy.

5.4.1 VIP: Very important innovation project

In this sense OPENTUNITY is a "Very Important Project" as a Horizon Europe project since it will work to provide innovative solutions to create a flexibility ecosystem reducing interoperability barriers and favouring the use of standards to decarbonize EU grids and put the end-user in the spotlight.

5.4.2 Helping to decarbonise the EU energy system

Thanks to OPENTUNITY there will be an increase of distributed RES and an increase in energy efficiency in the demo sites. The integration of different verticals like electromobility and the efficient management of Combined Heat and Power (CHP) and district heating will also favor this specific objective. It is also noteworthy that these technologies will not be only beneficial for decarbonizing, but also to improve the air quality of demo sites.

5.4.3 Empowering citizens and stakeholders

Apart from decarbonising the society, the OPENTUNITY results have a direct impact on the economic welfare of EU citizens. This implies, reducing their energy expenditures but also empower them and give them a role in the energy sector of the future. Finally, it is also important to increase the energy dependency of EU countries in order to empower both citizens and institutions.

5.4.4 Ensuring quality of supply on the increment of RES

OPENTUNITY will not just smarten the grid to provide greener and cheaper electricity, but also to provide a better quality of supply. Energy is the basis of most human activities, and it is necessary that projects like OPENTUNITY ensure that the energy distributed and supplied to EU households and industries is properly managed. The continuous increase in Distributed Energy Resources implies new challenges to grid Operators and OPENTUNITY will facilitate short and long-term operation in this new paradigm.

5.4.5 Opening new regulation framework

Some of the main findings offered by OPENTUNITY will address a complete analysis of the current regulation and standards framework to apply. Analysing the barriers, facing the challenges, and introducing new possibilities will help to open debates on specific regulations and requirements. The communication strategy of the project should offer a window to show the panorama of this topic, especially in the demo sites countries, explaining the different barriers the project has faced, and how it has overcome them.

5.5 Dissemination channels, tools, and actions

The Dissemination Plan has identified the primary channels, tools, and activities that will be used to ensure the clear and efficient dissemination of the project's outcomes. These are summarised in Annex 2 – Dissemination Action Plan 6 Annex 3 – Communication Action Plan 7 which provides detailed information on the goals, target audience, messaging, content type, content producers, time frame, and whether they are dissemination, communication, or exploitation tools.

The OPENTUNITY partners will play a significant role in maximizing the use of all identified dissemination channels and tools. Additionally, they will regularly participate in events, workshops, fairs, etc. to showcase technical achievements and products to relevant stakeholders. This approach will allow for the sharing of research results with potential users, experts, researchers, industry players, policymakers, and other key stakeholders who can impact market uptake. It will also help to gain new knowledge and provide a strong start the go-to-business actions.

5.5.1 Website

The website created by OPENTUNITY will consolidate project information into a single, comprehensive source of knowledge for visitors. The site is intended to reach all audiences interested in the project, but it is anticipated that individuals with greater technical expertise and familiarity with the project's subject matter will visit more frequently. It features a description of the project based on public information from the DA. The URL address is: OPENTUNITYproject.eu. In this moment (M3) the website is under construction, thus as soon as it will be ready, it will be included in the updated version of D8.1.

The primary objectives of the website are as follows:

- To provide up-to-date and pertinent information to a broad audience.
- To ensure that information is presented in a way that is easily accessible and user-friendly.
- To serve as a shared documentation repository, containing primary project documentation, news, publications, scientific research, promotional materials, reports, public deliverables, media coverage, and more.
- To function as an information database for all project and partner activities.

The navigation scheme of the website is depicted in Table 5.

Main menu	Submenu	Description
Home	NA	This section contains a briefly general description of the project, tools, pilots, partners, and latest news and coming events. Also, information about BRIDGE initiative.
The project	Products Sites Partners	This menu presents in detail the project by explaining the background, goal, products, sites, expected impact, results and consortium.
News and events	NA	This section will share news relevant to OPENTUNITY's goals and technologies, including updates on progress and outcomes, as well as other noteworthy news items. Additionally, it will feature information on all internal and external events related to the project.
Library	Dissemination materials Videos Newsletters Deliverables Workshops Scientific publications Publications Media presence	The contents of this section will be composed of public documents aimed at various target audiences and made readily accessible.
Contact us	NA	Coordinator brief profile and contact details.

Table 5- Navigation scheme of the OPENTUNITY website

Protocol 2: Inputs for the website content

Partners are expected to send inputs, updates about their work, outcomes and results, their participation in events, or other relevant actions to be disseminated and to turn them into news on the website and the newsletter.

This is a requirement to meet the established KPIs. ETRA will send reminders to encourage partners to send contributions.

Table 6 - Internal protocol 2: Inputs for the website content

5.5.2 Partners website

Whenever possible, partners will include a presentation of OPENTUNITY project on their entity websites and they will share news about the project.

5.5.3 Promotional materials

Promotional materials will serve to raise awareness of the project's objectives and achievements, and to maximize its impact among stakeholders. These materials will be showcased in meetings, workshops, and other events held throughout the project's lifespan. In addition, they will be made available online and updated regularly.

Promotional materials	Description
Brochure	A brochure will provide a simplified summary of the project's objectives and framework. This document will be disseminated not only at conferences, workshops, and other events where consortium members present and promote the project, but also at open days and community events. Partners will have the option of printing it out or translating it as necessary.
Roll-up	The roll-up will show just key aspects of the project and will be designed to be used in events and exhibitions. Partners could print it out or even translate it, as needed.
Videos	In the initial project phase, an introductory video will be created to provide a broad overview of the project's goals and benefits to a general audience. It is crucial to avoid overly technical language to appeal to a wider audience. Throughout the duration of OPENTUNITY, partners will use videos to explain complex technical aspects of the project in an accessible manner for the public. From the second phase until the project's completion, it is anticipated that a range of videos will be produced, showcasing product demonstrations, partner interviews discussing new developments and results, testimonials, visits to pilot sites, and other related materials.
Factsheets	Short, printed documents with information about a particular aspect of the OPENTUNITY products.
Infographics	A graphical representation of information, including complex data, in a clear and concise manner. The use of visual and illustrative forms of communication can expand access to information to larger and more diverse audiences. Infographics will serve as a visual communication tool that falls under the umbrella of information design, typically emphasizing specific and limited amounts of information.
Handbook of lessons learned	At the end of the project, a handbook will be created including all recommendations at policy, market design, industrial, technological, and innovation levels from partners.

Table 7 - OPENTUNITY promotional materials to be designed

5.5.4 Social networks

Establishing two-way communication with a specific target audience is a crucial objective of dissemination activities for the OPENTUNITY project. A key strategy to achieve this is by having a presence in various social networks. The project's website will provide direct access to these social networks through clickable icons located in the footer section of the site, as well as for all news and events. Table 8 details the social networks affiliated with OPENTUNITY.

Social networks	Description	Link	Status
Twitter	It will be the main social network where all public information concerning the project will be shared in an audio-visual and attractive way.	https://twitter.com/OpentunityEU	The Twitter account was created and has 101 Followers.
LinkedIn	A LinkedIn page will be a channel for reaching stakeholders and industry professionals.	https://www.linkedin.com/company/opentunityeu	The LinkedIn page account was launched and has 93 Followers.
YouTube	This channel aims at publishing all videos produced within the course of the project, such as videos of related pilot sites, events, conferences, or workshops, etc. Further videos will be put online by the partners as new results and demonstrators are being presented.	https://www.youtube.com/@opentunityproject	The YouTube channel was launched and has 4 subscribers.
Zenodo	This research data repository will gather all publications of OPENTUNITY to share and preserve its research outputs.	Not available yet	Not available yet

Table 8 - OPENTUNITY social networks

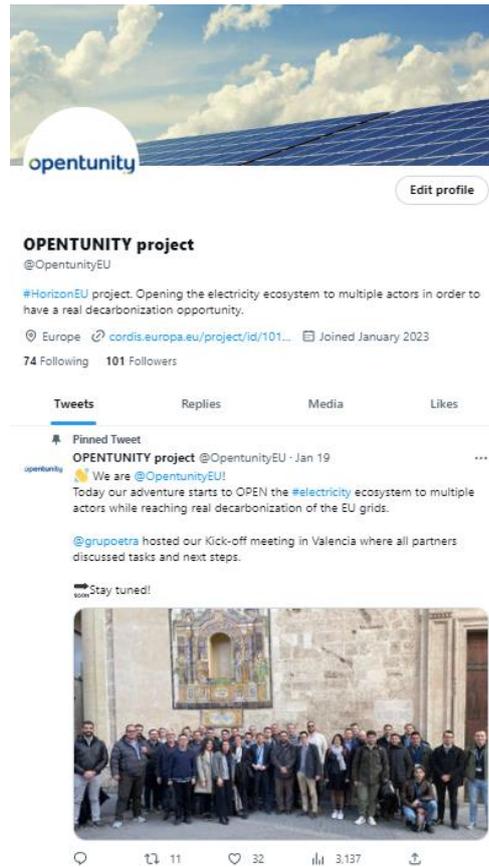


Figure 7 - Screenshot of OPENTUNITY Twitter account

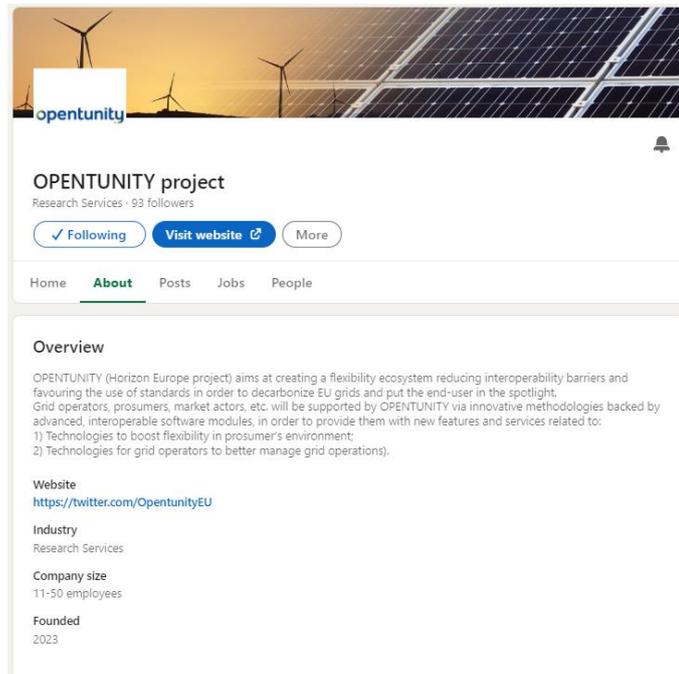


Figure 8 - Screenshot of OPENTUNITY LinkedIn account

5.5.5 Press releases

Press releases will be issued to national and international media following any pertinent event or action. The project will primarily target the most significant national press in countries involved in the project and demonstration activities. Press conferences will be arranged, and consistent communication with the press will be upheld to disseminate information on project developments. Additionally, the project website will feature a press clipping section summarizing notable references from mass media.

Protocol 3: Press releases

- ETRA will prepare press releases when a milestone is achieved. The press release will be distributed among mass media in collaboration with the consortium. Partners could adapt and translate the press releases according to their needs.
- Partners could also prepare also press releases, always following the agreed publication procedure (section 3.1.2) and informing the DCOM beforehand.
- All press releases will be collected on the website.

Table 9 - Internal protocol 3: Press releases

5.5.6 Newsletter

Twice a year, the project will launch an online newsletter to update on its principal activities and advancements. The newsletter will comprise various content types such as news, outcomes, events, interviews, and videos. To design the e-newsletter, the project will utilize a newsletter plugin for WordPress that enables subscriber management, email delivery, and performance tracking. The plugin also integrates with other programs. The project will conduct a survey to gauge readers' opinions on the newsletter's appeal, the quality of its articles, and the information it provides.

5.5.7 Scientific publications

The dissemination of project information and the attraction of representatives from various target groups can be effectively achieved through scientific publications. OPENTUNITY intends to have articles and op-eds on the demonstration outcomes published in key industry magazines that cater to primary target sectors, including technical societies' local/national newspapers and journals. Each partner must ensure that peer-reviewed scientific publications related to their results are accessible to the public. Collaborative publications between OPENTUNITY partners will be encouraged. Moreover, complementary approaches such as organizing and/or participating in thematic panels, roundtables, and specialized conference sessions, delivering workshop talks, presenting posters, and conducting specialized demonstrations at scientific events will also be employed.

As explained above, OPENTUNITY must ensure open access to peer-reviewed scientific publications relating to its results as stated in Article 17 of the GA emphasis. The publications will be archived and linked on the website, Zenodo and internally on Alfresco platform.

The journals and magazines, depicted in Table 10, are especially relevant for the dissemination strategy of the project:

Name of the journal	Impact factor
Sustainable Energy Technologies and Assessments (Elsevier)	7.632 (2022)
Sustainable Cities and Society (Elsevier)	10.696 (2022)
Electrical Power & Energy Systems (Elsevier)	5.659 (2022)
Renewable Energy (Elsevier)	8.634 (2021)
Business Research Quarterly (Elsevier)	4.204 (2021)
Energy Research & Social Science (Elsevier)	8.514 (2022)
Renewable & Sustainable Energy Reviews (Elsevier)	16.799 (2021)
Environmental Innovation and Societal Transitions (Elsevier)	9.377 (2021)
Applied Energy (Elsevier)	11.446 (2021)
Energy Policy (Elsevier)	6.142 (2020)
Socio-Economic Planning Sciences (Elsevier)	4.641 (2022)
Journal of Energy and Power Technology	NA

Table 10 – List of journals and magazines relevant for OPENTUNITY

Protocol 4: Scientific publications
<ul style="list-style-type: none"> Partners must follow the publication procedure designed and the open science approach (section 3). Scientific publications resulting from OPENTUNITY project should be notified to PC and DCOM (and related partners) 30 days before the intended submission date. Any objection to the planned publication shall be made in accordance with the consortium in writing to the coordinator and to any partner concerned within 30 days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

Table 11 - Internal protocol 4: Scientific publications

5.5.8 Deliverables

OPENTUNITY will generate numerous official and public deliverables that will serve as a valuable source of information and knowledge regarding the project's funding, development results, best practices, and more. These deliverables will prove beneficial not only to stakeholders but also to academia. All deliverables will be accessible via the project website. Table 12 outlines the 28 public deliverables that OPENTUNITY will produce throughout its implementation.

Deliverable	Deliverable name	WP	Leader	Type*	Due date
D1.1	Project Management Plan (v1)	1	ETRA	R	3
D1.2	Data Management Plan	1	ETRA	DMP	6
D1.3	Project Management Plan (v2)	1	ETRA	R	16
D2.1	Technical foundations	2	ETRA	R	11
D2.2	Standardization landscape and socioeconomic context	2	JR	R	9
D2.3	Open architecture report	2	ICCS	R	11
D3.1	Decentralized Data Exchange Architecture (v1)	3	EWf	R	22
D3.2	Decentralized Data Exchange Architecture (v2)	3	EWf	R	30
D3.3	Plug and Play Asset Registration	3	EWf	R	30
D4.1	Enhanced, user-friendly EMS for residential/ building flexibility discovery and delivery (v1)	4	HYP	R	22
D4.2	Enhanced, user-friendly EMS for residential/ building flexibility discovery and delivery (v2)	4	HYP	R	30
D4.3	Optimal selection of available flexibility (v1)	4	UL	R	22
D4.4	Optimal selection of available flexibility (v2)	4	UL	R	30
D4.5	OPENTUNITY flexibility market (v1)	4	NODES	R	22
D4.6	OPENTUNITY flexibility market (v2)	4	NODES	R	30
D5.1	OPENTUNITY power flow developments (v1)	5	ETRA	R	22
D5.2	OPENTUNITY power flow developments (v2)	5	ETRA	R	30
D5.3	OPENTUNITY asset and planning developments (v1)	5	ETRA	R	22
D5.4	OPENTUNITY asset and planning developments (v2)	5	ETRA	R	30
D5.5	OPENTUNITY Grid integration methodology	5	ETRA	R	30
D6.1	Deployment and demonstration plan	6	UL	R	34
D6.2	Demonstration activities report	6	UL	R	42

D7.1	Impact Assessment	7	ICCS	R	48
D7.2	Replication strategy	7	JR	R	48
D8.1	Plan for Dissemination, Communication and Exploitation of Results	8	ETRA	R	3
D8.2	Dissemination and Communication activities Report (v1)	8	ETRA	R	18
D8.3	Dissemination and Communication activities Report (v2)	8	ETRA	R	30
D8.4	Dissemination and Communication activities Report (v3)	8	ETRA	R	48
D8.5	OPENTUNITY Exploitation and IPR Management (v1)	8	ETRA	R	30
D8.6	Dissemination and Communication activities Report (v2)	8	ETRA	R	48

Table 12 - OPENTUNITY public deliverables

* DMP – Data Management Plan / R – Document, report

5.5.9 Events

The consortium members will showcase OPENTUNITY at major industry events in the EU. The project will be introduced through informative presentations and accompanied by printed materials such as posters, roll-ups, and brochures, and will feature dedicated stands at exhibitions that offer such opportunities. Additionally, all relevant information will be shared on the project's website and social media platforms to increase visibility and document the dissemination activities.

Table 13 presents a list of potential events to present OPENTUNITY.

Type of events	Names of the events
Organised by OPENTUNITY partners	Workshops with end-users Webinars of the OPENTUNITY products BRIDGE meetings and workshops
Institutional events	European Sustainable Energy Week [4] European Green Week [5] European Week of Regions and Cities [6]
Private and public events on Energy	Energy Evaluation Europe Conference [7] Sustainable Places [8] Enlit Europe [9] Smart Energy Expo [10] Vienna Energy Forum [11] InnoGrid [12] IEEE Powertech [13]

<p>IEEE PES General meetings [14] CIGRE general meeting [15] ISGT - Innovative Smart Grid Technologies Conference Europe [16] ECEEE– European Council for an Energy Efficient Economy [17] Genera Fair [18] Emobility Forum [19] POLIS Annual Conference [20]</p>

Table 13 - List of potential events where OPENTUNITY could participate

Protocol 5: Participation in events

- A guideline on how OPENTUNITY disseminates and communicates in an event will be provided to the consortium.
- A reporting template for the participation events will be created.
- Partners are required to send an updated list of future thematic events each month (prior to attendance).
- Partners must inform when participating or organising an event as soon as possible. ETRA will promote the OPENTUNITY participation.
- Partners should have an active role promoting OPENTUNITY on those events and make use of the promotional materials. During the event, partners should take pictures and videos of their activities.

Table 14 - Internal protocol 4: Participation in events

5.5.10 Workshops

A series of workshops will be organized during the lifetime of the project.

5.5.10.1 Workshops in pilot sites

Workshops will be organized at each pilot site, aimed at showcasing their involvement, developments, actions, future activities, as well as expected outcomes and impact to stakeholders. The workshops will also extend invitations to other H2020 or Horizon Europe projects, related initiatives, and targeted stakeholders.

5.5.10.2 Workshops with stakeholders and end-users

Workshops with relevant stakeholders will be conducted to encourage active involvement in providing requirements, assessing the impact of key outcomes, and providing relevant feedback. Throughout the project, members of the SG will be invited to participate in various workshops. This approach aims at ensuring that stakeholders and end-users remain engaged and provide valuable input.

5.5.10.3 Joint workshops with related projects and initiatives

Joint workshops will help to exchange knowledge, best practices, lessons learned, etc. among related initiatives. Table 15 lists the potential initiatives and projects.

5.5.11 Webinars

During M30, developers of OPENTUNITY products will organize webinars to provide technical information and raise awareness. Furthermore, during M42, webinars will explain final developments, integration, and preliminary demonstration results.

Also, webinars could be organized together with other topic related projects to exchange about experiences made and knowledge gained by M40, since at that time partners could already share this type of experiences and knowledge.

Webinars have the advantage of allowing a large remote audience to participate and interact with partners. They will also be open access and recorded for later viewing. Since these webinars will address both direct and indirect target groups, external experts may also participate and contribute new insights and knowledge.

5.5.12 Cooperation activities

Task 8.5 includes specific measures to collaborate with other initiatives, associations, and relevant Horizon 2020/Horizon Europe funded projects, especially those participating in the EC-coordinated BRIDGE initiative. The consortium will give particular consideration to projects funded under HORIZON-CL5-2022-D3-01-12. The task will focus on monitoring policy-related topics such as regulatory frameworks, business models, data management, and consumer engagement. The Table 15 lists potential entities to establish collaboration actions with.

Entity	Name	Type of collaboration
Forums, Associations, and Initiatives	BRIDGE initiative [21]	Internal meetings, workshops, webinars, reports, events, newsletters, videos,
	European Network of Transmission System Operators for electricity (ENTSO-E) [22]	
	Agency for the Cooperation of Energy Regulators (ACER) [23]	
	European Association for Storage of Energy (EASE) [24]	
	International Renewable Energy Agency (IRENA) [25]	
	EDSO for Smart Grids (EDSO) [26]	
	GEODE [27]	
	Smart Networks for Energy Transition (ETIP-SNET) [27]	
	European Energy Research Alliance (EERA) [28]	
	Association of European Renewable Energy Research Centers (EUREC) [29]	
	Covenant of Mayors [30]	
Euroelectric [31]		

	Platform for electromobility [32] Transport and environment [33]	
EU funded projects (H2020, Horizon EU, LIFE, etc.)	STREAM [35] OMEGA-X [35] ENCLUDE [36] EVERY EUNIVERSAL UMEI [38] DATA CELLAR [38] REEFLEX [35] GLocalFlex [36] RESONANCE [37]	Workshops, webinars, events, joint publications and materials, videos.
Standardization bodies	CEN – CENELEC [31] ISO [32] IEC [33]	Internal meetings, workshops, webinars, press releases.

Table 15 – List of entities and projects to establish collaborations with

5.5.12.1 BRIDGE initiative

BRIDGE [21] is an initiative of the European Commission that brings together Horizon 2020 and Horizon Europe projects focused on smart grids, energy storage, islands, and digitalization. Its aim is to provide a structured view of the cross-cutting issues that demonstration projects face and that may hinder innovation. Through four Working Groups (WGs) focused on data management, business models, regulations, and customer and citizen engagement, BRIDGE promotes continuous knowledge sharing among projects, enabling them to deliver conclusions and recommendations on future project results exploitation with a unified voice. The consortium partners will actively participate in these WGs, with a special effort made to coordinate activities with the BRIDGE initiative of H2020/Horizon EU Smart Grids and Storage projects to generate knowledge sharing and create synergies with other projects.

OPENTUNITY has already been confirmed as a member of this European initiative, and most of the consortium partners are already involved in four WGs of BRIDGE.

5.5.12.2 Related projects

OPENTUNITY values previous R&I experiences and seeks to leverage them for the project's development. To achieve this, relevant project partners will be enlisted to establish connections, share knowledge and experiences. Furthermore, the project will feature common dissemination activities such as joint workshops, publications, videos, or webinars where research methods will be discussed, and tools and demonstrations will be validated. The project will also engage in collective outreach initiatives aimed at attracting broader audiences.

5.5.12.3 Forums, Associations, and Initiatives

The project consortium will make active use of key dissemination and exploitation fora, including associations and initiatives focused on renewable energy, distribution and transmission system operators, energy communities, smart grids, energy efficiency, interoperability, energy data, Information and Communication Technology (ICT), climate action, etc. Targeted interactions will be established, taking advantage of the strong links between the consortium partners and these entities.

5.5.12.4 Standardization bodies

The project will explore the potential for contributing to standardization by engaging with relevant technical standardization committees, such as CEN, CENELEC, ISO, IEC, through means such as monitoring their information, attending meetings, establishing formal liaisons, organizing joint events, and disseminating the project to their members to solicit feedback. The findings of these actions will provide inputs for Task 7.5.

5.5.13 Public relations

The dissemination plan aims to highlight the significance of the project in opening the electricity ecosystem to multiple actors to have a real decarbonization opportunity by incorporating innovative solutions. In addition to other dissemination efforts, public relations will play a key role in communicating the project's importance to key decision-makers. The primary focus will be on identifying and engaging with regional stakeholders in the countries involved in the project.

Thus, partners will establish good communications with those bodies in order to present the benefits and potential impact of the OPENTUNITY solutions. These actions will be conducted by informal meetings and /or informative e-mails.

To ensure effective communication, each partner will act as an ambassador for the project and receive necessary materials and guidelines to represent and promote the project in their respective countries.

5.5.14 Horizon Results Booster services

Being a Horizon EU funded project, OPENTUNITY is eligible for free consulting services provided by Horizon Results Booster (HRB) [46]. The European Commission has launched HRB as an initiative to facilitate the transition of innovative ideas into the market, ensuring maximum societal impact of public-funded research in the EU. HRB assists projects that aim to achieve strong societal impact and realize the value of Research and Innovation (R&I) activity in addressing societal challenges, by going beyond their Dissemination and Exploitation (D&E) obligations.

Therefore, OPENTUNITY will consider the option of availing support from the "Portfolio Dissemination & Exploitation Strategy" that comprises the following modules:

- Identifying and creating a portfolio of Research & Innovation project results (module A)
- Creating a portfolio of results; devising and executing a dissemination plan for the portfolio (module B)

- Enhancing existing exploitation strategies (module C)

By M10, partners are expected to decide on their participation and select the most suitable module for their project, followed by the submission process.

5.6 Dissemination Action Plan

The following section outlines the specific actions that will be carried out during the project. The Action Plan, as detailed in Annex 2 – Dissemination Action Plan, covers the major dissemination events and activities that involve all partners. Most of the activities and actions were already defined in the Grant Agreement, so the allocation of responsibilities and budgeting has been partially determined. The Action Plan will be periodically reviewed and evaluated every six months to determine if any changes are necessary. Any updates will be shared during internal meetings and reflected in the reporting period reports, as well as in the final version of D8.1 due by M48.

Additionally, Annex 4 – Summary of the dissemination and communication actions summarises the main planned dissemination and communication actions together with detailed information such as the goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools.

5.6.1 Dissemination actions for each product and site

The Table 16 illustrates the specific dissemination actions and tools for each OPENTUNITY product in accordance with the exploitation results outlined in section 8 of the PDCER. It should be noted that these actions and tools will be regularly revised and updated throughout the project's duration.

Cluster	Target Audience	Dissemination actions	Indicator
Flexibility in Prosumer's environment (OPENFLEX)	Prosumers (A)	<ul style="list-style-type: none"> - Promotional materials (Presentation/Factsheet/ Videos). - Website section, blog content and FAQ page on the website. - Meetings and workshops with prosumers and facility managers - Participation in events, workshops, etc. - Videos interviews. - Webinar by HYP. - D4.1 to D4.6 - Publications. - Social media. - News. 	<ul style="list-style-type: none"> - Downloads of materials on the website. - N° of visits on the website sections. - N° of participants in the events/webinars, etc. - N° of participation in events and meetings. - Visualizations videos. - N° of articles in the press. - N° of publications. - N° of views of the webinars. - Social media engagement/flowers/likes.

			-Average Engagement Rate on social media.
Technologies for DSOs/TSOs to better manage grid issues (OPENGRID)	DSOs (A), TSOs (B)	<ul style="list-style-type: none"> - Promotional materials (Presentation/Factsheet/Videos). -Website section, blog content and FAQ page on the website. - Meetings and workshops with DSOs and TSOs. - Participation in events, workshops, etc. - Videos interviews. - Webinar by ETRA. - D5.1 to D5.5. - Publications. - Social media. - News. - Joint webinars with other related projects from ETRA. - Internal meetings conducted by ETRA. 	
Energy-specific Blockchain for supporting new grid mechanisms (OPENCHAIN)		<ul style="list-style-type: none"> - Promotional materials (Presentation/Factsheet/Videos). -Website section, blog content and FAQ page on the website. - Meetings and workshops with Blockchain developers, IT companies and system operators - Participation in events, workshops, etc. - Videos interviews. - Webinar by EWF. - D3.1 and D3.2. - Publications. - Social media. - News. 	
Procedures for enhancing interoperability (OPENABILITY)		<ul style="list-style-type: none"> - Promotional materials (Presentation/Factsheet/Videos). -Website section, blog content and FAQ page on the website. 	

- Meetings and workshops with policy makers, system operators, IT companies and OEM.
- Participation in events, workshops, etc.
- Videos interviews.
- Webinar by ETRA.
- D2.3, D3.3 and D5.5.
- Publications.
- Social media.
- News.

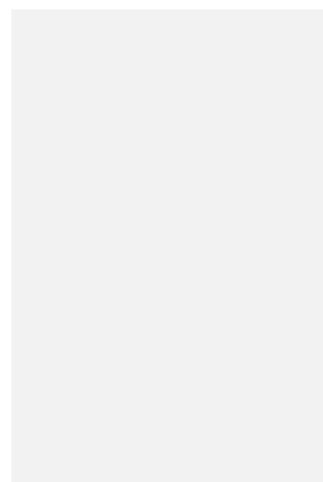


Table 16 - Dissemination activities for each OPENTUNITY product

In relation to the demonstrations of the pilots, action plans will be developed in the initial phase to promote and communicate these pilots to their respective target audiences. The promotional activities will involve creating materials to publicize the pilot sites, online campaigns, press releases, organizing workshops, participating in events, engaging in exchange activities with related projects and initiatives, conducting public relations activities, and delivering talks, among other activities.

5.6.2 Dissemination actions after the end of the project

As some exploitation activities will persist beyond the conclusion of the project, dissemination strategies will be devised that extend beyond the funding period of Horizon EU. This section contains a preliminary outline of the proposed dissemination measures, which will be refined and finalized in the D8.1 report by M48.

- Make the results visible by publishing them on the Horizon Results Platform the first year after the end of the project.
- The OPENTUNITY website will remain accessible for a minimum of several years after its creation.
- Participation in events and conferences.
- Scientific publications based on results of the project may only be published after the project has ended, however partners will ensure that they are open access or that they will keep a list updated on the website.
- Publication of a newsletter explaining exploitation actions created by ETRA and in collaboration with partners.
- Joint actions with related projects and entities to present the exploitation actions and results.
- Pilot sites will keep disseminating their results, best practices and lessons learnt through meetings, fairs, promotional materials etc. among other peers, cities, public authorities, energy communities, etc.
- ETRA will promote the "Handbook of lessons learned".

6 Communication Plan

The focus of the communication and dissemination efforts is not limited to the project outcomes but encompasses the entire project and aims to reach various audiences. The Communication Plan aims to achieve high visibility and optimize the impact of the project results. The Communication Plan outlines each communication milestone. There will be an annual internal evaluation of the communication strategy to gauge its effectiveness and impact, and any necessary enhancements or alterations will be implemented.

The Communication Plan should consider the following aspects in greater detail:

- Establish communication objectives, roles, and procedures.
- Develop branding and positioning strategies for the project.
- Facilitate effective information flow among consortium partners.
- Ensure that communication measures are objective-oriented, proportionate to the project's scale, and tailored to the communication activities' target audience.
- Design targeted messages, means, and language for each specific audience.
- Define key messages that highlight the benefits and opportunities offered by OPENTUNITY, its contributions to the Horizon Europe Programme's priorities, goals, results, ongoing activities, progress, events, etc.
- Deploy a media planning approach to ensure accurate broadcasting, reach the targeted audience, and impact all project milestones.
- Outline communication activities for all partners and synchronize communication efforts within partner institutions.
- Ensure that all communication actions aim to create a wider public impact beyond the project's community and provide educational outreach to the public regarding the basic knowledge.
- Choose suitable measures to engage the media and emphasize the Horizon EU's financial support.
- Identify cluster opportunities with relevant EU and international programs and initiatives to enhance the project's impact and broadcast.
- Maintain intensive follow-up of the Communication Plan deployment.
- Stay aligned with external stakeholders, such as related projects, institutions, and media, to ensure high outreach of the communication activities.

Communication plan milestones	What does it mean?
Subject of communication	What will be communicated. (See section 6.1)
Identification of target audience	Who will most benefit from the project results and who would be interested in learning about the project findings. (See section 6.2)
Timing	When communication will take place. (See section 6.3)

Definition of methods and tools	What is the most effective way to reach the target audience. (See sections 6.5)
Communication management and policy	Who is responsible of and how communication is ruled. (See sections 2.6 and 3).
Communication impact	How to measure and assess the results and impact of the communication actions. (See section 7).

Table 17 – Communication Plan milestones

6.1 Subject of communication

Communication about projects is a strategically planned process that commences at the project's initiation and continues throughout its lifespan, extending beyond the project's funding period. The aim of this communication is to promote the project and its outcomes, as outlined in section 2.5.

The following broad communication topics have been identified:

- The OPENTUNITY project itself, including its overall scope, coverage, objectives, milestones, plans, and environmental and societal impacts.
- OPENTUNITY's products and technologies.
- Pilot sites, including how end-users will benefit, success stories, lessons learned, and replication strategies.
- OPENTUNITY's outcomes and innovation aspects.
- Educational aspects, such as the significance of decarbonising the EU energy system,
- Empowering energy citizenship, increasing the use of renewables, and other related topics.

6.2 Target audience

The communication actions of OPENTUNITY will extend from the most technical and experienced community to the general public. These audiences will be segmented in internal and external audiences.

6.2.1 Internal audience

As outlined in section 5.2.1, internal communication activities will be conducted among consortium members. These activities are crucial to ensure that the project is executed correctly, with communication messages delivered to the intended audience at the appropriate time. Internal communication methods will include both open communication, such as face-to-face meetings or plenary conference calls, and private calls to discuss technical and managerial issues, share results, and make decisions. ETRA is responsible for defining the communication procedures.

6.2.2 External audience

The external audience has been segmented based on the project's objectives and the desired relationship with them. With regards to target audience segmentation, the project will prioritize the following:

- Direct Target Group (A, B, C, D, E): As defined in section 5.2.2, these groups will be the focus for the definition of communicative activities for OPENTUNITY.
- Indirect target groups (F and G): While important to reach and consider when communicating the project, as outlined in section 5.2.2, these groups are not as critical to achieving the project's goals.

The Table 18 provides an overview of how the communication strategy will address the various target audiences.

Target group	Description	Objective	Message	Channels
DSOs; small, medium, and large prosumers; ESCOs; aggregators; local market operators; TSOs; e-mobility; network operators, retailers; OEM; public bodies and regulators; and standardization bodies. (A, B, C, D)	For the audience to achieve positive outcomes through product adoption, it is essential that they possess the appropriate skills, knowledge, and comprehension.	<ul style="list-style-type: none"> - Soliciting their input on the primary obstacles encountered. - Ensuring their participation in the proposed dissemination activities, such as workshops, training, events, etc. - Raising awareness about the project and showcasing its advantages. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society. 	The OPENTUNITY advancements in technology, policy and legislation, socio-economic factors, and environmental aspects will all prove advantageous to them.	<ul style="list-style-type: none"> - Website and social media. - Promotional materials. - Newsletters. - Press releases. - Papers. - Deliverables. - Events - Innovation and networking events - Workshops - Webinars - Technological fairs - E-mails - European Commission channels - Exchange activities - Public relations - Videos
Universities; scientific research community and related projects (E, F)	The audience is seeking comprehensive information regarding the project, encompassing its activities, objectives, and results.	<ul style="list-style-type: none"> - Guaranteeing participation in the proposed dissemination activities, such as workshops, publications, webinars, etc. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society. 	They will make use of the enhanced reports, publications, promotional material, and lessons learned.	<ul style="list-style-type: none"> - Scientific publications. - Scientific conferences and seminars - Relevant European and national technology platforms and related associations. - Public relations.

				<ul style="list-style-type: none"> - Website and social media. - European Commission channels. - Exchange activities.
European Institutions (E)	The audience is not in need of intricate project details but instead is focused on the core message.	<ul style="list-style-type: none"> - Elevating the project's visibility and showcasing its advantages. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society. 	They will become aware of the importance of decarbonizing EU grids and putting the end-user in the spotlight.	<ul style="list-style-type: none"> - Press releases. - E-mails. - Events. - Webinars. - Workshops. - Promotional materials. - Public relations. - Videos.
Mass media (F)	<p>Specialised press on energy and mainstream media*.</p> <p>* The majority of this group consists of non-technical professionals who need to comprehend the project's objectives and advantages to effectively communicate other messages.</p>	<ul style="list-style-type: none"> - Providing updates on the progress of the research, the project's concepts, and goals, as well as the benefits to both society and the environment. 	Develop content aimed at capturing the attention of the mass media, ensuring that OPENTUNITY is included in the Agenda Setting and effectively reaching the intended audiences.	<ul style="list-style-type: none"> - Press releases. - E- mail. - Website. - Social media. -Workshops, fairs conferences, etc. - Newsletters. - Events. - Videos.
Public at large (G)	Audience that does not require a detailed knowledge.	<ul style="list-style-type: none"> - Raising awareness about the primary themes addressed in the project. - Promoting the impact and benefits of OPENTUNITY. 	They will gain an understanding of the significance of decarbonizing the EU grids and prioritizing the end-user.	<ul style="list-style-type: none"> - Website - Social media - Press releases - Events - Promotional material - News - Videos

Table 18 - Audience to communicate OPENTUNITY project

6.3 Communication phases

The three communication and dissemination phases are already defined in the section 5.3.

6.4 Key messages through storytelling

Connecting with other people is one of the highest forms of communication, and storytelling is a trigger of communication. Storytelling is one of the most captivating techniques to convey messages and information. That is why OPENTUNITY key messages, outlined in section 5.4 will make use of this technique on the social networks and when approaching mass media.

To achieve that, the consortium and DCOM will have an internal communication protocol on guiding partners to draw stories. Partners will simplify the key messages for better comprehension by all audiences. They will utilize images, infographics, and videos to strengthen these messages.

Additionally, OPENTUNITY will communicate project outcomes while taking into account the digital divide experienced by elderly individuals, ensuring that this segment of society also benefits from information about digital energy systems.

6.5 Communication channels, tools, and actions

The following sections outline the primary channels, tools, and actions required to implement the Communication Plan effectively and coherently. Additionally, Annex 3 – Communication Action Plan provides a summary of the primary communication tools, along with detailed information such as objectives, target audience, message, content type, content producers, timing, and whether they serve as dissemination, communication, or exploitation tools.

6.5.1 Website

The OPENTUNITY website serves as the primary source of information regarding the project's objectives, progress, and outcomes, aiming to consolidate all project-related information into a single, comprehensive source for visitors. Although the website targets all audiences of the project, it is expected that a higher number of visits will come from technically oriented groups related to the project's subject matter. To reach a wider audience, the "News" section will provide general and simplified content.

Additionally, consortium partners will feature a presentation of the project on their websites and share news about the project whenever possible.

Section 5.5.1 of this deliverable provides a description of the initial version of the OPENTUNITY website.

6.5.2 Promotional materials

To demonstrate the impact and benefits of OPENTUNITY to society, various materials such as a brochure, poster, roll-up, videos, presentations infographics, quizzes, and others will be created. The primary materials that will be designed are listed in Table 7, and the rest will be produced as needed. Specific promotional materials will be created and translated into local languages for pilot sites throughout the lifespan of OPENTUNITY, with language adapted to a broader audience and technical terms minimized. These promotional materials will be updated as the project advances and results are achieved.

6.5.3 Social networks

As detailed in section 5.5.4, establishing two-way communication and targeting specific audiences will be achieved through the project's presence on social media platforms. To this end, a Twitter account, LinkedIn page, and YouTube channel have already been created to regularly share project-related content. The project will use specific hashtags such as #OPENTUNITY, #HorizonEU, #EnergyTransition, #EnergySystems, #resilientenergy, #decarbonization #cleanenergy, #EnergyDecarbonisation, #TSO, and #DSO under the OPENTUNITY framework. In addition, the project has identified several EU profiles to follow on Twitter, including @HorizonEU, @Energy4Europe, @cleanenergy_eu, @cinea_eu, @ENTSO_E, and @EDSO_eu.

The project will also create accessible lists to increase engagement and establish a benchmarking framework, including:

- Consortium members: with the institutional consortium members' profiles.
- Related projects: featuring similar EU projects.
- Other lists with stakeholders or members within energy decarbonization sharing relevant content on the same topic.

6.5.4 Press releases

The project's significant accomplishments and milestones will be communicated through the project website and shared with media outlets across Europe. The key European media identified as relevant contacts for the distribution of OPENTUNITY news are as follows:

Media	Country	Type	Link
Euronews	Europe	Press Agency	https://www.euronews.com/
Reuters	Europe	Press Agency	https://www.reuters.com/
Bloomberg	Europe	Press Agency	https://www.bloomberg.com/
Association Press	United Kingdom	Press Agency	https://www.ap.org/en/

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NAPA	United Kingdom	Press Agency	http://www.napa.org.uk/
BBC	United Kingdom	Press Agency	https://www.bbc.com/
Agencia EFE	Spain	Press Agency	https://efe.com/
Europa Press	Spain	Press Agency	https://www.europapress.es/
Athens News Agency	Greece	Press Agency	https://www.amna.gr/en
APA	Austria	Press Agency	https://apa.at/
STA	Slovenia	Press Agency	https://english.sta.si/
Cyprus News Agency	Cyprus	Press Agency	https://www.cna.org.cy/en?lang=EN
Swiss Info	Switzerland	Press Agency	https://www.swissinfo.ch/eng
NTB	Norway	Press Agency	https://www.ntb.no/
RTVE	Spain	Public radio & TV	https://www.rtve.es/
EURACTIV	Europe	Press Agency	https://www.euractiv.com/
POLITICO	Belgium	Journal	https://www.politico.com/
Energy Post	The Netherlands	Journal	https://energypost.eu/
Energías Renovables	Spain	Journal/News portal	https://www.energias-renovables.com/
Renewable Energy Magazine	Europe	News portal	https://www.renewableenergymagazine.com/
Recharge news	United Kingdom	News portal	https://www.rechargenews.com/
Renews	United Kingdom	News portal	https://renews.biz/
Renewables now	Europe	News portal	https://renewablesnow.com/
Smart Energy	Europe	News portal	www.smart-energy.com
Science Daily	USA	News portal	https://www.sciencedaily.com/
Electrify	UK	News portal	https://www.electrify.com

Climate Change News	UK	News portal	https://www.climatechangenews.com
Renewable Energy World	EU	News portal	https://www.renewableenergyworld.com

Table 19 - List of EU media identified

6.5.5 Online campaigns

To showcase the advantages and anticipated effects of OPENTUNITY, as well as to increase awareness of flexible energy systems, campaigns will be launched through existing channels and media. Additionally, this effort will focus on building relationships and garnering support from officials in the EC, MEPs, and other energy organizations throughout Europe.

6.5.6 Events

In addition to the events mentioned in section 5.5.9, efforts will be made to showcase OPENTUNITY at various events that are more accessible to the general public. These events will not only allow for sharing the benefits and impacts of the project but also aim to increase awareness and promote European achievements in this field. The project will include several events such as presentations, webinars, info days, and other types of events, which will be organized either under the framework of events or by partners. The pilot sites will have a crucial role in organizing and participating in these events, which will be aimed at all audiences. ETRA will provide advance notice of these events on its website, social media, and mailing list, as well as broadcasting them during and after they take place.

6.5.7 Cluster activities with similar projects and memberships

As explained in the section 5.5.12, OPENTUNITY will create synergies with other projects at both the European and international levels and may even become a member of various networking groups and initiatives within the energy sector. This will help to amplify and multiply the messages of OPENTUNITY towards a wider audience. In addition to participating in and presenting the project to other networks and groups, the consortium partners will leverage their strong links and involvement in networks and groups that are not directly related to the project. Thus, these ties will also allow creating opportunities to present the benefits and impacts of the project to a general audience.

6.5.8 EU institutional relationships

Partners will reach out to members of the European Commission, the Committee of the Regions, and the EU Parliament to introduce them to the benefits and updates of OPENTUNITY through meetings, whether in-person or via webinar. These relationships with EU institutions will enable extended networking and increased visibility for the project. Additionally, partners will establish contact with local authorities, recognizing the importance of involving decision-makers and politicians. They will be invited to OPENTUNITY meetings and pilot workshops, and kept informed of developments, thereby laying the groundwork for replicability and scalability.

6.5.9 OPENTUNITY talks

During the course of the project, a series of roundtables or talks will be arranged to explore issues related to the Energy Transition and the achievement of the "Fit for 55" package [47], with a focus on societal considerations. These events may be held either in person or online, depending on the circumstances. Some of these events may be integrated into the Consortium Plenary Meetings, while others may be independent. Partners will take part in these talks, and external speakers will be invited to contribute. Topics to be discussed include women in energy, energy poverty, energy systems leading up to 2030, citizen engagement in the heart of energy transitions, among others.

6.5.10 Women in energy promotion

OPENTUNITY will function as a platform to enhance the visibility of women in energy, with a focus on flexibility. To this end, the gender balance of the project will be highlighted through the development of digital content, digital campaigns, and joint initiatives with organizations such as Women 4 Energy [48], Women for market uptake of renewable heating and cooling [49], Women in Energy (WONY) [50], ICER's Women in Energy initiative [51], Equality platform for the energy sector of the European Commission [52], POWERful Women [53], LIGHTS ON WOMEN [54], EM's Clean Energy Education and Empowerment [55], and Women & Inclusivity in Sustainable Energy Research (WISER) [56].

OPENTUNITY will devote particular attention to promoting Science, Technology, Engineering and Mathematics (STEM) subjects to female students in partner universities, recognizing the importance of creating a gender-equal future for the energy sector.

6.5.11 Public opinion surveys

During the initial phase of the OPENTUNITY project, partners will gather and analyze end-user needs and requirements and collaboratively develop project use cases. Online campaigns will be conducted to encourage end-users to take part.

6.6 Communication Action Plan

After defining the actions, tools, and audiences in the communication strategy, specific actions are determined in this section. The Communication Action Plan (refer to Annex 3 – Communication Action Plan) outlines the key communication actions that will take place during the OPENTUNITY project, with many of them involving all partners. The Grant Agreement already defined several of these actions, so the partners' responsibilities and budget have already been partially determined.

The action plan will undergo review and evaluation every six months to determine whether any changes are necessary. These updates will be discussed during internal meetings and reflected in reporting period reports and the final version of D8.1, which is due by M48.

Additionally, Annex 4 – Summary of the dissemination and communication actions summarises the main planned dissemination and communication actions together with detailed information such as

the goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools.

6.6.1 Communication actions for each product and site

As explained in section 5.6.1, some actions will be planned to generically communicate the products and actions in the pilots through the communication actions, channels and tools defined in section 6.5. For this, the language and messages will not be technical but tailored towards best-possible comprehensibility to maximize the outreach.

6.6.2 Communication actions after the end of the project

As outlined in section 5.6.2, the exploitation activities will be monitored beyond the end of the project. This means that communication efforts will extend beyond the Horizon EU funding period. While this section includes a preliminary draft of communication measures, a more detailed action plan will be included in the final version of D8.1, which is expected by M48.

Outlined below are some of the planned communication measures after the conclusion of the OPENTUNITY project:

- The OPENTUNITY website will remain accessible for at least a few years following the project's end.
- News and interviews regarding feedback from pilot end-users will be disseminated.
- Press releases will be distributed to explain the impact achieved in the pilots.
- Mass media will be contacted to report on the impact achieved in the pilots.
- Testimonials from end-users will be shared on social media platforms.
- Participation in events and conferences aimed at a broad audience.

7 Monitoring and evaluation of the dissemination and communication plans

The primary objective of monitoring and evaluation is to guarantee the successful execution of high-quality dissemination and communication strategies and related activities. Furthermore, the implementation of the project also requires the parallel monitoring and evaluation of its activities, which is crucial for its success.

7.1 Reporting

In order to evaluate the effectiveness of dissemination and communication activities and assess their impact, all partners must document the activities they undertake. To achieve this, the DCOM will develop various reporting protocols for disseminating and communicating activities. These protocols will encompass both anticipated and impromptu activities. As a result:

- All partners are required to adhere to the defined dissemination and communication protocols.
- All partners are encouraged to record their activities in the dissemination and communication reporting document available on Alfresco.
- All partners should keep records of their activities in the form of papers, presentations, posters, photos, videos, tweets, etc.
- Monitoring these activities on a regular basis will enable an assessment of the execution and timeliness of the action plan, as well as identify which activities had the most significant impact on stakeholders, both quantitatively and qualitatively. The findings from these reports will be included in the period reports and the deliverables D8.2, D8.3 and D8.4.

7.2 Impact – Key Performance Indicators (KPIs)

Understanding the extent and durability of a project's outcomes can be aided by evaluating the impact of dissemination activities. Additionally, it allows the assessment of the relevance and quality of promotional activities. Impact indicators, both quantitative and qualitative, are typically utilized to measure such impact. In OPENTUNITY, a set of Key Performance Indicators (KPIs) will be used to assess the success of the dissemination and communication plans and achievement of the primary objectives. Consequently, a preliminary list of KPIs has been established to be achieved by M48, as shown in Table 20. This list will be revised and updated with new KPIs for each period.

Dissemination action	KPIs	Target (M48)	Analysis methodology
Website	Design and Development of the project's web portal	Fully developed web portal by M4	Registration of dissemination activities
	Total page views	≥ 10,000	Website analytics

	Regular update of the website content	Continuous update (1 time/month)	Website analytics
	Visitor's countries	Minimum 10 countries	Website analytics
	N° of post	≥ 110	Website analytics
	N° of documents published	≥ 30	Website analytics
	N° of downloads	≥ 800	Website analytics.
Social networks	N° of followers in Twitter	≥600	Twitter Analytics
	Tweets	≥ 1,000	Twitter Analytics
	Impressions in Twitter	≥ 200,000	Twitter Analytics
	N° of followers on LinkedIn	≥ 300	LinkedIn analytics
	LinkedIn posts	≥ 200	LinkedIn Analytics
	Impressions in LinkedIn	≥ 70,000	LinkedIn Analytics
	Content share in the Zenodo	≥ 4	Zenodo Analytics
	YouTube subscribers	≥ 100	YouTube Analytics
	YouTube views	≥ 3,500	YouTube Analytics
Scientific publications	N° of scientific papers	≥ 9	N° of paper approved
Promotional materials	N° of brochure designed	1	Registry of dissemination activities
	N° of roll-up designed	1	Registry of dissemination activities
	N° of videos produced	≥ 10	Registry of dissemination activities
	Handbook lessons learnt	1	Registry of downloads form on the website
	Downloads of promotional materials at the webpage	≥ 500	Website analytics
Newsletter	N° of newsletter forwarded	8	Registry of dissemination activities
	N° of subscribers	≥ 200	Internal subscriber registry
Deliverables	N° of public deliverables	28	Registry of project activities

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	N° of public deliverables downloaded	≥ 200	Registry of downloads form on the website
Press releases	N° of press releases	6	Registry of dissemination activities
	Media presence	≥ 40	Registry of dissemination activities
	Countries reached	≥ 7	Registry of dissemination activities
Events	N ^a of events attended	≥ 20	Registry of dissemination activities
	N° of Trade fairs	≥ 3	Registry of dissemination activities
	N° of events organized	≥ 5	Registry of dissemination activities
	N° of pitch events	≥ 10	Registry of dissemination activities
	Visitors/attendants reached	≥1,500	Registry of dissemination activities
Workshops	N° of all the workshops	4	Registry of dissemination activities
	N° of joint workshops with other related projects and/or initiatives	2	Registry of dissemination activities
	Total participants	≥ 200	Registry of dissemination activities
Webinars	N° of all webinars	4	Registry of dissemination activities
	Total participants/views	≥ 400	Registry of dissemination activities
	EU projects invited	≥ 4	Registry of dissemination activities
Joint activities with other related EU projects or initiatives	N° of related projects or initiatives addressed	≥ 5	Registry of dissemination activities
	N° of actions	≥ 5	Registry of dissemination activities
	Audience reached	≥ 200	Registry of dissemination activities
BRIDGE activities	N° of events/meetings attended	20	Registry of dissemination activities
	Contributions in reports	2	≥ 4
	N° of joint actions with other EU projects	≥ 4	≥ 4
Talks	N° of talks	3	Registry of dissemination activities
	Participation of related projects or initiatives	≥ 3	Registry of dissemination activities

	Total of participants	≥ 200	Registry of dissemination activities
Online campaigns	N° of campaigns	4	Registry of dissemination activities
	Engagements	≥ 7,000	Twitter and LinkedIn Analytics
	Impressions	≥ 1,000	Twitter and LinkedIn Analytics
Women in energy action	N° of actions	2	Registry of dissemination activities
	N° of women reached	≥ 100	Registry of dissemination activities
	N° entities reached	≥ 5	Registry of dissemination activities

Table 20 - List of KPIs for OPENTUNITY to be reached by M48

8 Exploitation plan

According to the definition of the EC [57], "Exploitation" means the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating, and marketing a product or process, or in creating and providing a service, or in standardisation activities. This definition may be highlighted in two main points to be covered:

- To make use of the results, recognising exploitable results and their stakeholders.
- To concretise the value and impact of the R&I activity for societal challenges.

As shown in previous sections the four OPENTUNITY clusters of innovations have already been identified. The specific measures that the project will perform for disseminating these results to the target customers and stakeholders have also been defined. The exploitable results of this project will be based on these OPENTUNITY innovations.

It is also noteworthy that the exploitation activities will go hand in hand with the Task 8.3 dealing with the IPR activities. Thus, part of the exploitation activities that will be performed in the project will be reported in D8.5 and D8.6 "OPENTUNITY Exploitation and IPR Management (v1 and v2)".

8.1 EXPLOITATION ACTIVITIES

The exploitation activities shown in this Exploitation Plan are based on the methodology defined by the META group [58] and their Support Services for Exploitation of Research Results [59]. This methodology has been utilized by several previous HORIZON 2020 projects and OPENTUNITY will adapt it for successfully performing its exploitation actions.

8.1.1 M1-M30

During the first 30 months of the project, the consortium will be focused on the design and development of the OPENTUNITY innovations. For this reason, the exploitation activities do not have the highest priority during this stage. The consortium will be more focused on the Dissemination and Communication activities for raising awareness of the future outputs of the project and thus facilitating the exploitation activities to be analysed from M30.

During the first 30 months, the partners will be realizing on how they can exploit their participation in the project together with the design and first developments of the OPENTUNITY technologies. Thus, the D8.5 "OPENTUNITY Exploitation and IPR Management (v1)" to be delivered in M30, will reflect all the individual exploitation plans of all the partners. These exploitation plans will be also the basis for the IPR management of the project. In addition, in D8.5 the IPR agreements of the Consortium (reflected in the Consortium Agreement) will be also shown in order to give context to the EC of the reasons of the future IPR strategy to be followed.

The content of these individual plans will be based on the following structure:

- **NAME OF THE PARTNER**
- **ORGANIZATION BACKGROUND**

An overview of the company showing what is its business field and its expertise (not more than one page is required).

- OPENTUNITY EXPLOITABLE RESULTS

- To explain what are the developments or main contributions to the project which each company can take profit for the business of the company.
- To check internally regarding its involvement in the different OPENTUNITY tasks.
- The partners will use this table to sum up this section.

#	Project exploitable result	Responsible partner(s)	Action	Time to market (months after end of project) ----- ----- Actions to be performed (if you are an end user)
1	-----	<i>Normally your name, but check if other partners are also involved</i>	<i>Can be: Software Module Hardware Report Research paper Service Know-how Publicity Other (please specify)</i>	<i>(If the result will be exploited during the project, please specify it)</i>
2	<i>If you are a university, one exploitable result can be "Hiring a new student"</i>		<i>An MSc student A PhD student "</i>	
3	<i>(Use as many rows as you need)</i>			

Table 21 – Table of project exploitable results per partner

- EXPLOITATION STRATEGIES

- How each company plans to take profit of the exploitation results shown in the previous section. Can be strategies in terms of teaching/training, research, business, attendance to events, etc.

It is possible to differentiate between three different types of partners involved in OPENTUNITY consortium: (I) industrial partners, (II) research institutions/universities and (III) end users. Their activities are complementary, and depending on the type of partner the exploitation interests and impact are different.

8.1.2 M30-M48

In this stage, the OPENTUNITY innovations will be delivered, and this means that all the technical developments will be finalised. From M30, the partners will be able to have their exploitation activities clearer and focus on Task 8.3 that will support them on performing the core exploitation activities of OPENTUNITY.

From the list of exploitable results that will appear on D8.5, the consortium will extract the ones which have special relevance in the project. These results are named as KERs (Key Exploitable Results). This classification will be made according to the commercial potential of the own result or due to if it has dependencies between different partners involved during its development.

Once identified the KERs of OPENTUNITY are identified, the consortium will start to follow the methodology developed by SSERR (which has been promoted by the European Commission) that will be followed (and adapted to the particularities of OPENTUNITY) until the end of the project.

The **first step** of this methodology is to complete a KER repository with the following information per KER:

- ID Number of the KER.
- Name of the KER.
- Leader.
- Short Description.
- Nature of the Result.
- Other organizations directly contributing to its development.
- Background needed to use this foreground.
- Rights to use the foreground.
- Other components (mainly other KERs) to use this Foreground.
- Priority.
- Timing to start the exploitation process.

The **second step** is to ask the end users of the project which of the KER they will be interested in at the end of the project and their boundary conditions. For that, they will also complete another template. Thus, the consortium has all the dependencies between the different partners after the end of the project (relevant for the IPR management).

For facilitating the understanding of those dependencies to an OPENTUNITY external, the consortium will also create simple *Business dependency diagrams* for easily visualizing them and the possible joints strategies to exploit the results.

The **third step** is to characterize the KERs: To extensively describe each KER explaining, for example, how other partners contributed to its development, the innovativeness introduced, source of financing, etc.

The **fourth step** is the definition of the KER priority map: To build a map showing the potential risks of commercializing a KER and the potential interventions to avoid those risks.

The **fifth and last step** is to write Memorandums of Understanding (MoU) between the partners for KERs involving more than one partner or KERs which the End-Users are interested in. This MoU will

include the relevant information for also understanding their joint exploitation strategy (relying on the second step). This step will also be valuable for the D8.6.

During the implementation of these steps, the Consortium will study the possibility of asking for the support of the META group.

All the findings and work performed within Task 9.5 will be led by ETRA and reported in D9.2 "Plan for Exploitation and Dissemination of Results (v2)" together with an update of the Individual exploitation plans of each partner.

These exploitation activities, apart from being supported by the Dissemination activities, will be complemented by Task 7.3 "Market transferability assessment" led by JR and starting in M37.

9 Conclusions

The PDCER is a plan that outlines how the OPENTUNITY project will disseminate, communicate, and exploit its results. All project partners will participate in sharing their knowledge and learnings about the project in their respective countries and across Europe. The PDCER specifies which messages, channels, tools, and actions will be used to disseminate and communicate with specific audiences at the appropriate times. It also includes the corporate identity to present OPENTUNITY to the public and the publication procedure that give guidelines internally following the lines dictated by the European Commission.

The plan will be implemented throughout the project's duration and reviewed, evaluated, and updated internally on an annual basis. Future updates to the PDCER will include concrete communication and dissemination actions that will take place after the project's lifetime.

The deliverable's final chapter outlines the methodology for exploiting the project's results following META methodology.

10 References and acronyms

10.1 References

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10.2 Acronyms

AEM	AZIENDA ELETTRICA DI MASSAGNO (AEM) SA
AI	Artificial Intelligence
AMIBIT	AMIBIT, ENERGETSKI SISTEMI, D.O.O.
AVANTCAR	AVANT CAR POSLOVNI INZENIRING D.O.O.O. O
BSA	BLUE SUN AUTOMATION LIMITED

CA	Consortium Agreement
CHP	Combined Heat and Power
CINEA	European Climate, Infrastructure and Environment Executive Agency
D	Deliverable
D&E	Dissemination and Exploitation
DA	Description of Action
DCOM	Dissemination and Communication Manager
DSOs	Distribution System Operators
EC	European Commission
EL	ELEKTRO LJUBLJANA PODJETJE ZADISTRIBUCIJO ELEKTRICNE ENERGIJE D.D.
EP	ELEKTRO PRIMORSKA, PODJETJE ZA DISTRIBUCIJO ELEKTRICNE ENERGIJE D.D.
ESCO	Energy Service Companies
ETRA	ETRA INVESTIGACION Y DESARROLLO SA
EU	European Union
EWf	ENERGY WEB DEVHUB GMBH
EYPESA	ESTABANELL Y PAHISA ENERGIA SA
HEDNO	DIACHEIRISTIS ELLINIKOU DIKTYOU DIANOMIS ELEKTRIKIS ENERGEIAS AE
HIVE	HIVE POWER SA
HRB	Horizon Results Booster
HRB	Horizon Results Booster
HYP	HYPERTech KENTRO EPISTIMONIKON KAI TECHNOLOGIKON EREVNON AEIFORIAS ASTIKI MI KERDOSKOPIKI ETAIREIA
ICCS	INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS
ICT	Information and Communication Technology
IMPULSA	ESTABANELL Y PAHISA IMPULSA
IoT	Internet of Things
IP	Intellectual Property
IPR	Intellectual Property Rights
IPTO	INDEPENDENT POWER TRANSMISSION OPERATOR SA
JR	JOANNEUM RESEARCH FORSCHUNGSGESELLSCHAFT MBH

KER	Key Exploitable Result
KPIs	Key Performance Indicators
M	Month
MEPs	Members of the European Parliament
NA	Not Available
NODES	NODES AS
OEM	Original Equipment Manufacturer
PC	Project Coordinator
PDCER	Dissemination, Communication and Exploitation of Results
R&I	Research and Innovation
RES	Renewable Energy Sources
SETUP	KOLEKTOR SETUP, STORITVE ENERGETSKEGA UPRAVLJANJA, D.O.O.
SG	Stakeholder Group
SMEs	Small and medium-sized enterprises
SSERR	Support Services for Exploitation of Research Results
STEM	Science, Technology, Engineering and Mathematics
SUPSI	SCUOLA UNIVERSITARIA PROFESSIONALE DELLA SVIZZERA ITALIANA
TSOs	Transmission System Operators
UL	UNIVERZA V LJUBLJANI
UNE	ASOCIACION ESPANOLA DE NORMALIZACION
WGs	Working Groups
WP	Work Package

Table 22 – List of acronyms

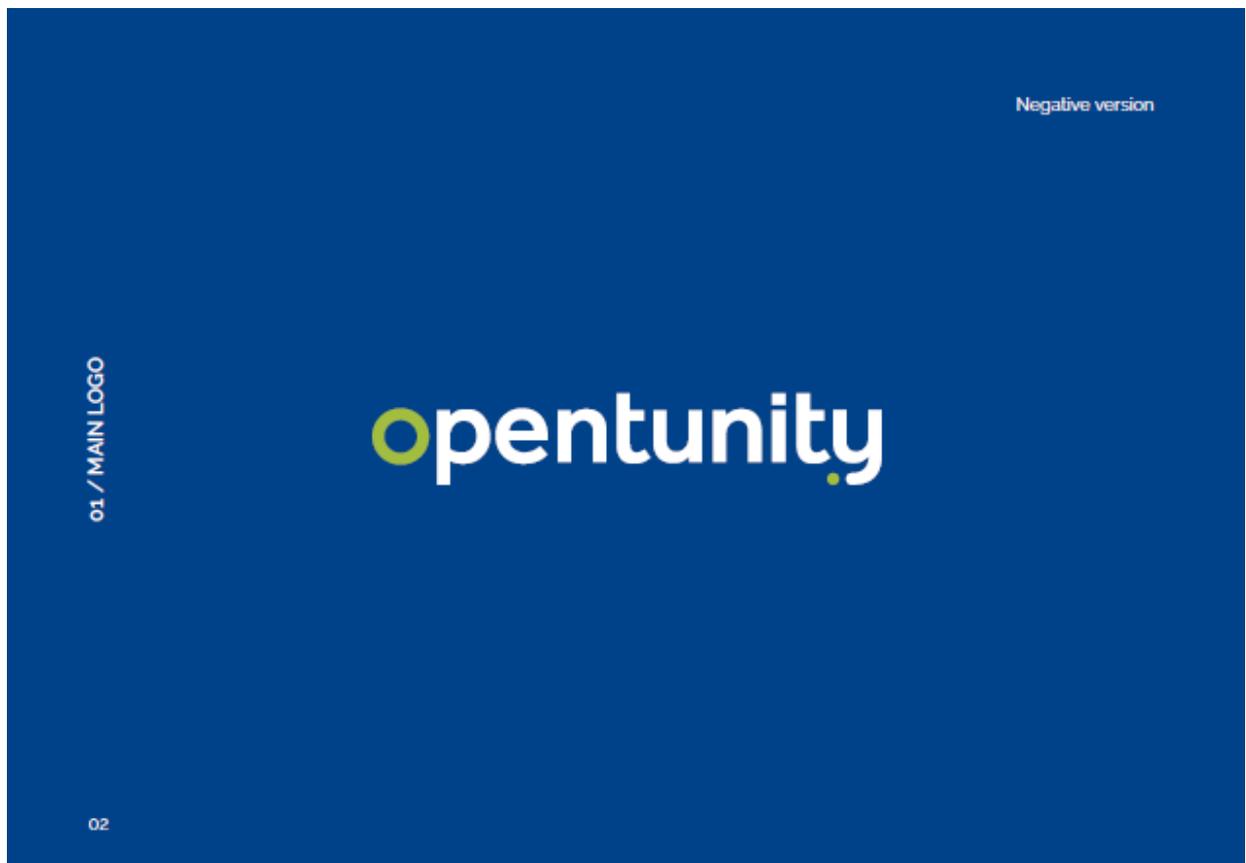
11 Annex 1 – Brand Book

opentunity | BRAND BOOK 2023

00 / INDEX

MAIN LOGO 02
SECONDARY LOGO 06
ISOTYPE 09
COLOR PALETTE 12
FONTS 14

01



Positive version

01 / MAIN LOGO



opentunity

03

Proportions and reducibility

01 / MAIN LOGO



opentunity
Minimum size: 25 mm

04

Incorrect uses

01 / MAIN LOGO

~~opentunity~~

*Do not use non-corporate colors or chromatic versions that do not correspond to those specified in this brand book.

~~opentunity~~

*Do not deform.

~~open
tunity~~

*Do not distort or alter the proportions of the logo.

~~opentunity~~

*Do not use the written word as a logo (even with the corporate typography).

05

Negative version

02 / SECONDARY LOGO

open
tunity

06

Positive version

02 / SECONDARY LOGO



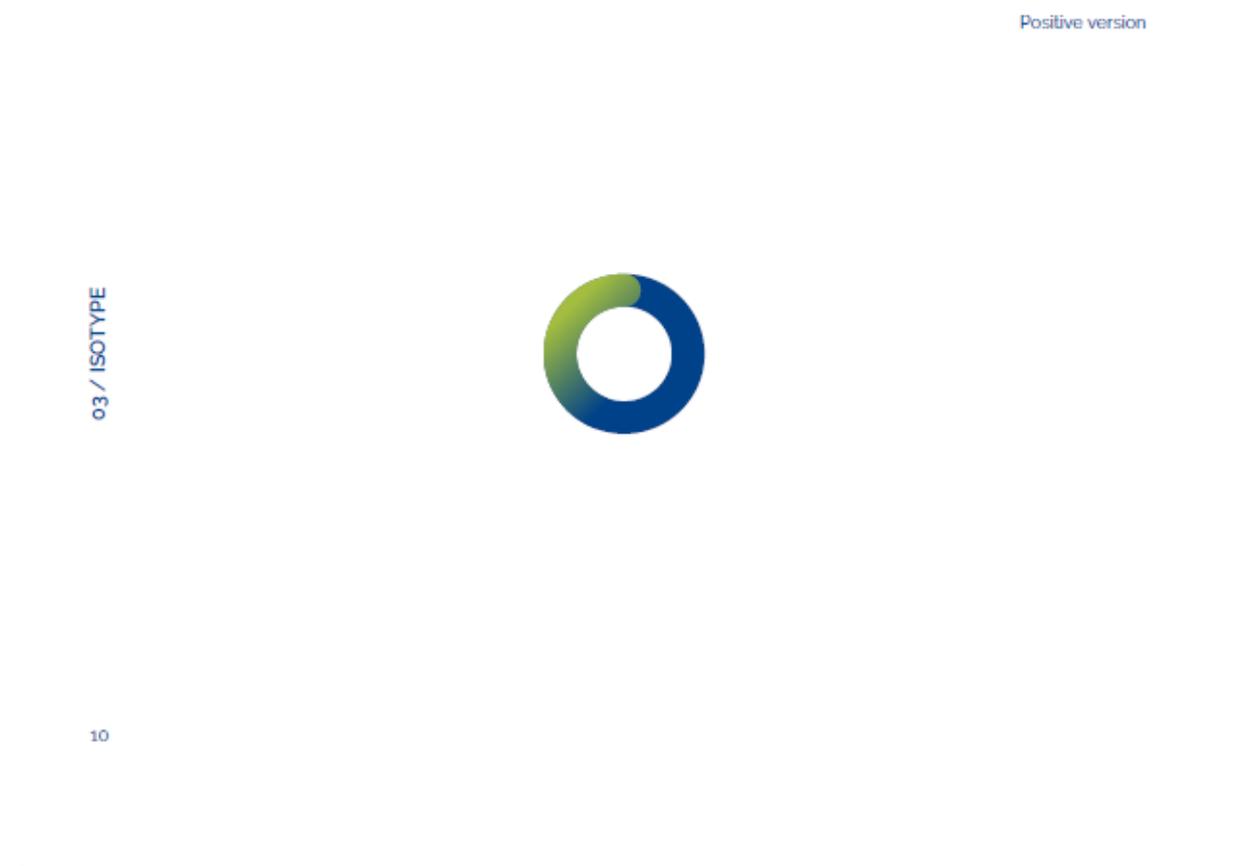
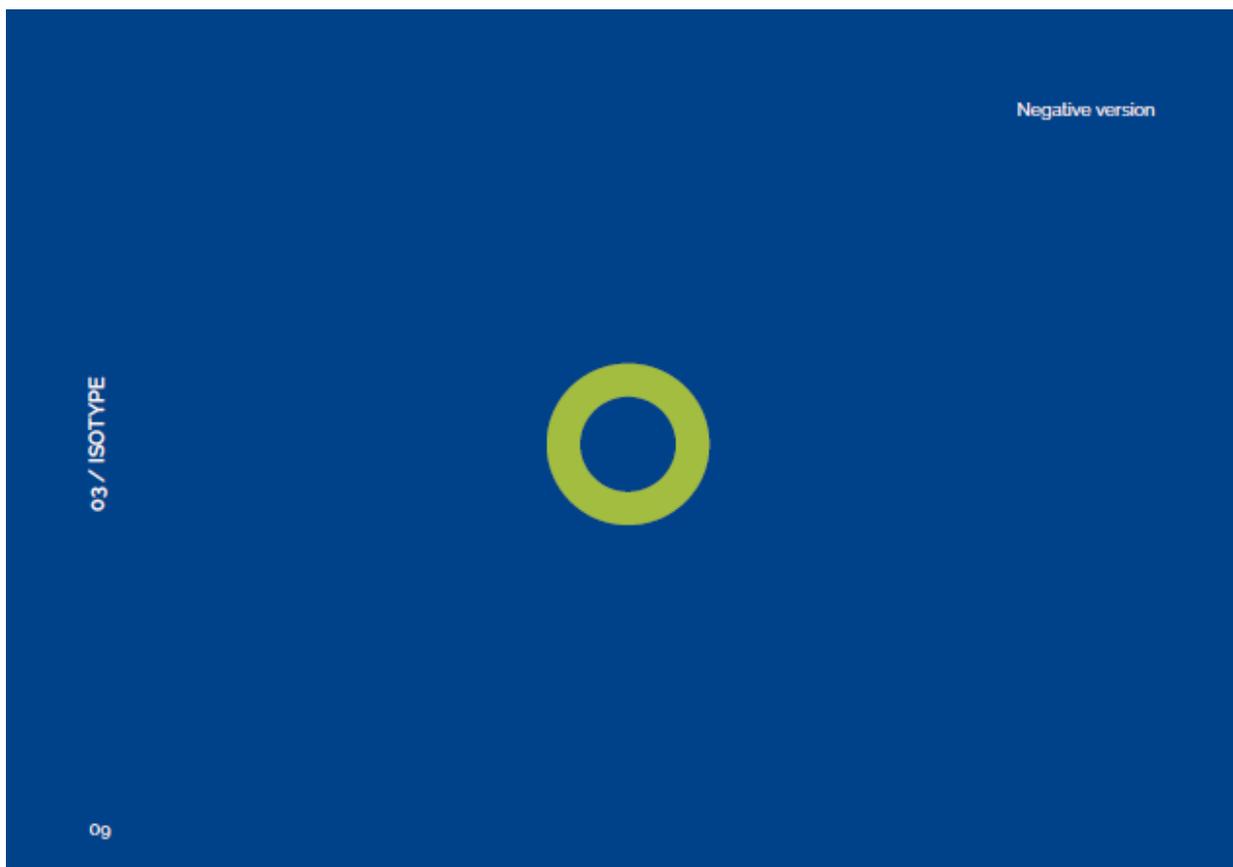
07

Proportions and reducibility

02 / SECONDARY LOGO



08



Applications

opentunity

Preferred version

03 / ISOTYPE

open
tunity

Reduced version



Favicon web
Minimum size: 5 mm

11

04 / COLOR PALETTE

PANTONE 180
C100 M72 Y0 K18
R0 G43 127
#002B7F

PANTONE 375C
C50 M1 Y96 K0
R162 G189 163
#A2BD3F

#FFFFFF

12

04 / COLOR PALETTE



opportunity



opportunity



opportunity

13

05 / FONTS

Raleway light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

14

12 Annex 2 – Dissemination Action Plan

	YEAR MONTH	2023												2024												2025												2026											
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Events, public relations	Responsible	Audience																																															
Organisation of events	ALL	ALL																																															
Organisation of webinars	ETRA, product leaders	A,B,C,D,E																																															
Organisation of workshops	ALL	A,B,C,D,E																																															
Participate in external meetings, seminars and conferences	ALL	ALL																																															
Public relations	ALL	A,B,C,D,E,F																																															
Exchange activities with related projects and initiatives	ALL	A,B,C,D,E																																															
BRIDGE participation	ALL	E																																															
Actions/Tools	Responsible	Audience																																															
Project website launched	ETRA	ALL																																															
Content creation for the website	ETRA + ALL	ALL																																															
Design corporate identity	ETRA	ALL																																															
Design brochures, roll-up and poster	ETRA	ALL																																															
Design infographics	ETRA	ALL																																															
Design factsheets	ETRA	A,B,C,D,E,F																																															
Develop Handbook lessons learnt		A,B,C,D,E,F																																															
Update of dissemination materiales	ETRA	ALL																																															
Produce introduction video	ETRA	ALL																																															
Produce short videos	ALL	ALL																																															
Elaborate and distribute newsletters	ETRA	ALL																																															
Create and publish press releases	ETRA + ALL	ALL																																															
Publish scientific publications	ALL	A,B,C,D,E																																															
Public deliverables	ALL	A,B,C,D,E																																															
Launch social networks	ETRA	ALL																																															
Release scientific publications	ALL	A,B,C,D,E																																															
D8.1 Plan for Dissemination, Communication and Exploitation of Results	ETRA	A,B,C,D,E																																															
D8.2 Dissemination and Communication activities Report (v1)	ETRA	A,B,C,D,E																																															
D8.3 Dissemination and Communication activities Report (v2)	ETRA	A,B,C,D,E																																															
D8.4 Dissemination and Communication activities Report (v3)	ETRA	A,B,C,D,E																																															

14 Annex 4 – Summary of the dissemination and communication actions

ACTION/TOOL	Goal	Main Audience	Message	Type of content	Content producers	Time (months)	Dissemination action/tool?	Communication action/tool?	Exploitation action/tool?
Website	Gather all public information and news of OPENTUNITY	All	Information about the project itself, benefits, impact, results, events, documents, news, reports, and articles related.	Texts, reports, documents, news, events, videos, promotional materials, images.	ETRA with partners contributions.	4- 48	Yes	Yes	yes
Promotional material	Explain different project aspects in a shortest and more appealing way.	All	Information about the project itself, products, pilots, impacts, and benefits.	Brochure, poster, roll-ups, videos, presentations, infographics, factsheets, handbook lessons learnt.	ETRA, products leaders and pilots.	4- 48	Yes	Yes	es
Twitter	To promote the project, its results and developments, events, and its partnership. To raise awareness.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.	News, documents, images, videos, infographics, links,	All	1-48	Yes	Yes	Yes

Deliverable 8.1 – Plan for Dissemination, Communication and Exploitation of Results

	To create a network.								
LinkedIn	To promote the project, its results and developments, events, and its partnership. To create a network. To raise awareness.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.	Images, videos, infographics, videos, links, news, documents.	All	1-48	Yes	Yes	Yes
YouTube	To gather all videos produced by OPENTUNITY.	All	Information about the project itself (facts, pilots, tools, etc.) partners interviews, news, reports, results, and benefits.	Videos.	ETRA with partners contributions.	1-48	Yes	Yes	Yes
Zenodo	To gather open access scientific publications.	A, B, C, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-48	Yes	No	Yes
Newsletter	Regularly publication of the main activities and progresses carried out.	All	Information about the project updates, achievements, results, impact, interviews, etc.	News, outcomes, events, interviews, pictures.	ETRA with partners contributions.	1-48	Yes	Yes	Yes
Press releases	To spread the major achievements, milestones, and	All (especially	Information about the project updates, achievements,	News, outcomes, events,	ETRA with partners contributions.	1-48	Yes	Yes	Yes

	results of the project.	mass media)	results, impact, interviews, events etc.	interviews, pictures.					
Scientific publications	Publication of open access articles and op-eds on the demonstration results in key industry magazines.	A, B, C, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-48	Yes	No	Yes
Joint publications with related initiatives	To ensures the cooperation with other related Europe funded projects and entities. To create synergies and network. To share knowledge and lessons learned.	A, B, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-48	Yes	No	No
Deliverables	To provide public source of knowledge and information about the projects finds, developments results, best practices, etc.	A, B, C, D, E	Information about the project management, research, demonstrations, pilots, and results.	Research, developments, demonstrations, results, lessons learned.	All	1-48	Yes	No	Yes
Participation in events	To present OPENTUNITY in the main events	All	Information about the project itself (facts, scenarios,	Promotional materials, reports,	All	1-48	Yes	Yes	Yes

	<p>of the sector in Europe.</p> <p>To create a network.</p> <p>To promote products and benefits.</p> <p>To raise awareness.</p> <p>To promote Horizon EU programme.</p>		<p>tools, partners, etc.)</p> <p>reports, results, demonstrations, achievements, impact, and exploitation plans.</p>	<p>presentations, publications.</p>					
Organisation of events	<p>To present OPENTUNITY to a targeted audience.</p> <p>To create a network.</p> <p>To promote products and benefits.</p> <p>To raise awareness.</p> <p>To promote Horizon EU programme.</p>	All	<p>Information about the project itself (facts, scenarios, tools, partners, etc.)</p> <p>reports, results, demonstrations, achievements, impact, and exploitation plans.</p>	<p>Presentations, promotional materials, reports, publications.</p>	All	1-48	Yes	Yes	Yes
Organisation of workshops in the pilot sites	<p>To present the benefits of OPENTINIY in the pilot sites regions.</p>	All	<p>Information about the project itself (facts, scenarios, tools, partners, etc.)</p> <p>reports, results, demonstrations, achievements,</p>	<p>Presentations, promotional materials, reports, publications.</p>	Pilot sites	5-48	Yes	Yes	Yes

	To promote Horizon EU programme.		impact, and exploitation plans.						
Organisation of workshops with end-users and stakeholders	To encourage active involvement in providing requirements, assessing the impact of key outcomes, and providing relevant feedback.	A, B, C	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans	Presentations, promotional materials, reports, publications.	ETRA, product leaders, pilot sites	12-48	Yes	Yes	Yes
Organisation of joint workshops	To exchange knowledge, best practices, lessons learned, etc. among related initiatives.		Information about the project itself, reports, results, demonstrations, achievements, impact, and exploitation plans	Presentations, promotional materials, reports, publications.	All	5-48	Yes	Yes	Yes
BRIDGE actions	To ensures the cooperation with other related Europe funded projects and the EC. To create synergies and network. To share knowledge and lessons learned.	E	Information about the project research, demonstrations, and results, exploitation plans.	Research process, deliverables, results, publications, promotional material.	ETRA, UL	1-48	Yes	Yes	Yes

Deliverable 8.1 – Plan for Dissemination, Communication and Exploitation of Results

Horizon Results Booster services	To gain more impact on dissemination and communication. To reach the right target audience To ensures the cooperation with other related Europe funded projects. To create synergies and network.	A, B, C, D, E	Information about the project itself (facts, scenarios, tools, partners, etc.), tools, benefits, impact.	Promotional materials, news, videos, demonstrations, results.	ETRA	10-48	Yes	No	Yes
Public relations with	To communicate the importance of the project to the main decision makers.	A, B, C, D, E, F	Information about the project itself, pilots, demonstrations, results, achievements, impact, lessons learned and exploitation plans.	Meetings, events, promotional materials, reports.	All	1-48	Yes	No	Yes
Online campaigns	To show the benefits and expected impacts of OPENTUNITY to citizens but also to raise awareness.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Social media posts, visuals, posters, videos, presentations, infographics.	ETRA with partners contributions	6-48	Yes	Yes	Yes

	To promote Horizon EU programme.								
OPENTUNITY talks	To explore topical issues related to the Energy Transition and the achievement of the Fit for 55 package with a focus on societal considerations.	All	How the project contributes to the Energy Transition and the achievement of the Fit for 55 package.	Promotional materials, presentations, reports, videos, social media,	All	6-48	Yes	Yes	No
Women in energy promotion	To enhance the visibility of women in energy, with a focus on flexibility.	All	Promotion of the importance of the women in the energy sector and the education of girls to become the new generation.	Promotional materials, presentations, reports, videos, social media,	All	6-48	No	Yes	No
Public opinion surveys	To gather and analyze end-user needs and requirements and collaboratively develop project use cases. To raise awareness on empowering energy citizenship.	All	Promote the importance of the empowering energy citizenship.	Surveys, online campaigns, website, social media, videos.	All		Yes	Yes	Yes