ATTEST

WP8

Dissemination, Communication and Exploitation

Follow up on dissemination, communication and exploitation results

D8.4

DOCUMENT CONTROL PAGE

DOCUMENT	D8.4 – Follow up on dissemination, communication and exploitation results
TYPE	Report
DISTRIBUTION LEVEL	Public
DUE DELIVERY DATE	31 / 08 / 2021
DATE OF DELIVERY	31 / 08 / 2021
VERSION	V1
DELIVERABLE RESPONSIBLE	INESC TEC
AUTHOR(S)	Marta Maia
OFFICIAL REVIEWER(S)	Eduardo Martínez-Ceseña, Dajana Vrbičić Tenđera, Marija Horvat

DOCUMENT HISTORY

VERSION	AUTHORS	DATE	CHANGES
0.0	Marta Maia INESC TEC	03 / 08 / 2021	Draft version
0.1	Eduardo Martínez Ceseña UNIMAN	06 / 08 / 2021	First revision
0.2	Marta Maia INESC TEC	10 / 08 / 2021	Revised version
0.3	Dajana Vrbičić Tenđera HOPS Marija Horvat HOPS	12 / 08 / 2021	Second revision
0.4	Marta Maia INESC TEC	13 / 08 / 2021	Revised version
1	Marta Maia INESC TEC	25 / 08 / 2021	Final version

Table of Contents

List of Figures

List of Tables

Abbreviations and Acronyms

CTR	Click-through Rate
D	Deliverable
DSO	Distribution System Operator
KPI	Key Performance Indicator
OR	Open Rate
PR	Press-release
R&D	Research and Development
TSO	Transmission System Operator
WP	Work Package

1. Executive Summary

Work Package 8 (WP8) aims at communicating, disseminating, and exploiting all solutions and results generated by the ATTEST project. It follows the global project schedule and is divided into three tasks: T8.1 Project dissemination, T8.2 Project communication, and T8.3 Project exploitation. Each task has been described in detail in individual deliverables, i.e., D8.1, D8.2, and D8.3, respectively.

This document presents a follow up on the execution of the activities proposed in the previous three deliverables, as well as a performance assessment based on pre-established key performance indicators (KPI).

While the outcomes of this report may provide an overview of WP8's status, they may also highlight possible underperforming tasks. This information is timely, as it would allow the ATTEST partners to adjust current dissemination strategies and communication activities.

The assessment of results shows that WP8 is well on track for most communication and dissemination KPI. However, some marketing collaterals (such as flyers and roll-ups) have not been printed due to the suspension of physical events and networking. Video visualizations are also below the target, meaning additional efforts should be necessary in this field.

Exploitation activities, on the other hand, are still in a preliminary stage, as exploitable project results are yet to be released.

A final assessment of dissemination, communication and exploitation results will be performed toward the end of the project and reported in D8.5 (to be delivered in February 2023).

2. Introduction

Frequent performance monitoring is a fundamental part of any dissemination and communication plan. While demonstrating the execution of activities, periodic reporting also stresses possible underperforming areas where dedicated attention is needed in order to keep initial goals attainable.

This document provides a mid-term reporting of dissemination, communication, and exploitation results for ATTEST. Based on the KPI and activities proposed in D8.1, D8.2, and D8.3, it lays out an overview of what has been achieved so far within WP8 and supports an action plan for the second half of the project.

Despite sharing a common ground, dissemination, communication, and exploitation activities spread in different directions. Therefore, this document will report activities of each area separately, considering their specific goals, challenges and outcomes.

Dissemination activities will be approached first. A matrix of activities and target groups will demonstrate how those activities comply with the objectives proposed in D8.1. The accomplishment of the required KPI will also be detailed.

Table 1 refers to the activities, channels, and target groups presented in D8.1 as the basis for the dissemination strategy of ATTEST. While target groups represent stakeholders that should be interested in project results, dissemination channels offer privileged access to them. Dissemination activities then materialize the overall strategy, making use of the selected channels to pass customized messages along to each target group.

TABLE 1: DISSEMINATION ACTIVITIES, CHANNELS, AND TARGET GROUPS (D8.1)

ACTIVITIES	CHANNELS	TARGET GROUPS
PR Campaign	Scientific journals	Energy regulators
Website campaign	Scientific events	Local authorities
Social Media campaign	Stakeholder & Industry events	Distribution System Operators
Newsletters on project results	Hosting platforms	Transmission System Operators
Participation in events	Newsletters	Academic institutions
Scientific publications	Website	Smart Grids community
Project book	Social Media	ICT community
Public hosting	Mainstream media	European Commission
	Printed materials	End users
		Media

The report on communication activities will follow, again based on a direct match between rolled-out activities and proposed topics and channels from D8.2. KPI accomplishment will also be measured.

Table 2 presents all the communication activities, topics, and channels described in D8.2. Communication channels suggest possible media to reach relevant stakeholders and raise awareness about ATTEST; communication topics determine the most relevant issues, establishing a hierarchy of shareable information to convey; communication activities adjust the message format to each channel, ensuring high efficiency in its transmission.

TABLE 2: COMMUNICATION ACTIVITIES, TOPICS, AND CHANNELS (D8.2)

ACTIVITIES	COMMUNICATION TOPICS	CHANNELS
PR campaign	Consortium	Mainstream media
Branding	Funding	Printed materials
Printed materials	Project details	Website
Video	Events	Social Media
Website	Publications	Direct Marketing
Social Media campaign	Contextual facts	Events
Newsletters	Partnerships	Scientific publications
Events		Intranet
Publications		
Intranet		

A report on exploitation activities, however, will not be possible yet due to the project schedule. As the first exploitable project results are set to start being released after month 22 and this report is being delivered in month 18, it is still too early to carry out exploitation activities. Nevertheless, some ground has already been laid out and will be described further in this document.

Regardless of the accomplishment level of KPI in any of the abovementioned areas, it is important to note that ATTEST is currently in the middle of its duration. Therefore, full achievement of the KPI is not expected at this stage.

3. Follow up on Dissemination

Although scientific project results are important *per se*, they can also become the baseline for further research activities both within and outside the project's partner institutions. Dissemination activities seek, therefore, to make them available to all stakeholders who perform R&D either in industrial or academic environments, contributing to a richer collective knowledgebase.
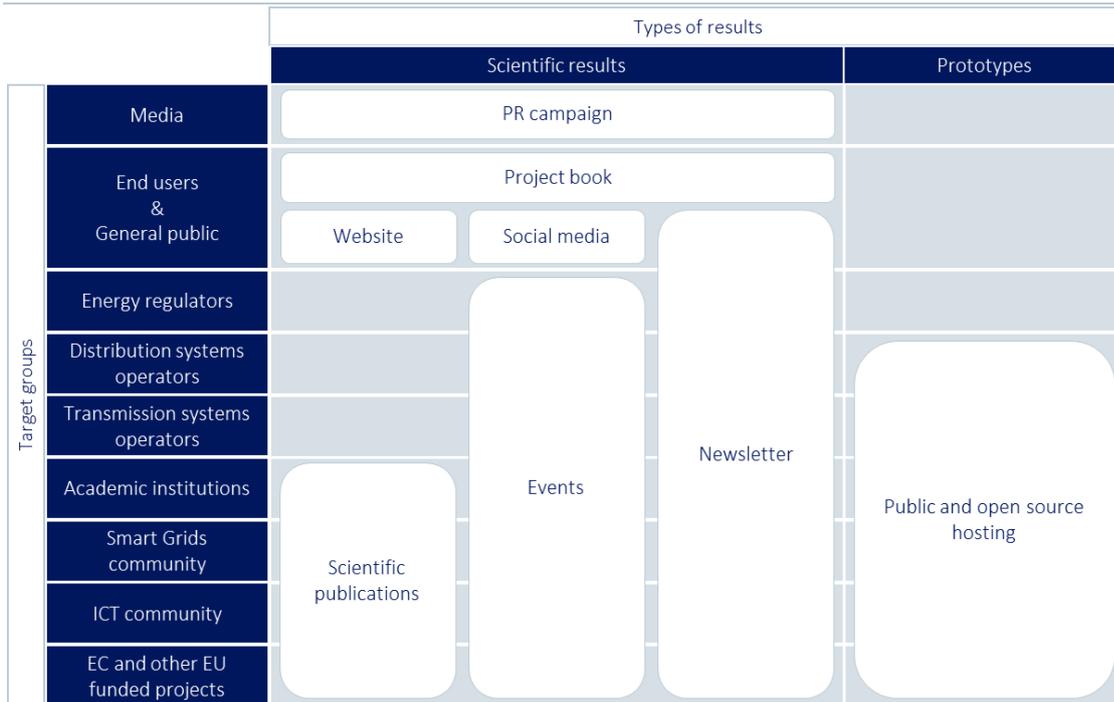
FIGURE 1: OVERVIEW OF THE DISSEMINATION STRATEGY (D8.1)

Activities proposed in D8.1 (Figure 1) have been carried out as follows: Website campaign, Social Media campaign, Newsletters, Participation in events, Scientific publications and Public hosting. Their execution will be described in the following subchapters.

3.1. Website campaign

Published papers, infographics, presentations and other scientific results from ATTEST (Figure 2) have regularly been published on the project website (https://attest-project.eu/). As the dissemination target groups include different levels of expected expertise, these materials reflect different stages of complexity and seek to leave no audience behind.
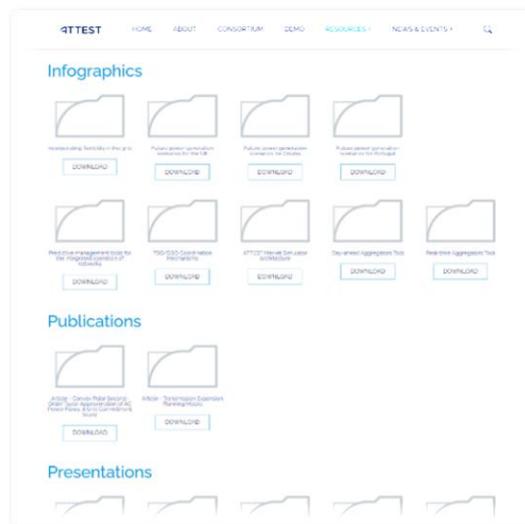
FIGURE 2: WEBSITE RESOURCES PAGE

3.2. Social Media campaign

Several publications on LinkedIn and Twitter have informed the audiences about new findings from the ATTEST consortium (see examples in Figure 3). As proposed in D8.1, each publication included a direct link to the mentioned resource – wether it was a paper, an infographic, or an article.

As the final results are not yet available, a "deconstruction strategy" has been adopted: preliminary results, tool structures, and working processes have been disseminated individually
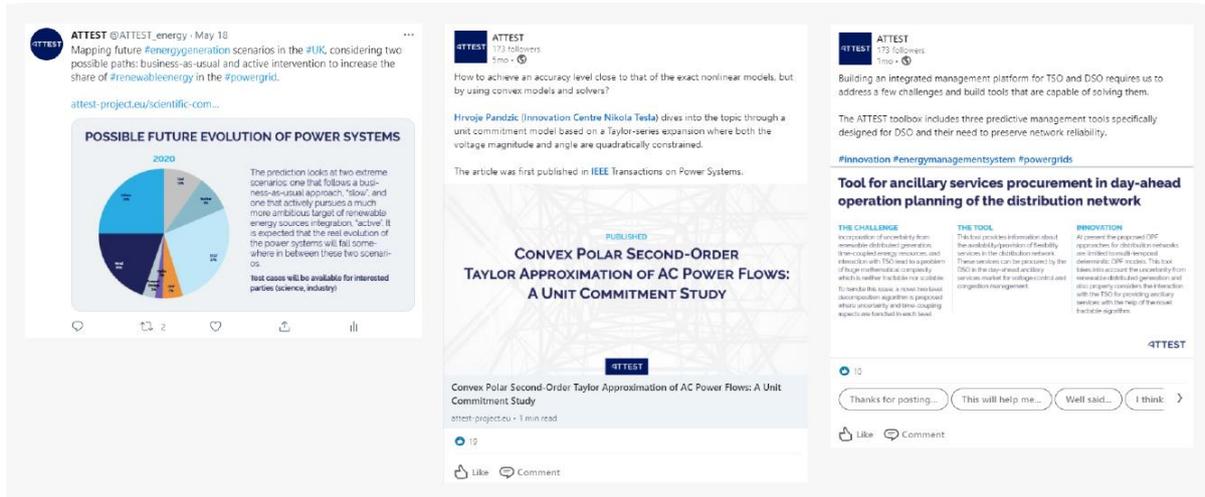
FIGURE 3: SOCIAL MEDIA RESULTS DISSEMINATION POSTS

3.3. Newsletters

The dissemination of newsletters (Figure 4) enables target groups to be regularly informed about the project activities and available results. Preliminary project results were disseminated in the second and third ATTEST newsletters.

Each newsletter is divided into several sections. The news section comes first and serves mostly communication objectives, raising awareness about project developments.

The following section is dedicated to publications and serves dissemination purposes. It provides direct links to scientific articles recently published by consortium researchers, along with a short description of their contents.

The section thereafter is dedicated to infographics and provides direct links to the most recently produced illustrations of project results. The newsletter then closes with an events section where direct links to both presentations from past events and registration pages for future events are provided.

FIGURE 4: ATTEST DISSEMINATION NEWSLETTERS

3.4. Participation in events

Members of the ATTEST consortium have attended 10 events in the first 18 months of the project. These events served communication purposes, but also allowed researchers to disseminate preliminary project results while discussing them with peers.

Altogether, ATTEST presentations reached a total of around 480 people in a well-balanced audience of R&D and industry professionals. Details of each event are presented in table 3.

TABLE 3: EVENTS ATTENDED BY ATTEST MEMBERS AS SPEAKERS

TYPE OF EVENT	SPEAKERS	TITLE	ATTENDEES
Conference	E. A. Martinez Cesena, P. Mancarella	Tutorial Part 02: Integrated Energy Network Analysis	20
Webinar	André Guimarães Madureira	INTERPRETER – Local flexibility solutions leveraged by RD&I projects as system stability solutions	45
Workshop	Tomislav Capuder	PPL Sessions | Development of energy infrastructure: transmission and distribution grids and energy storage	17
Webinar	E. A. Martinez Cesena, P. Mancarella	Techno-economic Analysis of Microgrids: From off-grid to smart grid applications	36
Webinar	E. A. Martinez Cesena	Resilience of Grid	126
Symposium	Florin Capitanescu	Academia versus real-world in optimizing power system operation: the case of security-constrained optimal power flow	84

Workshop	Florin Capitanescu	Challenges to maintain static security in future sustainable power systems	17
Conference	Muhammad Usman	A Stochastic Multi-period AC Optimal Power Flow for Provision of Flexibility Services in Smart Grids	37
Meeting	E. A. Martinez Cesena	Sector Integration Cluster meeting	16
Short course	Pierluigi Mancarella	DER Flexibility and Techno-Economic Modelling	82

3.5. Scientific publications

Despite being at an early stage, ATTEST results have been disseminated through the publication of five scientific and conference papers during the first 18 months of the project.

Table 4 presents all published works until month 18. The three last publications are too recent to allow for a performance assessment; however, the first two publications register 357 and 236 full document reads respectively, adding up to a total reach of 593 R&D stakeholders.

TABLE 4: PUBLICATIONS OF ATTEST MEMBERS

TYPE OF PUBLICATION	AUTHORS	TITLE
Publication in journal	Zora Luburić, Hrvoje Pandzić, and Miguel Carrión	Transmission Expansion Planning Model Considering Battery Energy Storage, TCSC and Lines Using AC OPF
Publication in journal	K. Šepetanc, H. Pandžić	Convex Polar Second-Order Taylor Approximation of AC Power Flows: A Unit Commitment Study
Publication in journal	Muhammad Usman, Florin Capitanescu	A Stochastic Multi-period AC Optimal Power Flow for Provision of Flexibility Services in Smart Grids
Conference paper	Mirna Gržanić, Tomislav Capuder, Martin Bolfek, Florin Capitanescu	A review of practical aspects of existing TSO-DSO coordination mechanisms in Europe and proposal of an innovative hybrid model in ATTEST project
Publication in journal	António Coelho, José Iria, Filipe Soares	Network-secure bidding optimization of aggregators of multi-energy systems in electricity, gas, and carbon markets

3.6. Public hosting

All open-access project results are available on the ATTEST website. Additionally, a Zenodo account has been set up so that all project publications can be easily found by the R&D community even after the end of the project.

As for the ATTEST tools, although they are not yet publicly available, source codes are being uploaded to a Github organization account - which is also connected to Zenodo.

4. Follow up on Communication

Communication activities seek to raise awareness about ATTEST among relevant audiences and are defined in the communication strategy (Figure 5). They inform external stakeholders about the consortium, the project and its goals, and they keep internal audiences engaged with the consortium partners.
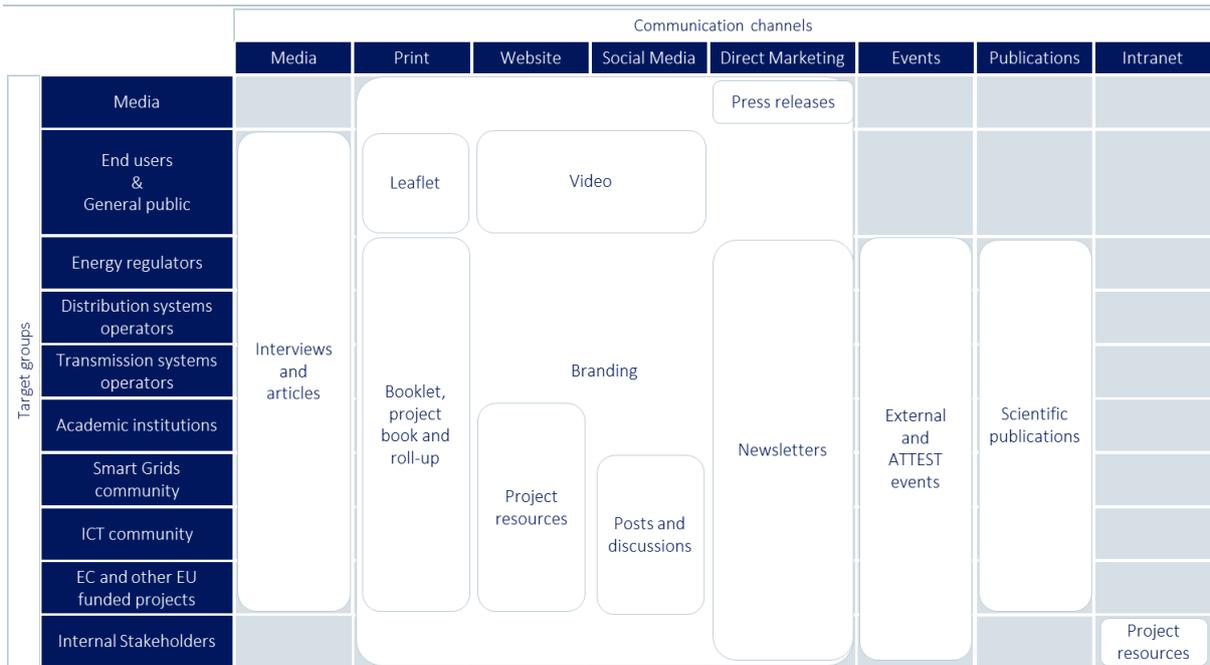
FIGURE 5: OVERVIEW OF THE COMMUNICATION STRATEGY (D8.2)

For the last 18 months, communication activities proposed in D8.2 have been executed as follows: PR campaign, Branding, Printed materials, video, Website, Social Media campaign, Newsletters, and Intranet. Their execution will be described in detail along the following subchapters.

4.1. PR campaign

The first press-release has been sent out to local and international media outlets in the beginning of ATTEST. The document presented the project and its goals, raising awareness about the relevance of its research.

4.2. Branding

The ATTEST identity was created at the very beginning of the project, so that visual coherence was ensured in all project materials.

Branding has since then been completed with a set of document templates (Figure 6) that were shared with all consortium partners. Additionally, an institutional presentation of the project (Figure 7) was made available to internal stakeholders, ensuring coherence in visuals, tone, and structure throughout consortium activities.

FIGURE 6: ATTEST DOCUMENT TEMPLATES

FIGURE 7: ATTEST INSTITUTIONAL PRESENTATION

4.3. Printed materials

As the recent pandemic of COVID-19 has led to most physical events being canceled, communication materials will not be printed until personal networking becomes possible again. Nevertheless, one project flyer (Figure 8) and one roll-up (Figure 9) have been digitally produced and are being distributed online.

FIGURE 8: ATTEST FLYER

FIGURE 9: ATTEST ROLL-UP

4.4. Video

The ATTEST presentation video has been produced within the first 18 months of the workplan and is available on all digital channels: Youtube, Social Media, and website.

4.5. Website

The ATTEST website was launched in the first months of the project and has been regularly updated with resources, news, and events ever since (Figure 10).

FIGURE 10: ATTEST WEBSITE

4.6. Social Media campaign

ATTEST social media accounts have been regularly updated throughout the first 18 months of the project (Figure 11). As proposed in D8.2, publications in the first months were dedicated to raising awareness about the project and the consortium before the first project results were ready to be released.
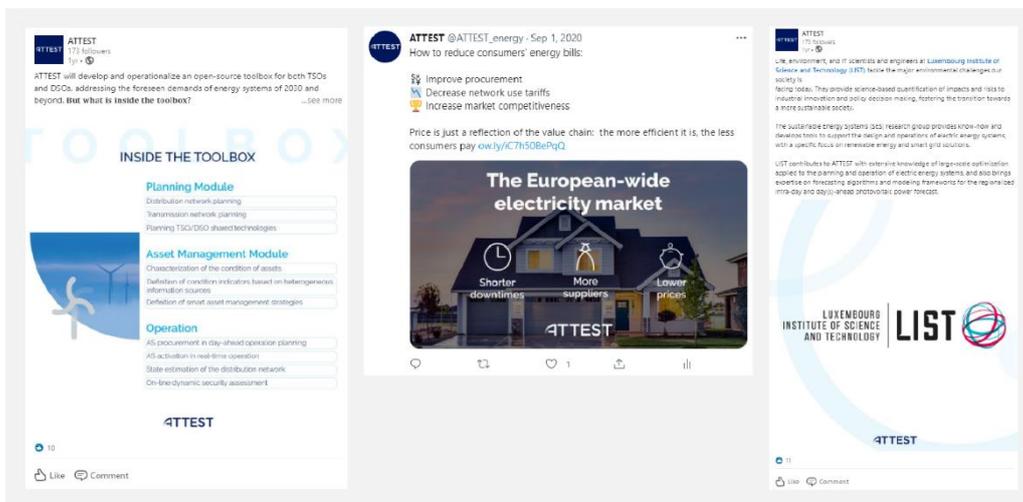

FIGURE 11: SOCIAL MEDIA COMMUNICATION POSTS

4.7. Newsletters

The first ATTEST newsletter (Figure 12) was exclusively dedicated to communication purposes, advertising the beginning of research activities and describing project ambitions.

FIGURE 12: ATTET COMMUNICATION NEWSLETTER

4.8. Intranet

The ATTEST consortium has one private channel on Microsoft Teams where confidential topics can be securely discussed among researchers. Project documents are also being uploaded to a secure OneDrive folder to which only ATTEST members have authorized access.

Additionally, internal mailing lists are being used to support one-to-all and team-restricted communications, ensuring that different levels of confidentiality are respected.

5. Follow up on exploitation

As project results are still to be publicly released, exploitation activities were very limited. However, some publications have been released in the first 18 months of ATTEST and they are based on the project's preliminary results, therefore serving simultaneously dissemination and exploitation objectives.

Also, there are six PhD theses ongoing within the project. Being a direct result of the ATTEST research, these theses were initially proposed as an exploitation KPI and they materialize the very first measurable results of the execution of the exploitation plan. Details on this topic can be found in table 5.

So far, the accomplishment of exploitation KPI is on track, as all six PhD theses have initiated and are on time to be delivered until 2024.

6. KPI assessment

Dissemination, Communication and Exploitation KPI were defined for the whole duration of ATTEST. Nevertheless, the results obtained so far are detailed in the table below.

As many activities overlap in dissemination and communication, achieved KPI will be reported per activity, a of 31st July 2021.

TABLE 5: KPI ASSESSMENT FOR DISSEMINATION, COMMUNICATION AND EXPLOITATION

KPI	STATUS	TARGET
PR campaign	1 press release 5 published news	3 press releases 3 published news per PR
Website campaign	1327 unique visitors 221 file downloads	2.000 unique visitors 1.000 file downloads
Social Media campaign	30.041 reached users 1.990 reactions 236 video visualizations	8.000 reached users 1.000 reactions 1.000 video visualizations
Newsletter	30,9% OR 4,9% CTR	70% OR 12% CTR
Events	8 participations	20 participations
Scientific publications		55 published works
Ph.D. theses	6	6
INESC TEC	3	3
ICENT	2	2
Comillas	1	1
Publications in journals	4	17
INESC TEC	1	3
UNIMAN	0	4
ICENT	2	3
LIST	1	2
Comillas	0	2
Končar-KET	0	3
Conference papers	1	33
INESC TEC	0	4
UNIMAN	0	5
ICENT	0	6
LIST	1	4
Comillas	0	2
Techrain	0	3
HEP ODS	1	2
HOPS	1	2
Končar-KET	0	5
Printed resources	0	1.000 printed units
Public hosting	0	12 publicly shared prototypes
Branding	Completed	Development of brand identity, including logo, color palette, and

		three templates (MS Excel, Word, and Powerpoint)
Leaflet	1 digital version available online 0 printed units	1 digital version available online 300 printed units
Booklet	0	1 digital version available online
Project book	0	50 printed units
Roll-up	1 produced unit	1 produced unit
Video	1 produced video	1 produced video
Intranet	Completed	Implementation of a fully functional system with shared folders and access restrictions

7. Conclusions

Overall, ATTEST is on track in the achievement of all KPI determined in D8.1, D8.2, and D8.3. Additionally, other positive indicators were recorded: an audience analysis performed to social media channels confirms that the reached audience corresponds to the target groups identified in D8.1 and D8.2, while the same analysis of the website proves a broad international reach of digital messages (Figure 13 and Figure 14).
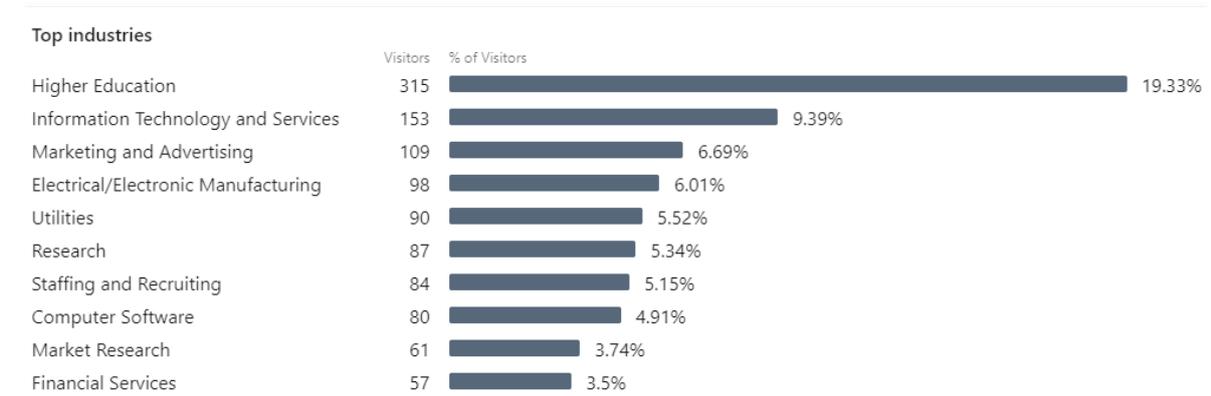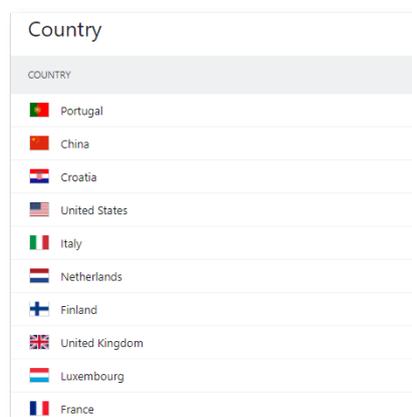
FIGURE 13: ATTEST LINKEDIN AUDIENCE SEGMENTS

FIGURE 14: ATTEST WEBSITE AUDIENCE LOCATIONS

Satisfying the KPI for video visualizations, however, might require an extra effort. As initial numbers have stayed below the set target, a second dissemination campaign should combine organic and paid strategies to boost reach.

The newsletter strategy will equally be reviewed, as OR and CTR are below the established KPI. The new strategy should focus on more specific subject lines (to encourage opening) and on additional, descriptive texts for links inside the e-mails (to encourage clicks).

The KPI related to printed materials has not been accomplished, which can be attributed to the COVID-19 pandemic. The reason being that printed communication materials have not been required while in-person events were suspended. This KPI must, therefore, be reconsidered according to the evolution of the pandemic and international restrictions.

ATTEST has also joined an EU-wide cluster of projects related to Ancillary Services at the Distribution Level. This cluster will not only increase the reach of ATTEST messages among peers, but also leverage cooperation opportunities, thus benefitting the exploitation of ATTEST results.

As for other areas, communication and dissemination strategies will continue as planned.

Annex 1 | PR activities and results

The first press-release introduced ATTEST, its goals, and the composition of the consortium. It was released by INESC TEC and motivated several publications in national media outlets (Table 6).

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 Sustava and KONČAR - Inženjering za energetiku i transport (Croatia), and HOPS Hrvatski operator prijenosnog sustava (Croatia).

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

More information at attest-project.eu.

TABLE 6: RESULTS OF THE FIRST PRESS-RELEASE

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

1. Visual identity

The visual identity of ATTEST is inspired by the project's energetic ambitions and comprises four elements: one logo, a color palette, reference imagery and reference shapes. All elements guide the production of communication and dissemination materials, ensuring visual coherence among them.

1.1. Logo

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

Despite being indivisible, the logo may adapt to tiny frames (such as app icons) by showing only the first letter as shown in figure 15.

FIGURE 15: ATTEST LOGO

1.2. Color palette

ATTEST's visual identity comprises three colors: dark blue, light blue, and gray (Figure 16).

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.

The light blue contrasts with the 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 a neutral color, useful to ensure the contrast between elements.

| 100 83 0 47 | 100 0 0 0 | 10 0 0 20 |

FIGURE 16: ATTEST COLOR PALETTE

1.3. Imagery

All communication materials allusive to ATTEST may rely on real photographs. Photographs must represent energy-related environments, such as power plants, power poles, wind turbines, electric vehicle charging stations, hydroelectric dams, etc (Figure 17). Also, including people in the photographs must be avoided.

1.4. Shapes

The gauge shape of the logo must inspire the visuals of every communication material. It can, however, lose predominance to fit the surroundings and preserve readability (Figure 18).

FIGURE 18: ATTEST SHAPE INSPIRATION

2. Taglines

ATTEST has a tagline (Figure 19), 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.

A shorter version of the tagline serves the same purpose, but is adjusted to channels where space is character-limited.

The ATTEST taglines are visually flexible, meaning there are no rules for the way they are presented. They can either be shown attached to the logo or independently of it, alone or accompanying other sentences.

The performance platform for smarter energy systems.
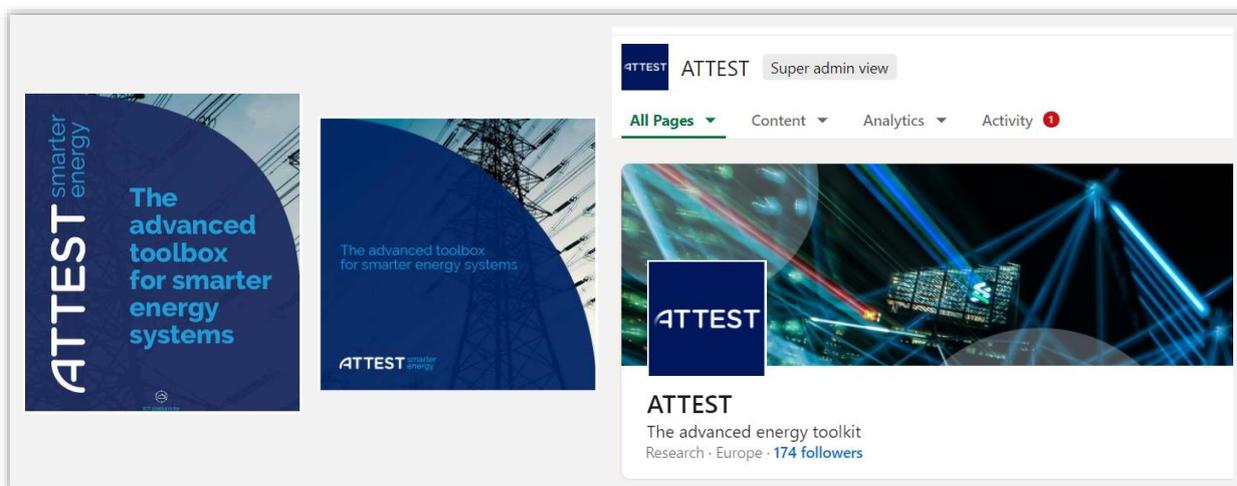
The advanced energy toolkit.

FIGURE 19: TAGLINE APPLICATION EXAMPLES (PROJECT ROLL-UP, PROJECT FLYER, AND LINKEDIN PROFILE)

3. 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).

3. Voice