



Funded by the European Union

Project Number: 774145
Project acronym: Net2DG
Project title: Leveraging Networked Data for the Digital electricity Grid
Contract type: H2020-LCE-2017-SGS

Deliverable number:	D6.2
Deliverable title:	Dissemination Strategy
Work package:	WP6
Due date of deliverable:	M12 – 31/12/2018
Actual submission date:	M12 - 28/12/2018
Start date of project:	01/01/2018
Duration:	42 months
Reviewer(s):	Hans-Peter Schwefel (GD) Jakob Stoustrup (AAU)
Author/editor:	Georg Lettner, Andreas Fleischhacker, Daniel Schwabeneder, Johannes Radl, Carlo Corinaldesi (TUWien)
Contributing partners:	Technical University of Vienna (TUWien)

Dissemination Level of this Deliverable:	PU
<i>Public</i>	<i>PU</i>
<i>Confidential, only for members of the consortium (including the Commission Services)</i>	<i>CO</i>

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774145. Further information is available at www.net2dg.eu.

This document reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

Table of Contents

List of Figures.....	3
List of Tables	3
1 Introduction.....	4
2 Objectives	4
3 Dissemination and communication target groups	5
4 Communication contents: Key messages.....	8
5 Roles and responsibilities of the partners.....	9
6 Strategy implementation.....	10
6.1 Visual identity and Branding	10
6.2 Dissemination & Communication tools and channels.....	11
6.2.1 Website.....	11
6.2.2 Promotional Materials.....	13
6.2.3 Workshops.....	16
6.2.4 Scientific and professional articles	17
6.2.5 Summary of Dissemination Targets, Achievements and Plans	17
7 Internal reporting rules	21
8 Annexes	22



List of Figures

Figure 1 Net2DG Logo	10
----------------------------	----

List of Tables

Table 1 Dissemination Engagement	8
Table 2 Responsibilities of the partners	9
Table 3 Target outcomes	18

1 Introduction

The objective of this document is to illustrate the approach to the project dissemination and the communication. Before proceeding with exact definitions of these activities within the Net2DG project, we first provide below the difference between communication and dissemination.

Dissemination activities include disclosing the project results to the target groups through appropriate means and mediums such as project web page, workshops etc. Typically, this includes just a one-way exchange of information and does not include feedback from the audience.

Communication on the other hand includes promoting these results through providing targeted information to selected audiences in a strategic and effective manner. This usually involves a two-way communication channel and includes some forms of feedback.

2 Objectives

The dissemination and communication activities of Net2DG will be used to promote the project results of these work packages:

- WP 1: Scenarios and Architecture
- WP 2: Grid Observability
- WP 3: Resilient and Secure ICT
- WP 4: Distribution System Control
- WP 5: Experimental Evaluation
- WP 6: Cost-Benefit-Analysis

Throughout these work packages, public deliverables that are relevant for the target groups

- Distribution system operators (DSOs) and
- Regulatory bodies

will be developed. Starting with WP 1, DSO scenarios have been analysed in terms of their design and technical, market and environmental impact. Accordingly, WP 2 and WP 3 are working on applications for improving the grid observability, grid modelling software, and on the development of a resilient and secure information and communication technology (ICT) gateway. Preliminary field test regions have been identified at two DSO sites based on the requirements of the use-cases and based on the preliminary solution design. Then WP 4 will develop control coordination approaches that actively improve voltage quality and/or grid operation efficiency of the distribution grids. Finally, WP 5 will address the integration and experimental evaluation in a lab trial and in the consortium's DSOs' regions.

The objectives of the dissemination and communication activities are:

- Identify target groups, communication tools and distribution channels to use for the project's dissemination and communication activities
- Create recognition for the project by graphically coherent and consistent communications
- Interact with a wide audience through the web, the media, promotional materials and events
- Disseminate the project results via the below mentioned tools (see section 6.2)
- Promote the Net2DG solutions among existing DSOs in the European Union and especially in Austria, Germany, and Scandinavia.
- Inform regulatory bodies about the potentials and possibilities of Net2DG solutions and promote recommendations for the uptake of such kind of solutions.
- Educate other relevant stakeholders about the Net2DG solutions, including electricity market players such as transmission system operators (TSO), energy communities, etc.

3 Dissemination and communication target groups

The main target groups of the Net2DG project are:

- Distribution system operators (DSOs)
- Regulatory bodies

It should be noted that 2 DSOs are already part of the consortium, which confirms the interest in and need for the project objectives.

Below is a list of DSOs outside the consortium that have joined the Net2DG reference group already during the first year of the project implementation. These DSOs are organized in different reference groups in Austria, Denmark and Germany. These are for

- Austria:
 - Linz Netz
 - Stadtwerke Wels
 - E-Werke Gröbming
 - E-Werke Kindberg
 - Energienetze Steiermark
- Denmark
 - Cerius
 - Dansk Energi
 - Intelligent Energi
- Germany
 - Stadtwerke Haßfurt
 - Stadtwerke Wunsiedel
 - Stadtwerke Deggendorf

All reference group members have provided a letter of interest and joint workshops with them were taking place during Year 1 (one of these is scheduled for January 2019 due to time constraints. The reference group members have provided feedback on the Net2DG use-cases; this feedback has been included in D1.1 and in the prioritization of the use-cases in there.

During Year 2, workshops for the discussion of the Net2DG solution design have already been scheduled for Austria and the date search has been initiated for Denmark. The half-day workshop format has proven to be efficient and successful in Year 1 and will be maintained for the future events. The detailed plans for the Net2DG reference group activities are:

2. Meeting ≈ February 2019 (Solution design)
3. Meeting ≈ October 2019 (First results and identification of joint exploitation activities)
4. Meeting ≈ October 2020 (Updated project results and detailing of exploitation actions)
5. Meeting ≈ May 2021 (Final results and confirmation of activities to be executed beyond the project timeline)

In addition to DSOs and regulatory bodies, the project involves in the two planned European workshops also the following stakeholders relevant for the achievement of the defined objectives as sub target groups:

- Electricity market players: Generators, consumers, prosumers, balance responsible parties (BRPs), energy suppliers and wholesale traders
- Transmission system operators (TSOs)
- Data analysts
- Data providers (e.g. inverter companies)
- Researchers
- Consultancies
- International organizations and agencies
- Start-up companies

Energy associations are representing an additional key target group to disseminate Net2DG achievements to. Cooperation with these associations will be fostered through possible joint-communication and cross-fertilization activities (workshops or conferences) to enhance outreach through their existing networks and channels. The most relevant ones are listed below.

EURELECTRIC - The Union of the Electricity Industry (www.eurelectric.org) is a sector association that represents the interests of the European electrical power industry. Corporate members consist of electricity generation and distribution companies from most European nations. EURELECTRIC was formally established in 1989. It hosts an annual convention at which energy policy is debated and co-funds studies into energy policy.

EUREC - The Association of European Renewable Energy Research Centres (www.eurec.be): EUREC, created in 1991, is the leading association representing research centres and university departments active in the area of renewable energy.

EDSO for Smart Grids (www.edsoforsmartgrids.eu): EDSO for Smart Grids gathers leading European distribution system operators (DSOs) for electricity, cooperating to bring smart grids from vision to reality in Europe and is focused on guiding EU RD&D, policy and member state regulation to support this development. EDSO for Smart Grids represents 30 leading Distribution System Operators (DSOs) operating in over 17 countries of the European Union and covering up to 70% of European customers.

ENTSO-E - European Network of Transmission System Operators (www.entsoe.eu): ENTSO-E represents 41 electricity transmission system operators (TSOs) from 34 countries across Europe. The main objectives of ENTSO-E are on the integration of renewable energy sources (RES) such as wind and solar power into the power system, and the completion of the internal energy market (IEM), which is central to meeting the European Union's energy policy objectives of affordability, sustainability and security of supply.

ACER – The Agency for the Cooperation of Energy Regulators (www.acer.europa.eu). ACER is a European Union Agency, was created in 2011 by the Third Energy Package to further progress the completion of the internal energy market both for electricity and natural gas.

DENA – German Energy Agency (www.dena.de). Dena is Germany's centre of expertise for energy efficiency, renewable energy sources and intelligent energy systems. It supports the implementation of the energy transition in politics, business and society.

CEER (<http://www.ceer.eu/>): Council of European Energy Regulators is the voice of Europe's national regulators of electricity and gas at EU and international level. Through CEER, a non-for-profit association, the national regulators cooperate and exchange best practice. A key objective of the CEER is to facilitate the creation of a single, competitive, efficient and sustainable EU internal energy market that works in the public interest.

The tools that will be used to reach the target groups is given in Table below.

Table 1 Dissemination Engagement

Engagement	Channels	Due Date	Methods, Tools and Materials
Online Communication	Project web site	M4	News Project results, publications Project video Brochure, leaflet (M6)(M36) Links to other projects
Social media campaign	LinkedIn	M1-42	Posts in group Energy Storage, Demand Response and Grid Technologies
	YouTube	M6-42	Project Videos (M6)(M36)
Targeted events	Participation in fairs and conferences	M1-42	Results presentation Leaflets
	Workshops	M1-42	Panel discussions Presentations Brochure, leaflet
Media	Journals, Newspapers, Magazines, Newsletters	M1-42	Press releases Scientific and industry articles
Targeted events	Reference Groups	M1-42	Meetings Review of results

4 Communication contents: Key messages

Until now some key deliverables of the project have been developed and made publicly accessible on the Net2DG website; these elaborate the “Case Study Specifications & Application Requirements” (D1.1) and the Initial Baseline Architecture (D1.2). Based on these deliverables the following key project messages have been derived:

- Net2DG creates software solutions for DSOs, which can be installed quickly and easily and result in cost savings for DSOs.
- Net2DG solutions will reduce grid losses and outages and help with the optimization of grid operation and maintenance using available grid measurement data.
- Net2DG will help regional DSOs become early adopters of digital technology for LV outage diagnosis, grid operation efficiency and voltage quality.
- Net2DG will enable an extended hosting capacity for the integration of renewable energy sources in the low voltage grid by the active use of remotely controllable end devices in the field.

5 Roles and responsibilities of the partners

The responsibilities between partners involved in the communication and dissemination activities are divided mainly between TU Wien, AAU, GridData and Fronius as described under “WP 6: Dissemination & Exploitation”.

TU Wien is the leader of the work package and provides with the subcontractor MOOSMOAR Energies OG the technical expertise, which assures that all communication and dissemination activities are technically relevant and correct. MOOSMOAR Energies OG on the other hand provides expertise in creating communication channels and tools following the visual identity developed for the Net2DG project such as the website, videos, leaflets etc. to reach out to the selected target audiences as well as the broader public. Finally, the other partners provide their technical feedback on the activities and key messages conveyed throughout the work package.

It is relevant to highlight that two DSOs are directly involved in the Net2DG project as partners. They are Stadtwerke Landau (Germany) and Thy-Mors Energi (Denmark). This provides an added value to the communication and dissemination activities of the Net2DG project since they can be tailored based on the needs of the project target group.

The division of roles and responsibilities between the partners is given in the table below.

Table 2 Responsibilities of the partners

Leader	Task
TU Wien	Dissemination and Communication Plan
TU Wien, AAU	Project identity (logo, website, templates)
TU Wien, GridData	Leaflets
TU Wien	Video
TU Wien	Social media campaigns
AAU	Scientific and professional articles
GridData, FRONIUS, AAU	Engagement of target groups (reference group workshops)
GridData, Fronius, TU Wien, AAU	Organization of workshops and fairs

The responsibility of the whole consortium can be described as follows:

- Bridge between the project and the partner networks they are involved in;
- Input to the creation of a set of stakeholders and events;
- Participation in conferences and fairs;
- Input to the content of the project website, public web communication, and press releases;
- Dissemination of the project activities through their social media channels

6 Strategy implementation

The communication and dissemination strategies will be implemented through a combination of effective visual identity and specific tools and channels. The visual identity of the logo characterizes the flow of energy. Accordingly, the website, leaflets and other communication and dissemination tools will follow the same pattern of visual identity.

6.1 Visual identity and Branding

DSOs were identified as the main communication target group. As a consequence, a serious and professional tone and identity was chosen to convey trust and credibility. At the same time, the innovative approach of the project is expressed through a spontaneous and cutting-edge appearance.

The subcontractor MOOSMOAR Energies OG produced four logo proposals, each one highlighting a specific concept of the project. The following logo was chosen by the majority of the partners through an online survey. Different Net2DG logo versions for web, print and image have been shared with the coordinator and the partners.

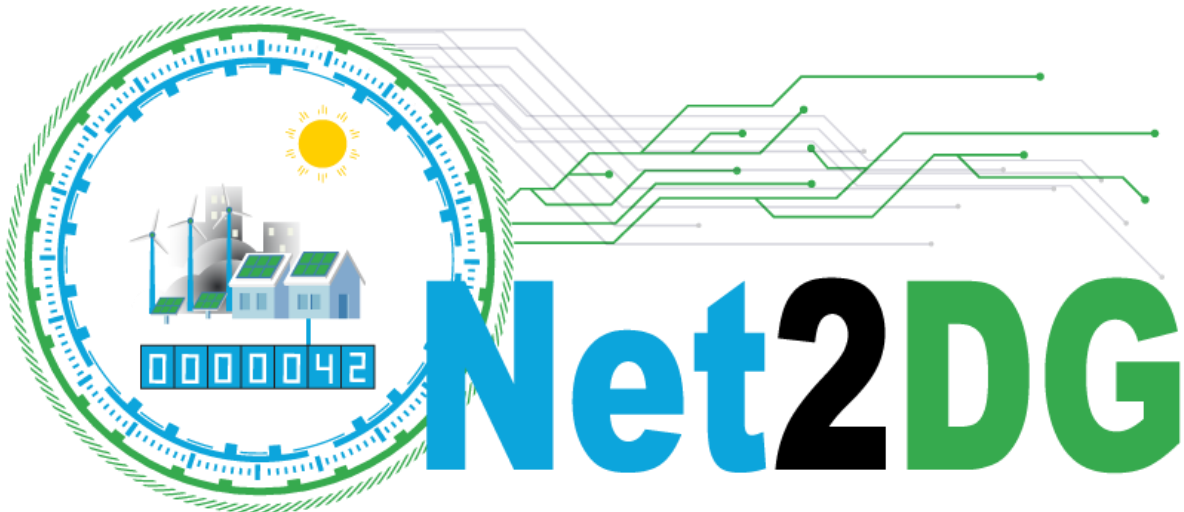


Figure 1 Net2DG Logo

As a rule to be followed by the project and the entire consortium in all official communications, the EU flag and the following reference text must be used to acknowledge the EU funding and branding:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 774145.”

As part of the activities related to the design guidelines and visual identity, a template in Power Point (to be used for presentations) and a template in Word (to be used for documents and deliverables) have been developed by AAU and made available to the partners.

6.2 Dissemination & Communication tools and channels

6.2.1 Website

The Net2DG website is a key channel to disseminate the project contents and at the same time a communication tool to promote the project and its visibility.

It contains all institutional information, news and updates about Net2DG. It is intended to be used as the entry point for all interested users and stakeholders to the project objectives, expected impacts and outcomes, news, events, public deliverables, links with other EU-funded projects covering the same domain as Net2DG.

The Net2DG website was launched in February 2018 (Month 2). The registered domain is net2dg.eu. The landing page is shown below.



GA no. 774145
Funded by the European Union

About Net2DG

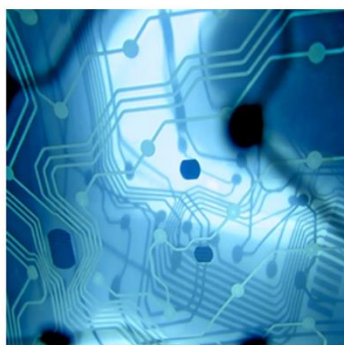
Project objectives
Project facts
Brochure

News / Events

Project news
Events
Newsletter

Use Cases

Applications
Grid scenario A
Grid scenario B



Consortium

Aalborg University
TU Wien – Energy Economics
Group
GridData
ResilTech
Fronius
Kamstrup
Stadtwerke Landau a.d. Isar
Thy-Mors Energi

Outcome

Project deliverables
Publications

Contact

Any questions?
Please contact us!

TALK ABOUT
US
[@ LinkedIn](#)

taken into account. Each key phrase was assessed in terms of number of hits that it achieves on Google and was ranked accordingly. The key phrases that ranked the highest in Google were then used.

Here is the list of these key phrases and the hits they achieved:

- flexible demand – 313 million
- demand flexibility – 93 million
- integration of intermittent electricity sources – 40 million
- renewable energy support schemes – 20,5 million
- demand side management – 14,9 million
- intermittent electricity – 13,5 million
- power system flexibility – 6,1 million
- demand side flexibility – 4,7 million
- innovative demand response services – 2,5 million
- innovative demand response – 1,76 million

The website is to be considered as an interactive communication tool and channel. It will be regularly updated in terms of contents and will be subject to possible changes over the duration of the project to meet specific communication needs.

A registration feature collects contacts of online users expressing an interest to follow the project's development through dedicated 1-to-1 communications (such as e-mailings, invitations to events, etc.).

6.2.2 Promotional Materials

Leaflets

TU Wien, with the collaboration of the coordinator and the consortium, will produce a project leaflet at two different stages of the Net2DG project.

A first leaflet on the Net2DG project has been produced in Month 6. It informs the relevant stakeholder communities about the start of the project and focuses on project key objectives and use-cases in a direct, simple and easy-to-understand way.

Towards the end of the project, in Month 36, a second leaflet will be issued to inform the key target groups, who are more likely to take up and exploit the Net2DG outcomes, as well as any other possible interested stakeholder, about project achievements.

Both leaflets are/will be available in printed (1500 copies for each release) and in electronic format. They will be designed for distribution at fairs, conferences, workshops and meetings and will be available for download in pdf format on the project website.

Video for web

Two brief videos for web broadcast will be produced during the Net2DG project under the TU Wien coordination.

The first video has already been released in Month 6. It addresses the target groups outside the consortium to present the project and its benefits and will invite them to follow the activities of the project.

The video presents Net2DG in an easy-to-understand yet technical way through animations and infographics. It outlines the context of the project and the benefits resulting from the use of smart meter and smart inverter data.

The video has been made accessible on the project website and on YouTube. In addition, it has been distributed via social media and other sector-related communication portals and platforms to increase the project visibility. The video can also be used to present the project during events, such as conferences and fairs. The voice-over is in English to reach the highest number of people. A second video will be produced towards the end of the project (Month 36) to communicate the achievements of Net2DG. The specific format will be identified together with the consortium at a later stage. It will be distributed online and used to show the results of the project during energy-related events.

Social Media Campaign

In order to ensure coverage of the project activities, the Net2DG project will be active on different social networks as described below:

- LinkedIn - The project has its own page on LinkedIn and will use an already existing discussion group ("Energy Storage and Grid Technologies") to post news and engage in discussions with a consolidated community. The LinkedIn Company page "Net2DG" will be used as an additional dissemination channel to reach its community with more real-time updates and short posts linking to the website. The "Energy Storage and Grid Technologies" LinkedIn discussion group counts on a community of 2,560 members. Net2DG will also engage with other selected discussion groups on renewable energies and smart grids.
- Youtube - the Net2DG Youtube channel will be used as repository for the videos produced by the project. Playlists will be created to give visitors an insight into the topic of energy aggregation and to introduce them to other projects in the same field, generating more traffic on their channels. In this way, the Net2DG Youtube channel will be used as a tool to collaborate with other projects.

Participation at fairs and conferences

The project partners will participate at major renewable energy and smart grid conferences and other events in order to present the project and disseminate its results. A preliminary list of conferences and events identified by the partners is provided below:

- Intersolar Europe
- Renewable Energy World Europe
- European Utility Week
- EU Sustainable Energy Week
- InnoGrid2020+
- International Conference on the European Energy Market
- CIGRE
- PCIM Europe - Power electronics for renewable energy, electro mobility and energy management
- International Association for Energy Economics Conferences
- IEEE International Conference on Smart Grid Communications (SmartGridComm)
 - In the 2018 edition of the conference, Net2DG already published one symposium paper; also, members of the Net2DG team organized a workshop on Challenges in Future Distribution Grids.
- IEEE International Energy Conference & Exhibition (Energycon)
- IEEE PES Innovative Smart Grid Technologies Conference
- IEEE International Workshop on Smart Grid Communications and Networks (SG-ComNett)
- IEEE International Conference on Smart Measurements and Future Grids (SMFG)
- International conference on smart grids and green IT systems (SmartGreens)
- IEEE Transactions on Sustainable Energy
- IEEE Transactions on Smart Grid
- IEEE IoT Journal
 - In 2018, members of the Net2DG team were already involved in the editorial board of a Special Issue on IoT for Smart Energy Systems

Partners communication channels: web sites and social media accounts

The communication and dissemination activities of the Net2DG project will be supported by the partner's existing communication channels, their web pages (through cross-linking with the Net2DG project) and social media accounts. Instead of creating completely new Facebook pages the consortium will use the existing social media already available, which are described more in detail below. In this way a much wider outreach can be achieved by the project through the partners' existing communities.

6.2.3 Workshops

Within the project two European workshops will be organized in order to engage the main target group: DSOs. These workshops will provide a platform to discuss the most relevant project outcomes.

The workshops will be promoted via 1-to-1 communications (e-mailing) with key stakeholders and supported by pre- and post-event press and news releases as follows:

- Before the workshops, through the preparation of press and news releases, to inform the reference group members about the location and date of the events
- After the workshops, through the preparation of press and news releases, to inform the reference group members about the major outcomes of the workshops

Press and news releases will be distributed to information multipliers, through the project website, thematic information sites, on-line news and blogs, social media. The text will be prepared by AAU and GridData with the support of TU Wien and the other partners.

In order to increase participation, cooperation and knowledge transfer and exchange with other projects, Net2DG will aim at co-organizing these events with other Horizon 2020 projects that are developing smart grids solutions.

In addition, the news releases will be distributed via social media (via the Net2DG LinkedIn project page and the identified external discussion groups) and information multipliers and dedicated portals addressing multiple audiences here including policy and decision makers, such as listed in section 3.

The contents of the news releases will highlight how best to enhance the legal and regulatory framework, not only on national but also on European level through the Net2DG recommendations. The involvement of policy makers and regulatory bodies at national level will be achieved through the use of the partner's networks and their direct engagement with the relevant public bodies and associations. At European level the European Commission with the department of DG ENER and INEA will be directly addressed and invited to the workshops.

Net2DG was already involved in the organization of a workshop "Challenges and Solutions in Future Distribution Grids", held at the annual IEEE Smartgridcom 2018 in Aalborg. Here the project in collaboration with two other national projects, RemoteGRID and DECODE, kept a steady attendance of about 20-25 people throughout the day, ending with a panel discussion including a representative from Net2DG's reference group from Dansk Energi. Details of the program and some pictures can be found in the Annex.

6.2.4 Scientific and professional articles

Articles will be developed by the partners presenting the project and its results and will be published in relevant media (print and on-line) targeting European audiences but also in the target countries.

Articles will also be published on the website and promoted via social media. A preliminary list of the media that are currently being considered as potential targets is provided below:

- European Energy Review
- Sun and Wind Energy
- Smart Grid Today
- Energy in Demand
- Modern Power Systems
- Renewable Energy Blog
- Staffetta Quotidiana
- Energy Post
- BeEnergy
- European Energy Innovation
- Qualenergia
- Smart Grid News
- Utility Products

Special scientific journals:

- Renewable Energy (Elsevier)
- Renewable and Sustainable Energy Reviews (Elsevier)
- Energy for Sustainable Development
- International Journal of Energy Research
- International Journal of Critical Infrastructure Protection
- International Journal of Distributed Energy Resources
- IEEE Transactions on Smart Grids
- Sustainable Energy (Elsevier)
- Grids and Networks (SEGAN)
- Journal of the IoT

The articles will be published according to the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020.

6.2.5 Summary of Dissemination Targets, Achievements and Plans

The table below shows the different target outcomes from the Net2DG proposal, and it summarizes their status and the plans for Year 2.

Table 3 Target outcomes

External Stakeholder Group	Channels used by Net2DG	Measures in Net2DG	Target Outcome	Status and Plan for Year 2
Small and medium-sized DSOs	<p>Direct Communication</p> <p>DSO organizations</p> <p>Industrial Conferences</p>	<p>Direct contact and presentation of Net2DG solutions to at least 50 DSOs in Germany, Austria, and Scandinavia.</p> <p>Presentations to at least 15 DSO organizations (such as KOV Energie, EGEW, VKE, etc.)</p> <p>Presentation of Net2DG results with at least 3 posters and 10 presentations at conferences with industrial participation.</p>	<p>5 development cooperations with other DSOs (outside Net2DG) for the commercial products integrating Net2DG features;</p> <p>Participation in 10 commercial tenders with Net2DG technical outcomes</p>	<p>Status: Reference Group with 11 DSOs or DSO Organizations established.</p> <p>Introduction of Net2DG in bilateral talks to 7 more DSOs</p> <p>Year 2 Plan: Second Round of Reference Group Workshops; follow up with 5 of the additional DSOs.</p>
Standardization	Working groups of the relevant standards	<p>Contribution to future development of standards like EN50160 (Voltage characteristics of electricity supplied by public distribution systems</p> <p>Contribution to IEC standardization for Electricity meters.</p> <p>Contribution to IEC standardization for Smart Grid</p> <p>Contribution to further developing the Modbus specifications regarding the communication with PV and storage units published by the</p>	6 contributions to standards	<p>Status: No contribution to standards</p> <p>Year 2 Plan: Organization of a workshop for necessary standards</p>

External Stakeholder Group	Channels used by Net2DG	Measures in Net2DG	Target Outcome	Status and Plan for Year 2
		<p>SunSpec Alliance (http://sunspec.org).</p> <p>Drafting a communication and security concept for the (e.g. server-to-server) system of connection between inverter data (inverter control) and DSO.</p> <p>Contributions to the future development of standards such as EN 50438 (Requirements for micro-generating plants to be connected in parallel with public low-voltage distribution networks) or CLC/TS 50549 (Requirements for generating plants to be connected in parallel with distribution networks).</p>		
European, National and Regional Politics	Direct meetings with representatives of ministries and local authorities	TUW is member of the core team for Smart Grids of Austrian Ministry for Transport, Innovation and Technology with the potential of around 20 meetings me Partner DSOs (TME, EWK, StwLan) will include Net2DG outcome and results in talks to their local and regional political contacts	Building up political awareness and identification of missing incentives	<p>Status: Information about project start and content</p> <p>Year 2 Plan: Organization of direct meetings with national partners</p>
Start-up Economy	<p>Direct talks to venture capitalists</p> <p>Startup fairs</p>	In order to speed up the development of the commercial SW products that will result from the Net2DG	The amount of targeted venture capital will be in relation to the development	Status: Contact with selected venture capital funds established

External Stakeholder Group	Channels used by Net2DG	Measures in Net2DG	Target Outcome	Status and Plan for Year 2
		innovation, GridData will bring in additional venture capital.	efforts. These are derived from the proof-of-concept development experience after each Milestone and lead to an update of the exploitation plan	Plan for Year 2: Talks to be resumed when first prototypes are available during Year 2
End-customers of DSOs (electricity consumers)	Consumer Organizations	Presentations to consumer organizations in each of the three countries AT, DE, DK	Awareness of the benefits of Net2DG solutions utilizing Smart Meter and inverter data and actuation possibilities	Status: 1 Presentation to general audience
Research Community	International scientific conferences International scientific journals and magazines	Identification of relevant venues as part of the regular WP6 process Submission to relevant venues	>= 15 conferences >= 8 journals 3 PhD theses	1 paper at SGComm published 3 paper drafts in progress
Education	Lectures Tutorials at conferences Knowledge sharing within the project	Design of lecture material for low voltage grid communication, observability and control from Net2DG. Submit proposals for tutorials to relevant venues Knowledge sharing platform within the project	Lecture held at AAU. Teaching material is provided to cooperating Universities.	Status: Discussion about integration in education plan

7 Internal reporting rules

Dissemination and communication activities are tracked and reported every six months. This will include asking the partners to fill out a table, where information on the partners activities in terms of attendance of conferences, fairs, publication of articles in journals on research outcomes of the project etc. is collected. This reporting is conducted by TU Wien as the leader of the communication and dissemination work package.

Web statistics, social media analytics and other off-the-shelf tools such as Nuvi (monitoring the outreach of the distribution and uptake of news releases and articles) will provide a more precise assessment of the outreach and impacts of the overall communication of Net2DG.

The table below shows the tools that will be used to monitor the performance of articles and press releases.

DATA	TOOL
Unique visitors on the project website Total visits on the project website	Google Analytics
LinkedIn followers	LinkedIn statistics
Impressions on Youtube	Youtube statistics
Mentions (take ups on monitored websites)	NUVI

The success of the Net2DG online communication will be measured through a benchmark analysis. This benchmark analysis will compare the results of the Net2DG project with data from other projects in the same sector.

The involvement of targeted stakeholders in the workshops is to be considered as another indicator of the achievement of Net2DG communication and dissemination activities. At this stage of the project, some key stakeholders (see e.g. reference group Letter of Intent) have already confirmed their willingness to disseminate projects results and announcements via their communication channels.

8 Annexes

Preliminary list of articles and events attended by Net2DG partners


Articles:

10 February 2018	Landau Nachrichten, #35, p19
24 March 2018	Bad Reichenhall/Traunreut/Trostberg, Heimatwirtschaft, #71, Germany06
April 2018	Net2DG Teaser at Aalborg University, Denmark
Mai 2018:	Reportage der Wirtschaftsförderung Berchtesgadener Land, https://www.berchtesgadener-land.de/reportagen/grid-data
14 June 2018	TU Wien News, Austria
07 September 2018	Kurier, Austria
12 September 2018	Energidag, Denmark

Conferences:

- 14 – 18 May 2018 SESWA 2018 - Smart Energy Systems Week, Vienna, <http://www.seswa.at/> (Poster)
- 2 Oct – 5 Oct 2018 SRDS 2018 – Symposium on Reliable Distributed Systems, <http://www.lasid.ufba.br/srds2018>, Keynote Talk.
- 11 -12 September 2018 13. SZ Energiekongress, Munich, Germany (Poster)
- 29 Oct - 1 Nov 2018 SmartGridComm 2018, Aalborg, <http://sgc2018.ieee-smartgridcomm.org/> (Poster)

Net2DG was involved in the organisation of the workshop “Challenges and Solutions in Future Distribution Grids” at the annual Smartgridcom 2018 held in Aalborg, Denmark, 2018. The conference is well known and established, and attracted more than 200 registered researchers from over the world. The workshop was organized jointly with other national research projects: RemoteGRID and DECODE, and kept a steady average of 20-25 people attendance throughout the day. Towards the end of the day, the panel lead to a highly fruitful discussion, with Hans Peter Schwefel replaced with the representative from Net2DG’s external board from Dansk Energi.



IEEE.org | IEEE Xplore Digital Library | IEEE Standards | IEEE Spectrum Online | More IEEE Sites

IEEE SmartGridComm™ IEEE International Conference on Communications, Control, and Computing Technologies for Smart Grids
29-31 October 2018 // Aalborg, Denmark

IEEE ComSoc IEEE Communications Society IEEE

HOME ABOUT COMMITTEE AUTHORS WORKSHOPS TUTORIALS PROGRAM REGISTRATION VENUE / HOTEL / TRAVEL PATRONS/EXHIBITORS

CHALLENGES AND SOLUTIONS IN FUTURE DISTRIBUTION GRIDS

ORGANIZER
Rasmus Lavenstein Olsen, Aalborg University

MOTIVATION AND SCOPE
The intention of this workshop is to shed light on challenges in the low and medium voltage grids that DSO's are facing today and expected in future as even more renewable energy are introduced at distribution level. The many challenges related to increased penetration of renewables are highly interdisciplinary and requires understanding of different domains. On one hand the DSO's are required to ensure supply at a certain quality despite renewable energy resources introduced in the grid, on the other side, market and privacy concerns needs to be properly tackled.

WORKSHOP DATE: October 30th, 2018

PROGRAM (the titles of the talks are tentative)
9:50-11:20 - Use cases and requirements:

- Introduction (Rasmus)
- Let there be light: Visualizing grid state for DSO's - Remotegrid project (Rasmus Olsen, AAU)
- Fault-Diagnosis and Operation Efficiency Calculation Based on Heterogeneous Measurements - Net2DG project (Hans Peter Schwefel, GridData)
- Determination of Automation Demands for Improved Controllability and Observability in Distribution Networks - DECODE project (Birgitte Bak-Jensen, AAU)
- Persistent WiFi for home customer network access to DER (Tim Godfrey, EPRI)

11:30-13:00 - Technical Solutions and approaches

- Understanding the power grid consumers by means of visualization (Jose Gutierrez Lopez, AAU)
- Grid control and operations (Jan Dimon Bendtsen, AAU)
- Data Access Mechanisms (Mohammed Seifu Kemal, AAU)
- Risk and Fault Analysis of ICT Infrastructure (Kamal Shahid, AAU)

14:00-15:30 - Barriers and opportunities

- Smart Grids and Privacy Issues (Søren Sandfeld Jakobsen, AAU)
- Market and Business opportunities (Erik B. Pedersen, Kamstrup)
- Operative challenges and opportunities (Michael Lythne, Thy-Mors Energi)
- Test bed assessment and validation (Florin Iov elli Lennart Petersen, AAU)

16:00 - 17:30 Panel discussion: Overcoming complexities in smart grids

- Participants: Søren, Hans, Erik, Birgitte, Tim
- Moderated by Rasmus

PATRONS

kamstrup THE FRIEL FAMILY FOUNDATION Fonden Energi & Miljødata KEYSIGHT TECHNOLOGIES THY-MORS ENERGI/NET A/S City of Aalborg

Platinum Platinum Gold Silver Bronze

Figure: screenshot of the program at the IEEE smartgridcom 2018 website

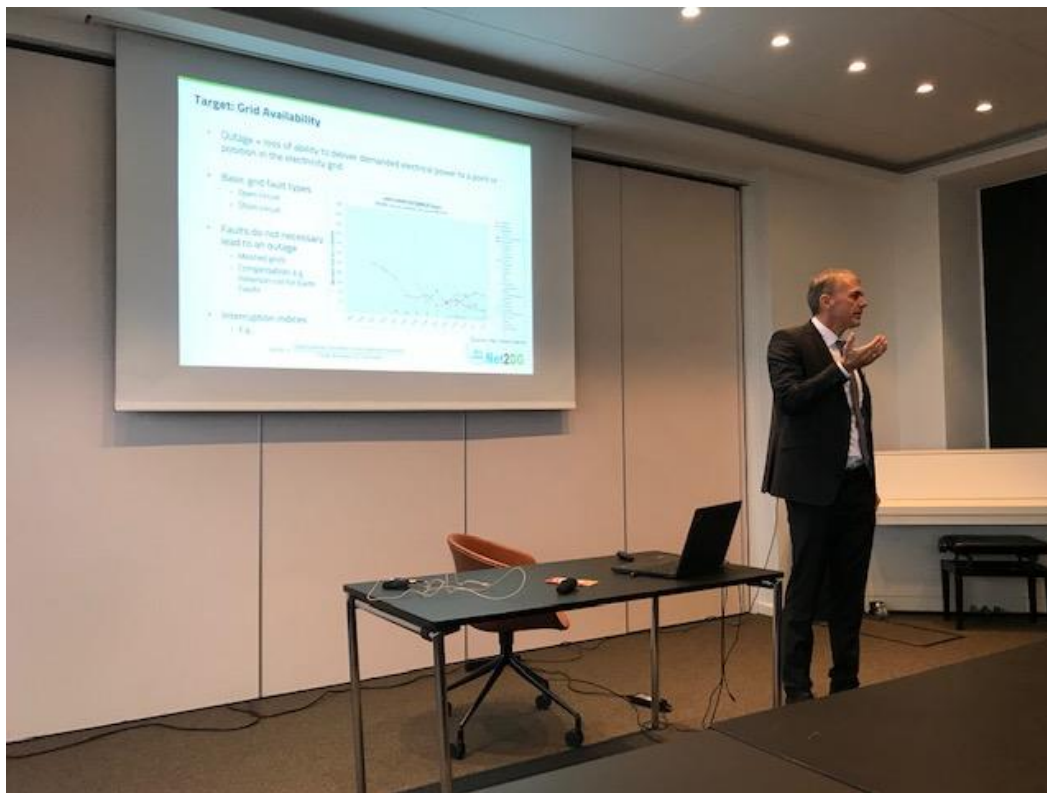
In the following, a couple of pictures from the event has been included.



From the main conference room just before plenary talk



Kamstrup being the main industrial sponsor of the conference were also present in other parts than just the workshop.



Prof. Hans Peter Schwefel (Griddata) presenting the overview of Net2DG project to the workshop



Some of the attendees at the workshop.