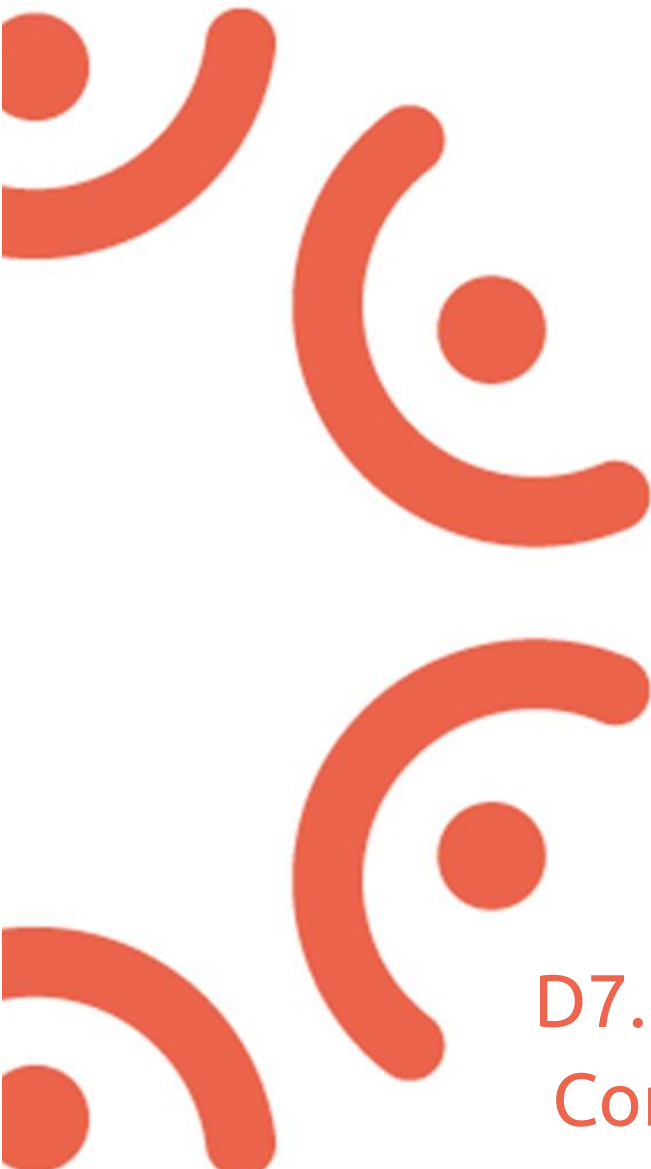




D7.2 – Dissemination and Communication strategy



D7.2 – Dissemination and Communication strategy

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Table of contents

1. Executive summary.....	5
2. Introduction.....	6
2.2. Scope and objective of the deliverable	6
2.3. Structure of the document	6
2.4. Relation to other tasks.....	6
3. Branding (visual identity, key visuals, logotype, templates).....	7
4. Dissemination strategy – means and plan.....	10
4.1. Overall presentation	12
4.2. Leaflet / Brochure	12
4.3. Poster / Roll-up.....	13
4.4. Articles	14
4.5. Scientific Publications.....	15
4.6. Public Deliverables.....	16
4.7. Scientific conferences and industrial events	16
4.8. Networking with other national and European projects	18
5. Website development.....	20
6. Social Media Channels establishment.....	24
6.1. Facebook	24
6.2. Twitter	25
6.3. LinkedIn.....	26
6.4. YouTube.....	27
7. Target Groups.....	29
8. Communication messages.....	34
9. Dissemination Plan.....	35
9.1. Roles and responsibilities.....	35
9.2. Dissemination and Communication Schedule and KPIs	35
10. Conclusions.....	39



List of figures:

Figure 1 - COMMUNITAS horizontal logotype	7
Figure 2 - COMMUNITAS vertical logotype	8
Figure 3 - COMMUNITAS logotype color palette	8
Figure 4 - COMMUNITAS dissemination process.....	10
Figure 5 – COMMUNITAS overall presentation cover	12
Figure 6 - COMMUNITAS roll-up.....	14
Figure 7 - COMMUNITAS during Sustainable Places 2023.....	17
Figure 8 - COMMUNITAS website architecture	20
Figure 9 - COMMUNITAS website screens.....	23
Figure 10 - COMMUNITAS Facebook profile	25
Figure 11 - COMMUNITAS's Twitter account	26
Figure 12 - COMMUNITAS's LinkedIn profile	27
Figure 13 - COMMUNITAS YouTube channel profile	27
Figure 14 - COMMUNITAS' Consortium Member professional network.....	33

List of tables:

Table 1 - COMMUNITAS dissemination means and target analysis	11
Table 2 - COMMUNITAS target groups description	29
Table 3 - Dissemination and communication schedule and KPIs.....	36

Glossary:

Acronym	Full name
D&C	Dissemination&Communication
ESC	Energy Service Companies
DSO	Distribution System Operators
TSO	Transmission System Operators
R&D	Research&Development
WP	Work Package
T	Task
M	Month
EC	European Commission



1. Executive summary

The scope of the D7.2 Dissemination and communication is to present a promotional strategic guide through the dissemination and communication plan which was established at the beginning of the project and reviewed at M6.

The current deliverable includes the following chapters:

- Introduction – the scope, structure, and relations of this deliverable to other deliverables within WP7 COMMUNITAS Knowledge Arena: Communication, Dissemination and Policy Support.
- Branding and dissemination tools of the COMMUNITAS project – a short description of branding materials (logotype, templates) as well as dissemination tools (website, social media channels) that have been delivered to all consortium Partners to provide key dissemination material of the project and specific ways to communicate project's progress and results until M6.
- Dissemination and communication plan and associated material elaborated and verified from M1 until M6 and anticipated dissemination activities from M6 until M36, including relevant Key Performance Indicator (KPIs);
- Conclusions – dissemination and communication plan for the 1st year of project duration (M1-M12) –an outline of the dissemination activities that will be performed during the project duration according to all promotional channels mentioned above.

The current deliverable remains the basis for the activities in T7.1, T7.2, T7.3, and T7.4, and the future 7.3 and 7.4 deliverables which will report the progress on the social acceptance and C&D campaigns and collaboration with sister initiatives. The final D7.4 version will include the collection of all dissemination activities, impact conclusions and the plan for further dissemination and communication beyond the project life.



2. Introduction

This section introduces the scope and context of the document and presents relationships with other work packages and tasks of the COMMUNITAS project.

2.2. Scope and objective of the deliverable

The aim of this deliverable is to provide an assessment of the communication and dissemination efforts carried out during the 42-month duration of the COMMUNITAS project, as well as to specify the communication and dissemination activities in more detail.

The deliverable reports on dissemination tools (website, social media, publications, promotional materials, etc.) and activities performed up to M42 to accomplish the updated dissemination and communication project strategy set in D7.2 Dissemination and communication strategy report.

Finally, the report highlights the degree of dissemination indicators accomplishment by the COMMUNITAS consortium based on the type of activity conducted during the project lifecycle. The creation of this deliverable is the result of a collaborative partnership between the leader of WP7 and the project partners.

2.3. Structure of the document

The D7.2 report is being prepared in the framework of Tasks 7.1, 7.2, and 7.3. Special focus of these tasks is given to dissemination and communication activities towards the COMMUNITAS target audiences, which consist of (a) consumers, prosumers, and end-users; (b) energy market players (ESCOs, retailers); (c) DSOs and TSOs; (d) tech and service providers; (e) public authorities (municipalities, energy agencies); (f) local communities and citizens' associations; (g) general public; (h) academia and R&D; (i) EC initiatives; (j) financial institutions; (k) regulators and policy makers. They will be effectively reached through a variety of communication channels and the utilization of a wide range of dissemination instruments during the project's lifecycle.

The current deliverable is interrelated with other deliverables of the whole WP7:

- D7.1 – Project website, social media channels and communication materials (ASM, DEC, PU, M2);
- D7.2 – Dissemination and communication strategy (ASM, DEC+R, PU, M6); D7.3 – Progress report on the social acceptance and Comm&Diss campaigns and collaboration with sister initiatives (ASM, R, PU, M24);
- D7.4 – Final report on the social acceptance and Comm&Diss campaigns and collaboration with sister initiatives (ASM, R, PU, M42);

2.4. Relation to other tasks

This report addresses three main aspects of the dissemination and communication of the project. In the first part an introduction to the Tasks 7.1, 7.2, and 7.3 are provided. Then objectives and the strategy followed during the reporting period is presented. Whereas the last, third section focuses on the dissemination and communication tools used and activities implemented for the achievement of the objectives set for the period.



3. Branding (visual identity, key visuals, logotype, templates)

Branding materials were designed according to visual identity features and delivered by a professional graphic designer along with a palette and font styles. The logotype of the project, inspired by the energy communities' concept in construction, includes the circle symbolizing cooperation between citizens towards paving the way for the empowerment and engagement of different types of consumers and prosumers, placing them at the heart of energy markets. The use of the logotype is easy and matches all types of background.



Figure 1 - COMMUNITAS horizontal logotype





Figure 2 - COMMUNITAS vertical logotype



Figure 3 - COMMUNITAS logotype color palette

The purpose of using the same templates by all Consortium Partners has been to build a strong brand standing out from other project. COMMUNITAS's presentation and document templates were also created. The document and deliverable templates are aligned with the abovementioned key visuals. In all branding materials, Rajdahani font has been used, since this type of font suits the digital environment because of its technical look.



4. Dissemination strategy – means and plan

Within COMMUNITAS, the dissemination strategy is focused on raising awareness about the aim and anticipated results of the project as well as engaging the potential stakeholders throughout all the stages of the project's life-cycle. Apparently, following a User-Driven Innovation Approach towards addressing emerging end-user and market needs, critical for the successful project implementation and the realization of its anticipated impacts, end-users and stakeholders of the project are placed at the centre of all research, innovation, standardization, demonstration, and communication activities of the project. Mutual communication and exchanged experiences between the technological and end-user partners of the consortium will improve tools and solutions planned to be realized by M42. Such a User-Driven strategy will allow COMMUNITAS's final products to be introduced to the market at the end of the project. COMMUNITAS will collect feedback by all planned activities and market research conducted within the project duration. The process below visualizes how the dissemination strategy is expected to work:



Figure 4 - COMMUNITAS dissemination process

Relevant dissemination means were also fitted to specific target groups to enlarge the number of impressions. The larger number is reached the better visibility and engagement is likely to happen. Each target group is active in different ways. Market analyses show the following match between specific dissemination means and the target:

Table 1 - COMMUNITAS dissemination means and target analysis

Project website	• General audience • Consumers/prosumers/end-users
Social Media	• Consumers/prosumers/end-users • EC initiatives • Energy Market Players • Local communities and citizens' associations
Events	• Consumers/prosumers/end-users • Energy market players (ESCOs, retailers)
Publications	• Scientific community, • General society, • Energy market players (ESCOs, retailers)
Articles	• General audience • Consumers/prosumers/end-users • Energy market players (ESCOs, retailers) • Tech and service providers/DSO/TSO • Local communities and citizens' associations/Public authorities
Workshop	• Tech and service providers/DSO/TSO • Energy market players (ESCOs, retailers) • Construction site labour
Project leaflets/Brochures	• General audience • Consumers/prosumers/end-users • Energy market players • Local communities and citizens' associations
Video	• General audience • Consumers/prosumers/end-users • Tech and service providers/DSO/TSO • Energy market players • Local communities and citizens' associations
Newsletter	• Public authorities • Energy market players (ESCOs, retailers) • Tech and service providers/DSO/TSO/Public authorities
Networking with other projects	• Public authorities • Regulators and policy makers • Academia and R&D/EC initiatives

The main objectives of the DCS for the period M1-M6 were the following:

- Design and creation of the project promotional materials (visual identity, logo, general presentation, templates, dissemination manual);
- Design, launching and updating of the COMMUNITAS website;
- Establishment, management, and constant update of social media profiles;
- Identification of stakeholders' groups and elaborating strategy to reach them by means of dissemination activities;
- Planning to participate in events at national and European level to raise awareness and visibility for the project;
- Establishment of collaboration with other similar EU-funded projects;
- Establishment of mechanism for effective internal and external communication.



4.1. Overall presentation

An overall presentation of the COMMUNITAS project was designed in M6 for promotional purposes. The structure contains the following topics:

- Energy Markets;
- The role of Energy Communities;
- The COMMUNITAS Project in numbers;
- The COMMUNITAS Project demo sites;
- Social engagement & innovation;
- Technical & market tools;
- Financial, regulatory & administrative support.



Figure 5 – COMMUNITAS overall presentation cover

The presentation was used for the first time during the Sustainable Places 2023 conference in June 2023. During the workshop representative groups of stakeholders explored the opportunities and limitations of engaging citizens and consumers in energy communities. Methodologies and tools were presented by the COMMUNITAS, HESTIA, LIGHTNESS, NEON, REACT, RESCHOOL, and DE-RISK projects. The overall presentation was also published on the COMMUNITAS website for dissemination purposes: COMMUNITAS overall presentation ([COMMUNITAS Overall Presentation \(communitas-project.eu\)](https://communitas-project.eu)).

4.2. Leaflet / Brochure

Upon the delivery of the first outcomes of the project, 4 digital and printed leaflets describing each specific solution dedicated to a specific target group (e.g. brochure highlighting the features and benefits of the COMMUNITAS Planning Tool dedicated to energy market players) will be elaborated, translated into Partners national languages and printed by each Partner. Each leaflet will be consisted of two parts:

- First part aims at informing relevant stakeholders about the project concept, main objectives, and benefits coming out of the project's tools to specific target group.
- The second will contain an outline, features, innovations, and technologies of the project tools.

The digital version of the project leaflets will be available for download on the project website ([Dissemination materials - ASM - Communitas \(communitas-project.eu\)](https://communitas-project.eu)). Hard copies of the project leaflets will be translated and printed by project partners, whenever necessary, to be handed out at events.

4.3. Poster / Roll-up

Within the project duration it is planned to design and produce 1 project poster and 1 project roll-up. Until M6 1 COMMUNITAS roll-up in digital and printed version was produced for the dissemination purposes during Sustainable Places 2023 conference in Madrid, where it was exhibited in the main hall of the conference venue. The roll-up design concept was based on the simple message delivered by photo of the hand protecting the green bulb as a symbol of energy efficiency supported by consumers, citizens, end-users of project tools.





Figure 6 - COMMUNITAS roll-up

4.4. Articles

Articles of the COMMUNITAS project published in targeted media channels can play a significant role in raising awareness and promoting the concept of energy communities. It serves as a communication tool to inform the public, stakeholders, and the media about the project's objectives, progress, achievements, and upcoming initiatives related to energy communities.

Articles presenting project tools, news about the project progress, events where the project will be represented, reports with recent project results and achievements, and project dissemination materials e.g. videos, brochures, Newsletters (it is planned to produce 16 articles until M42) help to generate awareness about the COMMUNITAS



project and its focus on energy communities. It highlights the importance of community-driven energy initiatives and their potential benefits in terms of sustainability, renewable energy, and citizen engagement. They enable the COMMUNITAS project to engage with various stakeholders, including local communities, policymakers, energy providers, and environmental organizations. It allows them to understand the project's goals, activities, and outcomes, encouraging their involvement and support.

Articles filled with factual content can attract the attention of media outlets, leading to potential news coverage. Journalists and reporters may find the COMMUNITAS project's activities and goals newsworthy, which can result in articles, interviews, or features in print, online, or broadcast media. This media exposure helps reach a broader audience and create a positive narrative around energy communities.

By sharing project updates, research findings, and success stories, the article facilitates knowledge sharing within the energy community sector. It allows other similar initiatives, organizations, or individuals to learn from the experiences and best practices of the COMMUNITAS project, fostering collaboration and innovation in the field.

A well-crafted article can also contribute to shaping public opinion and influencing energy-related policies. By highlighting the benefits and successes of energy communities, the COMMUNITAS project can advocate for supportive policy frameworks, incentives, and regulations that facilitate the growth and replication of such initiatives.

Articles can attract the attention of potential funders, investors, and partners interested in supporting community-driven energy projects. The visibility gained through media coverage can lead to collaborations, financial support, and partnerships with organizations sharing similar goals or seeking to contribute to sustainable energy transitions. It helps shape the public perception of the COMMUNITAS project and energy communities as a whole. By effectively communicating the project's mission, achievements, and positive impacts, it can inspire and encourage individuals to participate in energy communities, fostering a sense of ownership and empowerment.

Overall, the articles published in different media channels serves as a vital tool for the COMMUNITAS project to disseminate information, engage stakeholders, attract media attention, influence policies, and inspire public participation. It plays a crucial role in promoting the concept of energy communities and advancing the project's goals of achieving sustainable, citizen-centred energy systems.

A representative (not limited to) list of media where COMMUNITAS' articles will be published are as following:

- BUILD UP portal,
- ECTP portal,
- Construction21,
- European Energy Community,
- Community Power Coalition,
- REScoop.eu,
- Community Power Hub.

4.5. Scientific Publications

The number of 17 scientific publications are going to be released within the project duration.

Publications in scientific journals and conferences relevant to the research and innovation activities will target the scientific communities directly or indirectly. They reinforce the project image and brand, cross-fertilise COMMUNITAS concepts and solutions with state-of-the-art techniques, foster cross-project cooperation and provide a fundamental verification of soundness of project results by means of peer review. Such publications will be developed by academic and technology partners each time the project has key findings to disseminate.



It will be disseminated through open access peer-reviewed journals, specialised magazines, papers presented at conferences and other events. In addition, project partners may also contribute to e-Journals, blogs and newsletters targeting a larger public with shorter articles and news. Each time a COMMUNITAS partner identifies one interesting call for papers/articles he/she wishes to apply to, he/she should inform the coordinator and/or other partners that may contribute to the publication development.

Before submitting a scientific publication, partners are invited to send a draft version to the consortium members. According to Art. 29.1 of the Annotated Model Grant Agreement of the European Commission (V4.1–26.10.2017) “Beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate”. Therefore, “Any other beneficiary may object within — unless agreed otherwise — 30 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 dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests”.

Finally, any peer-reviewed scientific publication should be made accessible free of charge for any user through self-archiving, using one or more open access repositories. Any repository used for this purpose must be at least accessible from OpenAIRE (<http://www.openaire.eu>), the repositories listing of the European Commission.

The list of scientific journal which are going to be reached for scientific publications are as following:

- Energies,
- Elsevier’s Applied Energy,
- MDPI Sustainability,
- MDPI Smart Cities,
- MDPI Journal of Sensor and Actuator Networks,
- Energy (Elsevier Lda.),
- International Journal of Sustainable Energy Planning and Management (Aalborg University Press),
- Energy Research and Social Science,
- Energy Policy,
- Science and Technology Studies,
- IEEE Transactions on Knowledge and Data Engineering,
- IEEE Transactions on Sustainable Energy.

4.6. Public Deliverables

Public deliverables as a means of dissemination and communication strategy provide crucial content to understand the COMMUNITAS concept and to deliver an interpretation of the results. All documents will be accessible on the COMMUNITAS website: [Public deliverables - ASM - Communitas \(communitas-project.eu\)](http://communitas-project.eu). The number of downloads of public deliverables published in COMMUNITAS website will be closely monitored as an indicator of the interest that these documents concentrate during the project lifetime and beyond.

4.7. Scientific conferences and industrial events

Numerous events are planned to be attended remotely or physically as the best way to present the project’s goals, elaborated tools, results and progress. There are several opportunities to promote the COMMUNITAS concept during these events.



First, project's representatives can give presentations, take a part in discussion panels as well as disseminate information on the exhibition stand, presenting leaflets, roll-up and press kits. Within the online events we also have a chance to promote the project through relevant activities: virtual poster exhibitions, online workshops, self-organized events, logotype, or online banner publications.

Until M6, EDP L representatives had a chance to present COMMUNITAS during the whole day Energy Communities Track at the Sustainable Conference 2023, and at The EU Green Week where "Building Energy Communities" workshop was organized.



Figure 7 - COMMUNITAS during Sustainable Places 2023

COMMUNITAS Consortium Partners identified the following scientific and industrial events that may participate and disseminate COMMUNITAS advancements:

- Sustainable Places Conference;
- World Sustainable Energy Days Conference;
- International Conference on Green Building Technology and Energy Efficiency Conference; CLIMA Conference;
- European Sustainable Energy Week Conference;
- French Riviera Energy Transition Forum;
- Enlit Europe;
- European Energy Transition Conference;
- Community Energy Conference;
- Energy Communities Summit;
- Renewable Energy Communities Conference;
- International Conference on Energy Communities;
- Energy Transition World Forum.



These conferences offer valuable opportunities to network, share knowledge, and stay updated on the latest developments in the field of energy communities. They facilitate collaboration, foster innovation, and contribute to the advancement of community-driven energy transitions.

4.8. Networking with other national and European projects

During its four-year duration, the COMMUNITAS project will be seeking to enhance links and synergies with other EC-funded projects and similar initiatives. In this regard several dissemination and communication activities that are planned within the project will be considered in order to create synergies whenever possible.

The objectives of the cooperation would be to:

- foster connections with other communities that would be difficult to reach otherwise;
- create long-term research collaboration;
- increase project visibility;
- maximize project impact;
- share knowledge on energy management and Demand Response related topics;
- share experience on technical challenges encountered;
- networking.

The following common activities will be considered:

- mutual promotion of events and news by exchange of announcements published on projects websites/newsletters/social media;
- mutual invitations to participate in and speak at project workshops and conferences;
- joint organisation of events like workshops, conferences, working meetings;
- joint applications for external events: booths, networking sessions, workshops, conferences;
- exchange of feedback on project publications and deliverables;
- creation of working groups.

Until M6 cooperation with the following sister-projects have been established:

- HESTIA,
- LIGHTNESS,
- NEON,
- REACT,
- RESCHOOL,
- DE-RISK.

All of sister-projects met in May to organize a workshop 'Energy Communities Track Part 2: Citizen and Consumer Engagement' during the Sustainable Places 2023 conference. This workshop explored the opportunities and limitations of engaging citizens and consumers in energy communities.

The COMMUNITAS project also joined the BRIDGE initiative which fosters continuous knowledge sharing amongst projects thus allowing them to deliver conclusions and recommendations about the future exploitation of the project results, with a single voice, through four different Working Groups representing the main areas of interest: data management, business models, regulations, consumer and citizens engagement.



By actively pursuing these possibilities and engaging in networking activities, the COMMUNITAS project can foster collaboration, knowledge exchange, and synergies with other national and European projects in the field of energy communities. This can lead to enhanced impact, broader dissemination of results, and a stronger collective effort towards sustainable energy transitions.



5. Website development

The COMMUNITAS website (<https://communitas-project.eu/>) was published at the beginning of M5 (May 2023), however some of subpages will be filled when all information will be available, dependent on the project's progress. The structure of the COMMUNITAS website is divided into sections, each one brings valuable information to the user. It is user-friendly and simple to navigate.

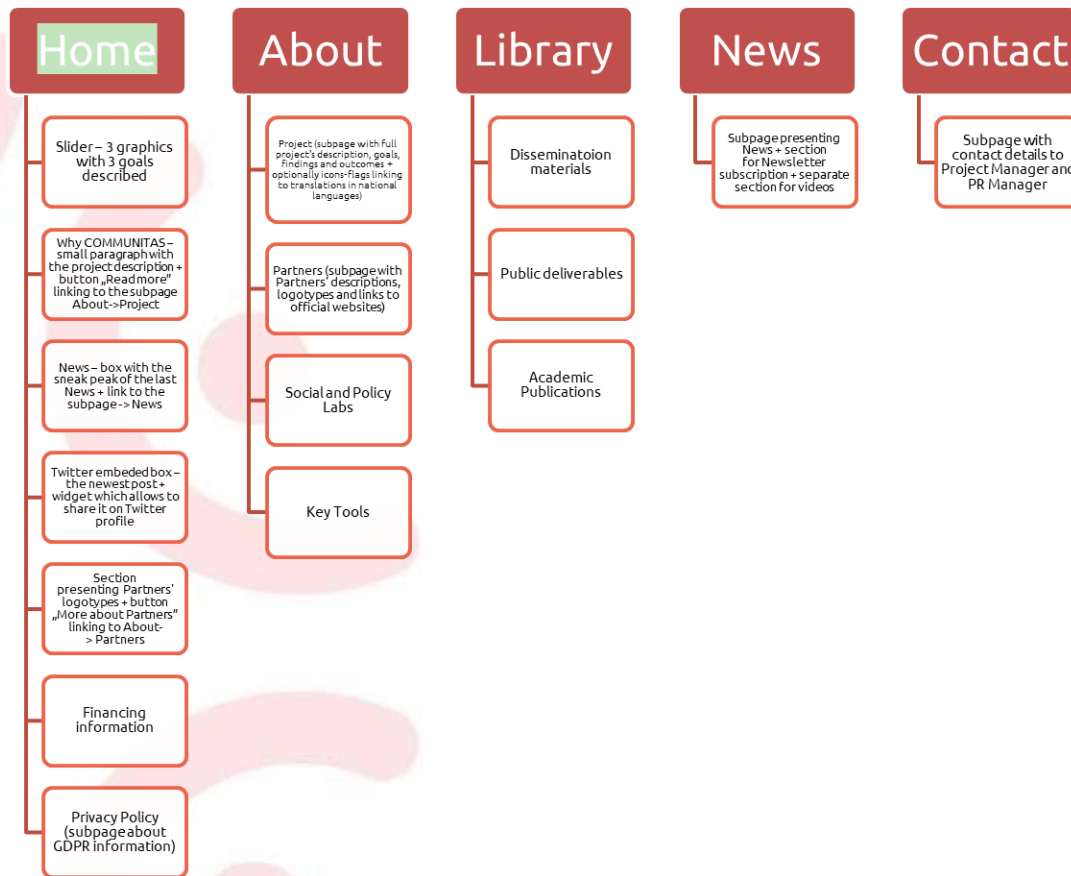
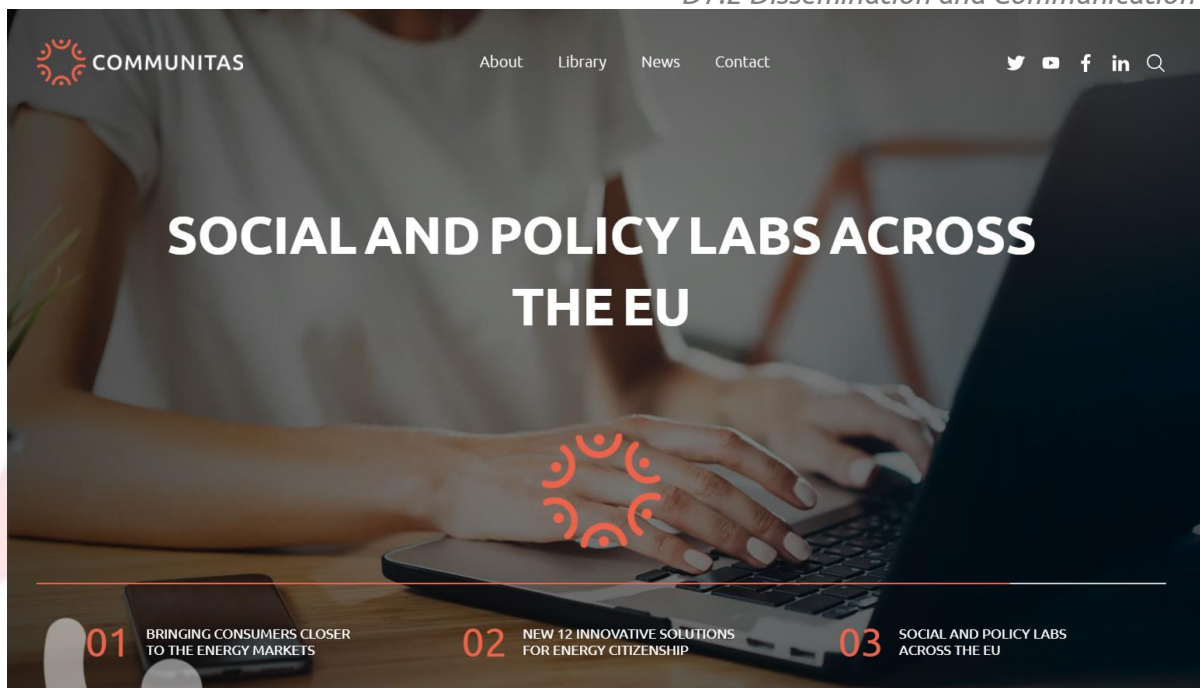


Figure 8 - COMMUNITAS website architecture

The content answers the most important questions: how the project works? Why should I be interested in project's solutions? What are the tools I can use in my business? How can I follow project developments? Who should I contact to know more?

It also educates the audience on how the project works, explains how COMMUNITAS tools will provide value to all target groups and what are the benefits to them. It forms the basis for all dissemination content, starting with news and finishing with public deliverables submitted to the website. The COMMUNITAS website is designed in line with key visuals presented at the beginning of this chapter.





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PROJECT

Bound to accelerate the roll-out of energy communities and empower consumers

Information technologies such as IoT and Blockchain also show potential as a way to provide citizens with a method for interacting with the energy markets, namely by enabling the aggregation of loads or tracking energy and monetary transactions performed at local level. COMMUNITAS will explore such technologies and use them to provide an innovative set of 12 Innovative Solutions (IS) to unlock citizens' active participation in energy markets (all integrated into an open, digital "one-stop-shop" COMMUNITAS Core Platform (CCP)), allowing EC members to have an aggregated position in the energy markets and explore ancillary services.



Bound to accelerate the roll-out of energy communities and empower consumers

As a project that aims to position citizens in the centre of energy markets, COMMUNITAS has citizens at the centre of its own approach: citizens will be involved in Social and Policy Labs across the whole project, in order to frequently factor in their feedback, wishes and needs into the core developments of the project.



COMMUNITAS



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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 10196508

STAY UPDATED

NEWS



21 Jun 2023

ENERGY COMMUNITIES: EMPOWERING LOCAL ENGAGEMENT AND SUSTAINABLE ENERGY TRANSITION

Figure 9 - COMMUNITAS website screens

To keep the audience engaged and well-informed, the COMMUNITAS website will be updated minimum twice a month with the following type of content:

- News;
- Videos;
- Photos;
- Infographics;
- Professional articles;
- UGC (User Generated Content);
- External articles which are related to the project's topic;
- Information about related events.

6. Social Media Channels establishment

Establishing and managing social media channels for the COMMUNITAS project is important for several reasons:

- **Visibility and Reach:** Social media platforms have become powerful tools for reaching a wide audience and increasing project visibility. By having active social media channels, the COMMUNITAS project can effectively communicate its objectives, activities, and outcomes to a larger audience, including stakeholders, policymakers, researchers, and the general public.
- **Stakeholder Engagement:** Social media provides a platform for engaging with stakeholders and fostering a sense of community around the project. It allows for two-way communication, enabling the project team to receive feedback, answer questions, and address concerns. Engaging stakeholders through social media channels helps build trust, maintain interest, and encourage their active participation in project activities.
- **Dissemination:** Social media channels offer a quick and efficient means of disseminating project updates, news, research findings, and other relevant information. The project team can share blog posts, reports, videos, infographics, and other content through social media platforms, ensuring that the target audience stays informed and up to date with the project's progress.
- **Networking and Collaboration:** Social media platforms provide opportunities for networking and collaboration with other projects, organizations, and experts in the field. The COMMUNITAS project can connect with like-minded initiatives, exchange knowledge and experiences, and explore potential collaborations. It also enables the project team to stay updated on the latest developments and trends in the energy community sector.
- **Awareness and Education:** Social media channels can be used to raise awareness about the importance of energy communities and sustainable energy transitions. The project team can educate the audience about the benefits, challenges, and opportunities associated with energy communities, thereby promoting a broader understanding and support for the project's goals.
- **Advocacy and Policy Influence:** Social media provides a platform for advocating for policy changes and influencing relevant stakeholders. The COMMUNITAS project can use its social media channels to highlight policy recommendations, showcase successful case studies, and engage policymakers in discussions about the importance of supporting energy community initiatives. This can contribute to shaping favourable policy environments and fostering the growth of energy communities.
- **Evaluation and Feedback:** Social media platforms offer opportunities to gather feedback, conduct surveys, and assess the impact of the project. The project team can analyse engagement metrics, monitor discussions, and gather insights from the audience to improve project activities and adjust strategies as needed.

In summary, establishing and managing social media channels for the COMMUNITAS project is essential for enhancing visibility, engaging stakeholders, disseminating information, networking, raising awareness, advocating for policy changes, and gathering feedback. It supports the project's objectives and contributes to its overall success by fostering a dynamic and interactive online presence.

6.1. Facebook

The Facebook profile was launched in M1 and reached 16 observers and 8 posts until M6. We plan to reach 300 followers with 350 posts after 4 years of the project duration. To achieve this goal, we plan to do at least a post per week.





Figure 10 - COMMUNITAS Facebook profile: <https://www.facebook.com/profile.php?id=100089206669829>

We plan to publish the following type of content:

- Relations,
- Live videos,
- Infographics,
- User Generated Content,
- Posts linking to the COMMUNITAS website,
- Post referring to sister-projects achievements,
- Posts to COMMUNITAS's main topic related articles or events.

6.2. Twitter

The Twitter account was established in M1 and reached 102 followers through 7 posts by M6. We plan to reach 500 followers with 300 posts published by M42. To achieve this goal, we plan to do at least a post per week.



COMMUNITAS



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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 10196508

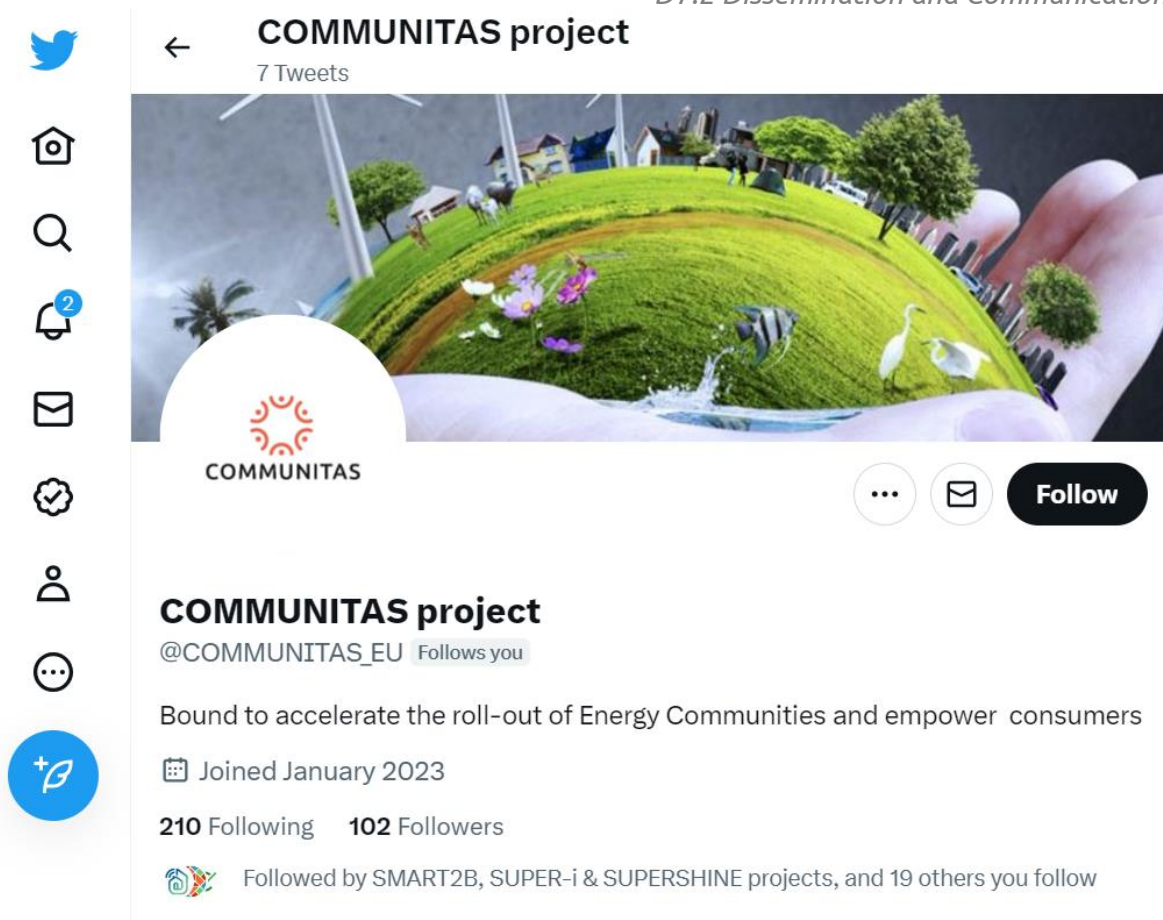


Figure 11 - COMMUNITAS's Twitter account: https://twitter.com/COMMUNITAS_EU

We plan to publish the following type of content with the use of adequate and high frequent used hashtags, which may increase the followers as well as the engagement of the COMMUNITAS twitter account:

- Graphics,
- Short messages,
- UGC,
- Re-tweets,
- Links to the website.

6.3. LinkedIn

COMMUNITAS's LinkedIn profile was established in M1. It reached 137 observers with 14 posts by M6. We plan to reach 450 observers with 120 posts within the project duration. To achieve this goal, we plan to do at least one post per each 2 weeks.



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Figure 12 - COMMUNITAS's LinkedIn profile: <https://www.linkedin.com/company/communitas-project/>

We plan to publish the following type of content with the use of adequate and high frequent used hashtags, which may, as in a case of Twitter, increase the followers and the engagement of the COMMUNITAS LinkedIn account:

- videos,
- infographics,
- professional articles,
- UGC,
- links to the website.

6.4. YouTube

The project YouTube channel was established in M1. It is planned to reach 120 subscribers with 25 short videos published, and 2 promotional ones.

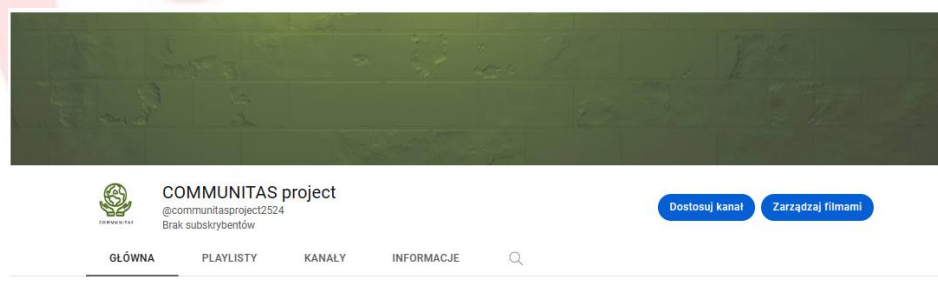


Figure 13 - COMMUNITAS YouTube channel profile: <https://www.youtube.com/@communitasproject2524>

The content of the channel will present:

- short clips – reportage of the events,



- promotional videos,
- interviews,
- explanatory videos,
- webinars, workshops recordings.



7. Target Groups

At the beginning of the project the COMMUNITAS Consortium verified the list of target groups to whom all dissemination strategy should be tailored. For each group we have planned different dissemination activities as shown in Table 3. The following target groups have been identified for the COMMUNITAS project:

Table 2 - COMMUNITAS target groups description

Type of target	Description
Consumers, prosumers, and end-users	Engaging consumers, prosumers, and end-users as target groups can involve various strategies, such as providing energy efficiency education, promoting renewable energy adoption, facilitating energy management tools and technologies, incentivizing energy generation and storage, and enabling participation in local energy communities or peer-to-peer energy trading platforms. Recognizing the diverse needs, interests, and capabilities of these target groups is crucial for developing tailored approaches to maximize their engagement and contribution to a sustainable energy future.
Energy market players (ESCOs, retailers)	Understanding the goals, needs, and market dynamics of energy market players like ESCOs and retailers is essential for developing effective strategies and partnerships. By working together, these target groups can contribute to the achievement of energy efficiency, renewable energy adoption, and overall sustainability in the energy market.
DSOs and TSOs	Understanding the roles and responsibilities of DSOs and TSOs as target groups is crucial for effectively navigating the energy market and developing partnerships that promote grid integration, renewable energy adoption, and overall grid reliability. By collaborating with these key players, the energy market can evolve toward a more sustainable, resilient, and customer-centric future.
Tech and service providers	Engaging with tech providers as a target group offers several opportunities: • Access to innovative technologies: Partnering with tech providers allows energy market participants, including utilities, grid operators, and consumers, to leverage the latest technological advancements. This can include solutions for renewable energy integration, energy monitoring and control systems, demand response platforms, energy efficiency tools, and more. By adopting these technologies, businesses and consumers can optimize their energy usage, reduce costs, and contribute to sustainability goals. • Collaboration on research and development: Tech providers often conduct research and development



	activities to advance energy technologies. Collaborating with them provides an opportunity to participate in joint projects, share knowledge, and co-develop innovative solutions tailored to specific market needs. This collaboration fosters technological advancements, accelerates the deployment of clean energy solutions, and promotes industry-wide progress. • Implementation support and technical expertise: Tech providers offer implementation support, including system design, installation, and maintenance services. They bring technical expertise and specialized knowledge to ensure the successful integration and operation of their technologies within the energy market. Engaging with tech providers allows market participants to access professional support and guidance throughout the adoption process, enhancing the efficiency and effectiveness of energy projects.
Public authorities (municipalities, energy agencies)	Engaging with public authorities as a target group on the energy market facilitates collaboration, policy alignment, and the effective implementation of energy strategies. It enables stakeholders to influence energy policies, access funding opportunities, ensure regulatory compliance, and contribute to the transition towards a sustainable and resilient energy system.
Local communities and citizens' associations	Engaging with local communities and citizens associations as target groups on the energy market promotes community-driven approaches, fosters energy democracy, and enables the localization of energy systems. It empowers communities to actively participate in the energy transition, promotes sustainable practices, and fosters a sense of ownership over energy resources. Collaboration with local communities and citizens associations contributes to a more inclusive, resilient, and people-centered energy market.
General public	Engaging with the public as a target group on the energy market is crucial for fostering public support, driving behavioural change, and achieving a sustainable energy transition. It involves promoting energy affordability, accessibility, and conservation while addressing public concerns, building trust, and enhancing energy literacy. By actively engaging with the public, stakeholders can create a more inclusive, responsive, and people-centric energy market that benefits society as a whole.
Academia and R&D	Academia and R&D institutions possess specialized expertise and consultancy capabilities that can benefit the energy market. Engaging them as a target group offers the following advantages: • Technical expertise: Academia and R&D institutions have domain expertise in various areas such as renewable energy technologies, energy systems



	modelling, energy economics, and environmental impact assessment. Their technical knowledge can support energy market stakeholders in making informed decisions, optimizing energy systems, and addressing complex challenges. • Consultancy services: Academia and R&D institutions often offer consultancy services to industry stakeholders, providing advice, analysis, and solutions to specific energy-related problems. Leveraging their consultancy services can help organizations navigate technological, economic, and regulatory complexities, driving efficiency and innovation in the energy market. • Validation and testing: Academia and R&D institutions provide facilities and resources for the validation, testing, and verification of energy technologies and systems. By collaborating with them, energy market stakeholders can ensure the reliability, safety, and performance of their products and services.
EC initiatives	EC initiatives, referring to initiatives undertaken by the European Commission, are a significant target group on the energy market. The European Commission plays a pivotal role in shaping energy policies, driving sustainability, and promoting the transition to a low-carbon and clean energy future.
Financial institutions	Financial institutions offer a range of financial services and advisory support that can benefit stakeholders in the energy market. Targeting financial institutions provides the following advantages: • Advisory services: Financial institutions employ experts who can provide specialized advisory services in energy finance, risk management, and market analysis. Engaging with these institutions allows stakeholders to seek guidance, expert opinions, and market insights that can inform their financial strategies, investment decisions, and business planning. • Sustainable finance expertise: Many financial institutions have developed expertise in sustainable finance and environmental, social, and governance (ESG) considerations. They can provide guidance on aligning energy projects with sustainability criteria, reporting on ESG performance, and accessing green financing options. Targeting financial institutions with sustainable finance expertise ensures that energy projects meet environmental and social standards, enhancing their attractiveness to investors and lenders. • Financial innovation: Financial institutions are often at the forefront of financial innovation, including new financial products, innovative business models, and



	digital solutions. Engaging with them as a target group allows stakeholders to explore innovative financing mechanisms, such as crowdfunding platforms, peer-to-peer lending, or energy performance contracting. These innovative approaches can facilitate access to capital, accelerate project implementation, and unlock new business opportunities.
Regulators and policy makers	Regulators and policy makers are responsible for developing and implementing energy policies and regulations at local, national, and international levels. They establish the rules, standards, and guidelines that govern energy generation, distribution, pricing, and environmental sustainability. Engaging with regulators and policy makers as a target group offers several benefits: • Influence policy direction: By targeting regulators and policy makers, stakeholders in the energy market can contribute to the policy-making process. They can provide input, feedback, and recommendations to shape policies that align with their interests and support the development of a sustainable, competitive, and inclusive energy market. • Market certainty and stability: Engaging with regulators and policy makers helps energy market stakeholders gain clarity on regulatory frameworks, long-term energy plans, and government priorities. It provides them with insights into upcoming policy changes, market reforms, and investment incentives, enabling better planning and decision-making. • Policy advocacy: By actively engaging with regulators and policy makers, stakeholders can advocate for their interests, share industry perspectives, and contribute to the policy dialogue. They can provide technical expertise, economic analysis, and real-world insights to inform policy discussions, ensuring that policies are evidence-based, technologically neutral, and conducive to innovation and market growth.

The additional target groups will be identified by Project Partners responsible for each demonstration sites activities towards citizens. It will set the basis for social acceptance campaigns coordination organized regionally by project's partners, totally aligned with the work performed at the Social and Policy Labs under the framework of T7.2.

The schedule below shows how we reach relevant target groups beside the main dissemination activities:



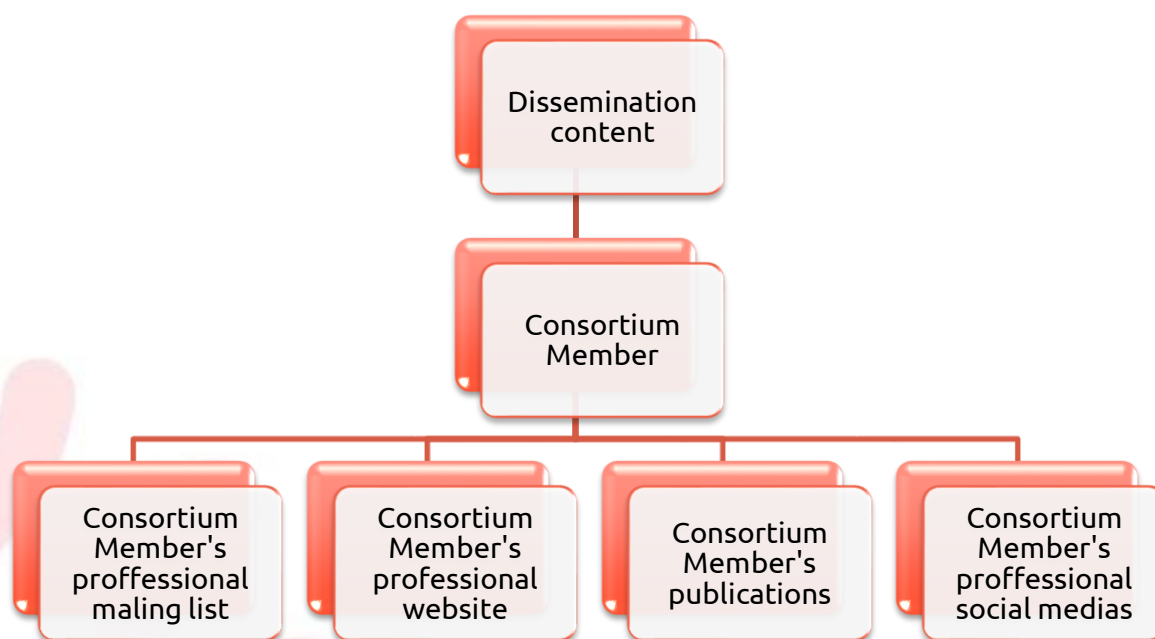


Figure 14 - COMMUNITAS' Consortium Member professional network



8. Communication messages

There are a couple of general rules that should be respected when presenting the key messages. They ought to be clear and simple. They should not be redundant and should address the most important issues. The messages and their languages should be tailored to the respective audiences. An evident objective is to focus on positive achievements and the benefits they could bring. This requires clear agreement and careful coordination among all parties who may act as spokespersons or information sources for a particular project or network.

Key questions to be answered when creating all types of content:

- What are the benefits for stakeholders?
- How will the solution improve their work?
- Which problems the solution solves?
- What kind of values will COMMUNITAS bring?
- How all COMMUNITAS's tools work?
- How can COMMUNITAS be implemented in stakeholders' facilities?

9. Dissemination Plan

9.1. Roles and responsibilities

The implementation of DCP will be successful, only as far as the different COMMUNITAS Partners fully engage with the shared collective responsibility for DCP. Therefore, WP9 is responsible for communication and dissemination, however these tasks will only be successfully fulfilled with the support from all Partners to regularly communicate WP9 activities that are taking place and act as multipliers of information to the different target audiences.

ASM as a Dissemination and Exploitation Manager (DEM) is responsible for the project's communication planning when its execution requires cooperation of all Partners organisations. This is of particular importance within COMMUNITAS, where the Partners are either often part of, or closely connected, to some of the target audiences as well as to language and context awareness issues.

The full input, contributions, and regular dissemination by COMMUNITAS Partners is essential to ensure that dissemination activities realize their full potential. COMMUNITAS Partners are expected to provide content for the website (short updates and news posts) and share their Work Package research results. Partners are expected to notify the coordinator and DEM of completed deliverables, publications, and any promotional events. Partners will also actively disseminate COMMUNITAS outputs using their existing and relevant media, networks and contacts to spread the COMMUNITAS messages. Finally, COMMUNITAS Partners will act as mediators (and multipliers) between the consortium and stakeholders.

9.2. Dissemination and Communication Schedule and KPIs

Table 4 below presents the overview of dissemination and communication activities that are planned to be implemented within the project along with its schedule and KPIs which are going to be reached until M42. It will be updated each time Consortium Partners will find out more opportunities at national, European, or worldwide level to disseminate information about the project.

A set of Key Performance Indicators (KPIs) has been defined to measure the efficiency and effectiveness of dissemination activities carried out. According to SMART (Specific, Measurable, Achievable, Relevant, Time-bound) concept all goals of the dissemination strategy must bring appropriate results. The table below summarizes desired targets of KPI achievement at the end of the project duration. The numbers presented are based on the different measurement tools that have been identified:

- Word Press Analytics/Google analytics: web analytics solution that provides insights into the website traffic and marketing effectiveness.
- Twitter, Facebook, LinkedIn, and own statistics (Twitter analytics, Tweetchup, Klout and Tweetdeck), from where COMMUNITAS is able to monitor the activity of social media.
- External sources provided by events' organizers, editorial offices, media portals providers.



Table 3 - Dissemination and communication schedule and KPIs

Communication channel	Description	KPIs
Website	Professionally designed project website consisting of: (a) main page presenting tools and its benefits in visual context. (b) subpages: Project, Partners, Tools, Pilot Sites, Results, Public Reports, Academic Publications, Dissemination Materials, News, Subscribe, Contact, (c) Newsletter subscription, (d) Social Media Plugins	Year 1: 1000 views/700 Unique Users (UU) Year 2: 2500 views/1200 UU Year 3: 4000 views/2000 UU Year 4: 5500 views/3000 UU
Social Media channels	YouTube will be the main social media channel to which all other dissemination channels will refer to as the communication strategy will be based on video format. All posts presented via social media will be designed based on the newest trends, showing innovativeness of the project's tools.	YouTube:120 subscribers/25 short videos, Twitter: 500 followers/300 Tweets, LinkedIn: 450 observers/120 posts, Facebook: 300 fans/350 posts, Instagram optionally
Cooperation with sister-projects	COMMUNITAS will seek to enhance links and synergies with other EC funded projects and similar initiatives. In this regard, several dissemination and communication activities are planned in order to create synergies whenever possible.	7 sister-projects in continuous cooperation; 3 workshops jointly organised; 2 scientific papers jointly submitted
Digital, printed promotional materials	Leaflets describing each specific solution dedicated to a specific target group will be elaborated, translated into Partners national languages and printed by each Partner.	4 digital/printed leaflets 1 digital/printed roll-up 1 digital/printed poster
Promotional videos	Short videos will be produced during the project lifetime to promote all COMMUNITAS tools in an engaging way.	2 explanatory/pitch videos
Articles	Publications in targeted magazines aiming at raising	Year 1: 3 articles, Year 2: 3 articles, Year 3: 4 articles;



	awareness and interest of the target audience.	Year 4: 6 articles
Articles	Individually, or jointly submitted, scientific papers deeply exploring the innovative technology used to elaborate COMMUNITAS tools.	Year 1: 2 scientific paper Year 2: 4 scientific papers Year 3: 5 scientific papers Year 4: 6 scientific papers
Workshops	Promotional and educational workshops are planned to be organised by project Partners in different countries. The main goal is to disseminate knowledge about the benefits of the COMMUNITAS tools and to engage the audience with attractive dissemination materials.	>20 workshops in total (taking into account actions from Social and Policy Labs)
Event	Various in-person or remote events to present the project's results. Project's representatives will give presentations, take part in panels and disseminate information on the exhibition stand, presenting videos/ tools via live streaming, leaflets, rollup and press kits. For online events: virtual exhibitions, online workshops, self-organised events, logotype or online banner publications. A final conference where the project results, a follow-up plan, and policy recommendations will be presented is also planned at the final stage of project duration.	7/year
Newsletter	Informative and promotional Newsletters are planned to be designed and sent to the wide network of Project Partner's business contacts, and media platforms.	Year 1: 1 Newsletter Year 2: 1 Newsletter Year 3: 2 Newsletters Year 4: 2 Newsletter



The KPI evaluation is an ongoing activity, monitored constantly. Effectiveness and progresses will be assessed and necessary changes will be implemented in order to achieve the planned results. In the COMMUNITAS strategy an evaluation will be performed twice: after 24, and 42 months of the project. However, when ASM as a leader of WP related to dissemination and communication activities will detect any risks hindering to meet the target KPI within given timeframe - all Partners will be notified about this in order to boost dissemination activities. Every 6 months during the GA meeting all partners will be informed about current status of KPI's performance.



10. Conclusions

The principal objective of this deliverable is to present the dissemination and communication strategy based on already elaborated branding materials and promotional channels established until M3.

The dissemination and communication activities in the COMMUNITAS project are actively conducted in all chosen channels. They are both supported, initiated and disseminated by all Consortium Partners to create a wide net of interested stakeholders.

The report provides a description of the target groups, dissemination tools (publications, newsletter, events, workshops, webinars), key performance indicators and the dissemination activities schedule. It ensures a solid framework against successful realization of the COMMUNITAS project in the area of D&C.

Plan for M6-M12:

- Regular update of the website content.
- Regular actions on social media.
- 2 scientific papers to be published.
- 1 Newsletter
- 1 joint event with sister-projects
- 6 short videos
- 1 leaflet
- 5 workshops
- 3 articles
- 5 participated events

Monitoring Indicators (to be measured quarterly):

- Number of page visits to the website.
- Number of references to the project on search engines, number of links/followers/interactions with external entities on Social Media.
- Number of Newsletter's receivers.
- Number of event attendees.
- Number of views of promotional video.
- Number of workshop attendees.

A comprehensive dissemination and communication results report (D7.2) will be updated in M24 and M42.



