

innovative Energy Storage
TEchnologies TOwards increased
Renewables integration and
Efficient Operation

D6.1

COMMUNICATION AND DISSEMINATION PLAN

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Abstract	This deliverable describes i-STENTORE's Communication and Dissemination Plan, as defined in Task 6.1. of Work Package 6, Dissemination, exploitation, standardisation and impact outreach. This deliverable outlines the activities at the basis of the project's dissemination and communication activities.
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TABLE OF ABBREVIATIONS AND ACRONYMS

ABBREVIATION/ACRONYM	OPEN FORM
D&C	Dissemination & Communication
DoA	Description of Action
EC	European Commission
ES	Energy Storage
GA	Grant Agreement
KPI	Key Performance Indicator
PP	Restricted to other programme participants (Including the Commission Services)
PR	Public Relations
PU	Public
RES	Renewable Energy Sources
SME	Small and medium-sized enterprises
WP	Work Package

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EXECUTIVE SUMMARY

The Deliverable 6.1 - Communication and Dissemination Plan - is one of the key guidelines that will orient the i-STENTORE project activities in this field, and it is part of the global strategy. As mentioned in the Description of Action (DoA) of the Grant Agreement (GA) number 101096787, this document will define and present in detail the plan for the dissemination and communication activities of the whole i-STENTORE project.

The Communication and Dissemination plan will identify the target groups and define the communication tools, distribution channels and the consortium processes for effective communication and assign precise roles and responsibilities to the partners involved.

The Plan will also include monitoring templates set for events, media work and others. Progress will be monitored regularly, to ensure that deviations from targets are identified early in the process and mitigated.

All partners will be actively involved in the dissemination and communication actions implementation, and their involvement will contribute to a satisfactory dissemination of the project's objectives, activities and results.

1 INTRODUCTION

This deliverable provides detailed information about the strategies, methodologies, channels, materials and tools used to support an effective dissemination and communication of the Project. The document commences by presenting an overview of i-STENTORE along with the plan itself, followed by a more specific assessment of the audience, key messages, and communication tools. Later in the deliverable, the focus shifts towards outlining the communication and dissemination strategy, including a description of the materials to be utilized throughout the project, contractual KPIs and expected results.

Further updates of this document will be provided in the periodic reports and under Deliverables D6.4 in month 18 and D6.5 in month 36.

1.1 DISSEMINATION AND COMMUNICATION PLAN SUMMARY

The main objective of WP6, where this plan is inserted, is to identify concrete communication, dissemination, exploitation, and standardisation activities that will be conducted during the entire project's lifecycle, taking into consideration any events that may occur and possibly limit some of the activities. WP6 will ensure high visibility and maximise the i-STENTORE impact, as well as reach the relevant target groups, and actively engage and encourage involved stakeholders.

The development of this Dissemination and Communication Plan took into account the 5W approach [1] – **Why, Who, What, Where and When** – and aims to respond to the following questions: Why disseminate and communicate (Communication and Dissemination plan objectives, section 3); Who to disseminate and communicate to (i-STENTORE target stakeholders, section 4); What information to disseminate and communicate (Information and results to be communicated, section 5); Where and how to disseminate and communicate, and When to disseminate and communicate (Tools and channels for dissemination and communication, section 6).

Having a highly specific and detailed plan outlining all the measures and tools that will be implemented is crucial. However, it is also important to maintain a certain degree of flexibility that enables us to adjust and evaluate our actions throughout the Project. This will help us to maximize the results that we aim to achieve with the outlined strategy.

In terms of monitoring and reporting, the plan also considers how to measure the impact of the dissemination and communication (D&C) activities. It will only be possible to adapt strategies in real time towards an optimization of the proposed strategy through a continuous follow-up and analysis of each action. The management and overall implementation of D&C activities of i-STENTORE are led by F6S.

The consortium processes will be identified for an effective communication and assignment of precise roles and responsibilities to the partners involved, through a centralised body - the Dissemination and Communication Secretariat (DCS) - responsible for the smooth implementation of the plan, the coordination of the partners' activities within WP6 and the relationship with external target groups (technology users and the public at large). In this context, this document will be an important guide for partners to follow and be involved in the D&C activities of the Project.

1.2 ABOUT i-STENTORE

i-STENTORE will examine the integration of diverse storage solutions and their combinations. Innovative storage systems will be showcased and their co-operation with the integrated assets will be co-optimized, placing the reliability, the power quality, the cost-efficient operation and the maximisation of the assets' lifetime as end-goals.

i-STENTORE will introduce an umbrella framework aiming to showcase stand-alone and hybrid storage solutions highlighting the multi-purpose use of storage, not only as an energy buffer, but also as an active grid component capable of providing services and contributing to grid resilience, stability and efficient operation.

The proposed framework will examine the applicability of versatile storage solutions in various applications covering the mobility, agricultural, industry, household, heating and other sectors, and in different timeframes, creating what-if scenarios for the selection of the optimal storage solutions to serve each individual application in the most effective way, promoting purpose-specific Hybrid Energy Storage Systems (HESS).

To achieve this and to ensure a seamless integration in a technology-agnostic and interoperable manner, i-STENTORE will design a reference architecture towards an open and flexible storage-enabling European energy system leveraging storage-induced flexibility and facilitating the increased integration of renewable energy sources (RES).

i-STENTORE will embrace the introduction of novel business models, towards building positive and attractive business cases for storage, identifying new revenue streams for storage operators and promoting storage systems as a facilitator of the energy transition.

This approach will develop and validate the enhanced connectivity of multiple systems at different levels of the energy value chain, incorporating both front-of-the-meter and behind-the-meter solutions, targeting the essential empowerment of new actors and the strategic shift of the role of storage.

2 DISSEMINATION AND COMMUNICATION PLAN OVERVIEW

2.1 DISSEMINATION AND COMMUNICATION OBJECTIVES

The communication strategy is being developed in the beginning of the Project in order to identify the audiences and venues and devise strategies to reach them. The general objectives of this strategy are not only to **reach** the audience with messages that enlighten the purpose of the i-STENTORE project, but also to obtain results in terms of **understanding** the Project messages by the targeted audience. In other words, the strategy outlined in this document aims to achieve **awareness** objectives and **reputation**, as it implies a qualitative analysis/judgement by the audience.

These goals will be achieved by reaching a vast audience and keeping them involved in the Project's actions and results, through a strong and consistent communication strategy based on accurate and reliable content and tools that allow an effective dissemination result. The objectives must be SMART (Specific, Measurable, Achievable, Realistic and Time-bound):

Additionally, it is crucial to always practise an integrated communication that considers the defined objectives for each action and tool:

TABLE 1: DISSEMINATION AND COMMUNICATION OBJECTIVES

O1	Generate and disseminate content suitable for different target groups (content strategy and strategic disclosure).
O2	Monitor and analyse strategies and their results in order to adapt whenever necessary and obtain the best results of awareness and engagement.

O3	Develop and implement cross actions within different target groups in order to obtain valuable knowledge exchange.
O4	Listen to stakeholders and target audiences on a regular basis in order to continuously improve the global project's activities.
O5	Communicate and work with partners on a regular basis in order to provide guidance and collect inputs regarding communications activities.
O6	Keep improving the initial KPIs and adapt these indicators if necessary.

2.2 DISSEMINATION AND COMMUNICATION APPROACH

As defined by the European Commission (EC) [2], communication means the integrated, strategic and targeted measures, defined as promoting objectives for actions or results considering a vast and heterogeneous audience that includes the Media and the Public (and the possibility to listen through a two-way-communication).

As for dissemination, it consists in the public disclosure of the results of the project in any medium, and it takes into consideration the process of promotion and the construction of awareness during the whole project, and also focuses the research results to be known by different stakeholder groups.

In this context, the i-STENTORE communication and dissemination plan is designed in the beginning of the Project's timeline, in this deliverable, based on a strategic approach and specific methodologies, turned into the following activities:

TABLE 2: STRATEGIC APPROACH AND METHODOLOGY

Content Marketing	"Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. [3]" This approach will help i-STENTORE to reach its objectives of Awareness (through adapting several messages to different targets) and Literacy (through reliable and accurate content).
Inbound Marketing	"(...) a way for companies to connect with and influence customers in a way that builds trust and fosters long-term relationships. It helps marketers create a customer experience that attracts prospects and increases visibility in a way that people don't feel 'sold' to. [4]" It will help i-STENTORE to achieve the goals of Engagement that relies on a Relational axe.
Growth hacking	"(...) a method and methodology to scale quickly using smart and cost-effective marketing tactics. It blends creativity, analytical thinking, engineering and data analysis to achieve any and all business and marketing goals. [5]" This approach will be applied to i-STENTORE through the study of the different target audiences and its content consumption behaviours and adapt the different tools and messages within a continuous improvement.
Public Relations	"Public relations is a strategic communication process that builds mutually beneficial relationships between organisations and their publics. [6]" This is an approach that will

	not only allow to achieve Relational goals, but also primarily fulfil educational objectives through advocacy.
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2.3 DISSEMINATION AND COMMUNICATION FRAMEWORK

As mentioned before, i-STENTORE dissemination and communication framework is based on the 5W approach communication model [1], which determines five basic questions: **Why, Who, What, Where** and **When**

Why? The communication and dissemination activities will take place since the beginning of the project with the aim of having more informed communities and changing behaviours.

To Whom? Different stakeholders and target audiences will be identified to a more specific and personalised communication and dissemination strategy.

What will be communicated and disseminated? The Project's information, ways of work, findings and results must be communicated and disseminated during the whole timeline of the Project.

Where and how? Channels and tools will be selected and adapted in order to reach the different audiences.

When? A tentative calendar for the implementation of the various dissemination and communication activities will be set.

2.4 MANAGEMENT OF DISSEMINATION AND COMMUNICATION ACTIVITIES

F6S is the leader of Task 6.1, Dissemination and Communication Activities, under WP6 and will be responsible for the management and implementation of this strategy. The communication strategy of the Project will assign responsibilities to partners according to their domain of expertise and existing liaisons in order to achieve the optimum results in terms of communication.

2.5 THE DISSEMINATION AND COMMUNICATION SECRETARIAT *MODUS OPERANDI*

The Dissemination and Communication Secretariat (DCS) is, according to the Project DoA, a centralised body that will ensure the smooth implementation of the D&C Plan, being responsible for the coordination of the partners' activities within WP6 and the relationship with external target groups (technology users and the public at large).

The DCS is chaired by F6S, as Innovation, Dissemination & Exploitation Manager (D1.1), and comprises three additional partners directly involved in WP6, with competences and experience in outreach, engagement, and promotion which contribute and bring added value to the D&C of the Project. The partners of DCS are:

- European Dynamics (ED) – i-STENTORE coordinator, leader of task 6.6 “Liaison with other projects and synchronisation with BRIDGE and European initiatives”;

- Engineering – Ingegneria Informatica SPA (ENG) – leader of task 6.2 “Exploitation, IPR and innovation management”;
- Fraunhofer gesellschaft zur forderung der angewandten forschung ev (FhG) – leader of task 6.5 “Contribution to standards”;
- F6S Network Limited – WP6 leader, leader of tasks 6.1 “Communication and dissemination plan”, 6.3 “Market diffusion and commercialization roadmap”, 6.4 “Creation and improvement of European technological value chains with the potential for international cooperation and market exploration”.

For practical reasons, periodic DCS meetings will take place within the recurrent monthly WP6 meetings, scheduled in the first Wednesday of each month at 12:00 CET. In case any specific action from the DCS is needed to mitigate any particularity that may occur, the DCS will organise extraordinary meetings as per Project needs.

3 OBJECTIVES OF i-STENTORE DISSEMINATION AND COMMUNICATION PLAN [WHY]

Why? With What effect?

These are the first questions we ask when analysing the purpose of the Dissemination and Communication plan. These are the first steps we should take when designing a strategy, as the answers will guide the whole communication base and structure.

The purpose of this plan is to maximise the i-STENTORE impact results, through the following specific objectives:

TABLE 3: COMMUNICATION OBJECTIVES AND AXES

Objectives	Communication Axes
Awareness: Reach specific stakeholders and target audiences (including media and general public)	Literacy
Reputation (credibility): Engage with specific stakeholders and target audiences, in order to establish a two-way-communication	Relational
Advocacy: Change behaviours with consistent and persistent messages	Education

These objectives will be materialised by different themes, messages and tools:

- The i-STENTORE project developments and findings, both scientific and technological, the results of the five Demos and the work developed in the Living Lab, will be a central part of

the communication actions and **education process**. By establishing communication links between the different target groups, we facilitate the access to information about the current status in order to promote the development of each field of the project. In terms of communication and dissemination objectives, these are not focused on final results.

- These messages must be meticulously adapted and directed, in order to **achieve the awareness**, we aim for the Project. Since the Project is dealing with very complex processes, we must communicate to reach a vast audience, capturing their attention, comprehension and interest. Moreover, if we succeed in the assimilation of information by the public, we must also achieve **literacy objectives**.
- In order to achieve a **positive reputation for the Project**, we will work on the content creation and adaptation based on credibility, transparency and reliability.

4 i-STENTORE TARGET STAKEHOLDERS [WHO]

4.1 AUDIENCE AND HOW THEY CAN BENEFIT FROM i-STENTORE

As previously mentioned, in order to achieve an effective communication and dissemination of the Project, as shown in table 4 below, messages and channels must be meticulously adapted and directed to the different target groups. For that reason, a stakeholder map is a crucial tool that will allow us to succeed in this objective. The main stakeholder groups of the i-STENTORE project are:

1. Power Networks Operators;
2. OEM, Manufacturers, O&M providers;
3. Energy Service Providers;
4. Energy Retailers & Suppliers, ESCOs;
5. Chemical companies;
6. Vertical application owners (e.g. automotive, agriculture, smart cities/ municipalities, etc.);
7. Energy Customers;
8. Regulators.

TABLE 4: KEY MESSAGES AND TOOLS DIRECTED TO THE IDENTIFIED STAKEHOLDERS

Adapted Communication and Dissemination actions			
Transversal Characteristics	Key narrative	Adapted and directed messages	Channels and tools

<ul style="list-style-type: none"> . The need to improve processes to obtain the maximum efficiency and optimization of activities . The intention to use innovative processes to improve cost efficiency . Focus on improving the services provided to customers (cost and quality) . Focus on equipment efficiency and . Legal and economic benefits for investing in innovation processes . The need to plan activities for an efficient workflow . Intention to use synergies to optimise results . The need to access to information and reliable data in order to take more informed decisions . Reducing risk from potential market failures 	<ul style="list-style-type: none"> . Business models for ES towards increased RES-integration . Circular economy, sustainability and flexibility 	<ul style="list-style-type: none"> . Innovative technologies will lead to optimise processes and outputs in the sector . Valuable information and access to data, studies and analysis (technical and economic) . Regulations and new models related to the energy value chain . Efficiency, security and resilience of the electric supply . More competitive services for suppliers and for customers . EU synergies regarding programmes . A great step forward on behalf of Green Economy 	<ul style="list-style-type: none"> . Website . Social media, . Newsletter . Media . Articles . Key opinion leaders . Events . Workshops . Webinars . Conferences . Final report
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Stakeholder mapping will be completed in three phases:

1. **Identify:** a consultation online workgroup will be established among Project partners to develop a comprehensive list of relevant parties, organisations, and people with an interest in the i-STENTORE scope and objectives, not only within the Project implementation period but after its completion as well.
2. **Analyse & Visualise:** further analysis will help understand stakeholders' needs and interests. Stakeholders' will be categorised based on their expertise, vision/mandate and relevance to the Project, so that each segment can be targeted and engaged correctly and efficiently.
3. **Prioritise:** stakeholders will be prioritised, based on whether they can have (a) a central role in the development and implementation of i-STENTORE in the demo countries; (b) an important role and influence in other countries, which will be exploited in the replication and dissemination activities.

The communication strategy of the i-STENTORE will assign responsibilities to partners according to their domain of expertise and existing liaisons in order to achieve the optimum results in terms of communication. Another important aspect is that in order to meet the different objectives and satisfy the expectations of the target audience groups, specific attention should be paid to adapt the measures and the content to the needs and knowledge levels of these groups.

5 INFORMATION AND RESULTS TO BE COMMUNICATED [WHAT]

The communication of i-STENTORE will take place throughout its implementation, and it will increase or be more relevant on the behalf of specific key moments and activities. These topics also incorporate the i-STENTORE methodological framework:

- Project Kick-Off;
- Use Cases/ Demos;
- Living Lab activities and results;
- Proof of Concept (definition of the evaluation framework);
- First version of all technologies - Full Functional implementation;
- Sustainability and business impact assessment;
- Synchronisation with other projects and initiatives.

Each i-STENTORE's expected outcomes will have a three-fold outcome, scientific, economic/technological and societal, that will be communicated accordingly.

Additionally, there will be key measures to **maximise impact** on behalf of communication results. The dissemination activities are expected to ensure that Project's advancements are widely diffused to the intended targeted audiences with appropriate mechanisms in a timely manner, and that the key stakeholders for the Project's exploitation and market uptake are early engaged and actively participating in the various phases of the Project implementation. Dissemination is instrumental to effectively promote the exploitation activities, while it is closely related to the communication activities.

6 TOOLS AND CHANNELS FOR DISSEMINATION AND COMMUNICATION [HOW AND WHERE]

Considering the messages and narrative already expressed in this Plan, it is now necessary to analyse how and where these activities will take place. The proper mapping of tools and messages to each target audience is essential, as it enables us to plan the measurement of the results of the i-STENTORE's D&C activities effectively.

6.1 VISUAL IDENTITY

First of all, the visual identity is what allows the target audiences to identify i-STENTORE in every action and activity related to the Project. The identity must be always respected and follow the defined guidelines. The more concise it is, the stronger it will become over time.

As for the i-STENTORE identity rationale, the approach on designing the logotype proposals was to find a way to deconstruct the electricity symbol, in order to generate multiple elements and shapes, translating the basic idea of storage and points of connection, further illustrating the puzzle of managing new energy solutions and pathways.



FIGURE 1: i-STENTORE LOGOMARK



FIGURE 2: I-STENTORE VERSION WITH TAGLINE

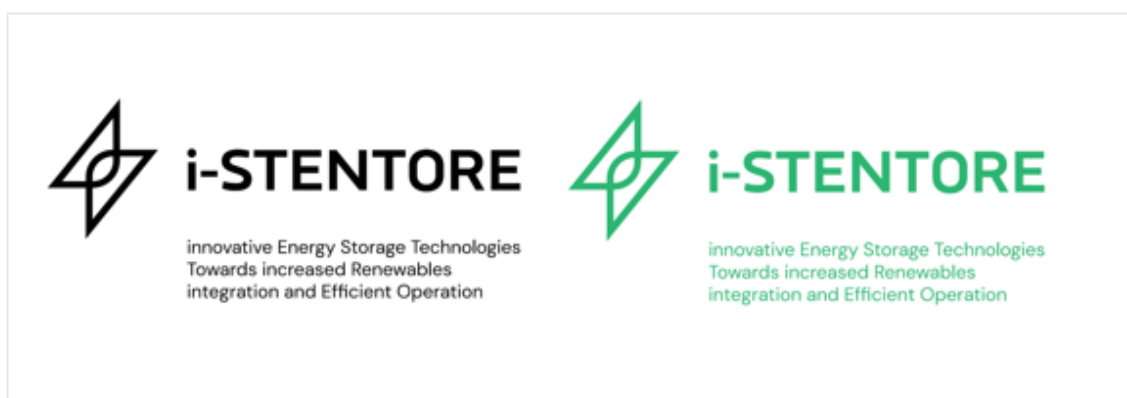


FIGURE 3: I-STENTORE OPTIONAL VERSIONS FOR PRINTING MATERIALS

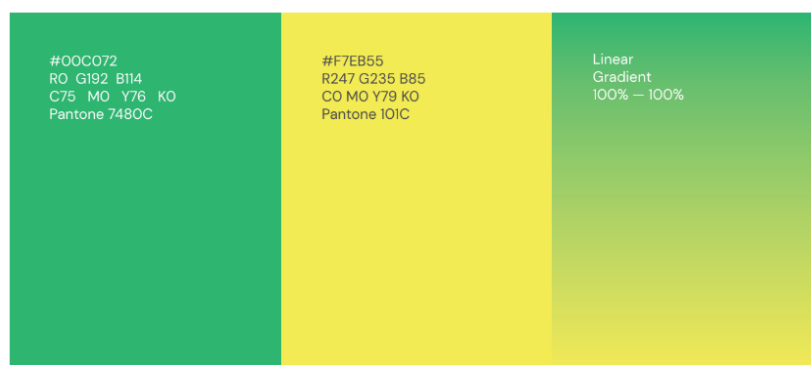


FIGURE 4: IDENTITY COLOUR PALETTE

6.2 ALIGNMENT WITH THE EC's VISIBILITY GUIDELINES

According to Article 17, Communication, Dissemination and Visibility, of i-STENTORE GA, it is worth to highlight the following requirements that the Project will comply with during the implementation of all D&C activities.

6.2.1 Visibility – European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate): (Article 17.2, GA)

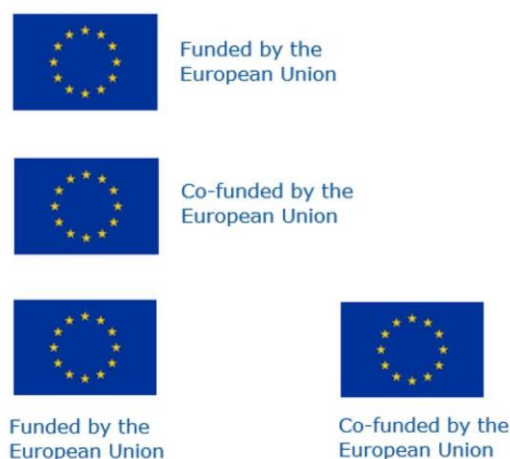


FIGURE 5: EU EMBLEM

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

6.2.2 Quality of information – Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate) (Article 17.2, GA):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”

6.3 WEBSITE

A dedicated Project website will be created to promote i-STENTORE and provide informative material that will be readily available on-line. It will be maintained during the Project lifetime and three years beyond its lifetime, managed by F6S.

The i-STENTORE website will be divided into main areas and sections, in order to allow a good reading and understanding of the content from several groups of audiences. The main concern is to have a good quality website that is able to achieve the Project objectives of awareness and reputation, promoting literacy. It will also have a positive quality standard considering that the website is one of the main faces of the Project and an important communication anchor.

Website settings

The URL (Uniform Resource Locator) defined for the website will be <https://istentore.eu/>, which reflects the name of the Project and its relation with the EU.

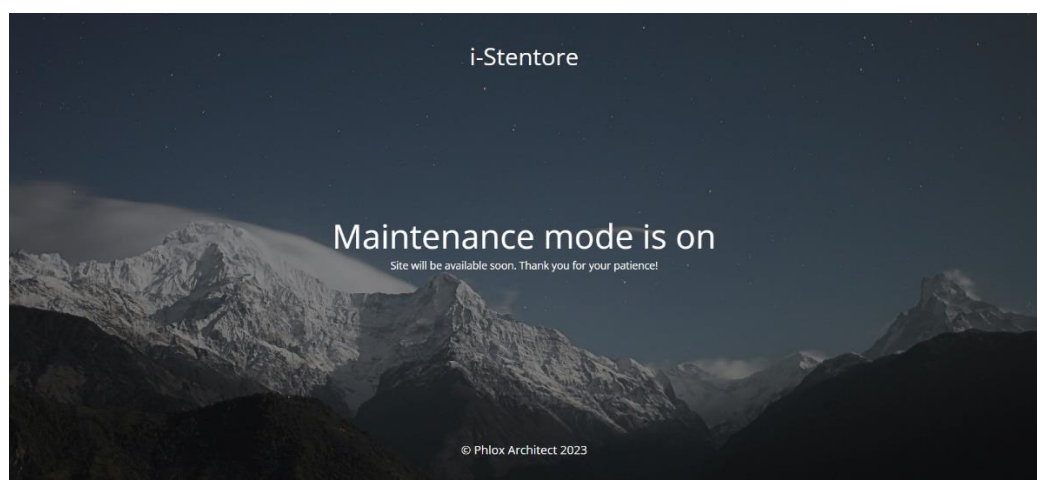


FIGURE 6: SCREENSHOT i-STENTORE WEBSITE LANDING PAGE

Website sitemap and structure

The sitemap and structure of the website is currently being defined. The sections that are currently under consideration for the website comprise the following main categories/pages:

- The **Home Page**: this is the face of the website and the look and feel must be able to transmit the Project’s identity and group the main global information. By visiting the Home Page, the

audience must be clarified about what the Project consists of and how it will add value in its field. It will have a small introduction and be divided into blocks/areas with a general overview of the inside pages (about section summary; pilot demonstrators overview; partners brief summary; latest news and contact form).

- The **About** section: this area will consist of a detailed explanation of the Project and objectives.
 - Partners and Consortium: This is an inside area of the About Page, and here the consortium will be described in more detail, including a short biography of each of the 27 partners of i-STENTORE.
 - Technical Framework: This subsection will present the technological solutions offered by the Project (digital platform, VPP, investment planning tool, etc.)
- **Pilot Cases** area: this page is one of the most important in the website. This section will be dedicated to the five Pilot Demonstrators, including a description of the Living Lab.
- **Media** area: this website section will include support material for stakeholders as media and Universities, with content related to media press releases and a media tool kit.
- **Project Results** area: the page related to the results of the Project will include relevant documents produced during i-STENTORE activities (deliverables and publications).
- **Contact** area: the objective of this section is to allow the visitors to directly contact i-STENTORE team.

Website timeframe

F6S, communication and dissemination leader of the Project, is responsible for managing the website and has the role of Data Controller. The website is contractually foreseen to be launched in May 2023 (M5).

6.4 SOCIAL MEDIA CHANNELS

Social media will be a key communication channel due to its vast potential for reaching a wide audience. It is a two-way-communication tool that will allow us to maintain regular contact with key stakeholders and keep the information about i-STENTORE always updated. Through social media platforms we will inform different groups of stakeholders about topics such as news, studies, meetings on behalf of the Project team, presence in events, conferences, infographics, videos or informative pictures.

i-STENTORE's presence on social media will happen through LinkedIn, Twitter, YouTube, and F6S platform. These are reliable and reputed channels, with a great potential of reaching B2B, media, legal and governmental entities, SMEs, among others. The following official Project social media accounts were created:

LinkedIn: <https://www.linkedin.com/company/i-stentore>

Twitter: https://twitter.com/iSTENTORE_EU

YouTube: <https://www.youtube.com/@i-stentore/>

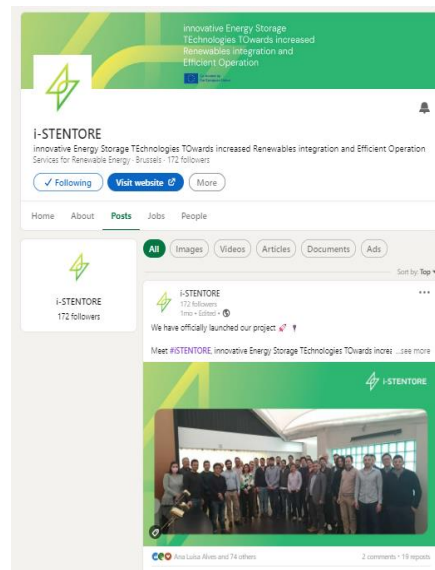


FIGURE 7: SCREENSHOT i-STENTORE LINKEDIN ACCOUNT



FIGURE 8: SCREENSHOT i-STENTORE TWITTER ACCOUNT

6.5 SOCIAL MEDIA STRATEGY

The social media activity will be based on different strategic pillars that allow reaching several fronts. The social media accounts will be managed and monitored by the communications leader of the Project.

Owned media

. **LinkedIn** is the pillar of the social media strategy and is a preferred channel to reach key stakeholders such as B2B. 4 out of 5 LinkedIn members drive business decisions [7].

. **Twitter** is a platform strategically oriented for target groups such as media, governmental entities, universities, institutional audiences and B2B.

- . **YouTube** will work as a repository for several marketing materials in video format.
- . **F6S** platform will be used to communicate important achievements with start-ups.

Earned media

The social media strategy primarily relies on earned media, which is based on organic means. Although this type of media may not have the same reach potential as paid traffic, it is crucial because it attracts individuals who are genuinely interested in our content. Earned media promotes the Project through reviews, recommendations, and organic activations.

Paid media

This will be a secondary component of our strategy and can be used in specific key moments, if the consortium identifies a need to dramatically maximise the reach for any justified purpose. Social media advertising is the paid media type we will be able to use.

According to the Grant Agreement only strictly authorised discussions and exchanges will be held with online communities.

6.6EVENTS

The presence of i-STENTORE in dedicated events will play an important role to disseminate the programme to strategic target-groups.

Innovating Events:

The centre of the dissemination activities for i-STENTORE, specifically events in European cities with a strong start-up community so that the i-STENTORE story is spread.

Market Uptake Launch-Event, with guided presentation of selected results:

A 'Market Uptake Launching Event' will be organised to introduce the i-STENTORE innovative solutions and results. This will act as an opportunity to establish a direct one-on-one engagement with strategic targets. Creating a marketing launch plan early in the project will assure that all the efforts applied to the innovation, investigation and all of the work done will be as effective as possible.

Planning a launch event for i-STENTORE in advance will be advantageous since it will allow the market to become familiar with the Project's benefits, generating interest and excitement, and providing an audience that already comprehends the Project during the event.

Annual i-STENTORE event:

A combination of online and offline events, training and, where possible, demo site visits will be the cornerstone of this task, which will showcase the progressive achievements of the demonstrators. In addition, the responsibility of the task will encompass arranging the i-STENTORE matchmaking events, scheduled for M24 and M30, which will invite potential players and stakeholders to explore the advantages of i-STENTORE and apply the best practices in other settings presented by the Project. This initiative aims to foster new value chains and international cooperation opportunities. Additionally, the consortium will prioritize participating in business, scientific, and research conferences, attending relevant fairs, exhibitions, and info-days to convey the essential messages of the Project.

6.7 NEWSLETTER

In order to maximise the dissemination of the Project results, digital marketing methods will be used providing dedicated contents. Periodic newsletters will be developed, published, and distributed to all participating partners, conference attendees, website visitors, and other perceived stakeholders/ interested parties.

We will develop tailor-made articles and interviews with the support of the Consortium, to disseminate through several channels such as targeted media publications and partners' owned newsletters.

Regarding the i-STENTORE newsletter, the strategy that will be used to maximise the audience will consist in including a call to action for the newsletter subscription in a specific section of the website, as well as online campaigns implemented on social media channels in order to redirect the target, leading to more subscriptions.

The content can also be used later on to develop social media posts, in order to maximise the cost per value of the content creation.

6.8 MARKETING MATERIALS

As for the marketing materials that will support the i-STENTORE project along the way, several pieces will take part of the marketing strategy, such as:

- **Brochure:** electronic and hard copies of the Project brochure comprehending a general overview of i-STENTORE, its challenges and expected impacts in different languages to reach large audiences in different countries, including those where the demonstrators will be carried out.
- **Posters:** a set of posters will be designed and printed to exhibit at partners' premises and use at events where the Project will be present.
- **Institutional presentation:** a Project Presentation will be created at the beginning of the Project, containing basic information about i-STENTORE (activities, objectives, partnerships, events).
- **Trial videos:** a set of videos will be orchestrated, describing the trials of i-STENTORE, their scope and the i-STENTORE technologies tested and evaluated.
- **Infographics:** production of infographics to show the results in a clear and simple way. Ten (10) infographics presenting various outcomes are planned to be produced.
- **Banner:** an attractive large size banner and one stand-up presenting a general image of the Project aiming **to capture a first interest/attention.**

These marketing materials will be identified with the i-STENTORE identity and the funding acknowledgement disclaimer.

6.9 IMPACT ASSESSMENT

6.9.1. KPIs

Key Performance Indicators (KPIs) have been defined in the DoA to track the performance of Project activities, including D&C activities. The table presented below provides a summary of all the KPIs

mentioned in the DoA. To assess the effectiveness of Dissemination and Communication activities, the latter will be consistently measured against the KPIs. This will enable the identification of any gaps in strategy or actions and facilitate adjustments as necessary.

TABLE 5: KEY PERFORMANCE INDICATORS (KPIs) ACCORDING TO THE DoA

Action	Type	Metric	Target
Website	Digital	Website design, development and implementation	1
Social Media	Digital	Number of posts published on i-STENTORE social media channels	> 500, 14 per month
Newsletter	Digital	Number of published newsletters	> 4, 1-2 per year
Articles	PR	Number of articles and interviews for publications and other targeted media channels	1-2 per year
Press Releases	PR	Press / Media Kit	1 per year
Infographics	Marketing Materials	Number of pieces	3-4 per year
Trial Videos	Marketing Materials	Number of videos describing the trials of i-STENTORE, their scope and technologies tested and evaluated	>= 4 (1-2 per year)
Banner	Marketing Materials	Large-size banner and stand-up presenting a general image of the project	1 + 1 during the project
Brochure	Marketing Materials	Electronic and hard copies of the project brochure	4 (1-2 per year)
Posters	Marketing Materials	Set of posters printed and used at events where the project takes presence	2 per year
Institutional Presentation	Marketing Materials	Project presentation with basic information about the project (activities, objectives, partnerships, events)	1, at the beginning of the project
Final Publishable Report	Marketing Materials	Institutional presentation to summarise the project's objectives, activities, and achievements	1, at the end of the project

Talks in workshops	PR	Invited talks in workshops and international events of reference as to communicate the project experimentation platform and solutions	At least 1, on invite
Innovation Events	PR	Events in European cities with strong start-up community	At least 1, during the project lifetime
Market Uptake Launch-Event	PR	Guided presentation of selected results	1, during the project lifetime

6.9.2 MONITORING TOOLS

Monitoring activities are crucial to evaluate if the design strategy is achieving the expected results. This monitoring is important during the entire Project, in order to measure and adapt – if necessary – the activities that are not being effective in specific moments. This way, we assure that the Project's D&C activities will have the maximum impact and a positive cost per value.

The following procedures will take place in key moments of the project:

- Google Analytics will be used to evaluate the website statistics and analyse the website traffic, specifically the number of page views. This measure will teach us about the audience behaviour of consuming i-STENTORE information and will allow us to improve the content of this strategic communication tool.
- Social media statistics to learn about the types of posts and contents that generate more reach and engagement, as well as the platforms that are more effective for each target audience.
- Number of contacts on the F6S platform to measure the result of the communication strategy and efforts oriented for key stakeholders
- Collecting testimonials and valuable data on events and PR activities
- Evaluate the result of the media contacts, such as news and articles published on media

6.9.3 D&C REPORTING PROCEDURE

The reporting of activities and registrations are responsibility of all partners and must be continuously conducted during the Project lifetime. The reporting activities will consist of the registration and analysis of all communication and dissemination activities, in order to quantify the impact produced by them.

As responsible for Task 6.1 - Communication and Dissemination activities, F6S will monitor the reporting through a process established with the consortium that includes a shared spreadsheet to collect information of the D&C activities carried out by all partners. This information must be registered by each partner on a monthly basis, focusing on the activities developed in the previous month. The instructions about the information being requested are available in the document.

[illegible]

FIGURE 9: PARTIAL SCREENSHOT OF D&C REPORTING DOCUMENT - i-STENTORE MONITORING SHEET - KPIs TRACKER

7 TIMELINE FOR COMMUNICATION AND DISSEMINATION ACTIONS [WHEN]

This chapter presents the time plan for the development of the main channels, materials and tools for i-STENTORE D&C strategy. The figure below presents the tentative time plan for the tools that will be produced during the 36 months of the Project. The time plan will be regularly updated during the Project.

[illegible]

FIGURE 10: INDICATIVE TIMELINE FOR D&C ACTIVITIES OF i-STENTORE

Note: The website will be maintained during the Project lifetime and three (3) years beyond the project lifetime, managed by F6S.

8 CONCLUSION

The objective of the Communication and Dissemination Plan is to guide the ongoing activities in order to maximise the impact of the Project during its lifetime. This Plan aims to be a valuable tool for all consortium partners, in order to assure that every organisation and institution involved in i-STENTORE are on the same path towards the Project objectives.

Several activities will be carried out during the 36 months of the programme, in order to maximise its impact. The first communication and dissemination deliverable aims not only to guide these activities, but also to help monitoring the reporting responsibilities of each partner.

To effectively disseminate and communicate the i-STENTORE project, it is essential to establish a consistent brand with a strong mission and supported by useful tools, compelling content, and fully committed partners. As such, all partners are encouraged and committed to contributing to dissemination and communication activities.

By following this activation plan, every party involved in i-STENTORE will know who is the key audience of the Project, where and when will the messages be disseminated and when to take over each activity. The reporting and analysis of every action will lead us to understand the real impact of the whole programme, as well as the efforts in a way to maximise reach and conversion to our messages. Moreover, the communication and dissemination KPIs and its ways of measure will provide valuable learnings to guide activities during the period after the conclusion of the project.

The plan outlined in this document will be regularly updated throughout the Project, and the relevant activities will be included in the respective periodic reports, as D6.4 - Communication, dissemination, exploitation and market exploration, standardisation and community building (1st progress report and plan) in month 18 and D6.5 - Communication, dissemination, exploitation and market exploration, standardisation and community building (final report) in month 36.

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APPENDIX A: i-STENTORE BRAND MANUAL

i-STENTORE BRAND GUIDELINES



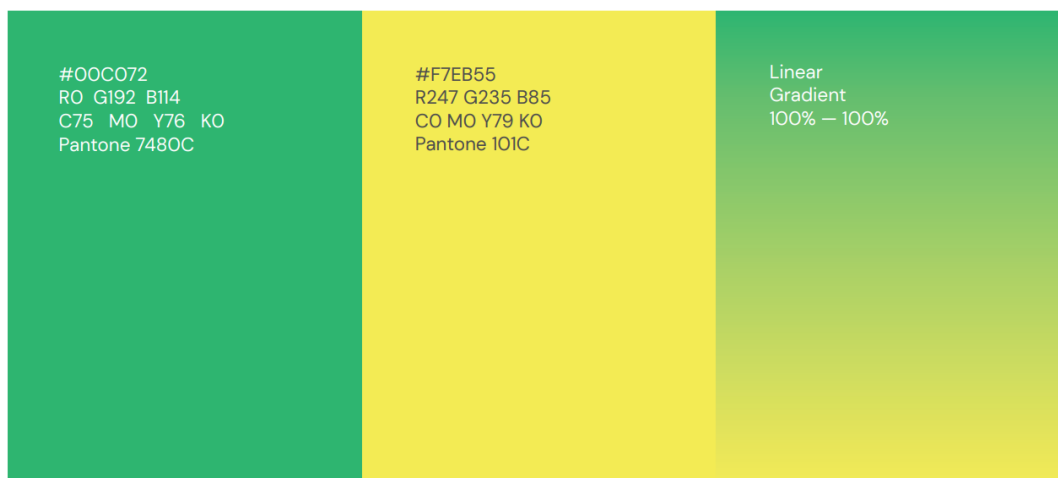
LOGOTYPE



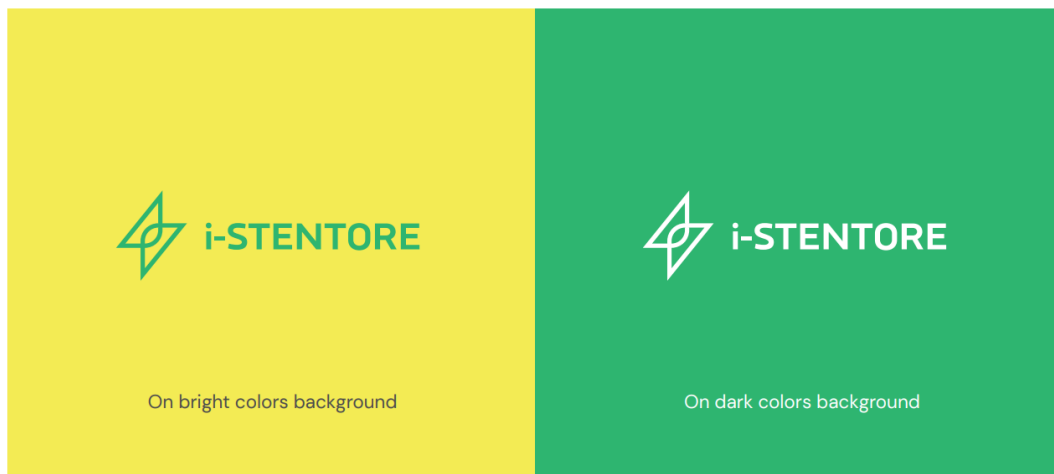
LOGOTYPE WITH SIGNATURE



COLORS



SECONDARY COLOR CONFIGURATION



MONOCHROMATIC



RECOMMENDED CLEAR SPACE

TYPOGRAPHY



The typeface height defines the safe area

**Mundial
Demibold**
with modified
letterforms

DM Sans as brand typeface support
Available for free download at Google Fonts

RECOMMENDED MINIMUM SIZE IN PRINT

40 mm



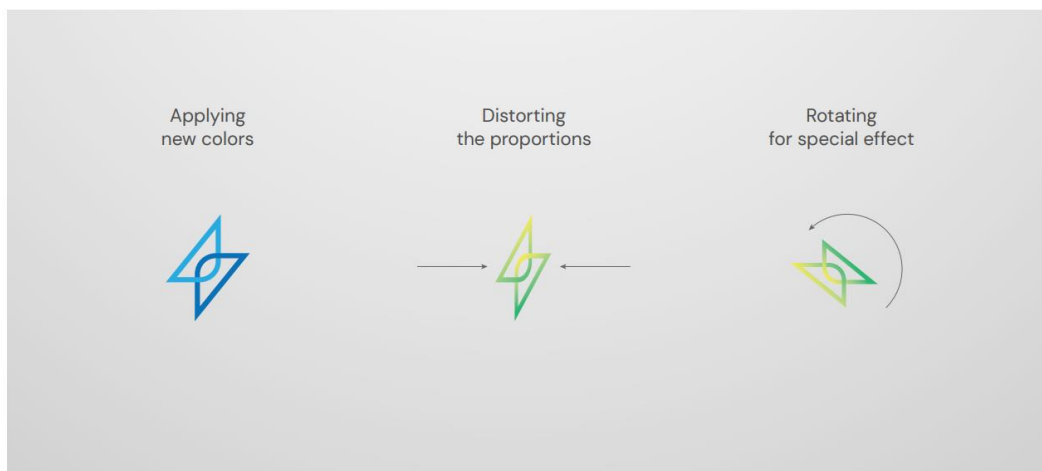
with tagline

20 mm



without tagline

NOT RECOMMENDED



i-STENTORE BRAND GUIDELINES



CONSORTIUM





innovative Energy Storage
TEchnologies TOwards increased
Renewables integration and
Efficient Operation



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