



Integrated cyber-physical solutions for intelligent distribution grids with high penetration of renewables

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Deliverable 8.7

Out-reach progress and material

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2	181130		Review of draft, IMCG
3	181130	RISE draft to Project management	

Deliverable abstract

The purpose of this document is to evaluate and update the *Outreach and Communication Strategy and Plan* (Deliverable 8.5).

It presents the goals of the dissemination activities and actions that have and will be taken within the project.

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Project overview

UNITED-GRID aims to secure and optimise operation of the future intelligent distribution networks with unprecedented complexity caused by new distributed market actors along with emerging technologies such as renewable generation, energy storage, and demand resources. The project will provide integrated cyber-physical solutions, while efficiently exploiting the opportunities provided by the new actors and technologies. *The core deliverable is the UNITED-GRID tool-box that could be “plugged in” to the existing Distribution Management System (DMS) via a cross-platform for advanced energy management, grid-level control and protection.* This cross-platform allows interoperability from inverter-based DERs up to the distribution grid at the low and medium voltage levels, thus going beyond the state-of-the-art to optimise operation of the grid with real-time control solutions in a high level of automation and cyber-physical security.

The project has genuine ambitions to create impacts and to enhance the position of European member states in the development of smart grids. The core elements in this quest are:

- **Proof-of-concept and demonstration:** Developed UNITED-GRID tool-box and business models will be validated in real-life demonstration sites in Netherlands, France and Sweden which cover a majority of European market conditions. At the sites, UNITED-GRID will demonstrate the capabilities of intelligent distribution grids hosting more than 80% renewables by incorporating the advanced optimisation, control and protection tool-box, which are supported by real-time measurement systems. Such technologies with TRL in a range of 3-4 will be matured via the demonstrations up to TRL level 5-6 to address comprehensively compatibility and interoperability issues.
- **Pathways:** Upon request by directly involved stakeholders such as distribution system operators (DSOs), energy suppliers, UNITED-GRID will develop pathways that will step-by-step guide in the transition from the passive distribution grids of today to the active and intelligent distribution grids of tomorrow. The pathways incorporate technical as well as non-technical considerations such as cost-benefit, investments, business models, end-user privacy and acceptance.
- **Use and deployment:** UNITED-GRID will nourish and firmly support the utilisation and exploitation of technologies, tools, and services in distribution grids by integrating the inherent innovation chain of the partners and their networks with EU such as KIC InnoEnergy and SSERR.

Consortium



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1 Introduction

The main goal for the outreach and communications activities is to raise awareness of the project in order to make UNITED-GRID a successful project that firmly supports the utilisation and exploitation of technologies, tools and services to reach market and societal impact within 5 years.

This is being carried out using a wide range of communication channels and materials and in addition arrange and partake in workshops and conferences with stakeholders, customers, partners and communities related to smart grids and energy systems.

2 Project's identity and profile

The project's visual profile and logo has been set up and are used throughout the project in all channels for communication, such as website, deliverables, presentations, newsletters, social media and video.

Templates for Word, PowerPoint, InDesign and video are available for the project partners. An *Outreach and Communication Strategy and Plan* was delivered at the beginning of the project (Deliverable 8.5). The main goal of the *Outreach and Communication Strategy and Plan* is to raise awareness of the project's activities, knowledge and solutions in the project's target groups.

3 Target groups

There are three main target groups for the project, as defined in the *Outreach and Communication Strategy*;

The **core target** is constituted by the European Commission and the direct beneficiaries of the project and the in-kind providers.

Prime targets include those who are indirectly affected by the project, such as non-participating Distribution System Operators (DSOs), aggregators, service providers, Transmission System Operators, energy suppliers, manufacturers, standardization bodies, ISGAN, the scientific community and innovation support providers.

The **secondary targets** include all end users of electricity distributed with smart grids.

These groups have different needs when it comes to information of what is being developed within the project. Information about the activities are therefore customized to the different target groups in order to support the utilisation and exploitation of technologies, tools and services. The overall goal is to make the solutions reach the market and have societal impact within 5 years.

4 Internal communication

An internal communications hub has been established. It focuses on practical work to optimize dissemination. The project also uses Skype for internal meetings on a regular basis. The work packages organize their communication through physical meetings, teleconferences and e-mail.

5 Website

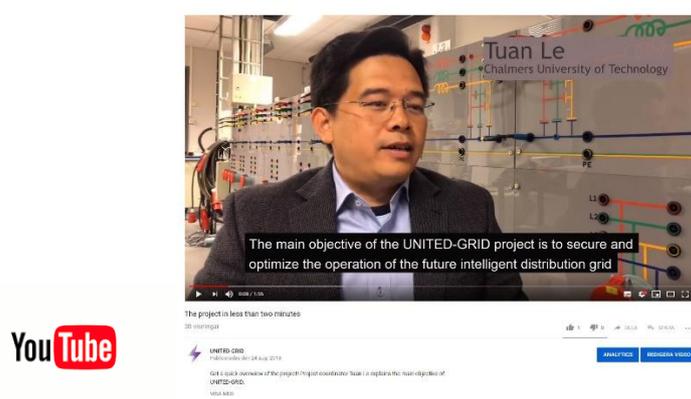
The domain <http://united-grid.eu> was registered and the website structure was built in M2. The project is being presented throughout different pages on the website: Start, About, Project partners, Presentation of all the work packages, Events, News etc.

News from the project are being published continuously in the newsfeed with the goal to reach stakeholders, the scientific community and a wider audience. A feed on the start page is linked to the projects Twitter account. The website emphasizes on the priority communication messages which are environmental, technical and business solutions that are of interest for the different target groups.

Public reports, articles etc will be linked or available for download (starting M12).

6 Video

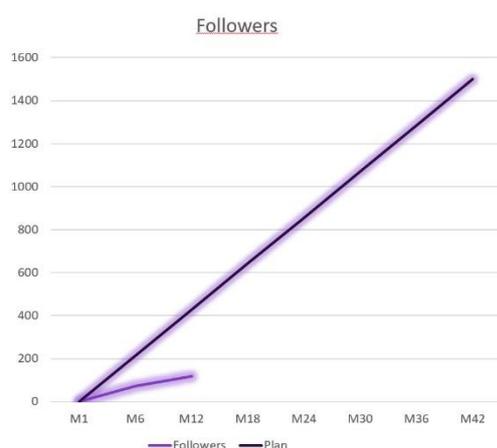
Video clips are being published throughout the project's time to make the solutions more understandable and attractive to the market actors. The first video, with information about the overall objectives of the project, was published in M9.



7 Social media presence

The presence in social media should make it easier to network and share news, results and publications. It also creates awareness and makes it easier for relevant actors to contact relevant partners in the project.

The UNITED-GRID project's social media accounts have been set up during M1-3. ([LinkedIn](#), [Twitter](#), [Youtube](#), [Facebook](#)). News published on the website have also been published in the social media channels. The number of followers on social media is increasing, but the number of followers need to increase at a higher pace to reach the overall goal of more than 1500 followers by the end of the project (M42). WP8 and the communication manager have addressed this to the project coordinator and directly to partners in the project. We have come to an agreement that all project partners will take action. That means that they will both be more active and that they will contribute with content to the overall dissemination.



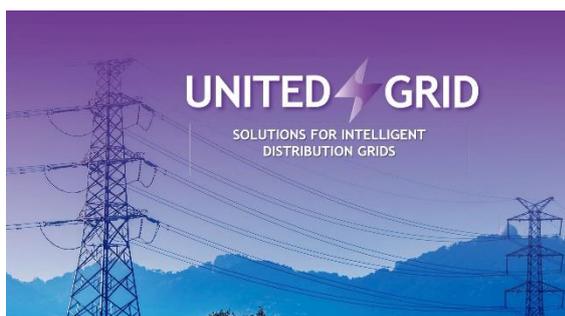
8 Newsletter and communication materials

The UNITED-GRID [Newsletter](#) is a tool to keep in touch with the stakeholders during the project lifetime. The newsletter links to the website and to relevant posts and publications from project partners, connected projects, the EU's research programmes, industrial stakeholders and non-scientific news media. The Newsletter opt-in service could be found on the UNITED-GRID website and has also been spread in the social media channels and by e-mail to stakeholders.

The monitoring indicator is to send out >12 issues during the project's duration. Two issues of the newsletters have been sent out during the first 12 months of the project.

A poster has been produced and is available in the internal communications hub. A leaflet and roll-up will be produced on demand.

General and more specific PowerPoint slides have been produced to be used in presentations and are available to the project partners in internal communications hub.



9 Articles in scientific publications, professional journals and news media

Articles in international peer-reviewed journals will be the main channel for scientific communication. UNITED-GRID has an overall goal of disseminate non-confidential knowledge produced by the project to support further development and future exploitation.

The number of the papers that should be accepted per year is >16. The number of citations should be >1200. The project management is coordinating this via the internal communication hub. Up to M12 there has been no scientific publications.

Publications in news media will be promoted by press releases, press conferences and other press material.

10 Conferences, meetings and workshops

Fares, events, conferences, delegation visits and workshops are important arenas for reaching out to stakeholders and citizens.

Three members of the UNITED-GRID team attended the H2020 Smart Grids and Storage projects clustering workshop in Brussels in October 2018. The workshop was organized and hosted by Innovation and Networks Executive Agency (INEA), European Commission and 26 different H2020 projects took part.

The participants identified other projects within H2020 that UNITED-GRID can collaborate with.

11 Summary

The UNITED-GRID communications channels are now established and information and news from the project are being disseminated. The amount of news and postings on social media is increasing as a result of the work being done in the different work packages. There is wide range of channels to disseminate through and information is being customized to different target groups.

To reach the primary target group (for example DSOs) more activity is needed from the project partners. WP8 and the communication manager have addressed this to the project coordinator and directly to partners in the project. We have come to an agreement that all project partners will take action.