LocalRES

Empowering local renewable energy communities for the decarbonisation of the energy systems

D7.6 – Dissemination strategy

08 June 2023

Project Acronym	LocalRES				
Project title	Empowering local renewable energy communities for the decarbonisation of the energy systems				
Grant Agreement No.	957819				
Project Duration	48 months	Start date	01/05/2021	End date	30/04/2025
Work Package	WP7 - Dissemination and communication				
Task	Task 7.3 - Dissemination strategy				
Deliverable No.	D7.6				
Deliverable title	Dissemination strategy				
Dissemination Level	PU (Public) / CO (Confidential)				
Lead beneficiary	ENC		Deliverable author	Marta Arosio	
Contributing beneficiary(ies)	-		Deliverable co-author	Laurine Georges	
Due date	30/04/2022		Version date	08/06/2023	
Status	Working version / Under revision / Final version				
Description	Definition of the strategy to disseminate the project's results. This document will determine the objective of the dissemination efforts, target audience, types of messages to convey, channel and tools to be used, a method for evaluating the dissemination activities and the roles of project's partners in the dissemination activities.				

Date	Version	Author	Comment
11/02/2022	V1.0	Marta Arosio (ENC)	First draft
25/04/2022	V1.2	Marta Arosio (ENC)	Complete draft version ready to be peer-reviewed
28/04/2022	V1.3	Marta Arosio (ENC)	Corrected version following the partners' peer review ready for final review
29/04/2022	V1.4	Marta Arosio (ENC)	Final version (first submitted version)
08/06/2023	V1.5	CARTIF	Revised version (no changes in contents)

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This project has received funding from the European Union's Horizon 2020 Programme under the Grant Agreement no.

3

Executive summary

The present deliverable D7.6 constitutes the Dissemination Strategy of the LocalRES project, where the approach that will be adopted to share and amplify the results and impact of the project are described. The strategy, which also constitutes the project milestone MS14, is developed under the coordination of ENC, the leading partner of WP7 "Dissemination and Communication" and it outlines the roles and responsibilities of the partners, as well as the conditions ensuring proper dissemination of the generated knowledge, related to confidentiality, publication, and use of the knowledge.

The LocalRES dissemination strategy complements the project Communication Strategy (D7.1), maintaining a multi-dimensional character to maximize the awareness-raising of the outcomes and the impact of the project results. The present document outlines the main objectives of the dissemination strategy; its main target audience, identifying the main stakeholder groups that will be involved throughout the project; the main communication channels that will be adopted to achieve the proposed goals; and the monitoring system adopted to evaluate the efficiency of the activities.

Contents

List of figures

List of tables

List of acronyms and abbreviations

ASME	American Society of Mechanical Engineers
CE4EUI	Clean energy for EU islands
CSO	Civil Society Organisations
ENC	Energy Cities
ESCOs	Energy Service Companies
EU	European Union
EUSEW	European Union Sustainable Energy Week
ETPs	European Technology Platforms
H&C	Heating and Cooling
IEA	International Energy Agency
IEEE	Institute of Electrical and Electronics Engineers
KPI	Key Performance Indicators
MEVPP	Multi-Energy Virtual Power Plant
REC	Renewable Energy Community
RES	Renewable Energy Sources
R&D	Research & Development
TRL	Technology Readiness Level
WP	Work Package

1/ Introduction

According to the document "*Making the Most of Your H2020 Project*[1]", project dissemination activities have as main objective to "*transfer knowledge and results with the aim to enable others to use and take up results, thus maximising the impact of EU funded research*". Thus, dissemination activities will share the project findings, tools and materials to attract widespread interest beyond the project's lifetime, encouraging its replication in other cities and territorial contexts.

The present document outlines the detailed dissemination strategy for the project LocalRES - *Empowering local renewable energy communities for the decarbonisation of the energy systems* (from now on LocalRES), describing the approach that will be adopted to effectively share and amplify the results of the project, and to ensure awareness-raising of the expected outcomes both at local, national and European level.

Since the LocalRES project focuses on the promotion of local energy communities as key actors for the decarbonisation of the European energy system, more focus has been placed on knowledge sharing to inform the general public about their energy potential, as well as in policy promotion.

This document, in addition to the Communication Strategy (deliverable D7.1), aims at sharing and amplifying the results of the project. On the same principle as for the Communication Strategy, ENC will invite project partners to provide their feedback on the strategy, in particular on the activities for which their contribution is expected. The strategy –including an overview of activities and timeframe– will be made available to all project partners. Throughout the duration of the project, just as the overall communication, the dissemination strategy will be gradually adjusted to optimally convey the main project messages.

2/ About the LocalRES project

LocalRES *"Empowering local renewable energy communities for the decarbonisation of the energy systems"* is a European-funded project under the HORIZON 2020 Programme. Its main objective is to **engage citizens and communities to participate in the energy transition**. The focus is on the Renewable Energy Communities (RECs) as key actors for leading the structural change towards the decarbonisation of the local energy systems through the involvement and awareness-raising of citizens and communities.

LocalRES will develop a **planning tool** oriented to enabling citizens' participation in the decision-making processes associated to REC planning, that will also allow the maximization of the

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1 European Commission, Executive Agency for Small and Medium-sized Enterprises, Haardt, J., Weiler, N., Scherer, J., et al., Making the most of your H2020 project: boosting the impact of your project through effective communication, dissemination and exploitation, Publications Office, 2019, https://data.europa.eu/doi/10.2826/045684

replicability and scalability potential of the decentralized solutions developed in the project. LocalRES will also develop and demonstrate at Technology Readiness Level 8 (TRL8) a **Multi-Energy Virtual Power Plant** (MEVPP) approach to allow the RECs optimizing different energy vectors and energy and flexibility services in real time according to their community preferences. The MEVPP will aim at maximizing the contribution of RES, and will enhance the energy system flexibility and supply security.

Finally, LocalRES will deploy **innovative local energy systems** driven by RECs in four demonstration sites across Europe for a socially fair energy transformation that puts renewable energy into the hands of communities. The LocalRES solutions will promote a **secure, sustainable, competitive and affordable energy supply for everyone**.

3.1   The project consortium

The LocalRES project consortium is composed by 20 partners across eight different countries (Spain, France, Italy, Austria, Finland, Ireland, Belgium and Germany), which constitute a well-balanced consortium representing key stakeholders within the value chain of smart grids and energy communities. Each partner contributes with specific valuable knowledge to meet LocalRES objectives, according to their role in the project. The consortium is composed by the following partners:

- Fundación CARTIF (Spain) - Project coordinator
- Austrian Institute of Technology (Austria)
- ARTELYS (France)
- Centrica Business Solutions Belgium N.V. (Belgium)
- FLEXENS OY AB (Finland)
- RINA Consulting S.p.A. (Italy)
- DOWEL Innovation (France)
- ENERGY CITIES (France)
- Accademia Europea di Bolzano – EURAC (Italy)
- Munster Technological University (Ireland)
- Technical Research Centre of Finland (Finland)
- Kökar Kommun (Finland)
- R2M Energy S.r.l. (Italy)
- Comune di Berchidda (Italy)
- E.Z.E. Barrizar Koop (Spain)
- Ispasterko Udala (Spain)
- Fundación TECNALIA Research and Innovation (Spain)
- Sistemes Avançats d'Energia Solar Termica Sccl (Spain)
- Universität Passau (Germany)
- Ollersdorf Municipality (Austria)

3.2   Partner's roles in dissemination

To ensure the conditions for a proper dissemination of the generated knowledge, related to confidentiality, publication and use of the knowledge, this document also aims to define the roles and responsibilities of all project partners.

All partners will play an active role in both the communication and dissemination processes, including the activation and stimulation of their own network allies and an active research of new synergies and links with key stakeholders. Each partner is responsible for providing necessary information to the Communication and Dissemination Work Package (WP) leader about activities which they will implement/have implemented and the respective achieved results.

Such information is key to feed the website, e-newsletter, social media, etc. and to monitor the effectiveness of the project communication and dissemination activities. Additionally, they should involve their communication officers to **disseminate the produced knowledge, results and processes of the LocalRES** project to the target groups at the local level.

Each partner is responsible to make sure GDPR rules are ensured whenever they organise a local event or communicate about LocalRES as foreseen in a tailored clause included as section 10.8 of the Consortium Agreement, following the legal framework and internal protocols.

3/ Dissemination

The LocalRES project will promote the project results to a wide audience **to foster the engagement of new citizens and energy communities** in the learning process and to encourage the generation of related projects across the European Union (EU). To maximize the impact of the project, the Dissemination Strategy establishes to **share the LocalRES' results[2] through three dissemination phases**: i) raising interest among stakeholders; ii) an exploitation-oriented dissemination of the results; iii) the promotion of the overall results beyond the project.

RAISING INTEREST AMONG STAKEHOLDERS

The dissemination strategy will aim at first to create visibility and raise interest among stakeholders about the project and its expected outcomes. This will be done both within the project's external community of stakeholders as well as beyond, to wider stakeholder audiences. In the present phase the project and its preliminary results will be launched and disseminated, and connections will be created with other European funded projects, and with initiatives such as

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2 So far, the project partners have identified the generation of 23 results that hold exploitation potential and that are listed in D6.1 "IPR management strategy".

BRIDGE and the Clean energy for EU islands (CE4EUI) initiative. Specifically, the LocalRES project will seek to strengthen linkages with related projects following different strategies: i) identifying a network of amplifiers (Sub-task 7.4.3) composed by people or organisations willing to support the amplification of the project results. On a voluntary basis, those people will be included in the project communications, being informed on the project activities and outcomes, and will support the project communication and dissemination activities; ii) collecting best practices around the topic of local renewable energy, focusing on renewable energy communities, realizing a reader-friendly and attractive document that will be used as a support to the dissemination activities of the project (Sub-task 7.4.1); iii) joining national, European and international events (online and/or in presence) whenever possible, to position the project within its thematic context and to attract key stakeholders; iv) fostering a mutual promotion and dissemination of results among related projects, giving space to other projects on the LocalRES main channels (newsletter, website, social media, etc.), thus boosting the creation of interesting and powerful synergies.

AN EXPLOITATION-ORIENTED DISSEMINATION OF RESULTS

Once the results - which have been preliminarily identified in D6.1 - will be mature enough to clearly show the benefits that the new technologies can provide to relevant potential end-users/adopters, the project will boost even more the results dissemination, building on the ground of the synergies created during the first phase. Specifically, the project's results will be systematized in **papers and articles** and published in international scientific and technical **journals** and **platforms** such as: i) Sustainable Energy, Grids and Networks Journal; ii) IEEE - Institute of Electrical and Electronics Engineers; iii) ASME journals - The American Society of Mechanical Engineers; or iv) ELSEVIER journals, among others. Furthermore, in the current phase, the project partners will boost their **participation at relevant conferences**, workshops, events, roundtables, webinars and so on, sharing and discussing the main project results (Sub-task 7.4.2). Last but not least, the results of the project will be promoted during relevant EU events, such as the European Union Sustainable Energy Week (EUSEW), EU Energy Utility Week, BRIDGE and CE4EUI events, etc.

PROMOTION OF THE OVERALL RESULTS BEYOND THE PROJECT

Besides boosting the amplification of the project's results, efforts will be made to ensure the replicability and scalability of the project outcomes and to engage potential clients and early adopters. This objective will be mainly pursued through the organization of 4 workshops and/or webinars at the national level (Task 7.5). The workshops will gather renewable energy community stakeholders, as well as network operators, manufacturers, software developers, etc. interested in the integration of multi-energy networks and community-based energy systems. The events will be designed in cooperation with other project partners (one academic partner and one demo-team partner for each event) to foster the replication of the project's main actions. Furthermore, actions to boost the project replicability potential will be carried out before, during and after the LocalRES final conference, which will engage the main project target groups to promote the outcomes of LocalRES and evaluate future scalability and replication case studies (Sub-task 7.4.4).

4.1   Main objective of the dissemination strategy

The dissemination strategy aims at identifying the main actions that will be implemented to **maximize the impact of the project results to a specific target group** on the addressed topics and findings. Specifically, the dissemination activities will be aimed at showcasing results to ensure the transfer of knowledge and encourage replication, sharing best practices with local, national and EU policy levels.

The dissemination strategy pursues the following specific objectives:

- To raise interest among stakeholders to maximize the project impact both during the project and after its completion.
- To promote LocalRES' results to multiple audiences at the local, national and EU levels.
- To foster the engagement of new citizens and energy communities in the learning process.
- To create synergies with key stakeholders at the local and EU level
- To ensure exchange and learning across countries.
- To widespread the research and innovation activities carried out within LocalRES to the public.

4.2   Target Audiences

As previously said, LocalRES will disseminate the project results to specific target groups to **maximize their impact**, perfectly in line with the approach proposed for the LocalRES Communication Strategy (D7.1). The project will be disseminated by multi-sectoral stakeholders who can contribute to maximize the project impact and results, to the advancement of the state of the art, and to make scientific results a common good[3].

A list of the project's target audiences already included in the Communication Strategy is provided below in Table 1, together with some messages that we believe would appeal to each audience the most. New messages will be created during the project life, in line with the produced contents and the outcomes of the main project activities.

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[3] See: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

Table 1. List of groups of stakeholders

Target group	Stakeholders	Aim
Social / Civil community	Citizens, municipalities, Cooperatives, Energy Communities, NGOs, housing associations, Condominiums	To demonstrate how the creation and participation in RECs can generate benefits in terms of energy price, supply quality security, besides providing additional social benefits.
Industrial & Technological	ESCOs, technology providers, manufacturers network and system operators (DSO, TSO)	To increase the number of communities interested in replicating LocalRES solutions. To promote the results found in the project's demo-sites and provide new knowledge on subjects such as: power electronics, biomass and electricity-driven Heating and Cooling (H&C) systems, electrical and thermal storage, advanced-control systems or EV chargers.
Regulatory	Regulatory agencies, policy makers	To disseminate recommendations developed by the LocalRES project on how to design regulation and remove market design barriers for the best possible implementation and use of VPPs.
Scientific	Research institutions, academia	To disseminate the generated knowledge and feed into related Research and Development (R&D) activities across Europe.
Business & financial	Financial institutions	To share the results and benefits that the tested technology in demo sites (a MEVPP) can provide in terms of increasing RES penetration and system flexibility.
Communication & Dissemination	Online newspapers and journals, local, national and international press, EU funded projects	To give visibility to the innovative potential of LocalRES to the largest possible audience and beyond the project community, to boost its replicability potential.

4.3   Main dissemination channels

LocalRES has identified a list of different types of dissemination channels that will constitute the main means to widespread the knowledge generated within the project to the identified target groups, to amplify the project's results reaching the project audience.

Thus, the dissemination activities will be carried out through different means and channels such as:

3.3.1. Internal Events

The dissemination strategy will start with a dedicated **kick-off event** that will also create connections with other H2020 related projects and initiatives, such as BRIDGE and CE4EUI (Table 2). Stakeholders will be engaged in this phase to collect insights for the proper definition of LocalRES concepts as well as to attract RTOs and academia to LocalRES modelling and algorithm-development activities.

Table 2. Kick-off event

Target Audience	Timeframe	Task leader	Contributors
All target groups	M12 to M48	ENC	All partners

The engagement of the stakeholders will be also triggered by the **organization of 4 workshops and/or webinars at national level** (Task 7.5, see Table 3). As previously said, those events will gather not only stakeholders directly related to renewable energy communities but also others such as network operators, manufacturers or software developers who are interested in the integration of community-based energy systems and multi-energy networks.

As foreseen in the project proposal, this task will ensure the continuous contact with the stakeholders interested in being part of the replicability actions, in particular special attention will be paid on those who already provided a letter of support. The events will be led and developed in a collaborative approach with other project partners (one academic partner and one demo-team partner per each event). The rest of the partners will provide the required feedback.

Table 3. Workshops

Target Audience	Timeframe	Task leader	Contributors
All target groups	M12 to M48	ENC	One academic partner and one demo-team partner for each event

At the end of the project, **a final conference at the European level** will be organised, with the objective to share the main outcomes of the work carried out, share best practices and useful tools, debate with participants and present the planning tool to RECs and local communities (Table 4).

LocalRES partners will seek to hold the final conference back-to-back with – or even to include it in - **a major European event related to renewable energy communities**, local energy, etc.

ENC will develop the programme of the final conference in strong cooperation with the project leader CARTIF and with contributions from all project partners.

Table 4. Final Conference

Target Audience	Timeframe	Task leader	Contributors
All target groups	M48	ENC & CARTIF	All partners

3.3.2. External Events

To maximize the visibility of the project's results and to raise interest among stakeholders, LocalRES partners will take part in national and European events such as conferences, round tables, or webinars to share and discuss key results of the project (Table 5). An initial list of events to potentially attend is provided below; nevertheless, there will be a continuous effort to identify additional relevant events. Preliminarily, the consortium considers presenting the project in the next years' editions of:

- Smart Energy Systems Conference
- Solar Integration Workshop
- Sustainable Places Conference
- IAEE Conferences
- European Citizen Energy Conference
- GEODE Spring /Autumn Seminar
- CEDEC Annual Congress
- BEUC Annual Conference
- IFIEC Congress
- Relevant CEER Events
- International Conference on the European Energy Market

Table 5. External events

Target Audience	Timeframe	Task leader	Contributors
All target groups	M1 – M48	ENC	All partners

3.3.3. Scientific/ technical publications and oral/poster presentations

The project's results will be published in the international scientific/technical literature, such as *Sustainable Energy, Grids* and *Networks Journal*, *IEEE*, *ASME* and *ELSEVIER* journals, as said in previous sections.

Results will also be presented at relevant conferences, symposia, seminars, workshops, and other events, such as **EUSEW, CUB Policy Conference and IAEE conferences**, either through oral or poster presentations. The project will furthermore promote its results at the national level in the various Member States of the partners.

Finally, LocalRES will rely on ENC and its large networking capacity for the dissemination of the project results and motivating their associated cities to promote and establish new RECs. ENC will also promote the project among its associated cities as potential acceptors of the LocalRES concept.

3.3.4. Social media

Social media are one of the most used and useful tools for communication and dissemination. ENC' social media accounts on Twitter (11.2K followers), Facebook (4K followers) and LinkedIn (5K followers)[4] will be used to share information about the project on a regular basis within the communication and dissemination strategies, to spread the project mission, objectives, outputs and main results of LocalRES.

The constant use of social media will contribute to **multiply the impact of the project results**, by sharing its latest news, demonstrate the process behind the project's outcomes, etc. and allow target groups an open access to the data and results of the project. This intense activity in social media has a strong potential to motivate target groups to participate in the project, replicate it or at least gain interest on it.

As proposed in the Communication Strategy (D7.1), the posts will be as engaging as possible, with images and infographics created for this sole purpose. ENC will ask the **project partners to help amplify the messages and create engagement**. Based on strong experience in social network management, ENC will provide the project partners with **guidelines and useful tips** for making the best possible use of social media.

Every post will contain essential information about the project activities, project outcome, publications, etc. and it will include the following compulsory hashtags and tags:

#LocalRES
#H2020
@EU_H2020
@cinea_eu
@CARTIF

Additionally, the partners directly involved in the promoted activity will also be tagged.

ENC will create links with other relevant organisations in the field of renewable energy, energy communities, citizen engagement, and other related topics, such as the Covenant of Mayors (ENC is coordinating the European Office and in particular the communication activities), REN21, Rescoop, Friends of the Earth, EurObservER, other EU-funded projects such as mPOWER, TOMORROW, and many more.

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[4] Figures for Energy Cities' social media accounts as for April 2022.

The creation of synergies with the above-mentioned projects, initiatives and organisations will be taken forward throughout the whole project duration, following the three dissemination phases identified in the project proposal and further described in the Section 4 of the present document: i) interest-raising among stakeholders; ii) an exploitation-oriented dissemination of the results; iii) the promotion of the overall results beyond the project. Leaning on ENC existing alliances and related projects, new synergies will be created and boosted with the aim of positioning LocalRES project within the thematic area and boosting its results dissemination. Those initiatives will be involved in:

- **LocalRES' strategic communication** (website, newsletter, social media etc..). With this purpose, a specific session has been created within the LocalRES website, to give visibility to related projects and initiatives. The page will be constantly fed and updated. Furthermore, as mentioned below, a space of the LocalRES newsletter will be dedicated to interesting initiatives or projects that are related to LocalRES and can be inspiring for its target groups.
- **LocalRES' international events and activities.** LocalRES will create as many synergies as possible in the framework of its activities and events, to maximize their impact and amplify the achieved results. With this purpose, the above-mentioned projects and initiatives will be involved in the project whenever possible, joining efforts and knowledge to speed up the energy transition.

Table 6. Social Media

Target Audience	Timeframe	Task leader	Contributors
All target groups	M1 – M48	ENC	All partners

3.3.5. Project website

A project website has been developed as it was previously described in the Communication strategy (Task 7.1) to reach potential replicators and anyone else interested in the project and topic (Table 7).

All partners are invited to contribute with specific inputs for the website pages, related to their delivered outputs, achieved results and activities.

Table 7. Project Website

Target Audience	Timeframe	Task leader	Contributors
All target groups	M12 - M48	ENC	All partners

The website is constructed in multiple sections dedicated both to the communication of the project and the dissemination of the results (see deliverable D7.4 for more details). The project website aims to be, as a dissemination channel, **an accessible gateway for the citizens and communities who want to engage themselves** in the energy transition. Its main communication goal is also to be **the principal hub to create synergies with the project**. It fosters the information about the project and results and and leads to the other main communication channels, such as the newsletters and the social media.

As LocalRES will also collect best practices during the project lifetime, ENC and all the partners are invited to share them in the *Tools and Resources* web page to promote these best practices and the data and knowledge collected by the LocalRES partners and consortium.
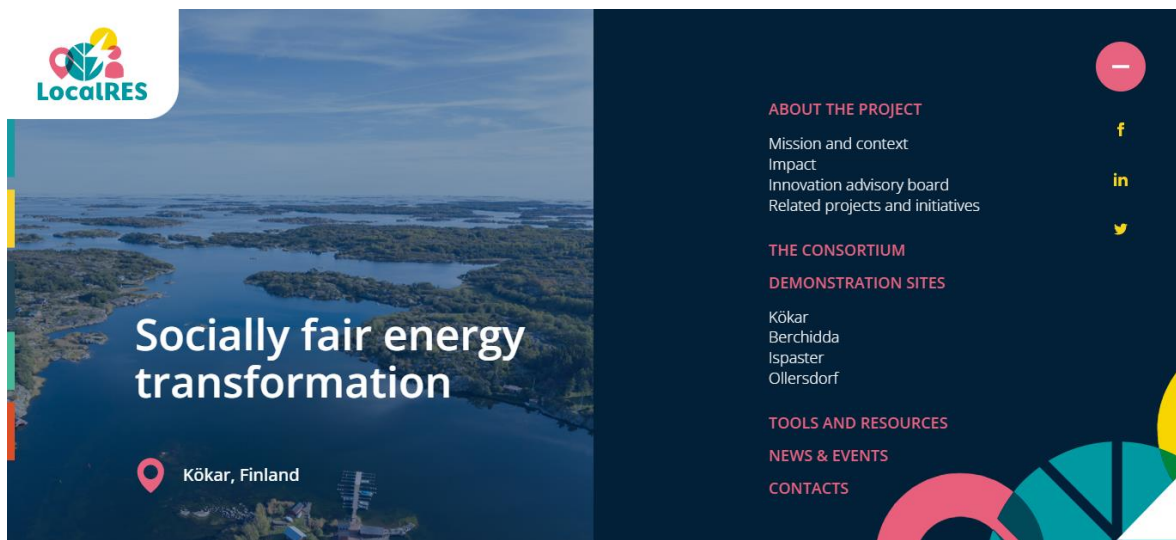

Figure 1: Website menu

The website will ensure the continuity of LocalRES' data, knowledge and findings representing the main project repository by storing and sharing the relevant generated contents and findings. All data included in the website will be open-access. The protection of the knowledge, the access rights granting and possible exploitation will be defined case by case following the principles set in the Consortium Agreement.

3.3.6. Newsletter

A periodic newsletter will be submitted to a specific mailing list that will be constantly updated with the support of all the partners (Table 8). The newsletter design and content creation will be coordinated by ENC and will be realized through *SendInBlue*[5].

As previously presented in the Communication Strategy (D7.1), the newsletter structure will be simple and with an attractive design containing four main sections:

1) **Coming soon:** This section will list the upcoming project activities and events.

2) **Project news:** This section will include the main news regarding the project activities that have been carried out and its main achievements.

3) **A talk with the partners:** This section will contain an interview to one or more project partners.

4) **Be inspired:** This section will give space to interesting articles, documents, activities realized from external stakeholders.

The sections will vary according to the project communication and dissemination needs. Partners will contribute to generate a European-wide distribution list with the most relevant contacts from the target groups and European and national stakeholders (including stakeholders from non-participating project countries) for sending regular newsletters with the project outputs and related news on European energy innovation. The newsletter represents a powerful tool to create synergies with key stakeholders and to strengthen alliances.

Table 8. Newsletter

Target Audience	Timeframe	Task leader	Contributors
All target groups	M12 – M48	ENC	All partners

3.3.7. Networking

The partners of the project will use their individual networks and communication channels to disseminate the results (Table 9). The dissemination and exploitation of project results will be supported furthermore via:

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[5] With the aim of constantly improving the external communication and the outreach capacity, ENC has opted for changing the changing the email marketing software, from *Sarbacane* (mentioned in the project communication strategy) to *SendInBlue*, to enhance deliverability and to help the project team to manage data more efficiently, for a better GDPR compliance at an operational level.

- **Generating a European-wide distribution list** with the most relevant contacts from the target groups and European and national stakeholders (including stakeholders from non-participating project countries) for sending regular newsletters with the project outputs and related news on European energy innovation.
- **Tools and services** provided by the European Commission and its partners (such as the European IP Helpdesk, Horizon Results Booster and the IP Booster) to address non-technological exploitation issues.
- Global outreach of results via **partnership with international associations** outside Europe such as the International Energy Agency (IEA) as well as **global conferences on energy transition**.
- **Outreach** to business networks – such as Business Europe – and relevant private energy sector associations to disseminate the potential, means and methods for a successful commercialisation of the MEVPP concept and the widespread use of the planning tool.
- The consortium will seek **liaison with the most relevant EU communities** involving potentially interested stakeholders, including the relevant European Technology Platforms (ETPs), such as ETIP, REScoop, Renewables Networking Platform, etc.
- The consortium will seek liaison and collaboration **with the BRIDGE initiative and other H2020 projects**, such as E-LAND, eNeuron or RENAISSANCE, which will complement project activities and provide synergies, also to disseminate project results to a specialized and professional audience.

Table 9. Networking

Target Audience	Timeframe	Task leader	Contributors
All target groups	M1 – M48	ENC	All partners

4/ Key communication and dissemination messages

In collaboration with the whole project consortium, a set of key messages to be conveyed to the main project target groups has been developed. New messages will be created during the project life, as soon as the tools will be developed, and activities will be planned:

Here is a list of the **main messages** that the LocalRES dissemination strategy, in line with the communication strategy (D7.1) will amplify and promote, bringing the external communication to a next level, with the aim of boosting the project replication potential:

- Renewable Energy Communities as main actors for leading the structural change towards the decarbonization of the local energy systems.

- Energy market transition to one in which communities and individuals produce their own renewable energy.

- Renewable Energy Communities as an active part of the energy system across Europe

- A socially and economically fair transformation of the energy system means putting renewable energy into the hands of communities and individuals.

- Secure, sustainable, competitive, and affordable energy supply for everyone.

The key messages will cover some key topics and use as much as possible the **key words** detailed in the list below:

- Renewable Energy Communities
- Citizens and communities
- Participation
- Engagement
- Sustainability
- Planning tool
- Energy transition
- Decarbonization
- Climate neutrality

Both the key messages and the key words have been identified in a common and participatory process which involved the whole project consortium during the second project meeting (M6) held in Nice in October 2021.

5/ EU emblem and funding acknowledgement

As stated in D7.1,all the project communications must acknowledge the European Union which provides funding to the implementation of the LocalRES project according to article 29.4 of the Grant Agreement. All communication and dissemination material must display the EU emblem and include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957819"

The EU emblem and the rules on how to use it can be found on the European Commission website[6].

This project has received funding from the European Union's Horizon 2020 Programme under the Grant Agreement no.

20

6/ Monitoring & Evaluation

As the leader of the WP7 "Dissemination and Communication", ENC will monitor the project performance in terms of dissemination regularly, collecting data from all partners about their dissemination activities. To measure if the project performance is on track a monitoring tool will be sent to all partners with the aim of tracking their dissemination activities.

- Social media performance of project partners
- Number of publications about the project on partner's social media
- Number of events attended to disseminate the project objectives and achieved results and number of participants.
- Number of published scientific/technical publications and e-publications on the website
- Number of updates on the websites of the follow-up plan
- Number of members in the contact list

Appropriate Key Performance Indicators (KPIs) have been identified and will be used to measure the effectiveness of the dissemination strategy and to monitor it (Table 10). Some of these KPIs are shared for both the communication and the dissemination activities. This continuous monitoring will ensure that when LocalRES is not performing adequately in reaching its key target groups, corrective actions can be rapidly identified and implemented to remedy the situation.

Table 10. LocalRES Dissemination KPIs

No.	Action	Indicator	Objective
1	**Events**	No. of attended events at the EU level (e.g. EUSEW, EU Energy Utility Week, BRIDGE and CE4EUI events) in 4 years	15
		No. of attendees at each event organized by LocalRES' partners	50-1,000
2	**Project website**	No. of published news in 4 years	80
		Views per year	5,000
		Unique visitors in 4 years	3,000
		Material downloads in 4 years	100
3	**Social Media**	Views in 4 years	300,000
		Published posts on ENC social media channels about the project results	20
4	**Newsletter**	No. of sent newsletter in 4 years	16
5	**Networking**	No. of contacts in 4 years in the contact list	1,000
6	**Technical e-publications**	No. of downloads in 4 years	50
		No. of materials relayed in specialized international and national media in 4 years	5
7	**Scientific/ technical project publications**	No. of papers submitted	5
		No. of publications relayed in external specialized international and national media in 4 years	10
		No. of publications published on partners' websites in 4 years	50
	Oral/poster presentations	No. of conference presentations in 4 years	7

7/ Conclusions

The present dissemination strategy will serve as guide-tool to disseminate the results of LocalRES and ensure the essential transfer of knowledge for a broader replication of the studied good practices and developments carried out in the scope of the project. The present document is strictly connected to both the communication strategy (Task 7.1) and the exploitation plan (Task 6.1 and 6.2), being complementary.

The project partners, under the coordination of ENC, will implement the present dissemination strategy throughout the project. The results of the dissemination strategy will be monitored through the set KPIs and a monitoring tool that will be constantly updated with the contribution of all project partners. Depending on the objectives and met results, the dissemination strategy may be updated every six months.