

HORIZON EUROPE PROGRAMME - HORIZON-CL5-2023-D3-01-01

Renewable Energy Valleys to increase energy security while accelerating the green transition in Europe - Innovation action (IA)



REFORMERS

RENEWABLE ENERGY VALLEYS

REFORMERS

Regional Ecosystems **FOR** Multiple-Energy Resilient Systems

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D2.1: COMMUNICATION AND DISSEMINATION PLAN



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Lead author(s) Rebecca Huetting (DBL), Fabio Lovati (DBL), Manuele Messineo (DBL), Joep Sanderink, Philo Tamis (NEC), Celine Suchét (EUREC)

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EXECUTIVE SUMMARY

The REFORMERS project ambition is to demonstrate that with current technologies it is possible to transform local energy systems towards systems that can meet their communities' energy needs through local sourcing, and thereby eliminating dependence on fossil fuel. REFORMERS addresses these challenges starting by involving an entire community - from private businesses and industries to public administrations to citizens and NGOs - in designing and developing a Renewable Energy Valley (REV), sharing data, infrastructures, and knowledge. The result will be a model to be replicated in other local communities around Europe¹.

REFORMERS Work Package 2 (WP2) focuses on communication, dissemination, and exploitation tasks. D2.2 Communication package includes all official project's communication assets intended to accompany Consortium members when informing and promoting the research advancements across the different stakeholder groups. In this document a clear and operational guidance developed by and agreed upon with all project partners is provided, to ensure a swift and proactive collaboration to guarantee an effective communication, dissemination and exploitation of project objectives, achievements, and results.

This document includes:

- The high-level communication and dissemination strategy and approach – [Section 1](#)
- The different products, activities and channels that will be used to ensure that key messages and communication objectives are successfully reached – [Section 2](#)
- The active social media and targeted communication channels – [Section 3 and 4](#)
- The description of the different communication and dissemination activities and their objectives – [Section 5](#)
- A summary of how communication and dissemination activities are closely linked with other research tasks – [Section 6](#)
- A preliminary elicitation of exploitation objectives - [Section 7](#)
- A preliminary editorial plan – [Section 8](#)
- The impact monitoring plan and the related communication and dissemination key performance indicators – [Section 9](#)

¹ D2.2 – Communication and dissemination package, section 4



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Acronyms	
CA	Consortium Agreement
CMS	Content Management System
DOI	Digital Object Identifier
EU	European Union
GB	Gigabytes
GDPR	General Data Protection Regulation – EU Directive
IP	Internet Protocol address
IPR	Intellectual Property Rights
LOI	Letter of Interest
PC	Project Coordinator
RE	Renewable Energy
REV	Renewable Energy Valley
SEO	Search Engine Optimisation
SQL	Structured Query Language
WP	Work Package



1. COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN

REFORMERS' communication and dissemination plan is a living document supporting the project outreach towards targeted stakeholder groups and audiences. Outreach activities differ depending on:

- The ongoing project phase
- The targeted stakeholder group/s identified
- The type of content to be promoted, delivered, or discussed
- The communication channel chosen

Each product or activity can be considered as an operational tool to deploy the project's communication, dissemination, engagement, or exploitation strategy depending on the specific objective for which it has been developed and for which phase of the project research. The key role of REFORMERS WP2 is to inform all relevant stakeholders about the project ambition, approach and expected outcomes coherently and consistently through the following measures:

- **Awareness raising** to maximise visibility of the project, help local communities and key stakeholders gain understanding and ensure that the project receives support from the scientific community and from decision and policy makers.
- **Knowledge sharing** dedicated to the promotion of achievements and to the collection of feedback through targeted communication products and events, issued on the project website, social media accounts and open access platforms.
- **Uptake and adoption** of results by relevant communities and strategic stakeholders, including decision makers and scientific community.

A coordinated plan covering the full project duration (60 months, from November 2023 until October 2028) ensures the uptake of results and impact in the long term. All products and activities are designed to match content (key messages) with the key target audiences (relevant communities, stakeholders, society at large), using the appropriate channel (the media) and format.

1.1. Main goals

This document defines the high-level REFORMERS Communication and dissemination strategy, to help the Consortium members in reaching dissemination goals and ensuring consistency across different channels and continuity in time.

- Increase understanding of key messages by relevant communities and stakeholders by getting them engaged
- Increase overall acceptance of project solutions in the Flagship Valley triggering positive snowball effect in relevant communities and market value-chains.



- Build trust and ensure adoption of solutions and overall project approach for the deployment of Renewable Energy Valleys.
- Ensure long term impact by supporting key actors in each target group, who can facilitate advocacy of research achievements, outputs and results in relevant networks and value-chain nodes.

Communication and dissemination actions are commonly based on five main steps, also called “pillars”, each one detailed as follows:

1. **Define key messages and goals:** identify the desired outcomes and the way/s to achieve them
2. **Identify the relevant stakeholders:** map and select the key target groups interested in the specific project outcome/s and central to ensure impact.
3. **Frame the information and align:** create a targeted communication campaign or message based on the interests and needs of those relevant stakeholders, possibly elicited with proper advance² and agreed with involved partners at task level.
4. **Define, plan, and perform the planned communication activities:** coordinate with all relevant partners to build a specific, easy to follow and coherent strategy that considers the overall goal, the target, and the specific communication channels for each type of audience.

The success of each product or activity largely depends on its appropriateness for targeted stakeholders and audiences. A correct stakeholder mapping and elicitation of needs is paramount to maximise interest, uptake, and adoption of results (See section 1.3).

1.2. Identification of target audiences

The success of REFORMERS’ communication and dissemination is related to the identification of target audiences and stakeholders and a proper matching with main communication channels to be used to spread contents.

In the context of REFORMERS’ dissemination and communication plan, we refer to “audiences” as recipients of project information across different channels:

- General audience – citizens and society at large – CHANNELS: general press agencies, project website, social media platforms, local media, and broadcasts.
- Informed audience – energy communities, local NGOs and associations dealing with energy transition, energy poverty and climate adaptation issues at large– CHANNELS: specialised press agencies, dedicated official EU channels, national regional and local specialised broadcast and media, third parties’ websites and fora

² Depending on the characteristics of the selected target audience/s the communication messages largely vary in terms of content, style, and format, even though the high-level communication objective or key message is the same.



- Interested audience – business representatives from neighbouring regions and/or countries, small industries, energy transition advisors, product and service providers, etc... – CHANNELS: partners’ networks, conferences and fairs, industry clusters and initiatives at the EU, regional or local level.
- Specialised audience – academia, large developers, local businesses, research projects – CHANNELS: scientific papers, scientific conferences, energy fairs

1.3. Target stakeholder groups mapping

The project REFORMERS refers to the quadruple helix model to correctly identify the different stakeholders’ and their role in open innovation dynamics since “*open innovation provides alternatives for products, services, and business model innovation from the traditional closed innovation either at the firm or the supply-chain level. In fact, the concept of the business ecosystem, combining direct and indirect collaboration, features diversity, dynamics, and interaction of open innovation*” (Yun, 2019)³. Each stakeholder’s relevance and power in ensuring the long-term impact will be further explored during dedicated exploitation workshops with Consortium members and in coordination with T6.4 starting from month 12 of the project (October 2024). During workshops also players that are needed but missing will be identified, to ensure that the reasons behind their low participation can be swiftly addressed and engagement approach adapted (see Section 6).

³ (15) (PDF) *Micro-and Macro-Dynamics of Open Innovation with a Quadruple-Helix Model*. Available from: https://www.researchgate.net/publication/362230576_Micro-and_Macro-Dynamics_of_Open_Innovation_with_a_Quadruple-Helix_Model [accessed Feb 05, 2024].



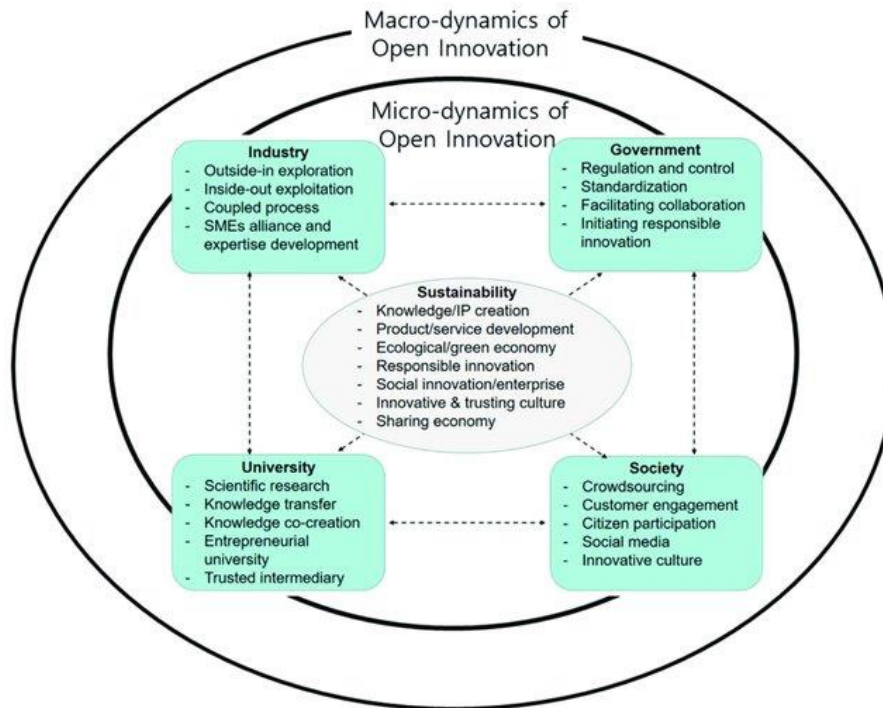


Figure 1 - Quadruple-helix model in open innovation dynamics - author: Zheng Liu

In such multiple stakeholder ecosystem dynamics, stakeholders are grouped depending on their area of influence and expertise, and cross-fertilisation will be facilitated through engagement at both individual group level (e.g. expert Advisory Board meetings) and in multi-stakeholder interaction settings (e.g. focus groups). Deep Blue will coordinate with all Consortium members to ensure that all stakeholder groups are promptly contacted, and outreach activities correctly implemented. VUB will be responsible for the set-up and coordination of an Advisory Board group (see Section 5.2). NEC will coordinate the network of stakeholders at the Flagship valley level. The partner liaising with EU level policy makers will be EUREC, with a key role in monitoring European policies and communicating and disseminating project goals outcomes towards European research centres, policy makers and institutions.



Figure 2 - Stakeholder relevance vs influence graph

The four main clusters have been categorised as follows, including a preliminary list which will be further integrated throughout the project:

Target group TA1 - Society

- Energy communities
 - [Rescoop](#)
 - Local renewable energy communities in FV and RV
- Energy transition advocacy groups at EU, regional and local level
 - [WGNET](#)
 - [EYEN](#)
- NGOs dealing with environment, inclusion, and energy poverty issues
 - [FEANTSA](#)
 - [EPC](#)
 - [ECOS](#)
 - [CAN Europe](#)
 - [The European Environmental Bureau](#)
- Consumers groups and associations
 - [BEUC](#)
 - [ECSA](#)
 - [ICRT](#)
- Citizens

Target group TA2 - Industry

- Large industries and companies acting as main market representatives
- Core energy production and storage components manufacturers



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- Key SME and businesses at the local or national level providing small but essential products and services
- Other value chain actors
- Industrial developers interested in investing and/or deploying innovative technologies
- TSOs/DSOs at the national and regional level
- European associations representing companies (Hydrogen Europe, Wind Europe, Solar Power Europe, Bioenergy Europe, European Biogas Association, European Association for Storage of Energy)

Target group TA3 + TA4 – Local authorities, institutions, and representatives of the civil society

- Municipalities
 - Andorra municipality
 - Alkmaar municipality
 - Heiloo municipality
 - DDS Municipality
 - Kozani municipality
 - Delft municipality
- Regional institutions
 - Development Agency Noord-Holland Noord
 - Province of Noord-Holland
 - Greater Poland voivodship
 - Region of Western Macedonia
- Civil society groups
 - NGOs
 - Local groups and residents' committees
 - Social innovation centres
 - Consumers groups

Target group TA5 – Governments and European networks

- European decision and policy makers
 - EU commissioners and civil servants of DG Energy, DG Research, DG Transport, DG Climate Action, and DG Grow
 - EU Parliament intergroups on Climate Change, Biodiversity and Sustainable Development. Members of the energy and climate committees
 - Council of the EU: Energy, climate, and industry attachés of national permanent representations to the EU
- Targeted EU Agencies and Initiatives
 - [CEER](#)
 - [CLIMATE ADAPT](#)
 - [BRIDGE](#)
 - [CINEA](#)



- [EEA](#)
- [EEI](#)
- [EERA](#)
- [EIT](#)
- [EIRIE](#)
- Technology platforms
 - [European Technology and Innovation Platforms \(ETIP-SNET\)](#) – all working groups
 - [European Technology and Innovation Platform for Photovoltaics \(ETIP PV\)](#)
 - [European Technology and Innovation Platform on Renewable Heating and Cooling \(RHC-ETIP\)](#)
 - [Implementation Working Group on Energy Efficiency in Buildings \(IWG5\)](#)
- Relevant member countries ministries and committees
- Relevant EU-funded projects
- Representatives of local institutions at the EU level
 - [COVENANT OF MAYORS](#)
 - [Eurocities](#)
 - [The Council of European Municipalities and Regions \(CEMR\)](#)
 - [European Federation of Agencies and Regions for Energy and the Environment \(FEDARENE\)](#)

Target group TA6 - Research and innovation communities

- Academic institutions
 - Universities providing degrees in renewable/sustainable energy (Hanze UAS)
 - [EUA](#)
- Research and innovation organisations and institutes
 - EUREC
 - EIT InnoEnergy

A preliminary list of relevant stakeholders already involved and interested in the project's activities at the Flagship Valley Alkmaar and Satellite valleys will be further detailed under T3.2, T6.3 and T6.4 (see section 6). Additional organisations and stakeholder group representatives will be mapped and contacted by responsible partners in the early stages of the project.

1.4. Approach

REFORMERS' communication approach identifies the proper channels, formats, style, and tone of voice to hit the targeted key performance indexes (see Section 9.2), which have been set to correctly monitor dissemination outcomes and impact. All communication and dissemination products and activities will follow the ethical principles of inclusivity, gender balance and equal opportunities for all. Moreover, under REFORMERS the Horizon Europe



FAIR principles on data availability will be followed and implemented, as stated in Article 17 of the signed Grant Agreement⁴ and will be also reported in D1.6 Data management plan.

The communication and dissemination strategy will be carried out as a long-term activity, allowing knowledge raising and technology adoption over time, along with the project advancements.

Deep Blue as WP2 leader:

- creates a set of products that are ready to use and included in D2.2 REFORMERS Communication package.
- creates document templates that partners can freely edit and update, aligned with the project visual identity.
- supports Consortium members in conceptualising, designing, and reviewing identity of additional products and/or activities, to ensure they are aligned with REFORMERS Communication and Dissemination strategy and appropriate to the targeted stakeholder groups and communication channels.

In no case Deep Blue can take over all design phases of products and activities not foreseen in this document without previously verifying resources allocated and the effort needed to deliver them.

1.4.1. Internal communication

Consortium members will receive updates related with WP2 activities during the periodic Executive Board and General Assembly meetings. Moreover, main updates and advancements will be communicated via dedicated internal mailing lists. All templates, documents and reports will be made available on the shared collaboration platform (Microsoft SharePoint folder), and on the official project website when publicly dispatched. Deep Blue adopts a user-centred design thinking methodology, to maximise adherence of outcomes with stakeholders' expectations. To this aim, especially when the design of key products or activities is needed, Deep Blue might involve Consortium members and/or key stakeholders in design iterations following the Double Diamond Model by the British Design Council (Figure 3). A limited amount of design iterations is essential to ensure a balanced trade-off between the expected quality of the output and the time dedicated to its development. As for all other data produced within the REFORMERS project, Consortium members shall refer to the D1.6 Data management plan.

⁴ <https://open-research-europe.ec.europa.eu/for-authors/data-guidelines> [accessed Feb 05 2024]



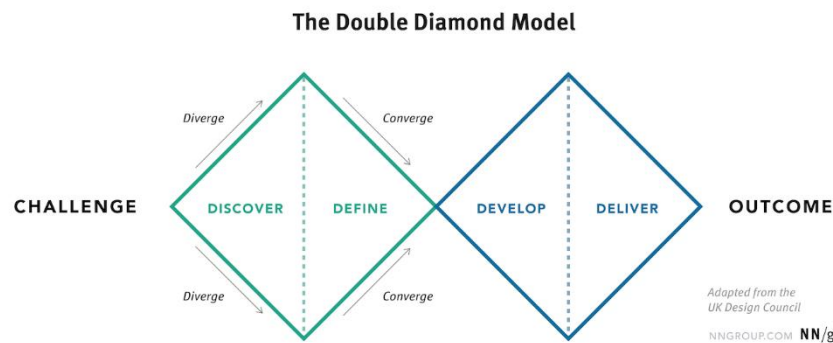


Figure 3 - The Double Diamond Model adapted from the UK Design Council, Norman Nielsen Group.com – [CCBY4.0](https://creativecommons.org/licenses/by/4.0/)

1.4.2. Partners' coordination

Internal WP2 bi-monthly coordination meetings will be planned among main partners involved: DBL, VUB and RISE. All Consortium members will be involved in Communication and Dissemination activities and contribute to the implementation of the REFORMERS Communication and Dissemination plan. To this aim, all partners will have the opportunity to attend WP2 meetings in case specific needs arise (e.g. clarification needs, support requests related to the creation of products, support in organisation of activities, scientific paper writing coordination etc..).

Deep Blue as WP2 leader will report on KPI monitoring activities during Executive Board meetings and in General Assemblies. To facilitate Communication and Dissemination activities' monitoring task, an easy-to-use set of datasheets will be shared with all partners to track upcoming or finalised activities (see Section 9).

2. PRODUCTS, ACTIVITIES AND CHANNELS

2.1. Communication kit

The project visual identity and dissemination pack represents the basic kit to ensure the project's recognisability and homogeneity across channels. A graphic visual identity, a logotype and document templates for deliverables, reports, presentations, and communication materials have been developed and shared with partners. The whole package is intended for an operational use and designed to be easily customised and enriched, ensuring a coherent and consistent visual narrative across all platforms. In the following sections the ratio behind each item is shortly described. For more specific operational guidance, Consortium members will refer to D2.2 REFORMERS Communication Package which includes the full kit presented in this section, namely: the logo, the visual identity guide, the project brochure, the poster and roll-up, document templates and project slide deck.

- [Link to Sharepoint folder with Communication package](#)

2.1.1. Logo

During the kick-off meeting in November 2023, three different options for the logo were proposed, and partners were invited to choose their favourite. Option A, B and C are included below as references (Figure 4, Figure 5, Figure 6).



Figure 4 - logo Option A



Figure 5 - logo Option B



Figure 6 - logo Option C

The final version of REFORMERS logo (Figure 7) was designed to evoke molecular interconnected systems in space, creating an analogy with connected energy networks that do not share only electricity or gas, but also information and resilience mechanisms that ensure dynamic adaptability to an evolving environment.



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Figure 7 - REFORMERS final project logo

2.1.2. Visual identity guide

The style guide contains a colour palette, font types and all possible graphic applications of the logo on different backgrounds, to ensure all communication products are easily readable and recognisable, with a good contrast and size, and accessible to people living with any kind of visual impairment (e.g. colour blindness). It is recommended that all partners follow the visual identity guidelines to ensure homogeneity across products and channels.

2.1.3. Infographics

A proper and appealing visualisation is key to transmit concepts such as that of Renewable Energy Valley and the complex enabling technologies and procedures needed to deploy them. Throughout the project Deep Blue graphic team will support partners in developing infographics and visualisations.

2.1.3.1. Concept image

A concept image allowing to grasp REFORMERS Renewable Energy Valleys research ecosystem will be developed by M6 (April 2024) and included in all products, including website and slide deck.

2.1.3.2. Additional infographics

As the need arises, additional infographics will be developed to represent the project methodology, the objectives, the stakeholder engagement approach, and the REFORMERS renewable energy valley research tracks. If additional infographics should be needed, and depending on time availability, partners will send a request for development with appropriate advance notice (between 4 and 6 weeks, depending on complexity) and provide support to Deep Blue with their conceptualisation phase and following iterations (up to three).

2.1.4. Laid out products



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Laid out products are those products providing key information on the project which can be quickly grasped thanks to the immediacy of images and graphic contents. Such products can be either visualised in a digital format or printed out for distribution at events and conferences (e.g. technical briefs, info packs). To minimise unnecessary printing, the Consortium is committed to the promotion of paperless events, where the project identity and information is displayed on screens and quickly shared via QR codes linked to online contents.

2.1.4.1. Brochure

The project brochure is designed as a A4 DIN vertical high-quality 4- or 6-pages leaflet. It will provide the key information of the project, the project team, contact points and links to the official website and social media accounts.

2.1.4.2. Poster

The REFORMERS poster is designed as an A1 DIN vertical high-quality printable format, as a portable graphic file (PDF). As for the slide-deck, it is intended as an editable product that all partners can change, update, and customise depending on their objective, the specific target audience, the specific channel, or context. In such cases, Deep Blue will provide support in reviewing contents and identity before finalisation.

2.1.4.3. Roll-up

A Roll-up poster will be developed in a standard 200x80 cm high-quality printable format (PDF), as a stand-alone vertical banner to showcase at fairs and events. The roll-up will summarise basic project information and, depending on the project phase, it may include early results and achievements.

2.1.4.4. Document templates

All document templates are included in REFORMERS D2.2 Communication package and uploaded on the project SharePoint dedicated folder. It is recommended that all partners verify that they are using the most recent version of each template, since they are essential to reinforce the project identity. Templates will be adapted and updated at need and versioning will follow the common syntax:

YYYY-MM-DD-REFORMERS_[Name of document]_vX.X

The document templates folder includes:

- the A4 vertical word template for deliverables
- the A4 vertical word template for project meetings' agenda
- the A4 vertical word template for project meetings' minutes



- the power point presentation template

2.1.4.5. Project slide deck

The project slide deck is a short presentation describing the project in a nutshell, its duration, the research team list, context and challenges, objectives, methodology and workplan. The official slide deck will undergo several updates throughout the project, following advancements and results. Nevertheless, each partner will be entitled to create customised versions of the slide deck when presenting specific research outcomes and achievements and depending on the target audience and communication activity or media channel used.

2.2. Videos and webinars

A project video will be produced and delivered around M24, developed either as a motion graphic or a footage video. The video will showcase the main project goals and achievements, inviting the different stakeholders' groups to join innovation in Renewable Energy Valleys across Europe and calling audiences to action in promoting the energy transition towards fully decarbonised energy systems where energy is produced, distributed, stored, and consumed locally. The official project video teaser will be published on Deep Blue's YouTube channel and made available on the website landing page. All Consortium members will support its production by facilitating the collection of stakeholders' interviews and experiences, as well as by reviewing draft storyboards and versions. The video will be distributed on all social media platforms and displayed during relevant public events, conferences and workshops, webinars, and hybrid events. When needed additional videos will be produced as short pills from interviews to relevant partners or stakeholders or as recorded webinars.

2.3. Website

Deep Blue is responsible for the design, realisation, maintenance, and update of the official REFORMERS website and the social network profiles. Both the structure and the external appearance of the website are developed considering the highest usability standards, ensuring a clear and easy navigation for all kinds of users and from all devices thanks to responsive and accessible design. The plain text version of the website is included in D2.2 - REFORMERS Communication package and contents have been approved by all partners. The final texts for the website will undergo a search engine optimisation process (SEO) to maximise readability and findability on most common search engines. In a later phase of the project a "Knowledge platform section" will be created on the website to provide quick access to all communication materials providing useful guidance for replication of the REFORMERS innovation methodology, such as webinars, training materials and guidelines.

2.3.1. Structure

The website structure can be summarised as follows:



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1. Home page:
 - Logo
 - Main Menu Bar
 - Search Options
 - Highlighted contents
 - Latest news
 - Newsletter Form
 - Footer, EU disclaimers and Privacy Policy
2. About
 - Project in a nutshell
 - Context and challenges
 - Objectives
 - Methodology
 - Stakeholder engagement
3. Flagship Valley
 - Alkmaar basic info
 - Innovation testbed in Boekelermeer
 - Transitioning households in Heiloo
4. Replication Valleys
 - GREECE – Western Macedonia
 - POLAND – Greater Poland region
 - AUSTRIA – Murau district
 - BELGIUM – DDS region in Flanders
 - NETHERLANDS – Delft region
 - SPAIN – Municipality of Andorra
5. Resources
 - Infographics and media
 - Press releases and press coverage
 - Deliverables
 - Scientific publications
 - Toolbox
6. News and Events
7. Contacts
8. Knowledge Base
9. Team



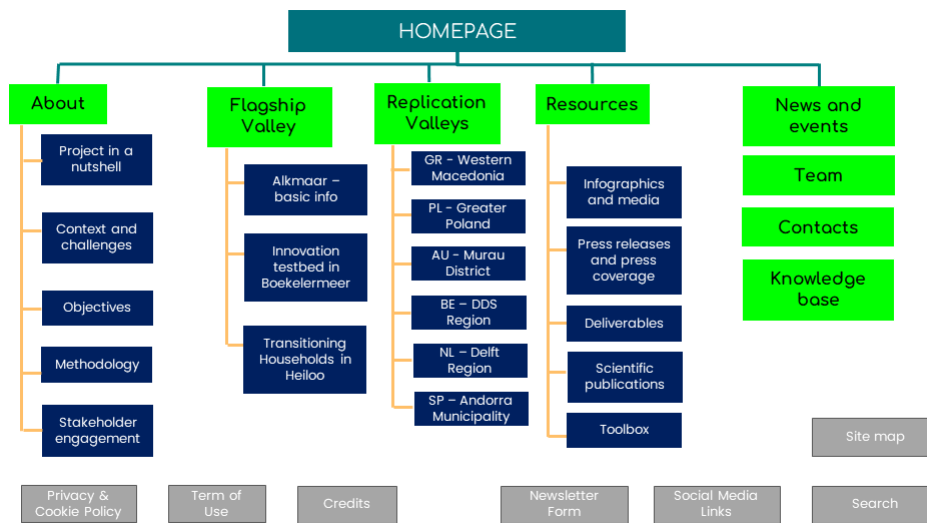


Figure 8 - REFORMERS website structure

2.3.2. Contents

The website provides a comprehensive overview of objectives, challenges, methodology and expected results. It introduces the Flagship Valley in Alkmaar and describes the Replication Valleys status and innovation objectives. The website will also be used as the main channel to provide first-hand news from the project, links to relevant events and articles, and access to resources, results, and tools. Deep Blue is responsible of suggesting and coordinating Consortium members for the creation of written contents in the form of short blogposts, following the project advancements, upcoming events, external conferences or workshops and any other relevant news. The website gives access to resources such as documents, public deliverables, and scientific publications. All Consortium members will be invited at least twice a year to share updates about task achievements. Through the newsletter form and social media links, website visitors can easily get engaged online, read through contents, and download resources.

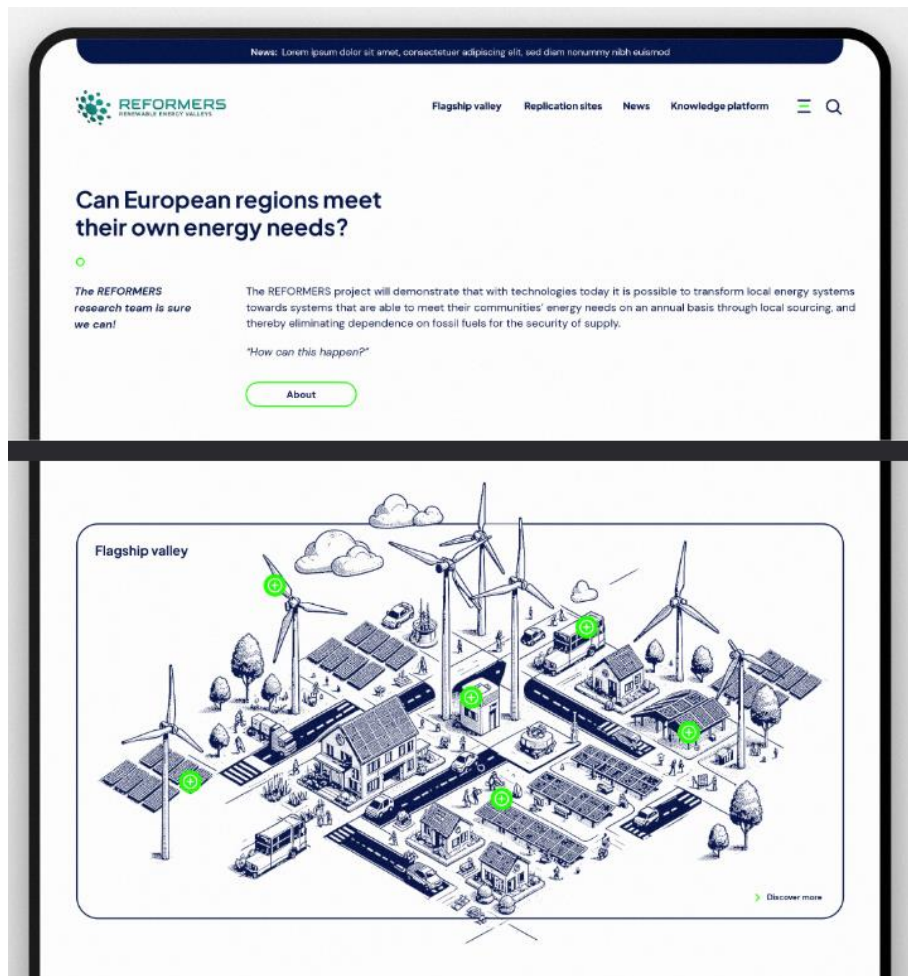


Figure 9 - REFORMERS website mock-up

2.3.3. Technical aspects

2.3.3.1. Website and hosting services specifications

The website domain has been selected among three proposals during the kick-off meeting in Alkmaar and purchased from the service provider vHosting⁵. The hosting service has been selected to ensure high security and reliability standards, providing MySQL and backup features.

- <https://reformers-energyvalleys.eu/>

⁵ <https://www.vhosting-it.com> [Last visit 06/02/2024]

The cloud VPS server has 10 GB capacity, 2 GB of physical memory and an installation of the most recent Wordpress Content Management System (CMS).

2.3.3.2. Analytics services and cyber-security provisions

To improve website positioning and maximise traffic to and through the website, Search Engine Optimisation will be carefully implemented and open-source analytics services such as Matomo⁶ or similar installed. Deep Blue has carefully configured such services to ensure the highest privacy protection standards, following the strictest privacy protection in compliance with the latest GDPR General Regulation (EU) 2016/679 of the European Parliament provisions (European Union, 2016). The website will adopt Iubenda⁷ for cookies management, Deep Blue acting as data controller. Such service only collects the personal data strictly necessary, freely provided by the users, to allow content visualisation and navigation. In case of usage data, collected automatically when navigating the website, such as cookies and navigation flows, IP addresses or demographics are not collected or tracked, unless the specific user allows for location tracking collected as aggregated data. If the need to embed access to external services or platforms emerges, specific opt-in and out options will be provided (e.g. Add-To-Any plugins for social media content sharing features). If not differently specified, for all further provisions in terms of Privacy and Data Protection partners shall refer to D1.6 – Data management plan. A full Privacy Policy will be available on a dedicated page of the website and regularly updated.

2.3.3.3. Updates and maintenance

The project website will be developed, updated, and regularly maintained under Deep Blue's responsibility, with Coordination team as supervisor. The domain, hosting and all related contents including downloadable resources and news will be kept online and accessible for 4 years after the project end.

3. SOCIAL MEDIA CHANNELS

Deep Blue coordinates REFORMERS' presence on main social media channels. Online engagement differs from real-life engagement both in nature and approach. Users look for different type of information on each platform, therefore the tone of voice and frequency of updates shall be adapted to the specific channel. A common set of tags and keywords has been identified during the kick-off meeting and will be constantly updated.

Official project hashtags

⁶ www.matomo.org [Last visit 06/02/2024]

⁷ <https://www.iubenda.com> [Last visit 06/02/2024]



D2.1 Communication and Dissemination Plan | PU

#CleanEnergy
#ClimateChange
#Decarbonisation
#GreenHydrogen
#EnergyPositivity
#EnergyTransition
#EnergyValley
#FlagshipValley
#HorizonEU
#LocalEnergySystem
#MultiEnergyValley
#NetZero
#Renewables
#RenewableEnergy
#RenewableEnergyValley
#RenewablePower
#ReplicationValley
#REPowerEU
#Self-sufficiency



#Sustainability
#SustainableEnergy
#energyindependence
#decarbonisation
#energytransition
#energysecurity

3.1. LinkedIn

The main channel for high-frequency project updates will be the LinkedIn company page, due to its business-oriented activity aiming to attract innovative companies and professionals. The tone of voice used will be informal but focused on concrete advancements and results. Moreover, it will be used for specific call to actions such as surveys, workshop registrations and upcoming events. The profile will be updated on a weekly basis.

- LINKEDIN Access link: <https://www.linkedin.com/company/reformers-energy-valleys-horizon-europe>

3.2. Instagram

An Instagram profile or account on similar platforms will be created to reach out for the local communities both at the Flagship level and in satellite valleys. The tone of voice used will be friendly and focused on raising awareness and stakeholder engagement activities. Moreover, it will be used for specific call to actions such as surveys, public events, and open co-creation sessions. It will also be used to share visual goals and outcomes, and stories to promote events, project meetings and latest news. The frequency of updates will depend on the project phase and will be intensified towards the end of the project. All partners will be invited to share relevant content with Deep Blue.

- [INSTAGRAM Access link](#)

3.3. X – formerly Twitter

A profile on X platform will be created, to connect with other relevant initiatives, research projects and EU official channels. The tone of voice will be direct and necessarily short.



- [TWITTER Access link](#)

4. TARGETED COMMUNICATION CHANNELS

4.1. Newsletter

A yearly newsletter will be sent to partners, key stakeholders, interested audiences and contacts who voluntarily completed the subscription form either online or through printed contact forms at project events. The Newsletter campaigns aim to keep target audiences and stakeholder groups informed about activities and results, published deliverables, main achievements, and upcoming events.

Mailing lists will be managed in compliance with the GDPR regulation (EU 2016/679). Brevo⁸ was chosen to guarantee swift and transparent opt-in/opt-out choices to subscribers, high customization of designs and effective delivery tracking. A link to the subscription form will be available on the project's website homepage. Contacts will also be collected during webinars, events and workshops, prior participant's consent.

4.2. Press releases

A first press release to launch the project Kick-Off in Alkmaar has been already released in November 2023. The coordination team at VUB, Deep Blue and the Flagship valley coordinator NEC focused on main innovations to be implemented in the area and on the launch event. This press release was successfully shared by most partners via the official project LinkedIn page, and it quickly gained high visibility. Thanks to this first action, the project page gained early followers and subsequent updates on the kick-off meeting and Flagship Valley tour received high visibility.

A “revamped” version of the press release is currently being translated in 8 different languages with support from all Consortium members. It will be shared with press contacts broad and wide, both at the EU level and in all partners' countries, with the aim of raising awareness and interest in further potential Replication Valleys across Europe.

A second and a third press releases will be issued between M25 and M48 and between M49 and M60. A Communication timeline and a KPI list are provided in Section 9.2.

5. COMMUNICATION AND DISSEMINATION ACTIVITIES

5.1. Preliminary planning

Communication and dissemination activities differ in terms of objectives, contents, and strategy. Communication activities focus mainly on raising awareness on the project goals and overall approach and on the promotion of co-creation activities organised to elicit

⁸ www.brevo.com



stakeholder needs, requirements, and expectations. Depending on the stakeholder group/s addressed, communication activities may encompass range from small-group and in-depth workshops for qualitative feedback collection or as knowledge sharing tools, to broad and systematic collection of quantitative data. Dissemination activities are, instead, mainly organised to inform stakeholders about achievements and results (outputs), foreseeing broad acceptance and/or adoption (outcome) and, possibly, long-term improvements at all levels: scientific, technological, environmental, social, and economic (impact).

In REFORMERS, a preliminary plan of blogposts and workshops will be shared with partners until M14 (see Section 8).

5.2. Set-up and dissemination towards Advisory Board

VUB as T2.3 leader, mainly supported by EUREC and with participation of all Consortium members, will set-up and manage the engagement of an Advisory Board, with main objectives to steer project activities and support co-creation of project outcomes. The Advisory Board will invite experts and relevant interested parties, including sister projects funded under the same topic. To ensure flexibility and efficiency, the Advisory Board will be kept relatively small, without however excluding the involvement of the ecosystem of local providers and relevant networks; a dedicated plan of operation will be developed to ensure both involvement of multiple stakeholders but also efficiency of operation.

In practice, the Advisory Board will be made up by 10-12 permanent members, but will be reinforced by non-permanent partners, depending on the phase of project implementation and on location. This way, a broader engagement of companies, citizens, and authorities is secured, strongly increasing the exploitation of the REFORMERS outcome in a post-project context.

So far, REFORMERS has collected 26 letters of interest (LOIs) from several organisations and experts, encompassing local stakeholders from the Flagship Valley, from Replication Valleys stakeholders that are not partners but intend to support, and from additional stakeholders willing to join the Advisory Board. The LOIs ensure the inclusion and participation of representatives of the broad European expert network, the Flagship valley stakeholder group, and the group of stakeholders from satellite valleys. Interaction across all Advisory Board members (permanent and non-permanent) will be promoted and dedicated activities will be organised to ensure voluntary involvement focuses on specific needs and interests, while creating cross-exchange opportunities for all.

The identification of potential AB members will start at the beginning of the project. Each partner will be asked to identify five suitable relevant stakeholders from their own network. Potential AB members suggested by partners will then be assessed against specific criteria before being selected and approached for participation. As part of the process, specific terms of reference will be developed to provide the basis for the activities of the AB. AB members will be appointed for the duration of the project.



Ad-hoc meetings and consultations will be organised at least on a yearly basis to collect Advisory Board members' opinions and feedback, in collaboration with the Flagship Valley coordinator NEC and work package leaders.

5.3. Scientific dissemination

A committee for reviewing REFORMERS publications will be instituted, both with respect to ensuring the quality of publications by providing internal review and the observation of formal criteria and ethics, as well as to ensure that no issues with respect to IPR. Operational guidance for partners will be included in D1.4 – Project handbook due at M6 (April 2024). In this section a preliminary list of journals, conferences and official dissemination channels are provided.

5.3.1. Peer-reviewed articles

The REFORMERS project aims to publish 7 peer-reviewed articles by the end of the project. Scientific publications will be submitted to major peer-reviewed journals (preliminary list in Table 1). To ensure visibility Consortium members will grant “Gold Open Access” to all scientific publications resulting from the research. Direct download options and permanent links (DOI) will be accessible through the website resources section.

Table 1 - List of peer-reviewed scientific journals

Scientific journals		Peer reviewed	Open access
Journal of Power Sources	https://www.sciencedirect.com/journal/journal-of-power-sources	Yes	Yes
Journal about research on hydrogen energy	https://www.sciencedirect.com/journal/international-journal-of-hydrogen-energy	Yes	Yes
Open access publishing venue for European Commission-funded researchers	Open Energy Research Europe& Social Science https://open-research-europe.ec.europa.eu	Yes	Yes
Peer reviewed international journal that examines the relationship between energy systems and society	https://www.sciencedirect.com/journal/energy-research-and-social-science	Yes	Yes



Platform of peer-reviewed scholarly literature	Science Direct	Yes	Yes
Scientific peer reviewed journal about environmental science	Energy & Environmental Science https://www.rsc.org/journals-books-databases/about-journals/energy-environmental-science	Yes	Yes
Scientific peer reviewed journal about research and development in the areas of energy systems	https://www.sciencedirect.com/journal/applied-energy	Yes	Yes

5.3.2. Conferences

The REFORMERS project aims to participate in at least 10 international conferences, presenting project results, organising keynote speeches, panel sessions, interactive booths, and other forms of dissemination at relevant events. All partners will suggest conference calls for papers and support with submissions. Table 2 presents a preliminary list of potential conferences where results could be presented.

Table 2 - List of conferences

Conferences		Date	Publishes proceedings
Enlit Europe	https://www.enlit-europe.com/	22-24 October	Yes
European World Hydrogen Energy Transition Summit Conference	https://www.clean-hydrogen.europa.eu/media/events/world-hydrogen-summit-2023-2023-05-09_en	6-8 March 2024	Yes
EUSEW	European Sustainable Energy Week https://sustainable-energy-week.ec.europa.eu/index_en	06-2024	Yes



Future of Utilities	https://futureofutilities.com/events/energy-transition-summit/	20-21 March 2024	Yes
Hydrogen Energy and Energy Technologies	https://heet-18.org/	8-9 November	Yes
International Sustainable Energy Conference	https://www.aee-intec-events.at/isec2024.html	10-11 April	No
IST (International Sustainability Transitions Conference)	STRN (Sustainability Transitions Research Network) https://ist2023.nl	summer 2025 or 2026	Yes
SET Plan Conference	European Strategic Energy Technology Plan conference	22 – 25 April 2024	No
Smart City Expo World Congress (SCEWC)	https://www.smartcityexpo.com/	5-7 Nov 2024	NA
Thermomodernization Forum	Association of Energy Auditors https://zae.org.pl/forum-termomodernizacja/	10-2024 or 10-2025	NA
World Energy Congress	https://worldenergycongress.org/rotterdam	22-25 April 2024	Yes
World Hydrogen 2024 Summit and Exhibition	https://www.world-hydrogen-summit.com/	13-15 May 2024	NA
World Hydrogen Energy Conference - WHEC	Bi-yearly	June 23 - 27, 2024	NA
World Sustainable Energy Days	https://www.wsed.at/	June 2024,	No

5.3.3. EC dissemination channels



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To ensure broad distribution of Key Exploitable Results across the European research communities and innovation-oriented businesses and organisations, REFORMERS will also ensure dissemination through the official EC channels mentioned in Table 3.

Table 3 - EC dissemination channels

EC Channels for dissemination of results	
CORDIScovery https://cordis.europa.eu/	CORDIS' monthly podcast that dives into some of the key scientific solutions being developed by EU-funded researchers
European Standardisation Booster Service for EU Projects: https://www.hsbooster.eu/	Supports Horizon Europe and H2020 projects to contribute to standardisation in Europe and beyond.
Horizon Results Booster: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/d-e-booster	Free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support.
Horizon Results platform: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform	A platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.
Innovation radar https://www.innoradar.eu/	An initiative that identifies high-potential innovations, based on a data-driven methodology, and assists EU-funded researchers and innovators in reaching the market with their innovation.
Open Research Europe platform: https://open-research-europe.ec.europa.eu/	An open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.

5.4. International cooperation



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EUREC will strengthen the cooperation with research and development organisations across Europe to support and disseminate the project’s results. As EUREC is coordinating two European Masters in Renewable Energy and Sustainable Energy System Management, collaboration with universities and students is also foreseen. Moreover, EUREC is also in contact with European organisations representing the renewable energy sector and will reach them to increase the project’s visibility.

5.5. Networking with other EU initiatives

REFORMERS Consortium, strongly supported by DBL and EUREC will soon reach out and cluster with EU sister projects and other relevant EU funded research initiatives, within and beyond the Horizon Europe framework funded research.

Relevant European projects and initiatives
Crete Renewable Energy Valley (SISTER PROJECT) https://cordis.europa.eu/project/id/101136139
LocalRES: Renewable Energy Communities for a fair Energy Transition (https://www.localres.eu/)
H2REAL: Hydrogen Region East Austria goes Live (https://www.wiva.at/project/h2real/?lang=en)
Hydrogen Europe Research (https://hydrogeneuoperesearch.eu/)
Women in Green Hydrogen (https://women-in-green-hydrogen.net/)
European Regions Research & Innovation Network (https://errin.eu/)
POCITYF (https://pocityf.eu/)
HEAVENN (https://heavenn.org/)



6. LINKS WITH OTHER TASKS

6.1. Flagship assessment and pathways forward

NEC and TNO are responsible for T3.2 which mainly engages stakeholders at the Flagship Valley, collecting objectives and preferences, analysing technical performance and socio-economic aspects to identify the solutions with highest implementation potential towards a 100% self-sustaining carbon neutral local energy system. The current communication and dissemination strategy and plan already coordinates with partners involved in this task. NEC and TNO will timely share results concerning stakeholder knowledge needs and requirements elicitation to ensure products and activities are also designed to meet expectations of this specific stakeholder ecosystem.

6.2. Stakeholder engagement

TNO will take on the main lead on T6.4 which also involves stakeholder engagement and analysis. The stakeholder engagement approach will consist of two components: i) raising the knowledge and awareness, ii) leading the co-creation of the technical design of the renewable energy valley that combines social and technical data to determine potential energy valley systems that have broad implementation support. The engagement in this phase and until M12 will be limited to contacting the pioneering participants (that are already familiar with the project), gathering information on their preferences, and letting them participate in a workshop in which the developed technical model will be checked against their preferences and discussed. As soon as T6.4 activities will be defined, Deep Blue will align communication strategy with engagement activities both at Alkmaar's Flagship Valley (WP4), and satellite valleys (WP7). Such changes will be reflected in D2.4 Updated dissemination and communication plan due in M18. Further details on early engagement of targeted stakeholder groups will be provided in D6.4 – Stakeholder engagement and social assessment due in M24.

6.3. Reformers solutions cross-sectorial replicability

RISE is responsible for T8.2 related with the replicability assessment of REFORMERS solutions. Some coordination might be needed between WP2 and WP8 to maximise replicability potential and adoption, for example by coordinating the collection of specific needs and requirements in targeted stakeholder groups (especially TA2 – *Industry* and TA5 – *Institutions and policy makers*, as defined in section 1.3)

7. EXPLOITATION PLAN

7.1. Project exploitation goals

REFORMERS will put in place several exploitation activities aimed at making the project sustainable and durable. An Exploitation Plan will be developed in M18 setting the guidelines for market exploitation of the project' Key Exploitable Results (KER) and its Exploitation



Strategy in collaboration with WP8, particularly T8.3, which is dedicated to developing an Exploitation Roadmap.

The Exploitation Plan will also include specific business plans, a return-on-investment study, and a plan to involve relevant external stakeholders in the exploitation through tailored activities. The Exploitation Plan will be updated at M42. At M36 an exploitation workshop will be organised to enable partners to share the exploitation strategy. The Exploitation Agreement will be part of the Consortium Agreement signed between the project partners at the beginning of the project and will detail IPR issues and joint business models for the consortium partners.

To ensure a comprehensive and effective exploitation of project results and outcomes the Exploitation Plan will address the following key objectives:

1. **Exploitation Strategy:** As part of the Exploitation Plan an Exploitation Strategy will be developed to outline the key actions to be undertaken by partners well beyond the project's completion, ensuring the sustained exploitation of project outcomes. Additionally, specific plans for the relevant assets and use cases will be formulated to guarantee the longevity of REFORMERS. The Exploitation Strategy is organised in three phases. After the final phase the Exploitation Strategy will be used as primary input for the development of Exploitation Roadmaps as part of T8.3.
 - a. Initial phase (M12): mapping project KERs and preliminary exploitation pathways for partners, assets and use cases including value proposition and key activities.
 - b. Mid phase (M18): Reviewing and updating the Exploitation Strategy accordingly.
 - c. Final phase (M36): Finalizing KERs and exploitation agreement
2. **Exploitation Agreement:** A detailed Exploitation Agreement (that will integrate the Consortium Agreement) will be defined among partners to establish clear commercial routes with which project results and knowhow will be exploited in the defined market providing commercial opportunities for all involved parties.
3. **Exploitation Workshop:** An Exploitation Workshop to be held in the advanced phase of the project. This will enable all project partners to share the exploitation strategy and vision as well as discuss and agree. The opportunity for partners to sit at a table and discuss exploitation is very important and will ensure full alignment of intents and partner engagement.
4. **External Expertise:** Involvement of relevant external stakeholders in the exploitation through tailored activities such as expert interviews and focus groups
5. **Exploitation Roadmap:** An Exploitation Roadmap will be developed in T8.3 for the deployment of REFORMERS solutions in Energy Valleys in Europe. It aims to strengthen the knowledge base concerning feasibility, effectiveness, costs and impacts of measures and options for the development of REVs using the REFORMERS solutions. T8.3 aims to use the ExploTech Approach (ETA) that follows a three-step innovation pathway: 1) evaluation, 2) ideation, and 3) strategy development, and implementation. The development of the Exploitation Plan is part of step 1.



8. PRELIMINARY EDITORIAL AND EVENTS PLAN

In the first year of REFORMERS website blogposts will be published, aiming at raising awareness about the project ambitions, research methodology and expected results. Contents will be drafted by key partners depending on the topic, with Deep Blue coordinating, reviewing and copywriting before publication. A blogpost template and a short guide will be shared with partners to facilitate content development. Blogposts will strictly follow the organisation of events with timely announcement of registration openings, short post-event reports and feedback collection, as well as social media updates during main events.

Table 4 - Preliminary editorial plan M5-M14

Editorial plan for blogposts (M05-M14)	Topic
M5 - March	Website launch
	1 st press release in 8 languages – project launch
	1 st Newsletter
M6 - April	1 st blogpost – What are REFORMERS REVT? Deep integration in multi-energy vector systems (DBL, VUB)
M7 - May	2 nd blogpost – REVT #1 (HYNOCA, INVESTA, SUSTENSO)
M8 - June	3 rd blogpost – REVT #2 (Alliander, NXT, Stoff2, Duurzaam Heiloo, Gem.Alkmaar)
	4 rd blogpost – REVT #3 (NXT, GP Groot, HVC)
	5 th blogpost – Summary of D4.1 (VUB, NEC)
	Initial launch of 1 st round of workshops in FV and RV foreseen from M9 onwards (until M24)
M9 - July	6 th blogpost – REVT #4 (WithTheGrid, Alliander, Repowered)



	7 th blogpost – REVT #5 (Duurzaam Heiloo, TNO)
M10 - August	8 th blogpost – Knowledge transfer through living labs / Replication Valleys in REFORMERS
	Second launch of 1 st round of workshops with stakeholders in FV and RV (VUB, DBL)
M11 - September	9 th blogpost – In-depth summary of systemic innovation methodology (VUB, DBL)
	10 th blogpost – Expected outcomes – scientific dimension
M12 - October	11 th blogpost – Expected outcomes – Technological/Economical dimension
	1 st round of workshops in FV an RV reports
M13 - November	12 th blogpost – Expected outcomes – SocioEconomic dimension
	First project infographic
M14 - December	13 th blogpost – Stakeholder Engagement in REFORMERS 1/2 (CERTH, DBL, TNO, VUB, RISE)
	14 th blogpost - Stakeholder Engagement in REFORMERS 2/2 (DBL, TNO, VUB, RISE)


9. IMPACT MONITORING

9.1. Monitoring plan

Deep Blue as WP2 leader will report on Communication and Dissemination KPI monitoring activities during monthly Executive Board meetings and every six months during General Assemblies. To facilitate Communication and Dissemination activities' monitoring task, an easy-to-use set of datasheets will be shared with all partners to track upcoming or finalised activities. Thanks to the tracking table Deep Blue will continuously monitor the progress and impact of each activity, ensuring swift adaptation when needed. Both the KPI table and the tracking spreadsheet are available on Sharepoint. Partners will receive periodic reminders every two months to update tracking table.



- [Link to Sharepoint folder with Communication and dissemination activities tracking table](#)



Communication and dissemination tracking table

REFORMERS Activity/Event	Date	Name/Title of activity	Dissemination Material and Channel
Please use the dropdown menu to select the type of activity reported		Please specify the date or period of the event	
other dissemination activity	M4	project visual identity	online
other dissemination activity	M4	project logo	online
other dissemination activity	M4	project website	online
other dissemination activity	M4	social media LinkedIn page launched	online
other dissemination activity	M4	social media X page launched	online

Shortly describe the activity/material used for dissemination and its channel (e.g. Poster at conference, Webinar on Youtube, Post on social media, Press release to local media)

Figure 10 - a preview of the Communication and dissemination tracking table

9.2. Key Performance indicators

Table 5 summarises key performance indicators for communication and dissemination tasks in REFORMERS. The table will be periodically updated and achieved targets presented to Consortium members.

- [Link to Sharepoint folder with Communication and dissemination KPI monitoring tool](#)

Table 5 - WP2 Communication and Dissemination Key performance indicators table

Communication KPI	M1- M24	M25- M48	M49- M60	OVERALL
PRODUCTS	target	target	target	TARGET
Press releases delivered to traditional media (at national level - partners' countries)	8	8	8	24
Video	1	0	0	1
Video pills/interviews at FV and RV	at need	at need	at need	6
Webinars	0	1	2	3
Brochures	1	0	0	1



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Poster/ Roll-up	1	0	0	1
Tech briefs/info packs	0	0	2	2
General press/magazine articles published	-	-	-	20
Newsletters delivered (first at M4)	2	2	2	6
News from the project (website and social media)	20	20	20	60
Unique visitors to the website (based on analytics)	500	1000	1500	3000
Material downloads	50	50	100	200
References in other websites (including partners' websites)	-	-	-	20
Posts on official social media (LinkedIn, Twitter)	50	50	50	150
ACTIVITIES				
Large public events organized for external audiences	1	2	2	5
External events attended representing the project	3	3	4	10
Liaising activities with other EU-funded projects	at need	1	1	2
Publications through EC's channels	1	-	1	2
Workshops organised by the project (also jointly)	8	8	8	24
Workshop participants	200	200	200	400
Scientific publications in peer-reviewed journals (open access)	2	2	3	7
Scientific publications in peer-reviewed international conferences & workshops	2	4	4	10
Key Performance Impact				
Twitter followers	100	200	200	500
LinkedIn followers	100	150	150	400
Gender Balance				
% of female presenters/keynotes/panelists over total	50%	50%	50%	50%
% of female participants to workshops	50%	50%	50%	50%
% of female respondents to surveys/questionnaires	50%	50%	50%	50%

10. CONCLUSIONS AND NEXT STEPS

The key aspects of REFORMERS Communication and Dissemination strategy are the following:



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- Communication is essential to ensure the valorisation of the knowledge produced by the project. The REFORMERS' approach will actively promote and maximise bi-directional (and multi-stakeholder) communication opportunities, to ensure information is not only received but also produced and exchanged by targeted groups, enabling cross-fertilisation. Therefore, activities aimed at raising awareness will be constantly backed-up by activities ensuring stakeholders are invited to co-create and provide feedback on identified solutions and methodologies.
- Knowledge sharing activities will start by focusing on the broader Flagship Valley community and quickly drift towards satellite valleys for replication as soon as first achievements and outputs are delivered.
- The communication and dissemination strategy and plan are closely connected to all stakeholder engagement activities foreseen in several tasks and will need to be flexible enough to accommodate dynamically.

As a conclusion, all partners shall refer to this document as a general guidance to properly plan and deploy communication and dissemination activities related with the REFORMERS project in their networks. At the same time, all partners are invited to suggest and adapt the proposed strategy when deployed at the local level, in cooperation with Deep Blue and both the administrative and scientific coordination team.

Such changes will be reflected in D2.4 Updated dissemination and communication plan due in M18. Further details on early engagement of targeted stakeholder groups will be provided in D6.4 – Stakeholder engagement and social assessment due in M24.



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ANNEX I

In this Annex I an example of how target groups are matched with Communication and dissemination products and activities of most interest in is presented, including the project phase, type of content and main channels used to deliver content.

	NAME OF PRODUCT/ACTIVITY	OF PHASE	TYPE OF CONTENT	OF CHANNEL/S	STAKEHOLDER GROUP/S
COMMUNICATION	Communication package (website, brochure, slide deck, poster, roll-up, press release)	Initial phase (M1-M12)	Laid out media, texts	Partner websites, social media, general press, specialized press, EU research channels	All
	Info-packs specific for each audience (stemming from official slide-deck)	Initial phase	Laid out presentations	Email, Newsletter	TA2, TA3, TA5, TA6
	Press release	Initial phase	Press item, text	Press contacts, Newsletter	All
	Webinars specific for each target audience	Core-phase	Multimedia	Website, Social media	TA2
	Project video	Core-phase	Multimedia	YouTube, Vimeo, Social media	All



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DISSEMINATION

Social media campaign on preliminary results	Initial Phase	Post	LinkedIn, IG, X	TA1,TA2 TA4
Poster with preliminary results	Core-phase	Layouted media	Website, Conferences, Events	TA2, TA3, TA5, TA6
Large public event (mid-project)	Core-phase	Event	All	TA1, TA2, TA3, TA4, TA5
Scientific articles	Core and final phase	Publication	Open access journals, website	TA5, TA6
Participation conferences	to Core and final phase	Layouted media, keynote speech, panel session	Conferences, Fairs, Large events	TA2, TA3, TA5, TA6
KERs	Final phase	Tools, methodologies, guidelines, training materials	All channels, website, knowledge platform, EC repositories	All
Final event	Final phase	Event	All	TA1, TA2, TA3, TA4, TA5



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ENGAGEMENT	Policy Recommendations	Final phase	White papers, policy papers	Newsletter, direct emails, conferences and events, policy sessions	TA3, TA5
	Workshops in FV and RV (aiming at co-creating solutions)	Core-phase	Event	All	TA1, TA2, TA3, TA4
EXPLOITATION	Workshops with partners and local stakeholders in FV and RV (aiming at identifying exploitation pathways for mature results)	Core-phase	Event	Internal emails	TA2, TA3, TA6
	Final AB meeting (to validate results and ensure uptake and adoption)	Final phase	Event	Direct emails, Newsletter	All AB members
	REFORMERS KERS (Toolbox, Knowledge base, tutorials and training)	Final phase	Online and real-time interactive sessions, live demos and promotion	All	All

