HEDGE-IoT

Holistic approach towards Empowerment of the Digitalization of the Energy Ecosystem through adoption of IoT solutions

D7.1 Communication and Dissemination Plan

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DOCUMENT CONTROL SHEET

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24	INDEPENDENT POWER TRANSMISSION OPERATOR SA	IPTO	EL
25	ELLINIKO HRIMATISTIRIO ENERGEIAS	HENEX	EL
26	HARDWARE AND SOFTWARE ENGINEERING EPE	HSE	EL
27	QUE TECHNOLOGIES KEFALAIOUCHIKI ETAIREIA	QUE	EL
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31	VOLKERWESSELS ICITY B.V.	VWICI	NL
32	ARNHEMS BUITEN BV	AB	NL
33	STICHTING VU	VU	NL
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35	REN - REDE ELECTRICA NACIONAL SA	REN	PT
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EXECUTIVE SUMMARY

Deliverable 7.1 presents the HEDGE-IoT Communication and Dissemination Plan, which outlines the tools, channels, and activities to be used throughout the project. It aims to ensure high visibility and maximise the HEDGE-IoT impact, as well as reach the relevant target groups. Plus, it will ensure a consistent visual representation of the HEDGE-IoT project, and actively engage and encourage involved stakeholders.

The Communication and Dissemination Plan (CDP) includes a clear distinction between dissemination and communication activities, with communication consisting of strategic measures to promote project activities to a wider audience and dissemination focusing on public disclosure of project results.

More specifically, the CDP follows a thorough process, starting by identifying HEDGE-IoT Target Groups and formulating overall the guiding principles and methods to be applied to the activities. The CDP also covers the criteria and methodology which will ensure its success with the monitoring, evaluation and reporting processes.

The communication strategy consists of identifying key activities and using relevant channels and tools to maximise visibility and outreach. A consistent visual identity, applied to a diverse range of online channels, physical materials and other communication methods is crucial to keep recognizability during the project's lifetime.

The dissemination strategy will focus on activities to transfer knowledge and results generated by the project, to maximise HEDGE-IoT's impact near relevant stakeholders and the public, in general. Concerted participation in technical events and initiatives and publishing in scientific journals are the main activities.

The CDP concludes with the partner roles and responsibilities, to ensure that each consortium member can reference and identify their responsibilities for a successful communication and dissemination campaign of HEDGE-IoT.

Finally, this document will be revisited in regular intervals and updated, if necessary, to ensure impactful communication and effective dissemination throughout the project.

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ABBREVIATIONS

AI	Artificial Intelligence
AIOTI	Alliance for the Internet of Things Innovation
CA	Consortium Agreement
CD	Communication and Dissemination
CDP	Communication and Dissemination Plan
D	Deliverable
DoEAP	Digitalisation of Energy Action Plan
DSO	Distribution System Operator
EC	European Commission
EU	European Union
FAIR	Findable, Accessible, Interoperable, Reusable
GA	Grant Agreement
GDPR	General Data Protection Regulation
IDSA	International Data Spaces Association
IEEE	Institute of Electrical and Electronics Engineers
IoT	Internet of Things
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
ML	Machine Learning
OC	Open Call
RES	Renewable Energy Sources
SME	Small and Medium Enterprise
T	Task
TSO	Transmission System Operator
WP	Work Package

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1. INTRODUCTION

1.1. BACKGROUND AND AIM

During the latest years, strategic European Union (EU) initiatives such as the European Green Deal and REPowerEU aimed to tackle the climate crisis, to ensure energy independence and to guarantee affordable access to energy for all. The transition towards cleaner and more sustainable energy sources can mitigate the risk of instrumentalization towards political coercion. Achieving such goals requires the sustainable transformation and digitalization of the energy system infrastructure, towards enabling greater utilisation and integration of Renewable Energy Sources (RES), and in unleashing and exploiting the flexibility potential in RES-dominated energy systems.

The EU's visions of reducing greenhouse gas emissions by 55%, aspiring for zero GHG by 2050 and reaching a share of 45% renewables in 2030, are best met by the expedition of the digital transformation of a data-sharing framework that will enable more than 580 GW of flexible energy resources which will fully utilise digital solutions, by 2050. To support the increasing share of RES in a more decentralised system and to cope with such large-scale challenges that require upgradable, cutting-edge Internet of Things (IoT) technologies, the European Commission promoted the Digitalisation of Energy Action Plan (DoEAP)[1], which nurtures the concept of Energy Data Spaces, introducing best practices for energy data-sharing, that in turn encourage interoperability, support for the development of unifying industry standards and data-driven innovations, and generates an efficient and competitive market for emerging cyber-secure data-exchange applications and services. To complement this plan, the Data Act regulation scheme was proposed to pave the path of the EU's Digital Decade, to empower businesses and people through a series of digital solutions, building on a common European cloud-edge infrastructure and to establish a series of targets over a harmonised framework for industrial, non-personal data pooling, processing, and sharing in the EU.

Moreover, on March 13th 2024, the European Parliament approved the Artificial Intelligence (AI) Act[2] and raised the political commitment to create a protective layer of rules so that any data-driven collaborations established in the Cloud/Edge continuum will be safe, transparent, and trustworthy, thus boosting business/consumer/prosumer confidence, encouraging innovation, fostering fair competition, and promoting internal cooperation and interoperability. The AI Act is expected to enter in force in May 2024.

HEDGE-IoT proposes a novel Digital Framework which aims to deploy IoT assets at different levels of the energy system (from behind-the-meter, up to the TSO level), to add intelligence to the edge and cloud layers through advanced AI/ML tools and to bridge the cloud/edge continuum introducing federated applications governed by advanced computational orchestration solutions. The HEDGE-IoT Framework will upgrade the RES-hosting capacity of the energy systems, unleash a previously

[1] https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13141-Digitalising-the-energy-sector-EU-action-plan_en
[2] https://www.europarl.europa.eu/topics/en/article/20230601STO93804/eu-ai-act-first-regulation-on-artificial-intelligence

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untapped flexibility potential, leveraging on IoT solutions and will increase the resilience of the grid towards the digitalisation of the energy sector, and the advancements in IoT standardisation.

Deliverable 7.1 introduces the HEDGE-IoT Communication and Dissemination Plan (CDP), which is a living document that outlines the tools, channels, and activities to be used throughout the entire project to ensure a consistent visual representation of the HEDGE-IoT both internally and externally. The overall goal of Communication and Dissemination (CD) activities is to raise and enhance awareness of the project activities and to publicly disclose the results within EU Member States and wider.

The plan includes the overall project communication strategy to be used by the consortium as a reference guide, including the HEDGE-IoT project brand identity, communication materials, the online presence strategy, and a dedicated plan for our main target audiences to get their involvement in the project. Communication activities consist of strategic measures to inform and promote the project activities, actions, and results to a wider audience, showcasing the impact and benefits of HEDGE-IoT project.

It also outlines the activities for a successful dissemination strategy, that aims to ensure that the project's advancements are widely diffused to the intended targeted audiences with appropriate mechanisms in a timely manner. This includes activities that promote the alignment and synchronisation with European relevant initiatives and projects, aiming to build links, networks, and clusters, with special emphasis on the project contributions to BRIDGE initiative, Alliance for the Internet of Things Innovation (AIOTI) and Data Spaces Support Centre.

1.2. STRUCTURE OF THE DELIVERABLE

This deliverable consists of the following sections:

- Chapter 1: The first chapter provides a brief introduction to the HEDGE-IoT project and the main objectives of this deliverable.
- Chapter 2: This chapter introduces the main objectives of dissemination and communication activities as well as the methodology and approach used in designing the Dissemination and Communication Plan.
- Chapter 3: The third chapter offers an overview of the HEDGE-IoT Communication Strategy with a detailed description of the project's visual identity and the channels and tools to be used. It also details networking and liaison activities with other initiatives.
- Chapter 4: In this chapter, the HEDGE-IoT dissemination strategy is presented, alongside the expected outputs to be disseminated and the engagement strategy.
- Chapter 5: This chapter focuses on HEDGE-IoT partners' roles and their individual plans.
- Chapter 6: This chapter concludes on the importance of this document and upcoming activities.
- Appendix: A list with all HEDGE-IoT Communication and Dissemination Key Performance Indicators (KPIs)

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The strategy and plan of Communication and Dissemination will be continually monitored and reported during the project, and it can be updated if necessary.

1.3. SYNERGIES WITH OTHER TASKS AND DELIVERABLES

Deliverable D7.1 is cross-connected with all Work Packages (WPs) and all partners participating in HEDGE-IoT. Therefore, important content and findings made in other WPs are to be used and relied upon to update the strategies in this document and draft the final version.

The connection between task T7.1 – "Communication and dissemination plan" and Deliverable 7.1 as its output is clear and heavily supported by the rest of the WP7. Plus, WP7 is strongly connected with:

- WP1 - Project management and administration. This WP will ensure general, technical and scientific coordination of HEDGE-IoT, therefore needing to ensure proper synergies and dissemination of results in the EC community.
- WP2 – "Stakeholders Requirements and System Specifications", WP3 – "Technological Enablers Specification, Design and Development" and WP4 – "Digital Interoperability Framework and Integrated Solution". Partners contributing to these WPs will disseminate the results in the technical community, through Conferences, technical meetings and scientific publications.
- WP5 – "Demonstration Across Technologies and Scenarios". In this WP, partners will reach out to the specific stakeholders to implement the different Demo's and report on results.
- WP6 – "Impact Outreach and Replication/Scalability". CD will be relevant to communicate the Open Calls and to engage third parties to participate, particularly SMEs/Startups. Events, workshops and interviews are included to ensure scalability and replicability at EU Level.
- WP7 – "Dissemination, Exploitation, Standardization". CD activities are at the centre of the WP. Alongside with identifying concrete communication and dissemination activities, WP7 also focuses on exploitation and standardisation activities and liaison with other EU funded projects and partnerships, for which the target group definition and communication strategy is essential.

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2. COMMUNICATION AND DISSEMINATION PLAN

2.1. OBJECTIVES OF COMMUNICATION AND DISSEMINATION ACTIVITIES

Dissemination and communication represent horizontal activities being delivered during the project lifetime to a range of existing and/or potential audiences. Nonetheless, these activities should have an effect beyond the project timeline, as the practical experience and guidance emerging from the project's result will be of relevance to a wider-than-project group of stakeholders, within the EC and beyond EU Member States.

Communication activities aim at promoting the action and its results to multiple audiences, including the media and the broad public. The objective of communicating the project's results is not only to show the impact and benefits of EU-funded activities but also to address and provide possible solutions to fundamental societal challenges.

These activities will be strategically planned, starting from the outset of the action and continuing throughout its entire lifetime. Clear channels of communication between the project partners themselves as well as with a broader community will play a crucial role in the success of the project.

Dissemination activities aim to publicly disclose results to enable others to understand and use them. The audience targeted for these activities typically takes an interest in the potential use of the results, such as scientific community, industrial and technical partners or policymakers.

HEDGE-IoT dissemination and communication efforts are inextricably connected and stem from the project objectives and the respective Key Performance Indicators (KPIs). To ensure compliance with the project objectives and its KPIs, the CDP aims at promoting the HEDGE-IoT project and the work of its partners and stakeholders involved.

Key stakeholders for the project's exploitation and market uptake are engaged and actively participating in the various project's implementation phases. The project's Consortium aims to implement an intensive, yet clear, strategy and conduct effective dissemination, communication, and exploitation activities from the very early stages of the project's implementation.

2.2. HEDGE-IOT TARGET GROUPS

To maximise the impact through communication and dissemination, one of the first steps is to identify and classify which stakeholders HEDGE-IoT will address. The aim is to structure the right messages and select the right communication tools and channels, analyse the power structure to adapt HEDGE-IoT approach as well as the overall accessibility of certain stakeholders (e.g., policy makers).

An initial list of these target groups for HEDGE-IoT and the benefits are:

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Target Groups	Benefits
Power Network Operators (DSOs, TSOs)	– Opportunities for improved grid planning, operation and flexibility due to optimised utilisation of data-exchange and analysis technologies; – Increase security and resiliency of electricity supply; – Optimal future energy-mix planning based on multi-energy vectors synergy and electrification of everything scenario; – Increase of RES share; – Enhance tools for improving equipment efficiency, interoperability, O&M, life extension.
Energy service providers	– Integration of IoT technologies and data-exchange to offer energy services at lowest energy costs; – Optimisation of equipment to serve internal and external needs.
Energy Retailers & Suppliers, Utilities	– Opportunity for delivering energy monitoring services or profiling/energy advice services to individual/business consumers by leveraging energy consumption data and locational information sharing made available by regulated stakeholders; – New business models at the interplay with asset owners, aggregators; optimisation of energy trade and ability to provide large-scale capacity on demand; – Absorption of excess power in markets.
Energy Customers	– Non-discriminatory access to energy consumption data; – Multi-dimensional financial and social incentives for valuing participation; – Seamless access to consumption data and enhanced data protection & privacy; – Energy poverty mitigation, energy bill reduction, new income streams, supply security improvement, power quality improvement, etc.
Regulators	– Opportunities for regulators for reducing risk from potential market failures and business models immaturity based on accurate data analysis and reporting; – Need for GDPR/privacy compliance monitoring against trusted data and sovereign data exchange and Data Usage Policies. Real-life knowledge on new business cases for energy behaviour and users acceptance as a valuable input for developing new regulations accordingly.
General audience	– Awareness about the project, objectives, results and impact. – Providing valuable insights into the IoT technology and its applications, helping the audience understand how IoT can improve various aspects of daily life; – Facilitating networking and collaboration opportunities for individuals interested in IoT, connecting them with experts, researchers, and industry professionals in the field.

Table 1 – HEDGE-IoT Target Groups

If needed, the list of target audiences will be reviewed and updated during the project's progress under dissemination activities by all the partners and the next deliverables.

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2.3. PRINCIPLES AND METHODS

HEDGE-IoT CDP is executed through close interaction among all consortium members to create not only a multiplier effect on identified and engaged relevant stakeholders but also to reach potential end-users of HEDGE-IoT outputs and results.

To expand the reach of the HEDGE-IoT findings it is of great importance to perform CD activities in accordance with the principles of simplicity and consistency. These principles apply to the project outlook, materials, as well as interactions tailored to the project's target audience – at the right time – in the right environment.

Furthermore, to achieve more meaningful and worthwhile interactions with different target audiences, a set of additional general principles has been adopted and oriented towards the long-term sustainability of the project:

- Long-term relationship building and raising confidence and trust. HEDGE-IoT will build recognition and cultivate trust in its ecosystem by leveraging sector-specific expertise and experience to reach and engage HEDGE-IoT's target audiences.
- Individualised and multi-channel communication. HEDGE-IoT will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalised messages, across various topics important to identified ecosystem stakeholders.

Taking the above principles into consideration, HEDGE-IoT communication and dissemination strategy will be a setup of activities classified on three different levels, depending on the type of action:

- **Dissemination for awareness** is aimed at the general public and at those stakeholders that should be aware of the work of HEDGE-IoT but do not require detailed knowledge of the project.
- **Dissemination for understanding** targets specific audiences and those stakeholders that may benefit from HEDGE-IoT results but are not directly involved in the project.
- **Dissemination for action** refers to a change of practice resulting from the adoption of the technologies, standards or methods. The specific audience here will be stakeholders to be clearly identified among the target audience directly affected by HEDGE-IoT project and its outcomes.

For the project CD strategy to work, it is essential to understand the profile and features of both the targeted stakeholders and the implementing partners, that act as first use-cases. Having in mind the specific target groups and the wider audience that the project wants to reach, project channels, language and messages must be adequate and adapted between different groups.

The CDP puts a particular focus on language accessibility by avoiding technical language and terminology, where possible, to make HEDGE-IoT findings and overall work available and understandable to a wider audience. It will also focus on gender issues, having in mind the power of language to shape and influence social norms. For that purpose, the language used in the CD

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materials of HEDGE-IoT avoids gender stereotypes by being proactive and gender inclusive in the selection of images to be used in project materials and website.

The following table lays down the key activities and critical questions that should be considered to increase communication effectiveness, and that are the core of this CDP.

Activity	Type	Section
Targeting	Who is our target audience? What is our message? Why are you sending it?	0
Tools/Methods/ Channels	How are we going to reach that audience?	3 &4
Content	What types of content does our audience find engaging? What outputs, results and activities can HEDGE-IoT offer?	3 &4
Timing	When is the right time to reach our target audience?	3 &4
Evaluation	How effective are our public outreach efforts?	2 & Appendix A

Table 2 – Critical Questions for Communication

2.3.1 Dissemination and Communication Procedures for internal and external events

As stated in Section 2.2, consortium partners must report to WP7 both the project events that they are organising and their participation in external events (e.g. external conferences, workshops etc.), in a timely and regular manner, and using the foreseen tools and channels. This will allow for follow-up of their involvement with well-designed dissemination and communication activities. If dissemination activities include any project results protected through Intellectual Property Rights (IPR), review and approval of the HEDGE-IoT coordinator and consortium representatives will be required. Additionally, as stated in the GA (Annex 5):

"The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate. Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests."

The CD procedure has been set up to:

- Produce high-quality HEDGE-IoT publications and presentations;
- Avoid overlaps and possible disclosure of restricted or confidential information;
- Monitor and record the dissemination activities of the project appropriately.

Table 3 presents a step-by-step detailed plan for events execution that every partner must follow.

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PLANNING	
– Communicate with WP7 leader (F6S) to align with the event organiser at least one month in advance – Determine event goals and objectives. – Define date and location. – Create event name and theme. – Prepare registration forms (including privacy and data protection modules). – If needed, secure event suppliers (e.g., photographer/videographer, catering). – If applicable, prepare printed materials to distribute. – Talk regularly with the consortium to discuss important matters. – If applicable, look for possible partnerships. – Prepare social media templates and content to use during the event.	
PROMOTION	
– Announce the event on the website. – Produce social media and blog content. – Spread the message through all partners, channels and stakeholders. – Make pre-event information available for attendees. – If applicable, write and send an event Press Release.	
DURING THE EVENT	
IN PERSON EVENT	– Double-check that the necessary components are available. – Test Wi-Fi connection. – Keep a list of attendees and check upon their arrival. – Make sure there are indications for all locations. – Ensure that all attendees and/or speakers have an updated schedule. – Keep information updated: posts on social media using diverse visuals, such as photos, videos and live streams. – Go over the social media guidelines in the intro session and ask for participants' engagement.
ONLINE EVENT	– Double-check that the necessary components are available. – Test Wi-Fi connection. – Ensure that all attendees and/or speakers have an updated schedule. – Keep information updated: posts on social media using diverse visuals, such as photos, videos and live streams.
POST-EVENT	
– Report the activity via email to F6S and in the Dissemination & Communication master sheet (Section 2.4) – Analyse what worked and where improvements can be made. – Create at least one blog post about the event. – Share event photos and publicity. – Share all material with F6S. – If applicable, publicly thank all attendees for their participation. – Post different contents and mention if there will be another event.	

TABLE 3 – EVENT COMMUNICATION GUIDELINES

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2.4. MONITORING, EVALUATION AND REPORTING

Monitoring is the continuous and systematic process carried out during the project, which will generate data and insights from the project implementation and help assess whether the Dissemination and Communication activities were carried out properly and successfully.

The achievement of KPIs (Appendix A) and the impact of the HEDGE-IoT CD activities will be monitored on an ongoing basis and reported in any relevant deliverables.

For those purposes, a monitoring system was designed to ensure proper collection of relevant CD inputs from project's partners, monitoring results and reporting on CD activities. These tools aim to provide evidence on whether the HEDGE-IoT Communication and Dissemination Plan is being implemented as initially planned and scheduled.

It will also support decision making regarding possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence.

To ensure that all CD-related activities are timely and efficiently implemented and reported, we have established several different methods and mechanisms:

2.4.1 Collecting inputs from project's partners

CD activities require constant information gathering from project beneficiaries for various purposes, such as: updating project's website, preparation of newsletter issues and blog posts, creating social media posts, gathering market-related insights, etc. Depending on the type of activity, HEDGE-IoT will use different methods for the input collection such as online spreadsheets, forms, questionnaires, interviews, etc. As part of input collection, a planning document for CD activities is shared with all consortium members, allowing them to fill it with information. HEDGE-IoT CD management team (WP7 Leaders) will keep track of the planned activities of partners, while leaving space for other ad hoc events that may occur.

2.4.2 Monitoring of CD activities

For the careful monitoring of CD activities and ensuring that we are on the right track of accomplishing the project's KPIs (Appendix A) and related milestones, the CD team will be relying on specific tools such as Google Analytics, online databases, etc.

2.4.3 Reporting processes

HEDGE-IoT will establish reliable reporting procedures on a consortium level, which allow the team to quickly gather all the relevant information from project partners, to be able to prepare detailed deliverables on the work done, in a timely manner.

An overview of the methods used for CD purposes is presented in TABLE 4.

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METHOD	DESCRIPTION	RELATED CD ACTIVITY
INPUTS' COLLECTION		
ONLINE EXCEL SPREADSHEET	A document for planning CD activities is available to all HEDGE-IoT partners. The purpose is for them to regularly update the sheet with information.	Events/Scientific outreach & publications/Networking and synergies/Policy & standardisation
GOOGLE SHEET	For planning (and monitoring) social media posts	Social media performance
MONITORING		
ONLINE KPI DISTRIBUTION EXCEL SPREADSHEET	An Excel sheet for tentative KPI distribution, both per period and per partner, is available for the whole consortium to track	All CD KPIs
GOOGLE ANALYTICS	For insight into website performance	Website performance
GOOGLE	For insight into website performance	Website performance and downloads
LINKEDIN ANALYTICS	For insight into LinkedIn performance	Social media performance
TWITTER ANALYTICS	For insight into Twitter performance	Social media performance
MAILCHIMP	For insight into Mailchimp performance	Newsletter performance
SOCIAL MEDIA PLATFORMS (LINKEDIN, YOUTUBE, TWITTER/X)	Social media pages of HEDGE-IoT partners are monitored for HEDGE-IoT -related events	Events/ Scientific outreach & publications/ Networking and synergies/ Policy & standardisation/ Videos/Blog posts/ Editorial backlinks/ Media outreach
GOOGLE SHEET	For monitoring (and planning) social media posts	Social media performance
REPORTING		
ONLINE REPORTING EXCEL SPREADSHEET	Excel sheet for consortium members to report on certain D&C activities that have occurred	Events/ Scientific outreach & publications/ Networking and synergies/ Policy & standardisation/ Videos/Blog posts/ Editorial backlinks/ Media outreach/Podcast
GOOGLE SHEET	For storing Google Analytics and Google Looker Studio reports for the purpose of website KPIs	Website performance and downloads

TABLE 4 – OVERVIEW OF THE METHODS AND MECHANISMS USED FOR CD PURPOSES

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3. HEDGE-IOT COMMUNICATION STRATEGY

HEDGE-IoT communication plan consists of proactive and well-planned communication efforts, with tailored messaging, both in terms of content and target group definition. Showcasing the impact and benefits stemming from the project, fostering networking, experience sharing and boosting the dissemination of key outputs are the most relevant objectives of this strategy.

In order to achieve this, the communication strategy will adopt a funnelled approach to secure both wide and targeted communication among HEDGE-IoT target audience, to enable active engagement of partners, stakeholders as well as third parties and achieve efficient communication of the project outcomes. A combination of communication means (i.e., media and activities) and a tailored set of messages are foreseen to reach specific HEDGE-IoT target audiences.

A coherent approach towards visual identity is adopted to synchronise communication activities performed by the HEDGE-IoT consortium. Easy-to-understand visual content will ensure wide recognizability of the project's ideas and benefits. This contributes towards easy identification and search for the project and easier engagement of all stakeholders.

This is particularly important as there are 42 partners in HEDGE-IoT, each with their own set of specific needs and outputs. Valuable knowledge and content for communication will be gathered from project deliverables and outputs, partner interactions, partner publications, and other interactions with target audiences. This knowledge will then be shared through HEDGE-IoT communication networks to promote the achievements of the project.

Responsibilities will be assigned to partners according to their domain of expertise and existing liaisons to achieve the optimum results in terms of communication and to meet the different objectives and satisfy the expectations of the target audience groups. This will be facilitated mainly through the employment of a vast number of communication means tailored to different stakeholder groups, while the information pushed to these groups will vary depending on status/progress and needs of the project.

The project's communication activities will include continuous monitoring of achieved communication impact, along the project, as described in Section 2.4.

3.1. HEDGE-IOT CHANNELS AND TOOLS

To achieve efficient communication both among HEDGE-IOT consortium and externally, HEDGE-IOT focuses on the creation of the channels and resources which will be used in day-to-day interaction with audiences of interest.

Communication templates have been developed to present the project on its social media channels. The visuals are developed and suited to project channels' needs, using the HEGDE-IoT visual identity as the base. The project logo is present in every template, to maintain coherence throughout all communication efforts.

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All templates are accessible to the consortium partners through a shared directory and can be upgraded over time, while respecting suggestions made by Consortium members.

3.1.1 Visual Identity

To inform on the existence of the project and raise awareness about its work and outcomes, it is crucial to have a coherent visual identity from the very beginning of the project. The visual identity will serve as the foundation for all communication products and tools, establishing a strong brand, including the project logo and style.

All the dissemination and communication materials (presentations, posters, roll ups, banners, documents, memos, Expert Hub documents, etc.), channels (HEDGE-IOT website[3], LinkedIn[4], Twitter[5], Youtube[6]), as well as the deliverables will apply the visual identity developed for the project. This guarantees a professional and consistent appearance across all deliverables, internal as well as external presentation of the project and its outputs.

3.1.1.1 Logo

HEDGE-IOT logo was developed in M1 by F6S and chosen by the Coordinator and the Communication's Manager. The logo is presented in below.

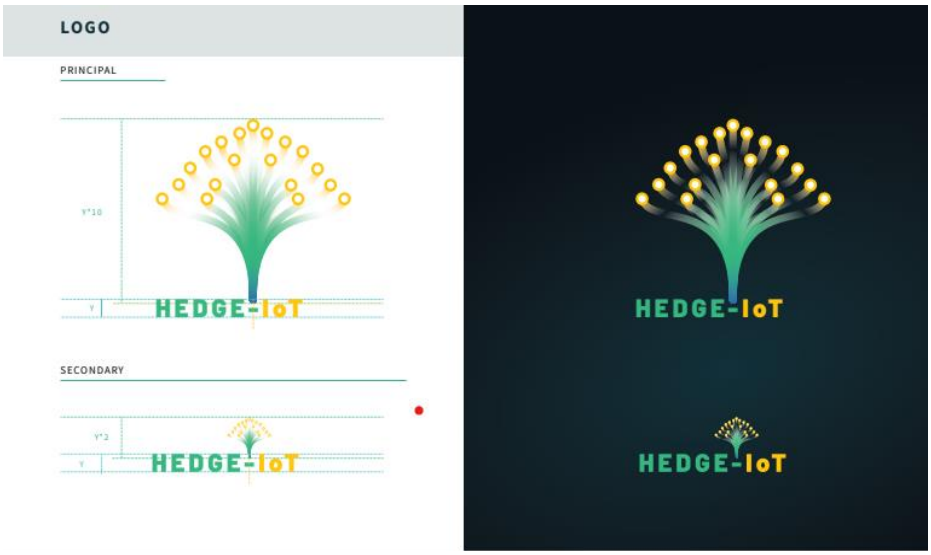

FIGURE 1 – HEDGE-IOT LOGO

[3] https://hedgeiot.eu/
[4] https://www.linkedin.com/company/hedge-iot/
[5] https://twitter.com/HEDGE_IoT
[6] https://www.youtube.com/@HEDGE-IoT

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3.1.1.2 Colour Palette

In addition to the logo, colours are the first visual clue which represents the project. They are a visual indication of the project and support the communication and representation of HEDGE-IOT brand, as they ensure the above-mentioned coherent approach to visual identity.

This set of colours were inspired by the different domains that project tackles mainly focusing again on the (renewable) energy, innovation, sustainability, interconnectivity, intelligence, and technology. Therefore, the colours that are chosen to represent the HEDGE-IoT brand are green, blue, and yellow.

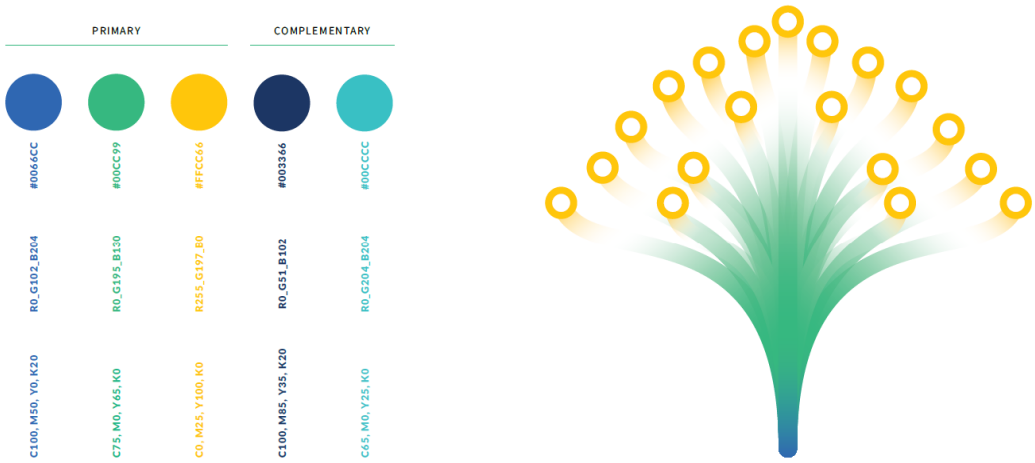

FIGURE 2 – HEDGE-IOT COLOUR PALETTE

3.1.1.3 Document Templates (Word and PowerPoint)

All HEDGE-IOT consortium partners have at their disposal Word and PowerPoint Templates, to ensure the coherence of the project documentation and representation in line with visual identity.

Partners will use the Word Template both to write meeting minutes, press releases, blog posts, simple reporting, etc; and to write complex reports, strategies, and deliverables. They will use the PowerPoint and Word templates whenever applicable, in particular when presenting the project's main objectives, values, strategies and outcomes, both internally and externally.

Additional presentations and/or document templates can be created on an as-needed basis by the Communication Manager.

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FIGURE 3 – HEDGE-IOT WORD TEMPLATE

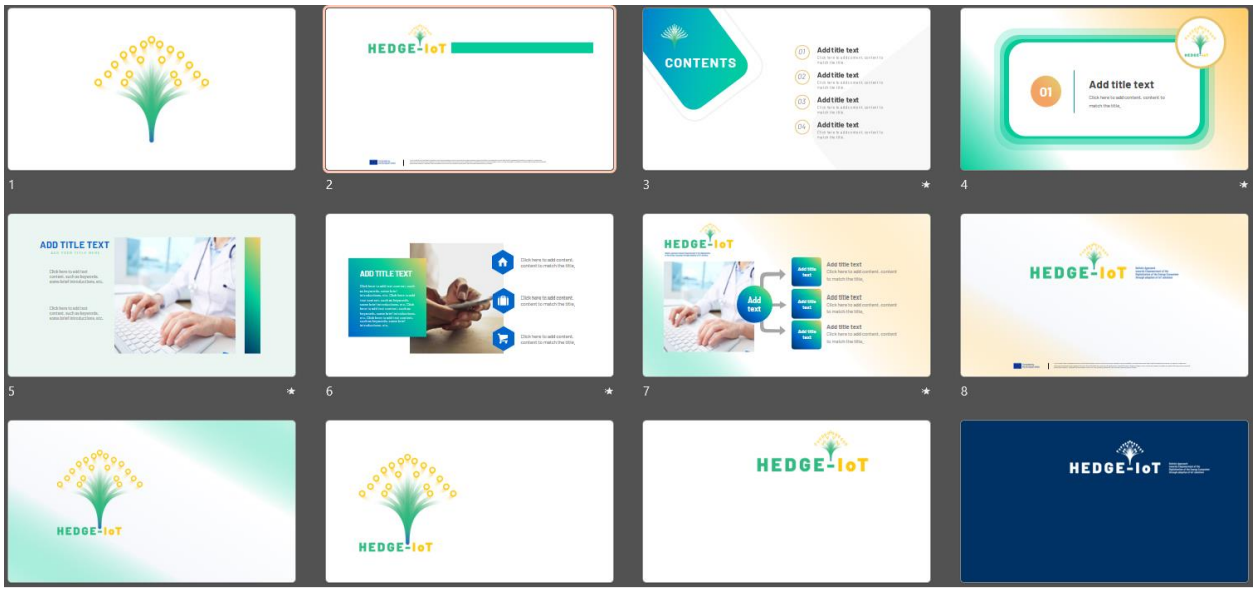

FIGURE 4 – HEDGE-IOT POWERPOINT TEMPLATE

3.1.2 Institutional presentation

In addition to the visual identity of the project, a Project Presentation will be created, containing most relevant information about the project (main activities, objectives, partnerships, events). It should be used as a standard project presentation for institutional meetings and formal external presentations of the project.

3.1.3 Promotion Materials

In addition to the Word and PowerPoint templates, several templates and visuals were prepared to present the project on events and social media channels. Based on the project visual identity, the templates are adapted to the context or social networks as needed. The mandatory element is the

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project logo, present in every template to maintain coherence throughout all communication efforts, which is crucial for its recognition.

3.1.3.1 Leaflet, roll-up, and flyer

A set of templates for printing materials were designed to exhibit at partners' premises and to use at events where HEDGE-IOT is present. Additionally, an attractive large size roll-up will present a general image of the project aiming to capture a first interest/attention. Finally, electronic, and hard copies of the project leaflets and flyers comprehending a general overview of the project, its challenges and expected impacts will be developed. Below you can see templates for all printing materials (FIGURE 6, FIGURE 7 and FIGURE 8). The content on all the materials will be added and edited in the upcoming months and will be updated with relevant information as the project progresses.

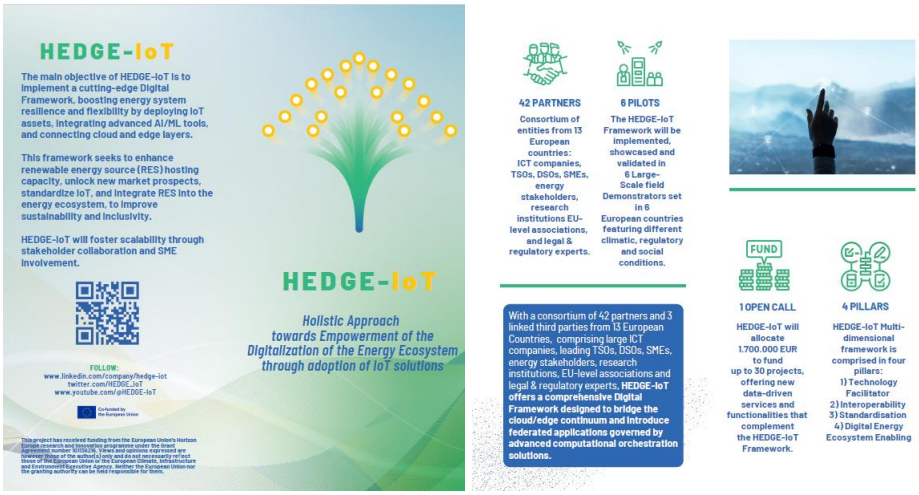

FIGURE 5 – HEDGE-IOT LEAFLET

FIGURE 6 – HEDGE-IOT FLYER

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FIGURE 7 – HEDGE-IOT ROLL-UP

3.1.3.2 Trial Videos

In due time, as the project progresses, a set of videos will be orchestrated by the responsible partners, describing the pilots of HEDGE-IoT, their scope and the HEDGE-IoT technologies tested and evaluated.

3.1.3.3 Infographics

Infographics aim to show the results in a clear and simple way. It is foreseen that 10 infographics presenting various outcomes will be produced, during the project implementation. Infographics will be developed and updated as the project progresses and produces some results that can be depicted in the infographics.

3.1.4 EU disclaimer

Across all outputs of the HEDGE-IOT project, alongside with the logo, a text concerning the source of the project's funding will be provided with the European flag, as shown below:

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FIGURE 8 – EU FUNDING ACKNOWLEDGEMENT

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Moreover, any communication or dissemination activity related to the action must indicate the following disclaimer, as stated in the Grant Agreement (GA): "This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement number 101136216. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

3.1.5 Online Presence

3.1.5.1 HEDGE-IoT website

HEDGE-IOT website will play a pivotal role in enhancing the visibility of the project and emphasising dissemination and communication activities to its target audiences, as well as the stakeholders' insight into the state of the project development. It is the main interface for communication with the public and it is suitable for addressing the various target audiences in HEDGE-IOT. The website domain (https://hedgeiot.eu/) will be available for the period of the project duration and additional 5 years after the lifetime of the project.

As a key management tool, the website is considered a living platform which will continue to change and grow throughout the project. F6S updates the project website based on contributions from all partners. The website displays information on the aims, objectives, members and consortium, Open Calls, etc. This online platform will also include important information about the project (testimonials, working materials and activities, downloadable promotional material, deliverables, PowerPoint presentations and videos), events, reports announcements, photos, news and links to downloads.

To achieve the most efficient updates/changes on the HEDGE-IOT website, the consortium is set to follow the instructions that are detailed below:

- Updates and changes requested by email to F6S team: a description of the required integration/change should be given in an attached file in .docx format (not in the text of the request email);
- If the integration/change refers to documents or files to be uploaded to the public website, these must be attached to the e-mail;
- The description should contain a clear distinction of the type of the requested integration/change, specifying which part(s) of the website need(s) to be changed, providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided; however, if included, abbreviations must be made explicit, at least the first time they are quoted in the description of the required integration/change; and
- Events to be integrated into the Events Section must be sent with all the necessary information (date, title, location, program, and link), to provide a homogeneous level of details and information content.

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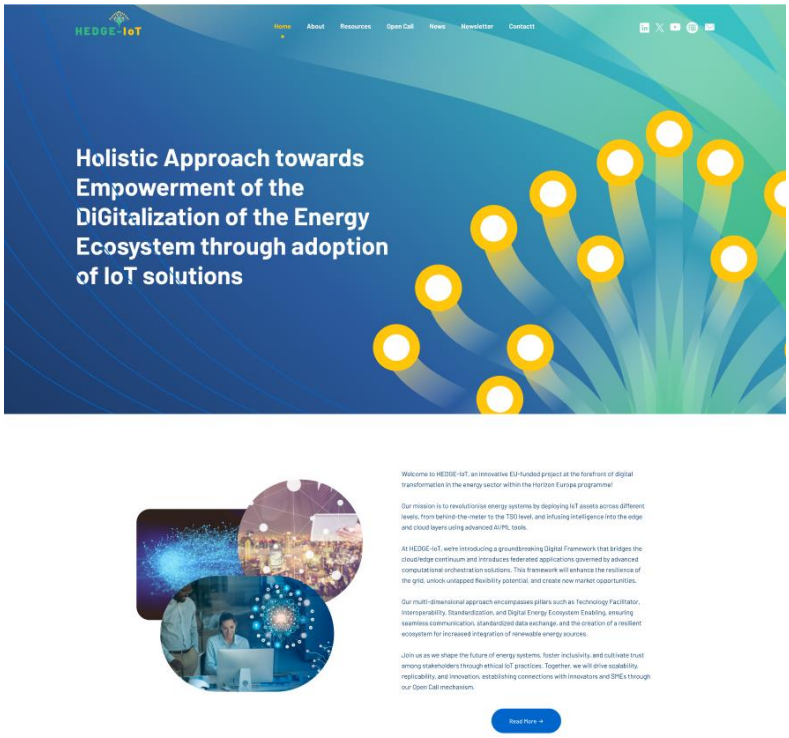

FIGURE 9 – SNIPPET OF HEDGE-IOT WEBSITE LANDING PAGE

3.1.5.2 Social Media Channels Mix (LinkedIn, Twitter/X, YouTube Channel)

HEDGE-IoT will disperse its communication efforts on a wide array of communication channels, as it is proved to be an effective method for raising awareness of the project and fruitfully connecting target audiences and relevant stakeholders.

The project has established two social media channels: a LinkedIn page and Twitter/X, and we will leverage our social media channels to actively engage with audiences and foster discussions and exchanges within online communities. The content for these Social Media Networks will either be created by F6S or provided by the partners.

Some hashtags have also defined and will be used to support recognizability: #HEDGEIoT #SmartEnergy

The **LinkedIn project page** is leveraged for targeting content at very specific industries, policy makers and organisations, all of which are connected through this channel for networking with more than 1 billion members.

Posts will be launched once to twice per week throughout the project, depending on the phase of the project, increasing in frequency during phases such as events, Open Calls and results sharing.

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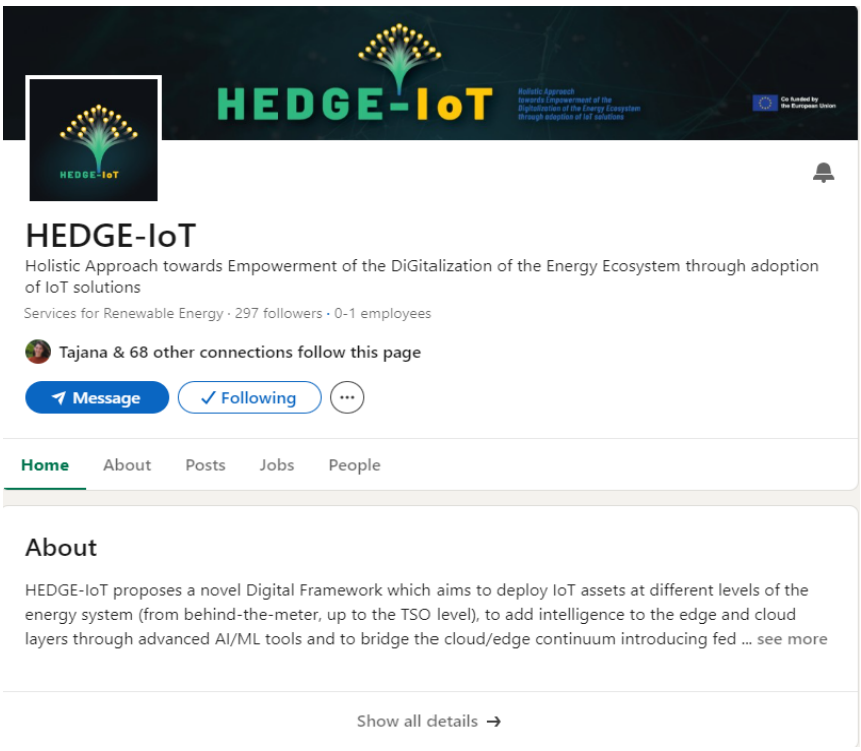

FIGURE 10 – HEDGE-IOT LINKEDIN PAGE

The **Twitter/X page** will increase the outreach of the project, as it remains as a channel with easier reach to the stakeholders, which is essential for the project's success.

FIGURE 11 – HEDGE-IOT TWITTER/ X PAGE

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A **YouTube Channe**l has also been created and it will be used to communicate the project videos.

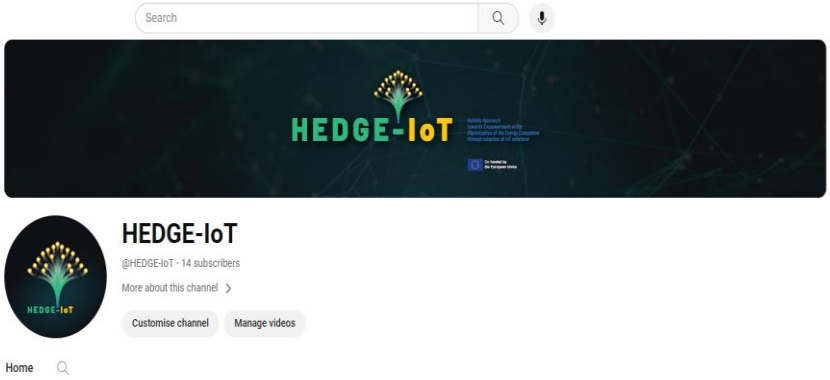

FIGURE 12 – HEDGE-IOT YOUTUBE

3.1.6 Other Communication Methods

3.1.6.1 Final Publishable Report

By the end of the project, a Final Publishable Report will be developed to summarise the project's objectives, activities, and achievements. This report will be result-oriented, it will present the tangible results of the project, lessons learnt, and impacts achieved, to convince and guide other regions and countries to engage in similar actions.

This report will also cover the exploitation strategy for the demo sites, that aims to maximise the impact of research and development efforts.

3.1.6.2 Articles

Tailor-made articles and interviews for publications and other targeted media channels (e.g. EC newsletters, specialised national magazines etc.). The focus will be on IoT-Cloud/Edge technologies and integration of such systems and trial results of AI/ML.

3.1.6.3 Newsletters

Periodic and online newsletter will be developed and delivered according to the most important moments of the project, such as the conclusion of any phase of the project or a remarkable event or activity. It will be published and distributed to all the participating partners, conference attendees, website visitors, and other perceived stakeholders. It will also include the latest news from the field or from other projects working on relevant topics.

HEDGE-IoT partners will be the contributors to the newsletters by providing interesting content or feedback, by indicating important trends and updates that could be turned into articles. A new

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newsletter will be released biannually (approximately every 6 months), to ensure the inclusion of upcoming HEDGE-IoT events and workshops.

The newsletter will be carefully designed to be appealing and engaging, maximising their reach and assuring that the opening rate is high, and the bouncing rate is low. The subscription process will be very straightforward: website visitors may subscribe to the project's newsletter through the subscription button on the footer of the website. Anyone will also be able to unsubscribe at any given point from the HEDGE-IoT Newsletter (through a link provided in each issue of the newsletter) and all the collected data will be stored and saved in compliance with the GDPR. This data will not be accessible to other third parties.

To stay engaged and competitive in interactions, HEDGE-IoT will consider the following:

- Responsive email design for better engagement: Mailchimp, a real-time e-mail marketing automation platform will be used to design and distribute responsive, targeted e-mail campaigns, with the enhanced reading experience. Additionally, the platform will facilitate reporting and analytics.
- Data minimisation: To sign up for the newsletter, HEDGE-IoT will collect only the email address of the subscribers.

The newsletters will be sent by email to subscribers and shared on HEDGE-IoT social networks. There will also be an archive on the news part of the website for the newsletters, where they can be read by anyone at any time. To achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the HEDGE-IoT partners will be encouraged to distribute the newsletters to their network of contacts.

3.1.6.4 Press releases

Press releases will be developed by the Communication Team and the project coordinator, at key project milestones (kick-off, major achievements, etc.). They will be generated as newsworthy items and distributed to both to specialised and general media channels. A press/media kit will be developed containing detailed press releases, videos (e.g. of project demos), publishable images from the project, and a few short papers (devoted to some key theme/topic of the project).

All HEDGE-IoT partners will actively collaborate with the press releases dissemination to relevant media in their own countries and regions, as well as to their professional networks and websites. For news related to project demos, it can be appropriate to disseminate results on local, regional, and national newspapers, journals, and magazines. In those cases, project-related information can be written primarily in the national language of the partners.

All press releases will be accessible on the HEDGE-IoT project website through the project's resource's page.

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4. HEDGE-IOT DISSEMINATION STRATEGY

HEDGE-IoT will implement a comprehensive scientific, public, and industrial dissemination policy and outreach program to deliver project key messages to relevant stakeholders and the public. Throughout the project, a series of activities will be organised to meet this purpose. HEDGE-IoT Dissemination strategy follows the EU Guidelines for the successful dissemination of the HORIZON EU project results as well as the obligation defined within the GA.

The main aim of the dissemination activities is to transfer knowledge and results generated within the project to enable the audience to use and take up results, and by doing so maximise the impact of the EU-funded research. By disclosing the project results, HEDGE-IoT will openly demonstrate clear economic, social and environmental benefits of utilising/adopting its technology in the framework with the targeted users. Plus, it will demonstrate the significance and business opportunities deriving from utilising HEDGE-IoT-derived data in new products and services within new sectors/markets.

As set out in the GA, it is mandatory for the partners to communicate and disseminate the project and its results by disclosing them to the public, if not stated otherwise (in case of protection of intellectual property, security rules or legitimate interests). Specific provisions for dissemination are set out in the GA and the Consortium Agreement (CA), namely dissemination restrictions, confidentiality obligations, etc. We highlight that the beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. Unless agreed otherwise, a beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries, together with sufficient information on the results it will disseminate.

Dissemination activities will be tailored to reach the target groups previously identified (section 2.2) and to build links with other European relevant initiatives, networks, clusters and projects with special emphasis on the project contributions to BRIDGE initiative, AIOTI and Data Spaces Support Center. HEDGE-IoT will leverage on consortium partners which are core members of the AIOTI Association, such as TNO, INESC, ICCS, FhG, to establish close collaboration with the association, obtain valuable knowledge and contribute in a structured and coordinated way through the project achievements.

HEDGE-IoT will follow open science practices in line with the HE principles. It will offer open access to its scientific publications (Open Research Europe), to facilitate dissemination and reuse of the project's results. A Data Management Plan (Deliverable 1.4) will ensure that data management is done according to FAIR principles (Findable, Accessible, Interoperable, Reusable) and in adherence with the GDPR guidelines and following the Horizon Europe Data Management official template.

In regard to accessibility of data/research outputs, public reports will be shared via public facilities and confidential reports will be shared among the consortium. Scientific publications will be open access and uploaded to public repositories and data will be accessible between the partners through a common space. Certain sensitive data considering the demo users (due to privacy and data protection) will be kept confidential or anonymised before being accessible.

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Data will be made available as soon as possible and published on the project's web site and/or other repositories. Access will be permitted to anyone, to use a data copy which may be shared or adapted (remixed, transformed, or built upon existing material).

4.1. DISSEMINATION ACTIVITIES

Ensuring an active engagement with the HEDGE-IoT targeted audiences is crucial not only for achieving extended visibility of the project but also for long-term impact and market uptake of the project results. HEDGE-IoT will leverage the strong position of its partners, including their participation in events/initiatives, different ecosystems, and platforms, as well as their active involvement in conferences and in reaching and influencing various target groups.

Individual Dissemination Plans will be developed (following section) and all partners will plan their dissemination activities. Every month during the project consortium meeting, they will report their accomplishments compared to their planned activities.

The primary dissemination activities are outlined in the following subchapters.

4.1.1 Scientific Conferences and Events

HEDGE-IoT partners will take part in international and local conferences/meetings, both virtual and physical, outside the project to disseminate the project results and raise awareness around our activities and achievements.

Two specific types of activities and events where the partners are envisioned to participate are:

- **Exhibition stands in industry innovation fairs**, such as BILT Europe (Digital Built Week Europe); European Sustainable Energy Week; IOT Solutions World Congress, IoT Tech Expo Europe, Enlit Europe; International Data Spaces Association (IDSA) conferences; IoT conferences (e.g., International Conference on IoT, Big Data and Security);
- **Contributions in international peer-reviewed conferences,** for example, Institute of Electrical and Electronics Engineers (IEEE) Innovative Smart Grid Technologies; Power Systems Computation Conference; IEEE Power and Energy Society for Innovative Smart Grid Technologies Conference; Conference on European Energy Market.

Each partner must identify events of interest for the HEDGE-IoT project. Events in European cities with a strong start-up community will be highly valuable, so that the HEDGE-IoT's results can become known to a wider-network audience.

HEDGE-IoT will benefit from its own events to disseminate and present selected results, that will depend on the project's progress status, such as a Market Uptake Launch-Event (T7.2), the presentation of Regulatory blueprint (T6.3), or any other public event.

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4.1.2 Targeted Meetings and initiatives

As previously stated, throughout the duration of the project, HEDGE-IoT consortium will establish relationships with EU-funded projects, by **engaging in European clusters and working groups** where these initiatives are discussed.

Activities will be targeted to build links with other European relevant initiatives, networks, clusters and projects, with special emphasis on the project contributions to BRIDGE initiative, AIOTI and Data Spaces Support Center. Other examples include DG Energy; European Energy Alliance Task Forces; IDSA General Conferences; ETIP SNET, European Smart Grid Technology; Platform, WG4 Digitisation, FIWARE Summit.

Regular and targeted meetings with specific regional/national data and energy **policy-makers and regulators** and **with industry and society** will be promoted, alongside with the participation in thematically-related industrial and trade events. HEDGE-IoT will organise focused workshops and public relations events and invite the European/ international community.

4.1.3 Thematic Workshops

HEDGE-IoT partners will be organising several thematic workshops, in different stages of the project, targeting stakeholders groups, depending on the scope:

WP	TASK	WORKSHOP
WP2	T2.2	End Users' Requirements will be identified by methods, such as user story mapping, interviews, and online workshop formats with relevant stakeholders.
WP5	T5.1, 5.7	To ensure correct assessment systems integration and implementation, workshops will be organised to determine suitable KPI, seamless baselines.
WP6	T6.4	Stakeholders' Board perspective on a roadmap for scalability and replicability at EU Level will be assessed through dedicated workshops or interviews to collect Board members' inputs and views.
WP7	T7.3	Experience exchange with TEF, the BRIDGE Initiative and European partnerships will be implemented through several workshops, at least once a year, to share common obstacles and solutions.

TABLE 5 – HEDGE-IOT WORKSHOPS

Other workshops or similar activities may be organised to complement the CD activities that are being developed.

4.1.4 Publications in scientific journals

As previously stated, throughout the project lifetime, HEDGE-IoT consortium will adhere to the FAIR principles to ensure that all research outputs are findable, accessible, interoperable, and reusable. The research outputs will be regularly analysed to determine the appropriate type of access, which may include scientific publications, data, or other forms of information.

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Methodological aspects related to open science will be integrated into the management, planning, and monitoring of research under WP1: Project management and administration, particularly D1.4: Data Management Plan.

To ensure that the knowledge generated by the project is accessible to the scientific and technological community, all project papers will be published in fully open-access journals or the Open Research Europe publishing platform: Applied Energy; Energy; Energy Policy; IEEE Transactions on Smart Grid; IEEE Transactions on Power Systems; IEEE Transactions on Power Delivery, Energy Policy; IEEE Transactions on Industrial Informatics. A particular effort will be put on reaching out to Start-ups and Small and Medium Enterprises (SME).

These papers will then be stored in repositories that are accessible through the EC service OpenAire and Google searchers. All scientific publications will be available as preliminary versions in the secure area of the webpage with the option of guided forum discussion, to actively engage the consortium and the Advisory Board members in scientific discussions and enhance the quality and relevance of the publications.

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5. PARTNERS ROLES AND RESPONSIBILITIES

All partners will engage in general communication and dissemination activities, both at the consortium level and as part of their Work Package activities and areas of their respective expertise and responsibility. They will integrate dissemination and communication actions into all HEDGE-IoT activities, bringing forward good stories to create synergies with other partners and channel them to a wider audience. Partners are also encouraged to welcome local and national media (press, radio, TV), offering interviews, visits and demonstrations.

According to the GA, partners are obliged to communicate and disseminate the project and its results making them available to targeted and general public. The GA and Consortium Agreement (CA) also set out specific dissemination restrictions that must be followed.

All deliverables marked as public will be made available for preview and download on the HEDGE-IoT website after they have been reviewed and approved by the consortium and the European Commission (or clearly marked as pending approval, if possible).

A list of all public deliverables can be found in the Table below:

#	WP	NAME	PARTNER	TYPE	DUE MONTH
D1.4	WP1	Data Management Plan	ED	DMP – Data Management Plan	6
D2.1	WP2	Requirements on an IoT Cloud/Edge System for the Energy Ecosystem	RWTH	R – Document, report	8
D2.2	WP2	Functional Specifications of the HEDGE-IoT system	TRIALOG	R – Document, report	10
D2.3	WP3	HEDGE-IoT Reference Architecture (First Release)	ED	R – Document, report	18
D2.4	WP2	HEDGE-IoT Reference Architecture (Final Release)	ED	R – Document, report	28
D3.1	WP3	HEDGE-IoT interfaces and tools for interoperability	TNO	OTHER	13
D3.2	WP3	HEDGE-IoT interfaces and tools for interoperability 2	TNO	OTHER	19
D3.3	WP4	HEDGE-IoT Technological Enablers (First release)	INESC	OTHER	13
D3.4	WP5	HEDGE-IoT Technological Enablers (Intermediate release)	INESC	OTHER	19
D3.5	WP3	HEDGE-IoT Technological Enablers (Final release)	INESC	OTHER	30
D4.1	WP4	HEDGE-IoT Interoperability Framework and Integrated Solution (First release)	ENG	OTHER	15
D4.2	WP4	HEDGE-IoT Interoperability Framework and Integrated Solution (Intermediate release)	ENG	OTHER	21
D4.3	WP4	HEDGE-IoT Interoperability Framework and Integrated Solution (Final release)	ENG	OTHER	32

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D5.2	WP5	Pre-Demo Phase Report	ICCS	R — Document, report	18
D5.3	WP5	Full Demo Phase Report	ICCS	R — Document, report	28
D5.10	WP5	Demonstrations across Technologies and Scenarios	ICCS	R — Document, report	40
D6.1	WP6	Open Calls Preparation and Announcement	INCL	R — Document, report	15
D6.2	WP6	Open Calls Intermediate Report	INCL	R — Document, report	28
D6.3	WP6	Open Calls Final Report	INCL	R — Document, report	36
D6.4	WP6	Regulatory Blueprint and Contribution to the EU Digitalisation of Energy Action Plan (First release)	CEL	R — Document, report	31
D6.5	WP6	Regulatory Blueprint and Contribution to the EU Digitalisation of Energy Action Plan (Final release)	CEL	R — Document, report	42
D6.6	WP6	Stakeholders' Perspective on HEDGE-IoT results	VTT	R — Document, report	42
D7.1	WP7	Communication and dissemination plan	F6S	CD —Websites, patent filings, videos, etc	3
D7.2	WP7	Exploitation, IPR and market exploration	CLUBE	R — Document, report	5
D7.3	WP7	Dissemination, Exploitation and market exploration, standardisation, and community building (First release)	F6S	R — Document, report	12
D7.4	WP7	Dissemination, Exploitation and market exploration, standardisation, and community building (Intermediate release)	F6S	R — Document, report	27
D7.5	WP7	Dissemination, Exploitation and market exploration, standardisation, and community building (Final release)	F6S	R — Document, report	42

TABLE 6 – HEDGE-IOT PUBLIC DELIVERABLES

Dissemination and Communication of results from deliverables classified as either confidential or restricted need to be approved by the consortium or any partner that produced and/or is affected by the publication of such results.

Partners will work together in mapping out and organising relevant activities and participating in events of special importance to the development of the project, cooperating with target audiences, as well as other related projects and initiatives.

The partners' responsibilities regarding communication activities have been defined as follows:

- All partners have efforts dedicated to communication and dissemination activities, through the channels and tools described in this document.
- The dissemination lead (F6S) will support partners in the implementation of the dissemination and communication activities.
- All partners are responsible for providing content related to their project activities to enable the creation of blog posts on the project website, as well as content to be used throughout different HEDGE-IoT channels.
- The development of the project newsletters is a responsibility of F6S, while all partners provide information and content related to their project activities.
- The management of the social media networks is a responsibility of F6S.

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- All partners are responsible for actively interacting with the project social media networks.
- All partners are responsible for regularly and timely reporting their communication activities.

5.1. INDIVIDUAL DISSEMINATION PLANS

According to its characteristics, each partner will concentrate on attracting specific target groups' interest. These plans link to the Individual exploitation Plans that will be developed for each partner.

The plan for each partner will depend on its role in the industry, as detailed in the following table:

PARTNER CATEGORY	PARTNER	DISSEMINATION PLAN
INDUSTRIAL PARTNER / LEADING ICT AND TECHNOLOGY PROVIDERS	ED, ENG, ABB	Private ICT and technology companies will put effort on project results dissemination according to a twofold strategy: Scientific results will be disseminated via journals and conferences publishing, following a consolidated process for scientific production.
TSOS, DSOS AND AGGREGATORS, UTILITIES, MOS	ETB, HOPS, IPTO, NESTER, ELES, HEDNO, JSE, ARETI, EG, CEVE, PPC, AE, HENEX	TSOs and DSOs participating in HEDGE-IoT both as demo and as horizontal partners will disseminate and communicate the findings in the domain of the organisations' activities, especially in the field of data-communication and -exchange as well as the promotion of flexibility markets at micro-level.
LEADING RESEARCH AND TECHNOLOGICAL DEVELOPMENT INSTITUTIONS	RWTH, TUC, ICCS, TAU, VTT, TNO, VUA, INESC, UNIZG, JSI	The research project partners will benefit from dissemination of results in scientific publications and national/international conferences, lectures and in training researchers at an early career stage. They will also communicate the results beyond the project's own community and show the benefits of research informing the public and society at large.
FACILITY MANAGERS AND ENERGY CONSUMERS	VWICI, AB, SONAE, CLUBE, CEVE	Facility Managers and Energy consumers will disseminate major results of HEDGE-IoT both internally to their organisations as well as to their members and networks.
SMES	TRIALOG, KONCAR, OPR, ENERVA, APIO, INCL, CEL	SMEs will disseminate major results of HEDGE-IoT internal to their organisations for the development of new products and services and the Open Calls activity.
EU-LEVEL ASSOCIATIONS / REGULATORS	IDSA, F6S	They will disseminate and communicate the HEDGE-IoT concept, methodology and findings in the domain of the organisations' activities. Publication of reports in related magazines will also be considered. They will use connections with other foundations or initiatives, together with the industrial network to increase the project results' impact.

TABLE 7 – INDIVIDUAL DISSEMINATION PLANS

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6. CONCLUSIONS

This deliverable presents the HEDGE-IoT Dissemination and Communication Plan, a comprehensive and living document that outlines the activities, tools and channels that will be employed throughout the project to ensure the wide acceptance and sustainability of HEDGE-IoT. It closely follows the technical developments to ensure the open dissemination of knowledge and technology, by enforcing the HEDGE-IoT consortium's determination to open access publishing, open-source code and designs, open data, and open models.

As the CDP outlines the project's dissemination and communication key strategies to engage with stakeholders, the Consortium recommends a periodic review of this document. This will ensure that it includes up-to-date contents and opportunities to disseminate and communicate project information and revise the extent of the engagement of external stakeholders.

The CDP may also need to be revised following the launching of the exploitation strategy and its individual planning, which is still to be defined.

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APPENDIX A – KPIS

TYPE	EXAMPLES	TARGET
COMMUNICATION ACTIVITIES		
PROJECT WEBSITE	Reports announcements, photos, news and links to downloads. An overall editorial plan, including the website, special articles and interviews.	1
SOCIAL MEDIA	Strictly authorised discussions/exchanges with online communities (LinkedIn, Twitter)	> 500
BROCHURE	Electronic and hard copies of the project brochure comprehending a general overview of the project, its challenges and expected impacts	4
POSTERS	A set of posters will be designed and printed to exhibit at partners' premises and use at events where the project takes presence.	> 4
INSTITUTIONAL PRESENTATION	Project Presentation will be created at the beginning of the project, containing basic information about the project (activities, objectives, partnerships, events).	1
TRIAL VIDEOS	A set of videos will be orchestrated, describing the trials of HEDGE-IoT, their scope and the HEDGE-IoT technologies tested and evaluated.	>=4
INFOGRAPHICS	Production of infographics to show the results in a clear and simple way. It is foreseen that during the project implementation phase, 10 infographics presenting various outcomes will be produced.	10
BANNER	An attractive large size banner and one stand-up presenting a general image of the project aiming to capture a first interest/attention.	1+1
FINAL PUBLISHABLE REPORT	A Final Publishable Report will be developed to summarise the project's objectives, activities, and achievements. This report will be result-oriented, it will present the tangible results of the project, lessons learnt, and impacts achieved, to convince and guide other regions and countries to engage in similar actions.	1
ARTICLES	Tailor-made articles and interviews for publications and other targeted media channels (e.g. EC newsletters, specialised national magazines etc.). Focus will be on IoT- Cloud/Edge technologies and integration of such systems and trial results of AI/ML.	>= 5
NEWSLETTER	Periodic newsletters development, publication, and distribution to all the participating partners, conference attendees, website visitors, and other perceived stakeholders.	>4
PRESS RELEASES	Press releases will be issued to specialised and general media channels at key project milestones (kick-off, major achievements, etc.). A press/media kit will be developed containing detailed press releases, videos (e.g. of project demos), publishable images from the project, few short papers (devoted to some key theme/topic of the project).	>= 2
TALKS IN WORKSHOPS	Invited talks in workshops and international events of reference as to communicate the project experimentation platform and solutions.	On invite
INNOVATION EVENTS	Events in European cities with strong start-up community so that the HEDGE-IoT story	>= 1
MARKET UPTAKE	Market Uptake Launch-Event, with guided presentation of selected results.	>= 1

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Type	Examples	Target
Dissemination Activities		
Exhibition stands in industry innovation fairs	BILT Europe (Digital Built Week Europe); European Sustainable Energy Week; ENLIT Europe; IDSA conferences; IoT conferences	> 5
Publication in international journals and magazines	Applied Energy; Energy; Energy Policy; IEEE Transactions on Smart Grid; IEEE Transactions on Power Systems; IEEE Transactions on Power Delivery, Energy Policy; IEEE Transactions on Industrial Informatics	> 15
Contributions in international peer-reviewed conferences	IEEE Innovative Smart Grid Technologies; Power Systems Computation Conference; IEEE Power and Energy Society for Innovative Smart Grid Technologies Conference; Conference on European Energy Market	> 10
Thematic Workshops	Organisation Dedicated workshops to engage specific target groups.	>= 4
Cluster of European projects and other initiatives	DG Energy, BRIDGE WGs; AIOTI; European Energy Alliance Task Forces; IDSA General Conferences; ETIP SNET, European Smart Grid Technology Platform, WG4 Digitisation, FIWARE Summit.	> 20
Meetings with policy makers	Meetings with regional/national data and energy policy-makers and regulators.	> 6
Targeted Meetings with industry and society	Participation in industrial and trade events; press releases and articles in specialised trade newspapers & magazines; Organising focused workshops and public relations events, and inviting European/ international community	>5

Table 8 – Communication and Dissemination KPIs

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