ATTEST

Ref. Ares(2020)4055831 - 31/07/2020

WP8

Dissemination, Communication and Exploitation

Communication Plan

D8.2

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864298.

DOCUMENT CONTROL PAGE

DOCUMENT	D8.2 – Communication plan
TYPE	Report
DISTRIBUTION LEVEL	Public
DUE DELIVERY DATE	31 / 07 / 2020
DATE OF DELIVERY	31 / 07 / 2020
VERSION	V1.0
DELIVERABLE RESPONSIBLE	INESC TEC
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OFFICIAL REVIEWER(S)	Hrvoje Keko (KONCAR KET), Dora Mešić (HEP ODS)

DOCUMENT HISTORY

VERSION	AUTHORS	DATE	CHANGES
0.1	Marta Maia and Joana Desport Coelho INESC TEC	13 / 07 / 2020	First Draft
0.2	Dora Mešić HEP ODS	21 / 07 / 2020	Revision and minor changes
0.3	Hrvoje Keko KONCAR-KET	29 / 07 / 2020	Revision and minor changes
1.0	Marta Maia INESC TEC	30 / 07 / 2020	Final version

ACKNOWLEDGEMENTS

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Executive Summary

The Work Package 8 (WP8) aims at communicating, disseminating, and exploiting all project activities, as well as solutions developed within ATTEST and the results they may produce. The execution of this WP follows the global project schedule and is divided into three main tasks: T8.1 Project dissemination, T8.2 Project communication, and T8.3 Project exploitation.

The communication plan is part of task T8.2. It will focus on raising public awareness about the ATTEST project, determining communication topics, target stakeholders, favorable communication channels, and overall strategy, along with suitable agents. It will also establish Key Performance Indicators (KPIs) to support the assessment of strategical effectiveness.

Target stakeholders will include the Media, the general public, local authorities, energy regulators, distribution and transmission systems operators, academic institutions, other EU projects, and the Smart Grids and ICT communities. The consortium partners are targets, as well, as they are internal stakeholders.

Communication messages will go through different channels, such as the Media, printed materials, multimedia content, the website, social media profiles, newsletters, scientific journals and events, and the intranet.

The following KPIs will then support the assessment of all the communication activities:

- Sent press-releases
- Interviews/guest articles
- Printed materials
- Video visualizations
- Social Media reach
- Newsletters open rate
- Published works
- Participation in events.

The communication strategy matches stakeholders and topics through suitable channels and platforms. Activities such as conference participation, production of printed materials, and social media campaigns will be exhaustively described and distributed over an execution road map.

Despite the WP divided structure, the communication plan has a direct impact on dissemination activities, as both tasks share several channels and stakeholders. The execution of both plans will sometimes be simultaneous, following a holistic approach.

All partners of the consortium are expected to engage in the execution of the communication activities, either by performing individual actions or contributing to them with reviews and feedback. Nonetheless, INESC TEC assumes the leadership of the task.

The present document is the first deliverable (D8.2) of task T8.2. All contents will be later revised, updated, and reported on D8.4 (Follow up on dissemination, communication, and exploitation results) and D8.5 (Final report on dissemination, communication, and exploitation results).

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Abbreviations and Acronyms

D	Deliverable
DSO	Distribution System Operator
ERSE	Entidade Reguladora dos Serviços Energéticos
EU	European Union
FR	France
GDPR	General Data Protection Regulation
HR	Croatia
IT	Italy
KPI	Key Performance Indicator
LU	Luxembourg
OR	Open Rate
POI	Person of Interest
PR	Press Relations
PT	Portugal
T	Task
TSO	Transmission System Operator
UK	United Kingdom
WP	Work Package

1. Introduction

As energy operators build the energy grids of 2030, ATTEST is developing a set of advanced tools to plan, operate and maintain those grids, preparing them to support (and encourage) the green transition while improving their technical and financial efficiency. To reach such an ambitious goal, it counts on engaging several agents of the energy industry, proving its relevance and benefits for all the energy players.

The WP8 lays out a strategy for communicating the project, disseminating its results, and exploiting future opportunities resulting thereof. It not only ensures the engagement of relevant target audiences but also facilitates the access to (and use of) project results, encouraging permanent innovation on European energy grids.

This report substantiates the communication plan and designs a set of activities grounded on the analysis of a few essential variables:

- The communication objectives, which set the purpose of every initiative;
- The target groups, which have an impact on the approach;
- The communication channels, which must ensure message deliverability;
- The communication topics, which guide content creation;
- Persons of Interest, who support the execution of the communication plan;
- The communication strategy, which coherently matches all the previous variables;
- The road map, which distributes the strategy execution over time;
- The KPIs, which support the performance assessment of the communication activities.

As the execution of some communication activities is already in course – such as branding and digital platforms –, their details are provided in the annexes.

2. Communication Plan

The communication plan seeks to deliver the right message to the right audience, on the right channels – to ultimately achieve the established communication objectives.

The process starts with the definition of communication objectives, followed by an analysis of suitable target audiences. Depending on the communication objectives, not all publics may apply. Those who do must be segmented: well defined and segmented audiences allow for better targeting and higher message delivery rates.

Communication channels also affect message delivery: as conveyors, they can preserve (or destroy) message quality, so it is important to adjust them to both the audience and the nature of the message.

Then there is the content of every message. Despite not determining in advance the exact words of every content piece, the communication plan must provide some guidance on the essence of each message.

A list of POI will also identify key elements of the project consortium. These individuals will be chosen according to their expertise and qualification to provide technical advice on the project.

Finally, the communication strategy puts all elements together, outlining an action plan where each task has a purpose and can be measured.

2.1. Communication Objectives

Communication objectives go way beyond informing the world about the existence of a project; once defined, they influence the selection of target audiences, channels, and messages, giving a strategic direction to the communication plan and ultimately justifying every action within it.

Broadly, the communication of the ATTEST project answers to two main requirements: (1) advertising the impacts and benefits of the research; and (2) promoting research results.

2.1.1. Advertising impacts and benefits

Audiences instinctively filter information when they become overwhelmed by it. Proximity and simplicity become strong drivers of interest, meaning messages that relate to people and are easy to understand are more likely to go through.

One way to make ATTEST easily understandable is by clarifying project goals. Audiences must know the project exists, but also what it does and why – in fact, openness is a major value of ATTEST, in opposition to opaque solutions. Breaking information down to short, simple bits helps the public to digest every message more efficiently.

Additionally, audiences pay more attention to a subject when they acknowledge its relevancy. Demonstrating how ATTEST contributes to the future of energy – benefitting both grid operators and consumers – may increase public interest in the project. To this matter, the communication plan will carefully relate ATTEST to consensual hot topics, crafting affinities between project goals and social ambitions. Climate change, the green transition, and economic equality are some themes to explore.

2.1.2. Promoting research results

Once audiences are engaged with ATTEST, they expect to follow project results. Tools for the optimization of energy grids, scientific publications, such as papers or conferences, and any other materials resulting from the project must be brought to public knowledge.

Several strategies to communicate project results will be considered because different target audiences require distinctive approaches. In some cases, project results may have to be translated into effective impacts on public life; in others, messages may focus on the scientific relevance and utility of project results for future research.

2.2. Target Groups

The achievement of communication objectives among different audiences is highly dependable on the project's ability to relate every message with each target's interests.

There are several reasons why target groups can be interested in ATTEST:

- To **learn more** about the energy grids of the future;
- To **validate** the relevance of the project;
- To **recognize** project compliance with market regulations;
- To **use** and benefit from ATTEST tools;
- To further **research** on energy grids.

Matching audiences with their interests makes it possible to understand how messages should be assembled. By building a liaison between ATTEST and the individual interests of each audience, messages go through unhindered and attractively.

To this project, a group of target stakeholders will be individually analyzed, ranging from industry players (local authorities, energy regulators, DSOs, TSOs) to R&D communities (academic institutions, Smart Grids and ICT communities, and other EU projects). Internal and general audiences will also be considered.

2.2.1. Local authorities

The main customers of ATTEST tools are regulated natural monopolies – which is to say, markets where policy makers and local authorities are of utmost importance.

Such agents are audiences of interest for ATTEST because they may encourage the early adoption of developed solutions, and also contribute to the project development with official insights. For that, they need to know about the project and recognize its value.

Zagreb Authorities (HR) and the Greater Manchester Combined Authority (UK) are two examples of authorities of interest for the project.

2.2.2. Regulators

Energy regulators are also relevant audiences because their approval of developed solutions is essential for adoption. Authorities such as ERSE (PT), HERA (HR), and Ofgem (UK) will be regularly updated to ensure compliance. Additionally, they may contribute with official insight.

2.2.3. Distribution Systems Operators

DSOs are end-users of ATTEST. As an audience, they must know about the project but also understand how their business may benefit from developed solutions. EDP Distribuição (PT), Creos (LU), ENEL (IT), and ENWL (UK), among others, will be considered.

2.2.4. Transmission Systems Operators

TSOs are also end-users of ATTEST. They, too, must know the project and learn how to benefit from its solutions, acknowledging its impact on the business. REN (PT), Creos (LU), NGSO (UK), TERNA (IT), and RTE (FR) will be the reference.

2.2.5. Academic institutions

Academic institutions performing research on energy grids may find in ATTEST relevant information for their projects. Such information exchange adds up to the scientific debate and ultimately benefits all stakeholders.

In this communication plan, the Energy Institute Hrvoje Pozar (HR), the Faculty of Electrical Engineering, Computer Science and Information Technology Osijek (HR), the University of Genoa (IT), and the University of Melbourne (AU) will be the reference. Nevertheless, the messages may reach many other academic institutions.

2.2.6. Smart grids community

Companies, laboratories, and research institutes dedicated to the development of energy grids can both contribute to and benefit from ATTEST. Recognition from peers such as NexxtLab (LU) and Energy Systems Catapult (UK) also increases project reputation, promoting the adoption of ATTEST's solutions.

2.2.7. ICT community

The potential interest of the ICT community in ATTEST is mostly technical. ATTEST solutions use technology to increase the efficiency of energy grids, and such technology can both be improved further or used for other projects.

2.2.8. European Commission and other European projects

As a funder of the project, the European Commission is naturally a target audience. Additionally, information exchange is a requirement for all European-funded projects, which turns other projects into a target segment, too. Such interaction promotes mutual contributions and bolsters European research.

Several European projects have been pointed out as relevant targets:

- SINCRO.GRID
- CoordiNet
- TRINITY
- CROSSBOW
- TDX-ASSIST
- EU-SysFlex
- INTERPRETER

2.2.9. Internal stakeholders

Researchers, institutions, and other staff engaged in the development of ATTEST comprise a specific target segment. Despite participating in the project, these stakeholders tend to specialize in circumscribed areas and work packages, often failing to know the project as a whole. Informative messages help them follow project activities and provide tools to spread the word among peers.

2.2.10. Media

Despite not being direct end-users, the media are relevant because they act as message amplifiers. However, they are selective when choosing which messages to convey. As geographic proximity is a decisive criterion, the media will be grouped by location and reach. Niche-oriented media will also be approached as a means to get to other target groups.

2.2.11. General public

The general public – especially European citizens – is a target group *per se*, because ATTEST is EU-funded. In a way, bringing the project to their attention and keeping them updated about developments is our duty. Nonetheless, end-users may be included therein, thus justifying careful consideration.

2.3. Communication Channels

The selection of communication channels is highly dependent on the target audiences. Distinct segments can be traced to different platforms and require specific approaches; however, one communication channel can lead to several audiences and convey multiple messages.

The current communication plan will address eight relevant communication channels: mainstream media, printed materials, website, social media, direct marketing, events, scientific publications, and intranet.

2.3.1. Mainstream media

The media are a suitable communication channel to reach the general public. Besides amplifying the message, they simplify it and make it easily understandable to different audiences. For that reason, the media are simultaneously a communication channel and a target audience.

Mainstream media include digital and analogical outlets, which support different message formats.

2.3.2. Printed materials

Printed materials are durable and easy to distribute. Besides conveying messages, they reinforce the visual identity of the project and contribute to coherence between platforms.

Printed materials include leaflets, booklets, project books, roll-ups, and more. They can address both niche audiences or broad segments, as long as messages are duly adjusted.

2.3.3. Website

The project website reaches roughly anyone online. From the general public to energy regulators, all target audiences fit in this communication channel. It also supports different message formats and allows for onsite segmentation, improving delivery efficiency.

2.3.4. Social media

Social media pages work as a meeting point for everyone interested in ATTEST. They reach mostly the general public and researchers while broadcasting messages further outside these groups.

Along with conveying messages, social media profiles build a reputation among peers and promote the interaction between consortium partners and the public.

Despite there being several social media platforms available, ATTEST will be communicated only through a few:

- YouTube, due to supporting videos and being easily embedded in other social media platforms;
- LinkedIn, due to its popularity among companies, authorities, and professionals;
- Twitter, due to its popularity among researchers and European institutions.

2.3.5. Direct marketing

Although they are unfit for the general public, direct marketing strategies, such as newsletters, let messages be highly customized. ATTEST will send direct messages to internal stakeholders and any researcher, institution, or individual who subscribes to them.

2.3.6. Events

Scientific and industrial events are opportunities to communicate ATTEST to all target audiences. These channels support several communication formats, ranging from printed materials to presentations.

2.3.7. Scientific publications

Apart from also being dissemination tools, scientific publications, such as papers or conferences, communicate ATTEST among specific target audiences – namely academic institutions, the Smart Grids and ICT communities, and other European projects.

2.3.8. Intranet

The intranet aims exclusively at internal stakeholders. Nevertheless, it is a valuable communication channel where messages can be targeted and customized according to the specific interests of researchers and consortium partners. It also allows the project to broadcast sensitive information and confidential data without compromising privacy requirements.

Communication materials originally targeted to external stakeholders may also be shared between partners on the intranet, standardizing knowledge inside the consortium.

2.4. Communication topics

Communication topics act as guidelines for the communication strategy and pave the way to the accomplishment of all communication objectives. Together they ensure that every detail receives appropriate attention:

- The consortium and its members;
- The funding source of the project;
- The research details of the project;
- The events in which the project is represented;
- The publications generated by the project;
- The contextual environment that justifies project relevance;
- Partnerships with institutions and other European projects.

Topics, however, are not keywords, nor do they impose specific terms. Messages must be creative and adaptable to their audiences.

2.4.1. Consortium

All audiences must learn about the project consortium and its members: knowing which institutions hold responsibility for ATTEST lends credibility to both the project and its results.

Project teams will also be a topic, as they humanize the consortium and build a feeling of shared ownership.

2.4.2. Funding

Understanding from where comes the funding for the project is essential for transparency. The correct identification of funders and their interests must be part of the communication plan.

2.4.3. Project details

This topic includes several subtopics that break ATTEST down to a variety of small pieces of information. Their goal is to bring clarity to the project, ensuring that audiences understand the work in progress and how it impacts every domain of public life:

- Project ambitions, objectives, and methodologies;
- Project relevance for companies, consumers, and the environment
- Achieved results
- Project demos
- Developed solutions
- Impact assessment

2.4.4. Events

The communication of ATTEST events promotes public engagement with the project. Moreover, advertising the participation of consortium members in external events increases credibility, as it proves external recognition of project relevance.

2.4.5. Publications

Scientific publications are a natural part of a research project like ATTEST and are communication initiatives in themselves. Nevertheless, the communication plan must bring them to the attention of all audiences - to expand their effectiveness and to prove the scientific validity of project results.

2.4.6. Contextual facts

The relevance of a project is proportional to its ability to relate to contemporary issues. For that reason, the communication of ATTEST will include topics that, despite not being about the project, provide some framework around it.

Contextual facts are hard to plan because they come as a result of other institutions' ongoing work. Still, they must necessarily relate to at least one of the predefined topics:

- Energy grids
- Integration of energy systems
- Renewable energy
- Smart grids

- Digitalization of energy systems
- Climate targets
- European energy targets
- Energy markets

The communication of contextual facts may or may not be original, as the benchmark often results in quotation opportunities.

2.4.7. Partnerships

Partnerships with other EU-funded projects are a win-win: ATTEST amplifies their messages and receives similar amplification in return. Such interaction is even more valuable when partners share ATTEST's target audiences because both projects reinforce the credibility of one another.

2.5. Persons of Interest

Apart from humanizing the project, teams may lend credibility and proximity to it. Especially when approaching highly technical audience segments – such as researchers, energy operators, and regulators –, project members can speak as an equal and deliver messages more efficiently.

The identification of POI also serves to anticipate crises, as they are qualified to provide relevant advice and informed statements about the project.

The communication plan includes a list of internal experts who may contribute with knowledge and advice in a variety of topics:

TABLE 1 – LIST OF PERSONS OF INTEREST

NAME	INSTITUTION	EXPERTISE
André Madureira	INESC TEC	Distributed Generation, Microgeneration, Smart Grids
Filipe Joel Soares	INESC TEC	Energy efficiency, Gamification, Demand response
Eduardo Martínez Ceseña	UNIMAN	Decision making under uncertainty, Integration of multi-energy and low carbon technologies
Tomislav Capuder	ICENT	Power system planning and operation
Mario Vašak	ICENT	Dynamic systems predictive control
Florin Capitanescu	LIST	Large scale optimization
Phuong H. Nguyen	LIST	Data analytics with deep learning
Thomas Gibon	LIST	Environmental impact assessment
Miguel Ángel Sanz Bobi	COMILLAS	Reliability and maintainability
Clara Bagnasco	Techrain	Software development/integration
Martin Bolfek	HEP	Data acquisition, management and interoperability, Distribution system optimization
Tonči Tadin	HOPS	Ancillary services
Nikolina Zovko	HOPS	Power system security
Hrvoje Keko	KONČAR-KET	Computational intelligence, Stochastic modeling

2.6. Communication strategy

The communication strategy aims at delivering the right message to the right audiences, taking advantage of the most suitable channels, and, sometimes, POI. It outlines a set of initiatives that ultimately accomplish all the communication objectives, either individually or collectively.

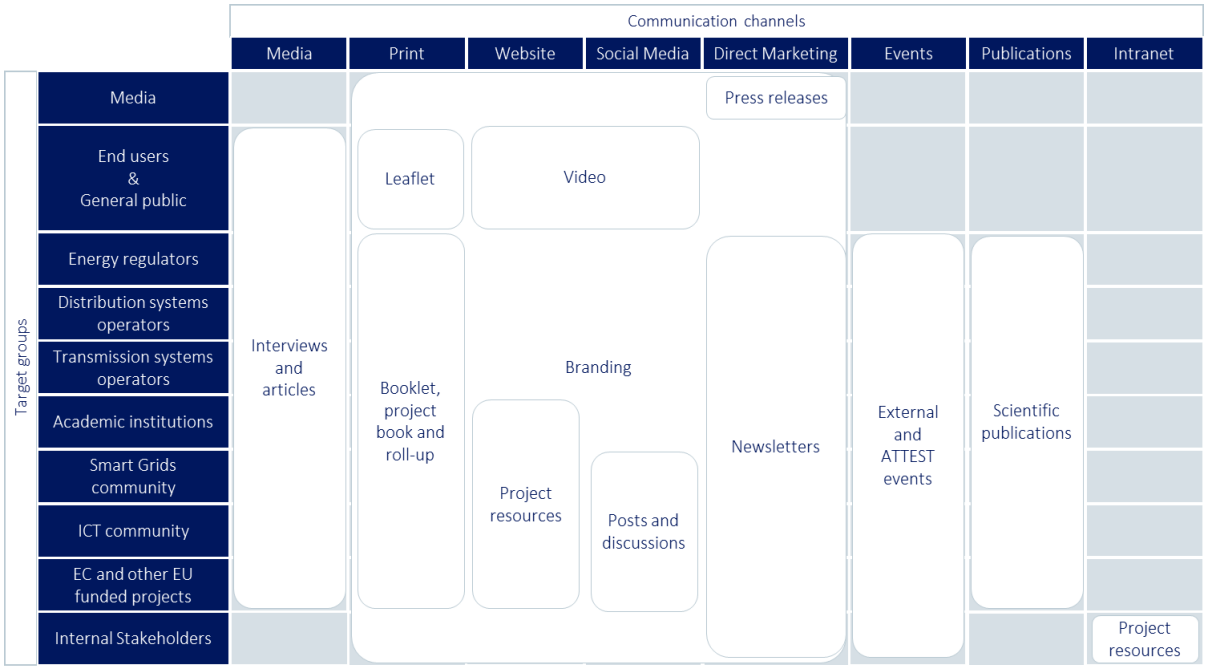

FIGURE 1 – COMMUNICATION GRID

2.6.1. PR campaign

ATTEST is expected to comprise a minimum of three press-releases (of which two also pursue dissemination objectives): one at project launch, one mid-project, and one at the end of the project. The first press-release will focus on raising public awareness about ATTEST, clarifying its relevance and its ambitions. The second press-release will advertise the demos and tools developed so far. The third press-release will disclose project results and assess their impact.

As opportunities arise, project members will also be encouraged to write opinion articles, give interviews, and participate in roundtables about their expertise.

All PR activities will consider local, national, and international media outlets. Consortium partners will be engaged in disseminating press-releases in their countries, increasing their potential impact. Such documents will be initially produced by INESC TEC but can be adjusted by partners to fit the editorial criteria of each country. Whenever there is more than one partner in the same country, one institution will hold exclusive responsibility for all press-related activities there.

The distribution of press-relations responsibilities goes as follows:

TABLE 2 – PR RESPONSIBILITIES BY COUNTRY

COUNTRY	PERSON	PARTNER
Portugal	Marta Maia	INESC TEC
Croatia	Tomislav Capuder	ICENT
Italy	Clara Bagnasco	Techrain
Luxembourg	Florin Capitanescu	LIST
Spain	Miguel A. Sanz-Bobi	COMILLAS
United Kingdom	E. Alejandro Martinez Cesena	UNIMAN

2.6.2. Branding

Identity is a fundamental part of public recognition and builds coherence among messages and platforms. Therefore, the communication plan includes a set of visual norms that are exclusive to ATTEST and distinguish it from any other project.

The project identity includes graphic elements (logo, color palettes, imagery, and shapes), slogans, and voice. It must be on all project communication materials, such as web pages, deliverables, booklets, and social media posts.

Pre-designed document templates will also help consortium members to stick to visual norms, uniformizing deliverables.

2.6.3. Printed materials

A leaflet with essential project information (funding, goals, and consortium) will promote ATTEST among all audiences. It will comply with visual identity norms and include references to online resources.

A booklet with advanced project information (funding, ambitions, consortium, relevance, and a short description of tools) will also be available. It aims at a more knowledgeable target audience, such as companies and regulators, while also serving as a complementary source of information to journalists.

Roll-ups, on the other hand, do not include much information about the project – only a few essential topics – but they work as an extension of the branding. One roll-up of ATTEST will be available for exhibitions in conferences, workshops, and many other communication activities.

Depending on where they are, roll-ups can reach several target audiences and have a very flexible application.

The project book will be ready by the end of the project and will include exhaustive information about the project, detailing its purpose, methodology, activities, ambitions, results, and impact analysis. Besides communicating the project, it serves as a record for future research.

The consortium will have the project book, but some key stakeholders may get a copy as well.

As physical events may become less frequent during the global pandemic – thus making material distribution impossible –, all printed materials will be digitally disseminated as well, either as links on newsletters and social media posts or as downloadable files at the ATTEST website.

2.6.4. Video

A short presentation video will take ATTEST to the multimedia spectrum. Videos are adaptable and fit numerous social media platforms, so they become valuable resources when different target audiences apply.

The video will also reinforce the project identity, as it will reflect all the visual norms of the brand. It will, therefore, be disseminated on the website, on social media posts, on PR activities, and in newsletters.

2.6.5. Website

The ATTEST website will reflect the brand identity and will offer multiple multimedia resources about the project and its results. It will include clipping, an area for newsletter subscription, publications, and also links to complementary communication channels, such as social media profiles.

Once connected to a Matomo account, the website will also assemble statistical information about its users, providing valuable data for the communication performance assessment. As user data collection raises privacy issues, a detailed cookie policy will be available on the website, where users can also disable or limit data collection.

More information on the website can be found in Annex 3.

2.6.6. Social media campaign

ATTEST will be on Twitter and LinkedIn, publishing regular content about all the relevant topics. Messages will adapt to platforms and target several audiences – assuming that Twitter reaches a more general audience, while LinkedIn tends to be more professional-oriented. A YouTube profile will store project videos and allow easy embedding.

Social media content will follow a specific strategy. As post regularity impacts reach, a pre-planned editorial calendar will guide publications, ensuring both regularity and full coverage of topics. Planning also facilitates the contribution of consortium members with inputs and knowledge.

	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Week 1	Project funding	Consortium	Industrial relevance	Consumer relevance	Project team	Consortium	Interview
Week 2	Environmental relevance	Relevance for the future	Project ambition	Clipping	Consortium	Project ambition	Consortium
Week 3	Consortium	Consortium	Consortium	Project team	Project ambition	Project partner	Project event
Week 4	Project ambition	Project methodology	Project objectives	Consortium	Project methodology	Consortium	Christmas
Week 5				Project flyer			Project ambitions

FIGURE 2 – EDITORIAL CALENDAR 2020

Despite there being an editorial calendar, social media platforms (especially Twitter) encourage permanent engagement. For that reason, retweets, shares, comments, and timely posts will keep profiles active between planned messages.

2.6.7. Newsletters

Consortium members and other audiences may receive ATTEST newsletters upon subscription. Newsletters will include information about project activities, results, and initiatives, along with some

news, clipping, and links to relevant resources. Subscribers will receive at least one newsletter every six months.

As newsletters offer the opportunity to customize messages to specific targets, some versions might be exclusive for certain audiences. ATTEST will use a MailChimp account to manage mailing lists and target sending.

2.6.8. Events

ATTEST will invite consortium partners, regulators, and other key stakeholders to attend at least one project results presentation event. The organization of events allows ATTEST to engage with relevant audiences, conquering its place on the scientific and industrial market.

Additionally, project members will attend meetings organized by other entities and accomplish the same objectives. Being logistically simpler, the participation in external events can be more frequent and thus more impactful.

While the global pandemic of COVID-19 has made physical events less frequent, virtual meetings appear as suitable alternatives for times when traveling is not possible.

2.6.9. Publications

Scientific publications, such as papers and conferences, will communicate ATTEST to specific target audiences, but also provide useful resources to feed the website. They will also be used to motivate social media posts and PR initiatives.

Some conferences and publications of reference have already been identified:

TABLE 3 – PUBLICATIONS AND EVENTS OF REFERENCE

TYPE	TITLE
Publication	Electric Power Systems Research
Publication	Energies
Publication	IEEE Transactions on Smart Grid
Publication	IEEE Transactions on Power Systems
Publication	IET Generation, Transmission and Distribution
Conference	IEEE Powertech
Conference	MedPower

2.6.10. Intranet

A separate, restricted environment will ensure communication between internal stakeholders. ATTEST will make use of Microsoft's OneDrive technology, which complies with all the security requirements and guarantees permanent maintenance and updates. The OneDrive shared folder will host confidential documents and resources while allowing for collaborative work.

One private chatroom on Microsoft Teams will also host internal discussions, ensuring both data privacy and permanent contact between members. Access to the chatroom requires authentication and Microsoft is responsible for maintaining and updating Teams, ensuring high-security standards.

2.7. Communication road map

The communication plan will progress to the end of the project schedule. While some activities happen within the first year, others require continuous execution or frequent updates.

The exceptional moment of a global pandemic – and consequent travel restrictions – has led to the canceling of conferences and events. For that reason, some communication activities (such as the production of leaflets and roll-ups) were pushed further in the road map, as they are fruitless while physical meetings don't happen.

The road map also makes a distinction between two types of communication activities: production and execution. While some initiatives may be produced once (and be used as-is for the rest of the project), others require continuous execution or frequent updating.

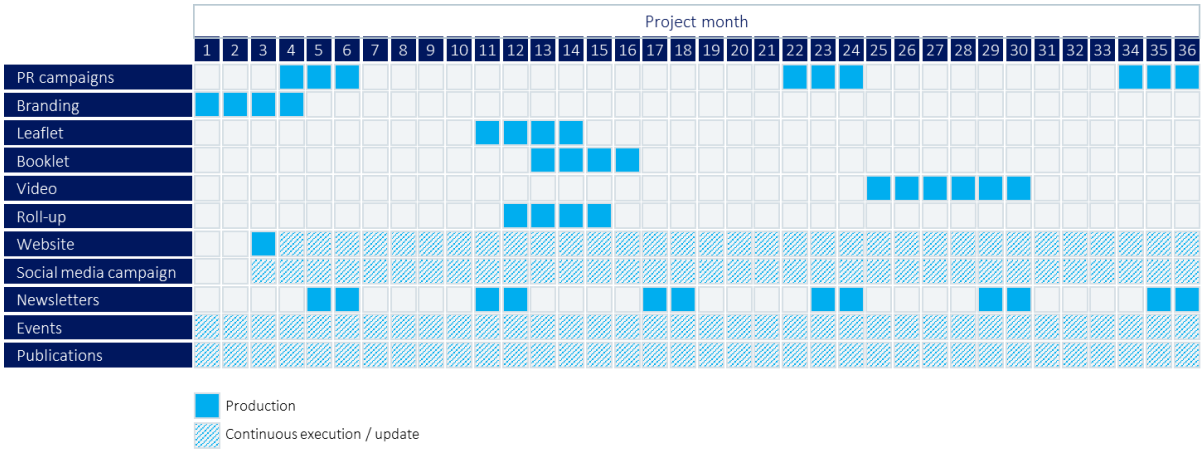

FIGURE 3 – COMMUNICATION ROADMAP

2.8. KPIs

Key performance indicators measure the success of each communication activity. It is possible, though, that some activities simultaneously pursue communication and dissemination objectives; in such cases, the communication plan only defines KPIs for communication success.

Communication KPIs rely on past project experience and take into account the current global situation.

TABLE 4 – COMMUNICATION KPIS

ACTIVITY	KPI
PR campaign	3 press-releases 3 published articles per PR
Branding	Development of brand identity: logo, color palette and three templates (MS Excel, Word, and PowerPoint)
Leaflet	1 digital version available online 300 printed units
Booklet	1 digital version available online
Project book	50 printed units
Roll-up	1 produced unit
Video	1 produced video

Website	2.000 unique visitors
Social media campaign	8.000 reached users (aggregated total) 1.000 video visualizations (aggregated total)
Newsletters	70% OR (per release)
Events	20 participations
Publications	15 published works
Intranet	A fully functional system with shared folders and access restrictions

3. Data privacy and security

As teams work remotely and rely heavily on digital tools, privacy issues arise. On the one hand, some documents are confidential and must not be read or accessed by people outside the project; on the other hand, website users must rest assured that their data is safe from misuse.

Efforts to comply with privacy requirements center on four strategic areas:

3.1. Data collection

ATTEST always informs users about which data is being collected from them and for what purpose. They can learn about the details and customize their preferences at any time on the website.

Nevertheless, ATTEST commits itself to collect only statistical data, except for e-mail addresses that users deliberately provide when subscribing to the newsletter.

3.2. Data management

As the leader of ATTEST, INESC TEC is the only institution responsible for managing users' data. Only members of that institution – who must also integrate ATTEST – will manipulate users' e-mails and statistical data.

3.3. Data storage

When users submit e-mail addresses on the ATTEST website, the information stays in INESC TEC's servers before being transferred to Mailchimp. INESC TEC guarantees the integrity of the website servers, and Mailchimp takes responsibility for the maintenance of its servers and system security.

User behavior data is collected onsite and stored by Matomo. The European Commission recommends Matomo and recognizes its compliance with the GDPR.

3.4. Data access

Access restrictions are implemented in every platform and ensure system integrity.

Access to the ATTEST intranet requires authentication, and INESC TEC manages permissions; Matomo and Mailchimp also require authentication. The INESC TEC team is also the only one with access to the ATTEST servers.

4. Conclusion

The communication plan guides all project communication activities and is the result of a match between the communication objectives, channels, target audiences, and messages. It raises public awareness about ATTEST and also builds a brand around the project, ensuring visual and tone coherence across platforms.

Despite following a roadmap, the communication plan is flexible enough to seize spontaneous opportunities, tolerating unplanned communication activities that pursue the established communication goals.

The communication plan also prepares the ground for a successful accomplishment of dissemination activities and exploitation of results. The dissemination activities, outlined on D8.1, occur in parallel with the communication plan; the exploitation plan consists of D8.3 and will take-off later in the project.

For the next months, the communication plan will guide the execution of all communication activities, being printed materials and multimedia content prioritized over the others. By the next deliverable, a description of executed communication activities and a preliminary overview of the performance assessment will be presented.

ANNEX 1 | PR ACTIVITIES AND RESULTS

Press-release: project announcement

Portugal leads €4M project that addresses the European economic recovery plan

16th June 2020

The EU perceives the European Green Deal as crucial for stimulating the economy and addressing climate change. This roadmap defines a set of actions towards a more sustainable economy in the EU. Concerning energy, the success of the investment in renewable energy sources depends on the existence of infrastructures that enable their integration in the existing networks.

In this sense, the European project ATTEST - Advanced Tools Towards cost-efficient decarbonization of future reliable Energy SysTems, led by the Institute for Systems and Computer Engineering, Technology and Science (INESC TEC), will create the necessary conditions for the development of the European electrical networks of the future, and prepare the infrastructures for the solutions that are beginning to emerge.

“Producing clean energy is not enough; it is vital to maintain and update the infrastructures of the transmission and distribution networks, so they can support and integrate said energy, safely and with maximal results. Hence, we will develop a set of innovative tools to support the design, maintenance, and operation of the electrical networks of the future, also considering the integration of renewable energy sources in the networks’ management system”, said André Madureira, a researcher at INESC TEC and project coordinator.

By 2023, there will be an energy integration platform and a set of 12 optimization tools for energy producers and distributors. The developed algorithms will favor 'clean' or low emission technologies. Croatia will pilot the aforementioned tools, before making them available to the international scientific community as open source.

“The project will have an impact on reducing energy waste; thanks to the tools created, energy producers and distributors will be able to adjust operations between themselves, and address the consumers’ needs in real-time. Better network management, focused on reducing waste and investing in clean energy, will lead to reduced costs for consumers”, explained André Madureira.

The integration of these solutions at the European level will support an equable, optimized, and efficient energy network, with a balanced environmental impact of energy production among all countries.

INESC TEC is the only Portuguese institution involved. The consortium also includes eight partners from five countries: University of Manchester (United Kingdom), Luxembourg Institute of Science and Technology (Luxembourg), Universidad Pontificia Comillas (Spain), Tech Rain SpA (Italy), Innovation Center Nikola Tesla, HEP - Operator Distribucijskog Sustavae and KONČAR - Inženjering za energetiku i transport (Croatia).

The EU Research and Innovation program H2020 allocated €4M to fund this project, under grant agreement number 864298.

More information at attest-project.eu.

TABLE 5 – RESULTS OF PRESS-RELEASE FOR PROJECT ANNOUNCEMENT

TYPE	COUNTRY	PUBLICATION	TITLE
Article	PT	Edifícios e Energia	INESC TEC lidera projecto europeu para construir plataforma de gestão energética inteligente
Article	PT	Mundo Português	Instituto do Porto lidera projeto para criar ferramentas inovadoras para redes elétricas
Article	PT	Ambiente Magazine	Portugal lidera projeto de 4 milhões que responde ao plano europeu de estímulo à economia
Article	PT	Lusa	Porto tech institute leads project to manage electricity grids, reduce wastage
Article	PT	O Instalador	Projeto europeu ATTEST abre caminho para as redes elétricas europeias do futuro

ANNEX 2 | PROJECT IDENTITY

Visual identity

The visual identity of ATTEST is inspired by the project's energetic ambitions and comprises four elements:

Logo

The ATTEST logo comprises lettering with the name of the project. The design of the letter "A" is inspired by gauge devices, in an allusion to efficiency and motion.

Despite being indivisible, the logo may adapt to tiny frames (such as app icons) by showing only the first letter.

FIGURE 4 – ATTEST LOGO

Color palette

ATTEST's visual identity comprises three colors: dark blue, light blue, and gray.

The dark blue color brings some formality to the project identity. At the same time, it is easily identifiable by stakeholders, as many energy-related institutions, projects, and companies use blue on their logos.

Light blue contrasts with dark blue and brightens the logo, bringing energy and shine to it. It is also a way to keep the logo from being too strict and formal.

Gray is the neutral color, useful to ensure the contrast between elements.

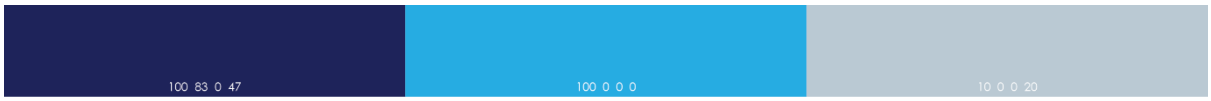

FIGURE 5 – ATTEST COLOR PALETTE

Imagery

All communication materials allusive to ATTEST may rely on real photos. Photos must represent energy-related environments, such as power plants, power poles, wind turbines, electric vehicle charging stations, hydroelectric dams, etc. They must avoid including people.

FIGURE 6 – ATTEST IMAGE EXAMPLES

Shapes

The gauge shape of the logo must inspire the visuals of every communication materials. It can, however, lose predominance to fit the surroundings and preserve readability.

FIGURE 7 – ATTEST SHAPE INSPIRATION

Tagline

ATTEST has a tagline, although it is not part of the logo. The tagline can be used whenever applicable and resumes the project's ambitions while translating its benefits for stakeholders.

The ATTEST tagline is visually flexible, meaning there are no rules for the way it is presented. It can either show attached to the logo or independently of it.

The advanced energy toolkit.

Voice

The communication of ATTEST is clear, objective, and unpretentious. When approaching stakeholders, the term "we" is preferred, as it builds a liaison between the project and the audience.

Some technical vocabulary may appear in messages, especially when they are directed to knowledgeable stakeholders (such as regulators, researchers, DSOs, and TSOs).

ANNEX 3 | PROJECT WEBSITE

Domain and hosting

The ATTEST website, as well as the project contact e-mail (**info@attest-project.eu**) is hosted on INESC TEC's servers. INESC TEC holds responsibility for server maintenance and security, ensuring the integrity of the information therein.

The website is accessible at the domain **attest-project.eu**, which is registered by INESC TEC. The domain will be active for at least five years, allowing users to access resources even after the end of the project.

Management

As the leader of ATTEST, INESC TEC is responsible for managing the project's website. Website management includes content updates and contact management.

Visuals

The visuals of the website obey the project's visual identity norms, contributing to the global coherence of communication.

FIGURE 8 – WEBSITE VISUALS

Content

The website will include content for all target audiences. Besides general information about the project and the consortium, it will disclose the contents of the toolbox and other solutions developed by researchers.

Scientific publications and other public project results will also be accessible on the website. Nevertheless, contact information will always be visible, encouraging the interaction between users and the managing team.