



SIT4Energy

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DELIVERABLE 5.4.1

Dissemination & Awareness Plan

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Executive Summary

This document sets out the plan to raise awareness, share knowledge, attract potential users, and explore future commercial use in the context of the SIT4Energy technical bulletin, through various means, including the SIT4energy website, the distribution of dissemination material, the publications in journals, and the participation in conferences and other relevant events.

The current document describes and associates the Sit4energy ‘product’ to be disseminated to the targeted audiences and their dissemination means. It provides an overview of all identified events and publications that were found suitable for presenting the project and promoting its goals, and reports on the dissemination activities that have already been performed. The candidate dissemination actions are continuously monitored and accordingly updated, so this version provides an overview of what is known and planned at the timing of the document preparation.

Finally, the website and the produced dissemination material are briefly presented.

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Introduction

This deliverable consists of the plan for the dissemination of knowledge arising from the SIT4energy project, a report of the activities performed in the first six months of the project, towards the 1.1. aforementioned purposes, as well as a list of planned activities.

The SIT4Energy dissemination plan will be used by consortium members, but also by other third parties, for acquiring a complete picture of the most important activities undertaken or scheduled on the future route to full dissemination of the knowledge.

Scope and objectives of the deliverable

The scope of this deliverable is to define a way in order to coordinate the dissemination of project 1.1.1 results to potential adopters of the SIT4Energy results, as well as to the international scientific and technical community and the general public. This will be achieved through the promotion of the project during events (conferences, workshops, etc.), the paper submissions to national and international conferences, the preparation of pre-commercial and commercial brochures and newsletters for potential industrial and scientific users, the production of a project leaflet and brochures including the necessary information, the implementation of a press and media relations activities that will ensure media interest and coverage from the outset of SIT4Energy to and beyond the project end.

The main objective guiding the dissemination activities should be the provision of appropriate and reliable information to the interested parties about the SIT4energy scope and expected results, to enable exploitation beyond the end of the project. Ensuring the proper awareness towards the project motivation and the rationale behind producing the specific results is a crucial step, which offers insight on what the SIT4Energy project is about, who would benefit from it and how.

Proper awareness means understanding. There is no point in making the addressed target groups aware of what the project is, if this is not comprehensive and customisable to their specific needs and interests. Thus, one of the primary goals of the SIT4Energy dissemination activities is to instantiate and to demonstrate the relevant products to different levels, aiming at higher penetration and ultimately exploitation of the underlying concepts and technologies to these groups.

The particular dissemination actions are deemed to be meaningful, if they succeed in spreading the technological achievements and knowledge of the SIT4Energy project both to the research and academic environment, as well as the target industry domains. 1.2

Structure of the deliverable

This deliverable consists of the plan for the dissemination of knowledge arising from the SIT4Energy project, a report of the activities performed in the first 6 months of the project, towards the aforementioned purposes, as well as a list of planned activities.

The SIT4Energy dissemination plan will be used by consortium members, but also by EC or other third parties, for acquiring a complete picture of the most important activities undertaken or scheduled on the future route to full dissemination of the knowledge.

More specifically, the document is structured as follows:

- **Section 1** includes the SIT4Energy dissemination strategy, describing the products (main platform or individual results) to be disseminated, the target audiences and the means for communicating with them.
- **Section 2** presents the planned dissemination activities (as a mixture of online and offline actions), including events, conferences, scientific journals, the project website, the project fact sheet, press

releases, various dissemination materials (brochures, leaflets, etc) as well as online dissemination activities, using social community networks and blogosphere community, and potential liaison activities.

- **Section 3** provides concluding remarks.

It should be noted that this deliverable is an evolving document that will be regularly updated to give a cumulative overview of the project's undertaken and planned activities.

Dissemination Strategy

2. The Dissemination and Communication Plan will identify the activities that should be implemented throughout the project's duration in order to meet the objectives of Task 5.2, as defined in the description of SIT4energy project. To this end, the role and responsibilities of all partners have been clarified in terms of both their individual dissemination plans and the common dissemination and communication strategy of SIT4Energy. In order, the dissemination strategy to be effective and provide tangible results, a well-structured methodology should be adopted in terms of:
- Defining what will be disseminated; the dissemination "products"
 - Identifying the target groups for dissemination
 - Establishing the appropriate source for the dissemination activities (in terms of roles and responsibilities)
 - Raising public awareness on the project achievements through the most suitable means for communicating with the respective target groups

The above are elaborated in the next paragraphs.

2.1 Dissemination Products

SIT4Energy dissemination aims at promoting the tools and methods proposed for the association of news items, produced in the structured world of news and derived from well-organised news portals, with the unstructured domain of news comments in the blogosphere. More specifically, the SIT4Energy dissemination "products" are as follows:

2.2

Target Groups

The target audiences for these general dissemination activities are the following:

1. The **German and Greek ICT community**: with the aim to raise awareness around the SIT4Energy objectives and results and trigger collaborations, which will enable SIT4Energy to exploit synergies with projects, sharing similar or complementary goals
 2. The **German and Greek scientific community**: with the aim to spread the scientific results and help trigger their use in other areas as well
 3. The **German and Greek industrial community**: with the aim to communicate and promote the project results both on a technological and business level
 4. The **wider/general public**: with the aim to raise overall awareness on the project and its objectives, targeted by individual partners who will use local media to announce the commencement of SIT4Energy and the general objectives in its initial phase and promote achievements as concrete results become available
- 2.3

Source of Dissemination Activities

The SIT4Energy consortium comprises of highly skilled and experienced partners capable of disseminating project results to the targeted groups. All partners have been activated to transfer the knowledge being gained throughout the project to their internal and external communication links. Based on the identified dissemination target groups, as described in the previous section, each partner

involved in the dissemination process has been assigned with the task to approach certain target groups. More specifically:

Academic Partners: SIT4Energy academic and research partners (CERTH, HOST) will disseminate project results mainly towards the academia. All these partners have extensive knowledge on the state-of-the-art technologies addressed in SIT4Energy and experience in participating in major events and conferences. These partners will guide the project dissemination activities, in order to target the research groups with potential interest in the project scientific achievements.

Industry Partners: Technical partner (ITML, SHF) will lead the dissemination activities to communicate project knowledge to the markets targeted for potential exploitation. The scope of this level of the dissemination process is to promote the tangible assets inherited from the project implementation to the target audiences for communication activities referring to the business sector and the industrial community. Thus, the enhanced features of the SIT4Energy system will be disseminated to the customer base of these partners, addressing the media sector, so that new products could benefit from the innovative technologies.

Business Users/Owners: Their role will be to act as a liaison between their community and the project's research and development efforts, assisting in the definition of scenarios, pilots, as well as dissemination activities.

Means for Communicating with the Dissemination Target Groups

2.4

Dissemination is seen to be effective when multiple communication channels are considered. In that respect, SIT4Energy has identified the following means for disseminating and communicating the project achievements to the identified target groups (comprising both online and offline activities):

- The project Website. The website will be continuously updated to reflect the project evolution.
- Press releases targeting various media to inform about the start and ongoing achievements of the project.
- Ongoing announcement in partners' newsletters to provide short updates on the project development.
- Definition of common dissemination "images" among all partners, such as the project logo and the project presentation, ensuring uniformity of the SIT4Energy appearance to third parties.
- Production of promotional material. This includes brochures, leaflets, posters, etc. to be sent to all partners for further distribution through their communication channels and networks.
- Presentation of the project and its results as they become available at relevant thematic events, workshops and conferences.
- Participation in SIT4Energy related events.
- Articles in various media and blogs interested in new technologies.
- Establishment of close links with other projects active in the same areas as SIT4Energy or similar. This is a continuous action undertaken by the project.
- Publications in scientific and industrial journals.
- Exploitation of the capabilities offered by social networks (Twitter) for spreading the SIT4Energy knowledge to wide audiences.
- Use of project results for educational purposes to be exploited by academic partners.
- Participation in competitions and challenges that are being organised in the research areas of the project.

More details about the actual dissemination means employed and planned for SIT4Energy are provided in Section 0.

Planned Activities

Planned Dissemination Activities

3. Aiming at reaching all the target groups in an effective way, SIT4energy partners performed a thorough analysis of dissemination and communication activities. These activities include participation in events, (conferences, workshops, forums, trainings, meetings) publications in journals and magazines, as well as project presenting/networking activities. The planned activities are separated in three categories and are presented in the following subsections.

3.1.1 Events

Indicative events (conferences, forums, exhibitions, expos, project networking activities) which have been identified as potential candidates to participate in, according to their relevance to the individual project results, and are listed below:

- ACM Conference on Computer-Supported Cooperative Work and Social Computing
- ACM Conference on Intelligent User Interfaces
- ACM Conference on User Modelling, Adaptation and Personalization
- ACM Conference on Recommender Systems (RecSys)
- ACM International Conference on Future Energy Systems
- ACM CHI Conference on Human Factors in Computing Systems
- European Conference on Behaviour and Energy Efficiency – Behave
- IEEE International Conference on Social Computing and Networking
- IFIP International Conference on Human-Computer Interaction (INTERACT)
- International Conference on Energy Efficiency in Commercial Buildings (IEECB)
- International Conference on Energy Efficiency in Domestic Appliances and Lighting (EEDAL)
- International Joint Conference on Ambient Intelligence
- EU Sustainable Energy Week
- Smart City Expo
- International Conference on Telecommunications (ICT 2019)
- 84th Thessaloniki International Fair 2019, Thessaloniki, Greece
- CERTH/ITI Open Day 2019, Thessaloniki, Greece

3.1.2 Publications

SIT4Energy research partners will frequently publish results in the most known scientific journals and participate in the most widely attended international conferences, with proceedings indexed by known publishing houses. Thus, an indicative list of scientific journals in the same fields as the aforementioned events has been identified and listed below:

- Computers in Human Behavior (Elsevier)
- Energy Research & Social Science (Elsevier)
- Technology and Society (IEEE)
- Transactions on Sustainable Energy (IEEE)
- International Journal of Human-Computer Studies (Elsevier)
- Journal of Information Technology (Springer)
- Building and Environment (Elsevier)
- Energy and Buildings (Elsevier)
- Energy Efficiency (Springer)
- International Journal of Sustainable Built Environment (Elsevier)
- Sustainable Cities and Society (Elsevier)
- Personal and Ubiquitous Computing (Springer)

Dissemination and Communication Material

The outcome of the project will be regularly distributed through the SIT4Energy audience by creating different dissemination materials (such as newsletter, press releases, videos, presentations and other promotional materials) and circulating them via social community networks and potential liaison activities. Some initial project promotional/marketing materials (see sec. 3.2.1) have already developed in the first six months of period aiming to ensure the consistency in the project's imaging, branding and messaging which are all vital to strengthen the project profile and raise awareness of all activities and outputs that occur within the SIT4Energy project.

3.2.1 SIT4Energy Logo and Fact sheet

The SIT4Energy Logo and fact sheet (<https://sit4energy.eu/newsletters/>) have been developed by CERTH (see below).



Figure 1. SIT4Energy Logo



Figure 2. SIT4Energy Fact Sheet

Performed Dissemination Activities

This section summarises the dissemination activities that have already been performed by the project partners during the first six months period.

3.3

3.3.1 SIT4Energy website

The SIT4Energy website has been released on June 2018 and it is available at the address <http://www.sit4energy.eu/>. CERTH has designed the website and coordinated the efforts and contributions of all project partners. The SIT4Energy website is written in English, but it will also be translated in German and Greek to aid towards targeting a wider audience in the context of the Greek-German Bilateral Cooperation. More details about the SIT4Energy website can be found in D5.3.

3.3.2 Twitter profile

The Twitter page of the project (<https://twitter.com/sit4energy>) has already been set up and will be used to raise awareness about the SIT4Energy results and to show the knowledge and skills of SIT4Energy participants.

3.3.3 SIT4Energy workshops in Greece and Germany

- Around 40 citizens have participated in the first SIT4Energy workshop held in Haßfurt Germany organised by Stadtwerk Haßfurt (SHF) on 25/10/2018. During the event the project was presented by Haßfurt's general manager. Also, the collaboration with the "university of applied sciences Amberg-Weiden" was announced, making Haßfurt to a real world test laboratory for energy appliances.
- The second SIT4Energy workshop named "Modelling the end-users' needs" was held at ITML's premises in Athens (Greece) on 21/12/2018. The event was aiming to get the first insights in the information needs for designing the Mobile recommendation app for use in university settings. The main objective of the event was to present to the participants the initial mock-up of the mobile app to be developed for the HUA campus and to get feedback from them as the potential end-users. The event has started by briefly presenting the SIT4Energy project (the scope, objectives and expected outcome) and followed by illustrating the important insights as an outcome of SIT4Energy survey already performed at the beginning of the project (documented in D1.1). After that, the initial mock-ups of the mobile app were demonstrated to the attendees. The participants had the opportunity to gather and exchange their ideas during the presentation that was split into short intervals to allow the participants to express their ideas or comments, to generate feedback and to make notes (Figure 3). Around ten representatives of academic staff from the HUA campus were attending the event. The participants signed a consent form at the beginning of the workshop in which they were assured that their data were treated confidentially.



Figure 3: SIT4Energy university end-user workshop

- Finally, the third SIT4Energy workshop was held on Thursday, 10th January 2019 at the Stadtwerk Haßfurt (SHF) premises in Haßfurt, Germany. The aim was to bring together prosumer-clients of the utility and the project managers of the SHF and the researchers from European Institute for Participatory Media (EIPCM) in Berlin who are supporting SHF in the work on the prosumer-oriented part of the Smart Energy Dashboard. SHF hosted the workshop. In total, six prosumers attended the workshop: 1 female and 5 males. After the welcome, a brief introduction to the SIT4Energy project was given, followed by a general overview of the workshop agenda, starting with the definition of prosumers and a classification of their different types, as well as their role in Germany's energy transformation. Participants were then asked what type of prosumer they currently were and why they had chosen to become a prosumer. Then the participants were asked what type of information they used in order to decide about their energy production and consumption, and if this information was sufficient. They were then shown the mock-ups of the smart energy dashboard and asked for detailed feedback about it. They were then asked what their specific needs were regarding the dashboard functionalities, and if any specific functionalities were missing. Overall, the workshop was semi-structured, so that the prosumers were asked questions, but also given sufficient freedom to express their needs in a natural conversation.



Figure 4: SIT4Energy prosumer workshop in Haßfurt

Conclusions

This document describes the dissemination strategy, as well as the Plan for Dissemination activities that is going to be followed within the context of the SIT4Energy project. The main purpose of the 4. proposed strategy is to make stakeholders aware of the existence and the action of the project and to share its outcomes. Still, continuous communication between the Greek and German partners is required to ensure that project results are efficiently disseminated and translated into exploitable output that would enhance the innovation potential of the project.

The results of the communication and dissemination strategy will be constantly monitored in order to assess its effectiveness and its progresses and to formulate change requirements where necessary. A mid-term evaluation of the strategy will be carried out and an appropriate realignment will be implemented for the second half of the project (if needed) and reported in intermediate version of D5.4 (M24). During the final quarter of the project a final evaluation will be implemented, which will feed into the final report to be delivered on M36.