

INTERACT

Integration of Innovative Technologies of Positive Energy Districts
into a Holistic Architecture



D 7.1 Dissemination implementation plan
4th version

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Leader: TU Wien

Dissemination Level

PU	Public	
CO	Confidential, only for members of the consortium	X

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Version	Description	Lead author	Date
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Disclaimer

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Executive Summary

The second version of the dissemination implementation plan provides an update of the initially planned dissemination activities and their statuses. The visual identity of the INTERACT project, the dissemination contents, the target stakeholders, the communication channels, and the communication timeline are not changed. The project promotion and networking phase (M1 – M6) has been successfully implemented, and the project commercialization phase (M7 – M24) has been started.

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List of Abbreviations and Acronyms

WP	Work package
PED	Positive energy district
EC	Energy community

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1 Introduction

1.1 Purpose of the document

The second version of the dissemination implementation plan provides an update of the initially planned dissemination activities and their statuses (Chapter 3 of this document).

1.2 Relation to other project activities

The stakeholder-oriented dissemination accompanies the complete work program of the INTERACT project, Figure 1. The dissemination implementation plan presented in this document will be updated bi-annually to ensure the inclusion of all Work Package (WP) outputs and their targeted communication to the relevant stakeholders.

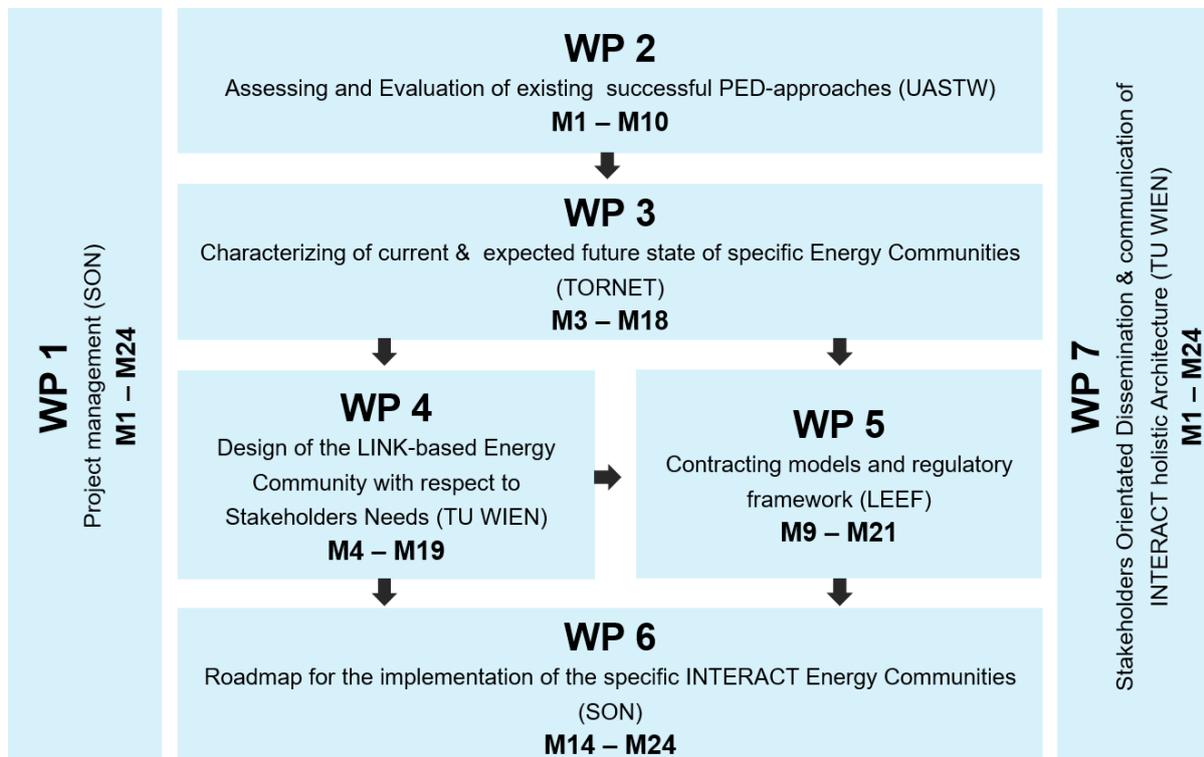


Figure 1: Overall structure of the work program of INTERACT

1.3 Structure of the document

Section 2 presents the dissemination implementation approach, including the project's visual identity, the contents to be disseminated, the stakeholders to be reached, the corresponding communication channels, and the communication timeline. Section 3 lists the identified stakeholders and overviews the planned and already finalized dissemination activities in detail. Conclusions are drawn in section 4.

2 Implementation approach

A visual identity is created to increase the recognition value of the INTERACT project. The generated content is transferred to relevant stakeholders through communication channels according to a defined timeline.

2.1 Visual identity

An INTERACT project logo and templates for reports and presentations are used to increase the recognition value of the consortium's dissemination activities.

2.1.1 Logo

The project logo shown in Figure 2 is used in all dissemination activities related to the INTERACT project. It illustrates the seamless interactions between different systems by showing distinct colors and shapes that fit into one another.



Figure 2: Project logo of INTERACT

2.1.2 Templates

The presentation and report templates shown in Figure 3 are used for all presentations and deliverables related to the INTERACT project.

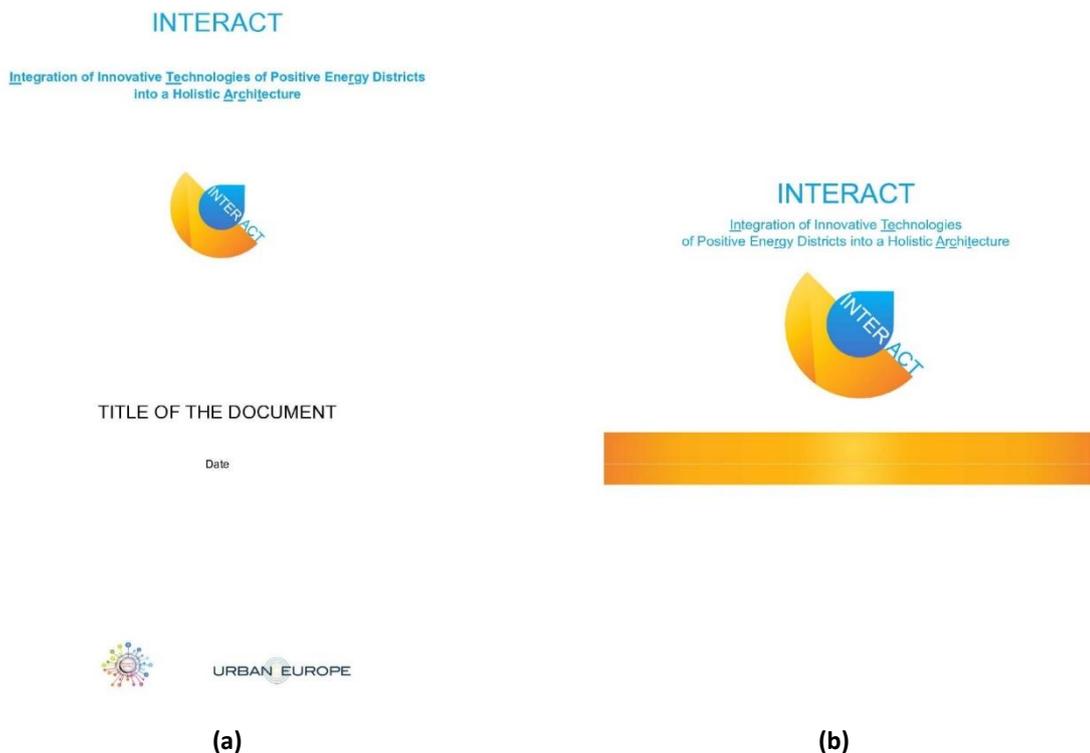


Figure 3: Title pages of different templates: (a) report; (b) presentation.

2.2 Dissemination contents

The INTERACT project reviews the state-of-art of Positive Energy Districts (PED), identifies the benefits and challenges of Energy Communities (EC), evaluates stakeholder motivations to join ECs and designs the *LINK*-based EC. The generated knowledge is disseminated in a targeted way to the different interest groups to ensure the maximal exploitation of the project results.

2.2.1 General project information

The dissemination of the general project information, including scope, vision and relation to other PED projects, increases the public awareness of INTERACT and the holistic architecture. It improves the general public conception of funded research and creates contacts for future co-operations.

2.2.2 State-of-art of PEDs

European PED projects are reviewed to identify success factors and best practices. A competence network is established based on literature research and surveys with selected personnel of PED projects, and the relevant competencies are summarized within a map. The relevant stakeholders are characterized with special care on their needs and motivations to join ECs, and the corresponding regulatory frameworks in Czech, Sweden and Austria are

analyzed. The competence network and the dissemination of the reviewed state-of-art allow personnel of other PED projects to benefit from the INTERACT results directly.

2.2.3 Benefits and challenges of Energy Communities

Benefits for stakeholders, benefits for the environment, and the related challenges are identified and disseminated to increase the general awareness of the opportunities opened up by ECs. The goal is to increase the openness of residents, energy suppliers and network operators to join existing ECs or establish new ECs.

2.2.4 Stakeholder analysis

Each stakeholder's motivation to join ECs is evaluated for both the specific demo sites in Austria and Sweden and the generic EC. Understanding social dynamics and stakeholder perspectives are relevant for building and continuing ECs as organizations. Together with the gained information regarding success factors of different PED projects, this knowledge should further facilitate the establishment of new ECs.

2.2.5 LINK-based energy communities

The *LINK*-based EC is designed with respect to the technical, market-related, regulatory, legislative and organizational aspects, having the identified success factors, best practices and stakeholder needs in mind. A roadmap is created to guide the implementation of the *LINK*-based EC in specific regions.

The dissemination of the technical solutions shows network operators and energy suppliers how to overcome the technical challenges to motivate them to support the establishment of Energy Communities on a large-scale. It enriches the work of the broader scientific community and allows technology providers to manufacture the required components.

Communicating the market structure that incentivizes all stakeholders to participate in the EC and the related legislative and regulatory requirements shall influence policy priorities. The design, according to the holistic architecture, facilitates the harmonization of policies across Europe. Showing up the financial benefits arising from the developed business cases and contracting models engages residents, network operators and energy suppliers to participate in ECs actively.

The dissemination of the implementation roadmap allows the straight forward implementation of ECs by municipalities and real estate developers. Residents get the knowledge of how they have to upgrade their customer plants to participate.

2.3 Target stakeholders

The project results are communicated in a targeted way to various stakeholders to accelerate the large-scale implementation of the *LINK*-based EC and inform about the project progress and results in a continuous and structured manner. As each stakeholder has a unique background, the developed knowledge must be selected and transferred in a convenient form (level of detail and language) to the corresponding stakeholders.

The following groups have been identified as the main stakeholders by the project consortium:

- Policymakers
- Regulatory authorities
- Financial institutions
- Energy suppliers
- Grid operators
- Scientific community
- General public
- European associations
- Personnel of PED projects
- Technology providers
- Residents of (potential) ECs
- Real estate developers
- Municipalities

Table 1 shows the relevant stakeholders, the reasoning for disseminating to them, the objective of dissemination, the main responsibility for processing the knowledge into a convenient form, and the dissemination priority.

Table 1: Target stakeholders

Stakeholder	Reasoning	Objectives	Responsibility	Priority
Policymakers	The project results can be used to inform and guide policy- and decision-making.	To raise awareness and influence policy priorities to accommodate the new holistic architecture approach.	LEEF, TORNET, SON	High
Regulatory authorities	The project results help harmonize the regulatory environment across Europe and avoid unnecessary regulation that delays commercialization.	Facilitate the harmonization and standardization of the power system through a holistic approach.	SON, TUW, TORNET, LEEF	High
Financial institutions	The large-scale roll-out of ECs creates new business opportunities and models but also requires up-front investment. Financial institutions can provide or develop suitable funding possibilities informed by technical expertise emerging from the project.	Increase future investments and new market opportunities to implement the new holistic approach in the energy sector.	All	Low
Energy suppliers	Energy suppliers, especially those with distributed generation capacity, will be part of the Energy Community and apply business cases developed within the project.	Increase the sustainability of the power system with the developed business cases.	All	High
Grid operators	Grid operators must adapt their management systems	Increase the automation and communication within the	SON, TUW,	Very

Stakeholder	Reasoning	Objectives	Responsibility	Priority
	to execute the use cases developed within the INTERACT project.	power system.	TORNET, LEEF	high
Scientific community	Advancement of technical, market-related, regulatory, legislative, organizational and social aspects of ECs and its underpinning science enriches the work of the wider scientific community.	To share knowledge for the benefit of science.	TUW, UASTW	High
General public	The general public shall get value in return from public-funded research. The awareness of ECs supports the openness of the general public to support the large-scale implementation of ECs.	Improve general public conception of public-funded research. Increase awareness of Energy Communities.	All	Medium
European associations	The communication and dissemination capabilities of European associations allow reaching a broader and more targeted audience.	Extend the audience of INTERACT dissemination activities.	All	Medium
Personnel of PED projects	Effective knowledge sharing among relevant projects will contribute to the new EU programs such as Horizon.	Collaborate with other EU programs and kick start future collaboration on relevant areas.	UASTW, LEEF, TORNET	High
Technology providers	The developed use cases may require new technologies such as upgrades for management systems.	Trigger the development of new technologies for ECs.	All	Low
Residents of (potential) ECs	Residents decide on their own whether to build up or join the EC. They must be motivated to trigger the large-scale implementation of the <i>LINK</i> -based EC.	Increase the awareness of ECs and the motivation to join. Show possibilities of how to become an early adopter. Integrate the residents of the model regions into the development of the <i>LINK</i> -based EC.	SON, TORNET	Very high
Real estate developers	Real estate developers can use the developed roadmap in their projects to establish <i>LINK</i> -based ECs.	Increase the multiplication effect of the INTERACT project outcomes.	All	Low
Municipalities	Municipalities are potential candidates for establishing <i>LINK</i> -based ECs according	Motivate municipalities to establish <i>LINK</i> -based ECs.	SON, TORNET	High

Stakeholder	Reasoning	Objectives	Responsibility	Priority
	to the developed roadmap.			

2.4 Communication channels

Various communication channels are used to reach the different target stakeholders.

2.4.1 Scientific conferences and journals

Scientific conferences and journals are used to share knowledge in great detail with professionals, including policymakers, regulatory authorities, energy suppliers, grid operators, scientists, technology providers and real estate developers.

2.4.2 Online repositories

The online repository of TU Wien is used to publish master theses and to republish scientific papers. Thesis and scientific papers present research findings in great detail to experts in the field.

2.4.3 Website

The INTERACT website is already registered and was created in May 2021. It provides a complete picture of the project by presenting the consortium, model regions, vision, activities and outcomes to a broad audience, including professionals and non-professionals. Regular updates keep the website up-to-date.

Websites of consortium partners present the general project information and communicate the project progress regularly to maximize the public awareness of INTERACT.

The INTERACT website will also have a Czech and a German version. The translation of both pages should be finished by November.



Figure 4: The INTERACT website

2.4.4 PED competence network

The competence network allows discussing project results with personnel of other projects related to PEDs. The collected feedback is incorporated in the further course of the project activities. The knowledge is presented and discussed in a form that is convenient for the participants.

2.4.5 Meetings, events and workshops

Formal and informal meetings, events and workshops are used to discuss the project results with all relevant stakeholders. The acquired feedback is incorporated in the further course of the project activities. The knowledge is presented and discussed in a form that is convenient for the participants.

2.4.6 Social media, newsletters and flyers

Social media, newsletter and flyers are the main instruments to reach the general public. The knowledge is shared in a form that enables non-professionals to understand the cornerstones of the project.

The consortium partners' existing social media channels, especially LinkedIn and Twitter, are used to maximize public awareness of the INTERACT project.

2.4.7 Exhibitions, industry associations and industry portals

Exhibitions, industry associations and industry portals are used to communicate the developed technical solutions to technology providers. The knowledge is transferred in great technical detail.

2.5 Communication timeline

The dissemination strategy is structured into the project promotion and networking phase and the project commercialization phase.

- **Project promotion and networking phase (M1 – M6)**

The dissemination activities in the first six project months aim at creating an initial awareness of the INTERACT project. General project information is disseminated, and personnel of other PED-related projects is contacted to establish the PED competence network. Websites, meetings, events, workshops, social media, newsletters, and flyers are used as the main communication channels in this phase.

- **Project commercialization phase (M7 – M24)**

From the seventh month on, the dissemination activities aim at creating a more targeted awareness of the developed technical, market-related, regulatory, legislative, and organizational solutions. All communication channels listed in section 2.4 are used to maximize the exploitation of the project results.

3 Dissemination activities

The already finalized, currently ongoing and planned dissemination activities are overviewed in

Table 2: Finalized dissemination activities

Partner	Content	Stakeholder	Channel	Date
TORNET	General project information	General public	Local newspaper (Hallandsposten)	Jan. 2021
LEEF	Ongoing project activities	Ministry of Industry and Trade (Czech)	Meeting	Feb. 2021
TU Wien	General project information	All	Website of the institute of energy systems and electrical drives, TU Wien	March 2021
LEEF	Ongoing project activities	Policy maker, Regulatory authority, Grid operator, Energy suppliers	Workshop	April 13, 2021
LEEF	Ongoing project activities	Regulatory authority, Grid operator, Energy suppliers, Academic Researchers	Workshop	May 20, 2021
LEEF	Ongoing project activities	Policy maker, Regulatory authority, Grid operator, Energy suppliers (all Czech rep)	Workshop	September 15, 2021
TORNET	Networking activities	Personnel of the "FED - Fossil-free Energy Districts" project	Meeting	September 21, 2021
SON	Project Information, first allignment call	Policymakers, Personnel of other PED-projects	Urban Europe organized networking event	April 29, 2021
SON	PED Programm Kick-Off	Policymakers, Personnel of other PED-projects	Urban Europe organized networking event	June 7, 2021
SON	INTERACT Flyer	Opinion Leaders, Stakeholders of Demo-Sites, Experts and Research Community	Targeted Dissemination via Conferences and direct mailings	July 2021
SON	Ongoing project activities	Grid operator NÖ Netz GmbH	Workshop	September 8, 2021
SON	Project Information, second allignment call	Policymakers, Personnel of other PED-projects	Urban Europe organized networking event	September 23, 2021
TU Wien	Video: Voltage control in low voltage grids	DSOs, power system experts	INTERACT website	December 2021

Partner	Content	Stakeholder	Channel	Date
TU Wien	Effective Volt/var control for low voltage grids with bulk loads	Scientific community, etc.	Energies	Published February 2022
UASTW	Stakeholder Mapping and Analysis of Energy Communities within the project INTERACT	Scientific community, etc.	EnInnov 2022, Graz, Austria	February 16-18 2022
TU Wien	Volt/var control by electric vehicle chargers	Energy suppliers, grid operators, scientific community, technology providers, etc.	Scientific conference (CIRED 2022)	Published 03.06.2022
TU Wien	Deploying e-mobility in the interact energy community to promote additional and valuable flexibility resources for secure and efficient grid operation	Policymakers, regulatory authorities, energy suppliers, grid operators, scientific community, technology providers, etc.	Scientific conference (CIRED 2022)	Published 03.06.2022
SON	INTERACT - Integration of Innovative Technologies of PEDs into a Holistic Architecture	Scientific community, etc.	Central Europe towards Sustainable Building 2022 Prague (CESB22)	Published 05.07.2022

, Table 3 and Table 4, respectively.

Table 2: Finalized dissemination activities

Partner	Content	Stakeholder	Channel	Date
TORNET	General project information	General public	Local newspaper (Hallandsposten)	Jan. 2021
LEEF	Ongoing project activities	Ministry of Industry and Trade (Czech)	Meeting	Feb. 2021
TU Wien	General project information	All	Website of the institute of energy systems and electrical drives, TU Wien	March 2021
LEEF	Ongoing project	Policy maker, Regulatory authority, Grid operator,	Workshop	April 13, 2021

Partner	Content	Stakeholder	Channel	Date
	activities	Energy suppliers		
LEEF	Ongoing project activities	Regulatory authority, Grid operator, Energy suppliers, Academic Researchers	Workshop	May 20, 2021
LEEF	Ongoing project activities	Policy maker, Regulatory authority, Grid operator, Energy suppliers (all Czech rep)	Workshop	September 15, 2021
TORNET	Networking activities	Personnel of the "FED - Fossil-free Energy Districts" project	Meeting	September 21, 2021
SON	Project Information, first allignment call	Policymakers, Personnel of other PED-projects	Urban Europe organized networking event	April 29, 2021
SON	PED Programm Kick-Off	Policymakers, Personnel of other PED-projects	Urban Europe organized networking event	June 7, 2021
SON	INTERACT Flyer	Opinion Leaders, Stakeholders of Demo-Sites, Experts and Research Community	Targeted Dissemination via Conferences and direct mailings	July 2021
SON	Ongoing project activities	Grid operator NÖ Netz GmbH	Workshop	September 8, 2021
SON	Project Information, second allignment call	Policymakers, Personnel of other PED-projects	Urban Europe organized networking event	September 23, 2021
TU Wien	Video: Voltage control in low voltage grids	DSOs, power system experts	INTERACT website	December 2021
TU Wien	Effective Volt/var control for low voltage grids with bulk loads	Scientific community, etc.	Energies	Published February 2022
UASTW	Stakeholder Mapping and Analysis of Energy Communities within the project INTERACT	Scientific community, etc.	EnInnov 2022, Graz, Austria	February 16-18 2022
TU Wien	Volt/var control by electric vehicle chargers	Energy suppliers, grid operators, scientific community, technology providers, etc.	Scientific conference (CIRED 2022)	Published 03.06.2022
TU Wien	Deploying e-mobility in the interact energy community to promote	Policymakers, regulatory authorities, energy suppliers, grid operators, scientific community, technology providers, etc.	Scientific conference (CIRED 2022)	Published 03.06.2022

Partner	Content	Stakeholder	Channel	Date
	additional and valuable flexibility resources for secure and efficient grid operation			
SON	INTERACT - Integration of Innovative Technologies of PEDs into a Holistic Architecture	Scientific community, etc.	Central Europe towards Sustainable Building 2022 Prague (CESB22)	Published 05.07.2022

Table 3: Ongoing dissemination activities

Partner	Content	Stakeholder	Channel	Due date
All	Detailed project information, selected deliverables	All	INTERACT Website	Regular update
TORNET	General project information and ongoing activities	All	TORNET website	Regular update
UASTW	General project information and selected outcomes	All	Website of FHTW-RES	Regular update
All	General project information, share a link to the updates on INTERACT Website	General public	Existing Social Media of consortium partners ¹	Regular update
TU Wien	General project information and outcomes	All	Website of Powersys-LINK	Regular update
TU Wien	Feasibility of Energy Community in Großschönau	Scientific community, etc.	TU Wien repository (master thesis)	Januar. 2023
SON	General project information and ongoing activities	All	Sonnenplatz website	Regular update

Table 4: Planned dissemination activities

Responsibility	Content	Stakeholder	Channel	Due date
LEEF	Ongoing project activities	Ministry of Industry and Trade (Czech)	Meeting	Every 3 to 4 months
SON	General project information, benefits of ECs for local residents and	General public, residents of Großschönau	Local newspaper of Großschönau	Once a year

¹ Relevant social media of consortium partners: UASTW: Official Facebook, LinkedIn social media, appearance by UASTW, Alumni Newsletter, LinkedIn of team members, SON: corporate Facebook, Facebook of team members, LinkedIn of team members, corporate digital Newsletter, TORNET: corporate LinkedIn, LEEF: corporate LinkedIn.

Responsibility	Content	Stakeholder	Channel	Due date
	environment			
TU Wien	General project information, project outcomes	All	FFG networking events	Once a year
All	General project information	All	INTERACT Newsletter	Once a year
SON	General project information	General public, opinion leaders	Permanently exhibited poster (Sonnenwelt)	Starting from October 2021
SON	Project Information, third alligment call	Policymakers, Personnel of other PED-projects	Urban Europe organized networking event	December 2021
SON	General project information	Scientific community, etc.	Scientific conference (CESB22)	October 15, 2021
TU Wien	t.b.d	Policymakers, regulatory authorities, energy suppliers, grid operators, scientific community, technology providers, etc.	Scientific conference (CIRED 2023)	Send abstract 14 September 2022
TU Wien	t.b.d.	Energy suppliers, grid operators, scientific community, technology providers, etc.	Scientific journal (MDPI or Elsevier)	Novemb. 2022
UASTW	t.b.d.	Scientific community, etc.	Scientific conference (EnInnov 2022)	Feb. 2022
LEEF	Success factors of PED projects, comparison of regulatory frameworks	Ministry of Industry and Trade (Czech), Regulatory authorities, grid operators, energy suppliers	Workshop	Spring 2022
TU Wien	Estimation of PV production with minimal data	Scientific community, etc.	TU Wien repository (master thesis)	Jan. 2023
SON	Information about the Energy Community	General public, opinion leaders, technology providers, residents, etc.	Exhibition (BIOEM)	2022
TU Wien	General project information and outcomes	ETIP SNET	Regional workshop	2022
TORNET	General project information, benefits of ECs for local residents and environment	General public, residents of Halmstad	Local newspaper of Halmstad	2022 and 2023
LEEF	Roadmap,	Ministry of Industry and	Workshop	Jan. 2023

Responsibility	Content	Stakeholder	Channel	Due date
	developed market structure, requirements on standardization	Trade (Czech), Regulatory authorities, grid operators, energy suppliers		
TU Wien	Dissemination of scientific papers	Policymakers, regulatory authorities, energy suppliers, grid operators, scientific community, European associations, personnel of PED projects, technology providers, real estate developers	Personal business LinkedIn accounts	End of project
TU Wien	Project outcomes	All	Website of the Federal Ministry Republic of Austria – Climate Action, Environment, Energy, Mobility, Innovation and Technology	End of project
UASTW	Results of SOA PED analysis and success factors	Personnel of other PED-projects, Network activities of PED and EC competence network	Newsletter and/or networking event	t.b.d
TU Wien	Project presentation	Energietechnologie-Newsletter des Cleantech-Clusters	Newsletter	In process

4 Conclusion

The third version of the dissemination implementation plan defines the visual identity of INTERACT, the dissemination contents, target stakeholders, communication channels and timeline. It provides an update of the finalized, ongoing and planned dissemination activities of the whole consortium. The project promotion and networking phase has been successfully implemented within the first six project months.

