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Boosting DR through increased communIty-level consumer engaGement by combining Data-driven and blockcHain technology Tools with social science approaches and multi-value service design

Deliverable D8.2
Dissemination and Communication Plan

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List of Acronyms and Abbreviations

AAL	Ambient Assisted Living
AI	Artificial Intelligence
APC	Pro Consumers Association
ASM	ASM Terni S.p.A.
BEUC	Bureau Européen des Unions de Consommateurs (The European Consumer Organisation)
BRIGHT	Boosting DR through increased communIty-level consumer engaGement by combining Data-driven and blockcHain technology Tools with social science approaches and multi-value service design
C&D	Communication and Dissemination
CEC	Citizen Energy Community
CEL	Cyberethics Lab SRLS
CEN	Centrica Business Solutions
COM	Community-On-the-Move
COM	ComSensus, Komunikacije In Senzorika, Doo SI
DLT	Distributed Ledger Technology
DOMX	Idiotiki Kefalaiouchiki Etaireia
DR	Demand-Response
DSO	Distribution System Operators
DT	Digital Twin
EMOT	Emotion SRL
ENG	ENGINEERING Ingegneria Informatica S.p.A.
ESCO	Energy Service Company
EU	European Union
ICT	Information and Communications Technology
IMEC	Interuniversitair Micro-Electronica Centrum
IPR	Intellectual Property Rights
ISKRA	Iskraemeco, Merjenje In Upravljanjeenergije D.D.
KPI	Key Performance Indicators
LEC	Local Energy Communities
P2P	Peer to Peer
REC	Renewable Energy Communities
SDO	Standards Development Organization
SONCE	Sonce energija D.O.O.
TNO	Nederlandse Organisatie Voor Toegepast Natuurwetenschappelijk Onderzoek
TUC	Technical University of Cluj-Napoca
TSO	Transmission System Operators
VEC	Virtual Energy Community
VPP	Virtual Power Plant
WP	Work Package
WVT	Watt And Volt Anonimi Etairia Ekmetalleysis

Table 1 List of Acronyms and Abbreviations

Executive Summary

The deliverable *D8.2 Dissemination and Communication Plan* includes the plans and strategies to be applied in order to achieve a high level of visibility of the BRIGHT project outcomes and to transfer knowledge and results of the project to the target stakeholders.

This deliverable is closely related to the other deliverables produced by the activities included in WP8 "Dissemination, Exploitation and Impact Creation", mainly to: *D8.5 BRIGHT exploitation planning – first version* and *D8.10 BRIGHT exploitation planning – final version*, which will include the management and promotion of the exploitation of project results, *D8.6 Report on dissemination – first version* and *D8.12 Report on dissemination – final version*, which will present the dissemination activities carried out during the different phases of the project.

The deliverable D8.2 includes:

- The dissemination and communication plan for the BRIGHT projectfocuses on developing the necessary communication interfaces of the project with the relevant stakeholders to create awareness of the concepts, technologies, and innovation activities. The plan includes the communication channels, activities, strategy and key performance indicators, that will ensure a high level of visibility of the BRIGHT project outcomes (Chapter 2);
- The exploitation approach for BRIGHT project regarding the overall project expected impact (Chapter 3).

The project consortium will use different dissemination and communication activities via various online and offline channels, such as the BRIGHT project website and the social media accounts, on one hand, and scientific publication, conferences, events and more, on the other hand, in order to promote relevant information and the results of the project to the target stakeholders. The target groups include not only the consumers, but also the distribution system operators (DSO), transmission system operator (TSO), utilities, energy retailers, sellers, traders, aggregators, energy cooperatives, energy service companies (ESCO), standards development sorganisations (SDO), policy makers, consumer associations, researchers and the general public.

1. Introduction

The BRIGHT project aims to research and exploit the potential of demand response (DR), which is a viable option for providing a larger share of flexibility on the energy market and for better balancing the supply and demand. One of the best tools to unlock the DR potential is consumer engagement and local energy communities (LEC) are considered as one of the effective means towards supporting an active consumer engagement in DR. The DR represents a significant option for transforming energy consumers into flexible active energy users and integrating them in the emerging energy system. This inherently requires the introduction of new customer engagement strategies and underlying measures.

Thus, in order to exploit all the opportunities and potential of DR, the BRIGHT project will take use of participatory co-creation processes, where the consumers, prosumers, and local communities will play a central role, and of data-driven models to better predict consumer behaviour. As a result, it will be created a framework for promoting a multi-layered community-centred cross-domain and adaptable multi-timescale DR supporting ecosystem. This ecosystem combines social-science driven user experience design and monetary and non-monetary incentives design. The framework for DR will leverage innovative technologies, such as: i) Digital Twins (DT) models for improved consumer predictability, ii) Virtual Power Plants (VPP) based on multi-layered peer-to-peer (P2P) distributed ledger technology (DLT)/Blockchain/smart contracts for capturing intracommunity interaction dynamics, iii) Artificial Intelligence (AI) data-driven services for energy (power, heat, gas), mobility, health (comfort), smart home (Ambient Assisted Living - AAL, personal safety). The proposed approach and the underlying enablers will be deployed and validated in 4 demo sites across 4 EU countries, where around 1000 mostly residential consumers will be engaged along a variety of different community configurations: LEC, citizen energy community (CEC), virtual energy community (VEC), renewable energy community (REC), and community-on-the-move (COM).

To maximise the impact of the project activities and to ensure that all the BRIGHT solutions will be widely known, the BRIGHT project will use a communication strategy that will be implemented through public awareness campaigns to large consumer audiences and other important target groups like: distribution system operators (DSO), transmission system operator (TSO), utilities, energy retailers, sellers, traders, aggregators, energy cooperatives, energy service companies (ESCO), standards development sorganisations (SDO), policy makers, consumer associations, researchers and the general public.

Therefore, a *Dissemination and Communication Plan* has been set up and will be presented in the following sections. This plan is an important element of the project since it guides the implementation of the entire promotion activities of the BRIGHT project. The present document is the second deliverable of BRIGHT reporting activities carried out in the framework of Task 8.4, “Dissemination & Public Outreach Activities” in the Work Package 8 (WP8) “Dissemination, Exploitation and Impact Creation”.

This report is public, and it can be read both by the general public and by the specific audiences directly interested in the subject of the BRIGHT project. Such specific audiences include the stakeholders on the technological domains covered by the project (researchers, software engineers, analysts from the IoT, Blockchains, Digital Twins, Edge Computing domains, equipment manufacturers, information solution providers, TSOs, DSOs, energy suppliers, etc.), business actors, entrepreneurs, strategists, scientific researchers and many more.

1.1. Purpose

The deliverable *D8.2 Dissemination and Communication Plan* presents the communication and dissemination plan and outlines the exploitation plan. It identifies, organises and guides the implementation of the entire promotion activities of the BRIGHT project.

The structure of this document uses, as a starting point, the preliminary guidelines drafted on the project's Grant Agreement. This deliverable takes into consideration the objectives of WP8, mainly the 5th objective that refers to the "development of the necessary communication interfaces of the project with the relevant regional stakeholders (communities, cooperatives LEC, local/regional authorities, etc.) in order to create awareness of the concepts, technologies and the innovation activities".

The scope and objectives of the deliverable D8.2 are defined taking into consideration the requirements of Task 8.4. As stated in the project's Grant Agreement, "this task will coordinate the dissemination activities of project results to potential adopters of the BRIGHT results, but also to the international scientific and technical community and the general public. This will be achieved through the promotion of the project during events (conferences, fairs, workshops, etc.), paper submission to national and international conferences, preparation of pre-commercial and commercial brochures and newsletter to potential industrial and scientific users". Therefore, the deliverable objectives are to establish:

- The relevant target stakeholders for communication and dissemination activities;
- The communication and dissemination strategy and timeline;
- The communication and dissemination channels and activities to be applied in order to reach an optimal dissemination level;
- The Key Performance Indicators (KPIs) used to monitor the implementation of the dissemination strategy;
- The exploitation approach for BRIGHT project regarding the overall project expected impact.

1.2. Relation to Other Activities

The development and execution of the deliverable *D8.2 Dissemination and Communication Plan* is supported by the Task 8.4. "Dissemination & Public Outreach Activities", which is included in the WP8 "Dissemination, Exploitation and Impact Creation". This report is related to the activities supported by the Task 8.3. "Exploitation, IPR & Sustainability Plans", also included in the WP8. Task 8.3 establishes the exploitation strategy that defines the management and promotion of the project results.

The implementation of the *D8.2 Dissemination and Communication Plan* will be presented in the following reports of the project:

- for the dissemination and communication plan:
  - D8.6 Report on dissemination – first version;
  - D8.12 Report on dissemination – final version.
- for the exploitation plan:
  - D8.5 BRIGHT exploitation planning – first version;
  - D8.10 BRIGHT exploitation planning – final version.

The deliverable *D8.2 Dissemination and Communication Plan* represents an "output", meaning it is a handover to all the other WP.

1.3. Structure of the Document

The document is sorganised as follows:

- **Chapter 1. Introduction**
- **Chapter 2. Dissemination and Communication Plan:** this chapter presents an overview of the communication and dissemination strategy, outlining the aims and objectives, the target groups, the communication channels, the communication timeline and activities, the KPIs used to monitor the implementation of the strategy and the dissemination toolkit. It comprises the following seven sections:
    - Section 1 Aims and objectives
    - Section 2 Message (What to disseminate and communicate)
    - Section 3 Targeted groups and stakeholders
    - Section 4 Communication and Dissemination Strategy - Dissemination channels and activities, Individual Dissemination Plan, Communication timeline
    - Section 5 Project internal coordination
    - Section 6 Key performance indicators
    - Section 7 Dissemination Guidelines & Toolkit - Visual identity, Dissemination toolkit
- **Chapter 3. Exploitation Plan:** this chapter provides an overview of the exploitation approach for the BRIGHT project regarding the overall project expected impact. It comprises the following two sections:
    - Section 1 Exploitation Strategy - Value Proposition, BRIGHT Offering, Market analysis, Sustainability plan
    - Section 2 Partner specific exploitation plans
- **Chapter 4. Conclusions.**

2. Dissemination and Communication Plan

2.1. Aims and objectives

According to the project's Grant Agreement, "the ultimate objective of BRIGHT Dissemination & Communication Strategy is to promote the innovative character and unique part of this project. In addition, the intent will be to smaximise the impact of project activities and ensure that all the derived outcomes will be widely spread among the appropriate stakeholder communities including citizens". Therefore the aim of the deliverable *D8.2 Dissemination and Communication Plan* is to promote information about the project and its activities, outputs and impacts. The objectives for all the communication activities are as follows:

- To create awareness, understanding and interests about the aims, objectives and results of the project;
- To promote the innovative character and unique part of this project;
- To smaximise the impact of project activities and ensure that all the derived outcomes will be widely spread among the appropriate stakeholders;
- To engage the stakeholders and drive them to adopt and implement the project results.

According to the project's Grant Agreement, "the BRIGHT dissemination concept lies in creating interactive communication channels between the target groups (e.g. DSOs, Utilities, Energy Retailers, Sellers, Traders, Aggregators, LEC, Energy Cooperatives, ESCOs, Standards Development Organizations (SDOs), policy makers, consumers associations, researchers and the general public) and the project Consortium. The intended bidirectional information flow and the active involvement of the relevant groups will lead to an association with the results rather than simple awareness". Thus, in order to highlight the project's value, it is necessary to ensure high visibility of the project and to promote active interaction with the target stakeholders.

2.2. Message (What to disseminate and communicate)

The following project information will be communicated to the relevant audiences:

- The aims, objectives, key activities and the strategic relevance of the project;
- News, achievements and research results that can demonstrate the importance and the impact of the project;
- Helpful information, solutions and recommendations;
- Information about the participation in conferences, workshops, events and published articles which ensure the recognition of the project impact.

The messages will follow an evolution from the start of the project to the aftermath and therefore, they will be reviewed periodically in the course of the project.

2.3. Targeted groups and stakeholders

According to the project's Grant Agreement, "BRIGHT has clearly identified the position of the project with respect to the current reality of DR and energy sectors and has identified the target groups affected by each of the project developments". The key stakeholders of the BRIGHT target audience include the end users, the energy sector actors and the facilitators, such as:

- Consumers;
- LECs;
- ESCOs;
- Utilities;

- Energy Retailers, Sellers, Traders;
- DSOs;
- TSOs;
- Energy Aggregators;
- Smart City Municipalities;
- Equipment Manufacturers;
- ICT & Services Solutions providers;
- Energy, Smart City, Mobility, Health, AAL, Personal Safety & Security Service Providers;
- Scientific and industrial researchers;
- SDOs;
- Governmental bodies and policy makers;
- Associations of Consumers.

The target groups are mainly represented by the scientific community (higher education, research), industry stakeholders, civil society, general public, policy makers, media, investors and customers.

2.4. Communication and Dissemination Strategy

The BRIGHT communication and dissemination strategy will determine how messages are communicated to target groups in order to achieve the strategic goals of the project. BRIGHT will adapt its communication and dissemination strategy to each target group to smaximise its impact through appropriate actions. As shown in Figure 1, the communication and dissemination activities of BRIGHT are scategorised based on the position of the target audience with respect to the time-to-market of the results.

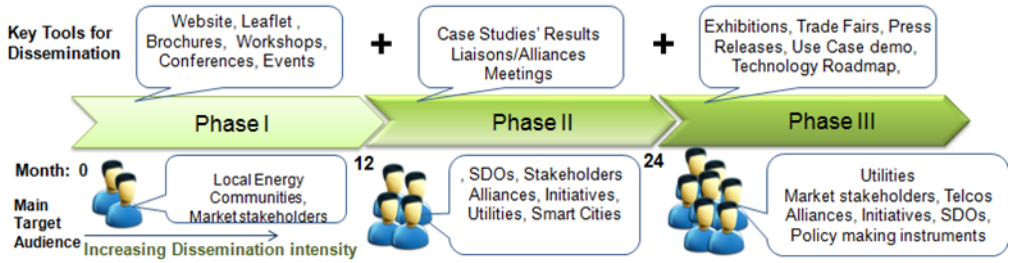

Figure 1 BRIGHT communication strategy. Intensity increases at each phase

In summary, the key characteristics of BRIGHT communication and dissemination plan are described in Table 2. All the measures proposed are grouped in six categories according to the specific target audience.

Target Audience	Measure	Goal
DSOs, Utilities, Energy Retailers, Sellers, Traders, ESCOs, LECs, Aggregators and Smart City Municipalities	Liaisons & Bilateral Contacts, Industry Events, RTD-driven Workshops, Multi-media communications channels including proof of concept videos, advisory board, exhibition stands, lively web site, social media.	Achieve a **consensus** on BRIGHT requirements and functionalities to be addressed by the current and future target audience.
Equipment Manufacturers, ICT & Services Solutions providers, ESCOs	Multi-media communications channels including videos, social media, sstandardisation contributions, open source code repositories with online guidance, invited talks in BRIGHT and smart grid events, exhibition stands, web site, contributions to industrial events and conferences.	Increase **awareness** and feedback on opportunities regarding the joint solution offerings sutilising BRIGHT technology.

Energy, Smart City, Mobility, Health, AAL, Personal Safety & Security Service Providers	Multi-media communications channels including videos and social media, open source code repositories with online guidance, invitation to proof of concept demonstrators, invited talks in BRIGHT events, exhibition stands, web site, contributions to industrial events and conferences.	Increase **awareness** and feedback on opportunities regarding the cross-value chain solution offerings.
Scientific and industrial research, SDOs	Web site and research-oriented social media. Scientific **conferences** and **journals**, mainly high impact, and open access. sAnonymised data publication in popular open platforms (i.e. OpenAIRE, Zenodo). Special sessions in events and special issues in journals.	Increase **awareness** and **feedback** towards the research gaps on DTs for end consumers and for sdecentralised aggregation mechanisms and scalable technologies.
Governmental bodies and policy makers	Liaisons & Bilateral Contacts, Industry Events, RTD-driven Workshops, videos, websites, invitation to proof of concept BRIGHT demonstrators, invited talks in BRIGHT events.	Increase **awareness** and **feedback** on technology adoption opportunities at regional/national/EU level.
Consumers & Associations of Consumers	Liaisons & Bilateral Contacts, Focused Awareness raising workshops channeled by APC partner through BEUC, the EU Association of Consumers, invitation to proof of concept BRIGHT demonstrators, invited talks in BRIGHT events.	Increase **awareness** and **feedback** on end user engagement motivation levers, spreading BRIGHT concept to increase the number of engaged consumers.

Table 2 BRIGHT dissemination plan

2.4.1. Dissemination channels and activities

The specific messages for the target groups will be developed and linked with suitable channels of communication. In order to disseminate the project outcomes and impact, the BRIGHT members will use online and offline communication channels, such as:

- The project website;
- The social media accounts (LinkedIn and Twitter);
- Industrial and trade events and exhibitions, online events, webinars;
- Trade newspapers and magazines;
- Scientific international peer-reviewed conferences;
- Workshops;
- Highly ranked international scientific journals and magazines;
- Special issues in scientific journals;
- BEUC initiatives (website, meetings, workshops);
- SDOs.

2.4.1.1. The project website and social media accounts (LinkedIn and Twitter)

The project website and the social media pages will contribute to creating awareness about the BRIGHT project and its objectives. Also, the BRIGHT website and the social media pages will be regularly updated with news, short video clips and other relevant information about the project activities and will engage the web community as multipliers of the knowledge.

In addition, the public deliverables of BRIGHT project will be uploaded in a specific section on the website. Each of these represents an opportunity for external dissemination. The public deliverables are listed in Table 3.

#	Deliverable name	WP	Leader	Type	Diss.	Month	Date

D8.1	Project Website	8	ASM	DEC	PU	3	Jan-31-2021
D1.2	Data Management Plan – first version	1	ENG	R	PU	6	Apr-30-2021
D2.1	User group needs, req. & advanced DR engagement scenarios	2	SONCE	R	PU	6	Apr-30-2021
D3.1	Overview of barriers & drivers for consumer engagement in DR	3	TNO	R	PU	6	Apr-30-2021
D8.2	Dissemination and Communication Plan	8	APC	R	PU	6	Apr-30-2021
D2.2	Privacy, Ethics and Legal Requirements	2	CEL	R	PU	9	Jul-31-2021
D2.3	DR technologies and tools specification	2	ENG	R	PU	12	Oct-31-2021
D2.4	Cross-domain Data & Service Interoperability – first version	2	COM	R	PU	12	Oct-31-2021
D4.1	Data Collection – first version	4	COM	Other	PU	12	Oct-31-2021
D9.1	Report on collaboration with other projects – first version	9	ENG	R	PU	12	Oct-31-2021
D4.2	Big data fine-grained distributed energy forecasting tool – first version	4	TUC	Other	PU	13	Nov-30-2021
D6.1	DLT/Smart contr. Data Gov. for digital fingerprinting of ener. data – first version	6	ENG	Other	PU	14	Dec-31-2021
D4.3	Flexible assets DT models – first version	4	TNO	Other	PU	15	Jan-31-2022
D4.4	DTs' model for costumer's categorization – first version	4	IMEC	Other	PU	15	Jan-31-2022
D4.5	Electrical and thermal communities' DTs' models – first version	4	IMEC	Other	PU	15	Jan-31-2022
D1.4	Data Management Plan - second version	1	ENG	R	PU	18	Apr-30-2022
D3.2	CODEC model adapted to estimate the uptake of DR prod. and serv.	3	TNO	R	PU	18	Apr-30-2022
D6.2	P2P flexibility provisioning tool – first version	6	ENG	Other	PU	18	Apr-30-2022
D6.3	Blockchain based management platform for DR programs – first version	6	TUC	Other	PU	18	Apr-30-2022
D7.1	Trial scenario Definitions and Evaluation Methodology	7	TUC	R	PU	18	Apr-30-2022
D8.3	BRIGHT new business models– first version	8	ENG	R	PU	18	Apr-30-2022
D8.4	BRIGHT market analysis – first version	8	SONCE	R	PU	18	Apr-30-2022
D8.5	BRIGHT exploitation planning – first version	8	SONCE	R	PU	18	Apr-30-2022
D8.6	Report on dissemination – first version	8	APC	R	PU	18	Apr-30-2022
D8.7	Standardization activities – first version	8	TNO	R	PU	18	Apr-30-2022
D2.5	Cross-domain Data & Service Interoperability – final version	2	COM	R	PU	19	May-31-2022
D7.2	BRIGHT in lab validation report	7	TNO	R	PU	20	Jun-30-2022
D2.6	Report on analysis on obstacles to innovation	2	ASM	R	PU	24	Oct-31-2022
D3.3	Assess. and eval. of citizen eng. strategies & Social accept. – first version	3	CEL	R	PU	24	Oct-31-2022
D6.4	DLT/Smart contr. Data Gov. for digital fingerprinting of ener. data – final version	6	ENG	Other	PU	24	Oct-31-2022
D6.5	Edge interoperable gateway for home automation	6	DOMX	Other	PU	24	Oct-31-2022
D9.2	Report on collaboration with other projects – second version	9	ENG	R	PU	24	Oct-31-2022
D4.6	Big data fine-grained distributed energy forecasting tool – final version	4	TUC	Other	PU	28	Feb-28-2023
D2.7	New multi-value services for DR engagement	2	CEN	R	PU	30	Apr-30-2023
D4.7	Data Collection – final version	4	COM	Other	PU	30	Apr-30-2023

D4.8	Flexible assets DT models – final version	4	TNO	Other	PU	30	Apr-30-2023
D4.9	DTs' model for costumer's categorization – final version	4	IMEC	Other	PU	30	Apr-30-2023
D4.10	Electrical and thermal communities' DTs' models – final version	4	IMEC	Other	PU	30	Apr-30-2023
D5.5	Services for energy driven smart homes	5	COM	Other	PU	30	Apr-30-2023
D5.6	Heuristics for cross sector services optimal combination	5	TUC	Other	PU	30	Apr-30-2023
D6.6	P2P flexibility provisioning tool – final version	6	ENG	Other	PU	30	Apr-30-2023
D6.7	Blockchain based management platform for DR programs – final version	6	TUC	Other	PU	30	Apr-30-2023
D6.8	Smart contracts for coalition of customers in communities	6	TUC	Other	PU	30	Apr-30-2023
D6.9	DLT and Smart Contr. for stokenised heterog. asset trading	6	ENG	Other	PU	30	Apr-30-2023
D7.3	Belgium pilot: Local Energy Cooperative multi-market centralized aggregation - 1st trials	7	DuCoop	DEM	PU	30	Apr-30-2023
D7.4	Slovenian pilot: Demand-response aggregation and non-energy services in decentralized virtual community of smart home users - 1st trials	7	SONCE	DEM	PU	30	Apr-30-2023
D7.5	Italian pilot: Aggregation for optimal Flexibility Management - 1st trials	7	ASM	DEM	PU	30	Apr-30-2023
D7.6	Greece pilot: Virtual Community Centralized Aggregation and energy management services - 1st trials	7	WVT	DEM	PU	30	Apr-30-2023
D1.6	Data Management Plan – final version	1	ENG	R	PU	36	Oct-31-2023
D1.7	Report on data protection, privacy & ethical impact	1	CEL	R	PU	36	Oct-31-2023
D3.4	Assess. and eval. of citizen eng. strategies & Social accept. – final version	3	CEL	R	PU	36	Oct-31-2023
D7.7	Belgium pilot: Local Energy Cooperative multi-market centralized aggregation – 2nd trials	7	DuCoop	DEM	PU	36	Oct-31-2023
D7.8	Slovenian pilot: Demand-response aggregation and non-energy services in decentralized virtual community of smart home users – 2nd trials	7	SONCE	DEM	PU	36	Oct-31-2023
D7.9	Italian pilot: Aggregation for optimal Flexibility Management - 2nd trials	7	ASM	DEM	PU	36	Oct-31-2023
D7.10	Greece pilot: Virtual Community Centralized Aggregation and energy management services - 2nd trials	7	WVT	DEM	PU	36	Oct-31-2023
D7.11	Project results evaluation and replication guidelines	7	TUC	R	PU	36	Oct-31-2023
D8.8	BRIGHT new business models– final version	8	ENG	R	PU	36	Oct-31-2023
D8.9	BRIGHT market analysis – final version	8	SONCE	R	PU	36	Oct-31-2023
D8.10	BRIGHT exploitation planning – final version	8	SONCE	R	PU	36	Oct-31-2023
D8.11	BRIGHT manifesto, recomm. to policy makers	8	SONCE	R	PU	36	Oct-31-2023
D8.12	Report on dissemination -final version	8	APC	R	PU	36	Oct-31-2023
D8.13	Standardization activities – final version	8	TNO	R	PU	36	Oct-31-2023
D9.3	Report on collaboration with other projects – final version	9	ENG	R	PU	36	Oct-31-2023

Table 3 List of public deliverables

2.4.1.2. Industrial and trade events, exhibitions, online events, webinars and publications

The BRIGHT project members will participate in major industrial and trade events to make presentations, distribute project dissemination materials and build potential partnerships with other exhibitors. Depending on the evolution of the COVID-19 pandemic, the BRIGHT project members will take part mainly in online events and webinars where they will pursue the same goals. Also, the BRIGHT project members will publish press releases and articles in sspecialised trade newspapers and magazines, such as ARGUS European Electricity, T&D World or Energy Central.

2.4.1.3. Scientific international peer-reviewed conferences and journals

The BRIGHT project members will publish articles in highly ranked international journals and conferences. The BRIGHT project members will attend workshops and events where they will discuss issues of interest for the project.

The project plans to address related scientific audience (audience both from the Smart City and the energy area) and strategic decision makers (such as stakeholders, EU energy ministers and general secretariats of investment, head of research departments, professors etc.) in related research facilities (both in industry and academia).

Table 4 presents a series of examples regarding the involvement of BRIGHT project members in dissemination activities at selected events, conferences, workshops and in highly ranked international journals and sspecialised magazines.

Type	Indicative Examples	Target KPIs
Exhibition stands in industry events	EU Sustainable Energy Week 2021/2023, EU Utility Week 2021/2023, Innogrid 2021/2023	>5
Publication in highly ranked international journals & magazines	**Energy**: IEEE Transactions on Smart Grid, IEEE Transactions on Power Systems, IEEE Transactions on Power Delivery, etc. **ICT/Cloud:** ACM Computer Communication Review, IEEE Transactions on Network and Service Management, Transactions on Communications, Computer Networks.	> 3
Contributions in international peer-reviewed conferences	**Energy:** IEEE Innovative Smart Grid Technologies, IEEE SmartGridComm, Industrial and Commercial Power System Technical Conference (I&CPS); **ICT/Cloud:** ACM GLOBECOM, SIGCOMM, CoNEXT and HotNets; IEEE NetSoft, INFOCOM, and ICC; IFIP/IEEE IM, NOMS and CNSM.	> 8
sOrganisation of special sessions	Elsevier Sustainable Energy, Grids and Networks (Open Access), Springer, Journal of Cloud Computing (Open Access)	>2

Table 4 Indicative examples of dissemination channels and activities

2.4.1.4. Workshops and special events

The BRIGHT project members will sorganise focused workshops and public relations events and will invite different community members and stakeholders to discuss issues of interest for the project. BRIGHT will particularly sprioritise joint dissemination events and initiatives and joint sstandardisation to smaximise the impact potential at program and project level. Depending on the evolution of the COVID-19 pandemic, these events will take place mainly online.

2.4.1.5. BEUC initiatives (website, meetings, workshops)

As a full member of BEUC (Bureau Européen des Unions de Consommateurs/The European Consumer Organisation) since November 2005, Pro Consumers Association (APC) is entitled to present and disseminate the results of its actions and activities to all other members. Thus, in order to increase BRIGHT awareness through the respective BEUC national representatives, APC will use the following channels: the annual and quarterly meetings of BEUC, the workshops sorganised by BEUC on subjects regarding the energy issues such as the energy market or the energy consumer rights and the Hub, a special Internet page dedicated to BEUC members. One of its sections, called Member News, allows consumer organisations from Europe to spread information related to their activities. Also, APC will use the bilateral contacts with other consumer organisations and/or associations from Europe in order to send information about BRIGHT project.

2.4.1.6. SDOs

BRIGHT will promote new work items in relevant SDOs from the very beginning and throughout all the project lifetime and thereby actively participate in work to standardise the interfaces, APIs, business models, consumers engagement methodology. Through the memberships of some BRIGHT partners, the project will contribute to relevant standardisation activities in the respective working groups dealing with data interoperability, home automation, prosumer flexibility, AI, blockchain, smart grid at the IT and energy domain.

2.4.2. Individual Dissemination Plan

The individual dissemination plan is an extremely important part of this deliverable since through the concrete actions carried out by the members of the Consortium it will be possible to promote the activity of the project. The whole BRIGHT Consortium is fully engaged in creating awareness, understanding and interest about the project, as shown in Table 5 below.

ENGINEERING Ingegneria Informatica S.p.A. (ENG) will put effort on project results dissemination according to a twofold strategy. Scientific results will be disseminated via journals and conferences publishing, following a consolidated process for scientific production. On other hand an internal dissemination action will be put in place towards internal business units. The latter has the goal to activate, enforce and consolidate the knowledge transfer between the R&D and production lines.
Technical University of Cluj-Napoca (TUC) will disseminate the research and technical outcomes of BRIGHT by publishing papers in conferences and journals related to project domain. In terms of teaching, specific presentations describing the project outcomes will be made for students during academic teaching activities and to university members.
Interuniversitair Micro-Electronica Centrum (IMEC) will disseminate the project results via different channels to reach audiences from academic, research, start-up and industrial communities. Research results will be disseminated via peer-reviewed publications on scientific conferences and in international journals, in the domain of smart grid technologies and systems. To reach industrial and start-up communities, the project results will be demonstrated on IMEC's Future Summits conferences a series.
ComSensus, Komunikacije In Senzorika, Doo SI (COM) will disseminate the scientific results related to data analytics and predictions through publications in internationally srecognised conferences and journals. Results related to the development of hardware and software solutions will be disseminated to commercial partners with complementary expertise and product lines.
Sonce Energija D.O.O. (SONCE) is committed to actively support the introduction of the most modern and cleanest technologies that enable best trade-off between user's comfort and service price. The results of BRIGHT in terms of developed technologies and especially experiences gained through pilot campaign will be disseminated to SONCE customers, interested stakeholders of the energy value chain, SunContract platform partners, and general public.
SUNCONTRACT Enallaktikon Morfon Energeias SunContract OÜ (SUN) will be involved in dissemination and awareness activities focusing on promoting the projects outcomes and their applicability to various formations of energy markets. This will be achieved through dissemination activities through its network of EU partners as well as through participations in various events and trade fairs, where it will seek partnership for the scommercialisation of technologies.
Iskraemeco, Merjenje In Upravljanjeenergije D.D. (ISKRA) will disseminate the results to the DLMS/COSEM sstandardisation group, involved with the specification of connectivity and data management solution for smart metering as well as the European Smart Metering Industry Group (ESMIG), which is committed to the development of new architectures and technologies enabling active energy management. The results will be showcased to customers and spublicised at relevant fairs and conferences.
Emotion SRL (EMOT) being a dynamic technology enterprise, will broadly use digital media as dissemination and communication channels in its effort to increase the project impact. It will use its business network and participation in major business events to further disseminate project activities and achievements and attract interest.
Nederlandse Organisatie Voor Toegepast Natuurwetenschappelijk Onderzoek (TNO) will leverage on their extensive network both on national and EU level to promote the results of the BRIGHT project and ensure not only increased awareness on the topic. TNO will collaborate with project's partners to present and publish the project's results in targeted conferences and journals. Besides TNO's communication and sstandardisation efforts will focus on engaging all related stakeholders such as municipalities and citizens. Incorporating co-design workshops in the

development activities promotes the establishment of robust, bi-directional communication channels with these stakeholders and thus ensuring their active participation throughout all stages of the development process. TNO will use resulted guidelines and best practices to improve the uptake of Citizen Energy Communities and Renewable Energy Communities as defined within the Clean Energy Package.
Centrica Business Solutions (CEN) is a worldwide energy supplier and energy services company with over 26 million residential customers. By acquiring the leading DR aggregator REstore in 2017, rebranded to Centrica Optimization, Centrica is one of the leading companies in DR. We will use our business network, events and customer base to support the dissemination of the project results.
ASM Terni S.p.A. (ASM) being a local Italian DSO, will disseminate BRIGHT activities and achievements in its broad network in Italy as well as in its EU network of DSOs.
Cyberethics Lab SRLS (CEL) is an Italian SME leveraging on the experience and knowledge of researchers working for it on the ethical and legal impact of technology development on individual fundamental rights. CEL will actively participate to the BRIGHT dissemination activity with publications on relevant international journals and conferences on ethics and protection of fundamental rights, as well as social acceptance of the DR programs and technology.
Idiotiki Kefalaiouchiki Etaireia (DOMX) will disseminate the scientific and technical outcomes of BRIGHT through publications to international conferences and academic journals related with Sensor and IoT technologies. Dissemination will be pursued in key IoT and Smart Grid events. Finally, DOMX will broadly use the company's digital media for public outreach and also build on local connections with Energy stakeholders (suppliers, technology providers, etc.) and local consumer communities (links with Municipalities) in Greece.
Asociaţia Pro Consumatori (APC) as non-profit sorganisation protecting the rights of the customers will broadly use digital media as dissemination and communication channels for public outreach and to get EU level reach it will leverage on the EU Consumer Organisation specific channels to which it belongs.
Watt And Volt Anonimi Etairia Ekmetalleysis (WVT) will disseminate the overall project progress through: press releases on traditional media and digital channels, by using the 140.000+ energy bills on end clients through the advertisements bill section, using the sorganisation social media accounts, sutilising the company's news website, using banners/ videos into the company's 39 Retail Stores network all over Greece.

Table 5 Individual dissemination plan

2.4.3. Communication timeline

The communication timeline includes three main stages, as shown in Table 6 below.

Stage	Objectives	Communication and dissemination channels and tools
Stage 1: M1-M12	Creating initial awareness among the target groups related to the project's scope and objectives.	Project Website Social Media Partners social media channels and websites Conferences & workshops (online and/or offline) Scientific conferences and workshops Journal & conference papers (scientific peer-reviewed publication/paper) Non-scientific and non-peer-reviewed publication (popularised publication) Dissemination in BEUC Leaflets Posters Videoclips Other
Stage 2: M13-M24	Creating more awareness among target groups regarding BRIGHT technologies and activities.	Project Website Social Media Partners social media channels and websites

		Industrial events, exhibitions, conferences & workshops (online and/or offline) Scientific conferences and workshops Journal & conference papers (scientific peer-reviewed publication/paper) Non-scientific and non-peer-reviewed publication (popularised publication) Liaisons/Alliances Dissemination in BEUC Leaflets Posters Press Releases Newsletters Videoclips Other
Stage 3: M25-M36	sMaximising target groups awareness regarding the BRIGHT solutions.	Project Website Social Media Partners social media channels and websites Industrial events, exhibitions, conferences & workshops (online and/or offline) Scientific conferences and workshops Journal & conference papers (scientific peer-reviewed publication/paper) Non-scientific and non-peer-reviewed publication (popularised publication) Liaisons/Alliances Dissemination in BEUC Case studies' results Leaflets Posters Press Releases Newsletters Videoclips Other

Table 6 Communication timeline

2.5. Project internal coordination

Any significant communication and dissemination activity has to be shared with the Consortium members at least two weeks before the event. The partner who leads the communication activity should include the following information in MS Teams, in the "Communication" folder:

- Description of the event/action;
- Draft material;
- Stakeholders/target groups involved.

Also, all scientific publications will be available as preliminary versions in the secure area of MS Teams, in the specific WP folder, and optionally the Consortium members can actively engage in forum discussions in order to enhance the quality and relevance of the publications. Following the general open strategy of BRIGHT, the open access publishing option will be pursued for scientific journals and conferences to smaximise the target audience and the impact of the relevant publications.

The BRIGHT Consortium will keep a track of all the dissemination and communication activities using a "Dissemination Tracker", which will be managed by the WP8, T8.4 Leader (APC). This file, which will be available in xlsx format in MS Teams, will be updated every month and will also include future communication and dissemination activities as planned by each partner. The "Dissemination Tracker" will contain at least the following fields, as shown in Table 7:

Consortium member	Name of the consortium member responsible and credited for the activity
Activity	Type of communication or dissemination activity
Title (optional)	Name of the communication or dissemination activity
Medium/Channel	Type of communication medium used and name of the channel used for C&D
Tool	Type of communication tool used and name of the tool used for C&D
Target group	Type of target group
Estimated reach	Estimated number of persons reached
Date/Period	The date/period when the activity was or will be carried out
Status	Status of the dissemination activity
Results	The main results obtained
Reach stats	Input for reporting purposes: images, number of attendees, number of views etc.
URL (optional)	URL to article or other activity

Table 7 Dissemination tracker

Each BRIGHT Consortium member will upload its "Dissemination Tracker" in MS Teams, in the "Communication" folder.

2.6. Key performance indicators

KPIs to measure the dissemination performance are summarised in Table 8 below. The WP8, T8.4 Leader (APC) is in charge of monitoring the progress of the dissemination activities against the KPI targets. The Consortium members are responsible for recording their dissemination actions and reporting them by means of the "Dissemination Tracker".

Methods	Description	KPI
Project web site	All relevant activities are accompanied with short reports announcements, photos, news and links to downloads (e.g. for the project public deliverables and white papers), etc. A special restricted access section will be available for consortium members (using collaborative support groupware tools). Beyond the reactive approach following activities, a proactive approach by an overall editorial plan, including the website as well as mailings, to set special articles or series like interviews and trial site promotion will help to keep up an interesting up-to-date content during the whole project life.	1 Frequently updated
Flyer/leaflet	Electronic and hard copies of the project flyer comprehending a general overview of the project, its challenges and expected impacts in different languages to reach large audiences including those where the BRIGHT demonstrators will be carried out. Each member of the Consortium is responsible for translating and printing the electronic version of the flyer/leaflet when a specific event asks for that.	4
Posters	A set of posters will be designed and printed to exhibit at partners' premises and used at events where the project takes presence. Each member of the Consortium is responsible for translating and printing the electronic version of the poster when a specific event asks for that.	>= 4
Trial videos	A set of videos will be orchestrated, describing the trials of BRIGHT, their scope and the BRIGHT technologies tested and evaluated.	>=4

Banner	An attractive large size banner and one stand-up presenting a general image of the project aiming to capture a first interest/attention.	1+1
Articles	Tailor-made articles and interviews for publications and other targeted media channels (e.g. EC newsletters, specialised national magazines etc.). Focus will be on energy efficiency methods and trial results.	>= 5
Newsletter	Periodic newsletters development, publication and distribution to all the participating partners, conference attendees, website visitors, etc. Information regarding the project activity will be transmitted by the members of the Consortium through their own newsletters.	>= 4, periodically
Press releases	Press releases will be issued to specialised and general media channels at key project milestones (kick-off, major achievements, etc.). A press/media kit will be developed containing detailed press releases, videos (e.g. of project demos), publishable images from the project, few short papers (devoted to some key theme/topic of the project).	>= 2
Workshops organisation	Organisation of project thematic workshop typically in the scope of larger international conference to promote wider discussion with stakeholders.	>= 3
Talks in workshops	Invited talks in workshops and international events of reference as to communicate the project experimentation platform and solutions.	On invite
Social media	Only strictly sauthorised discussions and exchanges with online communities.	>= 20
Innovation Events	Events in EU cities with strong start-up community so that the story is spread.	2
Open day trials	Open day trials, collocated with project meetings, with guided presentation of selected results.	3
Exhibition stands in industry events	For exemple: EU Sustainable Energy Week 2021/2023, EU Utility Week 2021/2023, Innogrid 2021/2023	>5
Publication in highly ranked international journals & magazines	For exemple: **Energy**: IEEE Transactions on Smart Grid, IEEE Transactions on Power Systems, IEEE Transactions on Power Delivery, etc. **ICT/Cloud:** ACM Computer Communication Review, IEEE Transactions on Network and Service Management, Transactions on Communications, Computer Networks.	> 3
Contributions in international peer-reviewed conferences	For exemple: **Energy:** IEEE Innovative Smart Grid Technologies, IEEE SmartGridComm, Industrial and Commercial Power System Technical Conference (I&CPS); **ICT/Cloud:** ACM GLOBECOM, SIGCOMM, CoNEXT and HotNets; IEEE NetSoft, INFOCOM, and ICC; IFIP/IEEE IM, NOMS and CNSM.	> 8
sOrganisation of special sessions	For exemple: Elsevier Sustainable Energy, Grids and Networks (Open Access), Springer, Journal of Cloud Computing (Open Access)	>2
Final event	Summary of project results and kick off for subsequent projects/activities	1

Table 8 Key performance indicators

2.7. Dissemination Guidelines & Toolkit

2.7.1. Visual identity

The BRIGHT logo (Figure 2) was created at the beginning of the project and it is an important graphic element used on all the materials and communications issued by the members of the project. The BRIGHT logo ensures a common visual identity to all of the work arising from the project.

The logo was designed starting from the name of the project; it includes two main symbolisms: i) the green human, at the center of the word due to its role in the green energy transition and ii) the concentric circles around the human, highlighting the central role played by the consumers/energy communities.

Figure 2 The BRIGHT Logo

The logo was released in png, pdf and eps formats and it is uploaded in the project repository. The BRIGHT project logo should be included in all dissemination materials, including the website, social media accounts, brochures, flyers, presentations, roll-up, posters, both printed and online etc.
According to European Commission guidelines all dissemination materials issued by the BRIGHT Consortium have to include the EU emblem and acknowledgement, as shown in Figure 3.

The BRIGHT project is co-founded by the EU's Horizon 2020 innovation programme under grant agreement No 957816

Figure 3 EU emblem and acknowledgement

2.7.2. Dissemination toolkit

A dissemination toolkit has been developed in order to support the dissemination and communication activities. It consists of the following:

- The project website https://www.brightproject.eu/;
- The social media accounts on LinkedIn and Twitter;
- The project leaflet;
- The project poster;
- The project banner.

2.7.2.1. The project website

The project website (Figure 4) plays an important role in the dissemination and communication activities. The website is described in the deliverable D8.1 Project Website.
The website will be used to publish news and information related to the BRIGHT project progress, thus exploiting its dissemination potential. Within the "News" section on the website, partners can publish articles about intermediate results, participation in events, conferences etc.

Figure 4 The BRIGHT website

2.7.2.2. LinkedIn

The BRIGHT LinkedIn page (Figure 5) will be updated with notable achievements and news regarding the progress of the project. The page will be widely promoted in order to attract a considerable number of followers.

The hashtags used to identify the digital content related to the specific topics of the BRIGHT project are: #h2020bright, #brighttheeuproject, #futureofenergy, #renewableresource, #euproject.

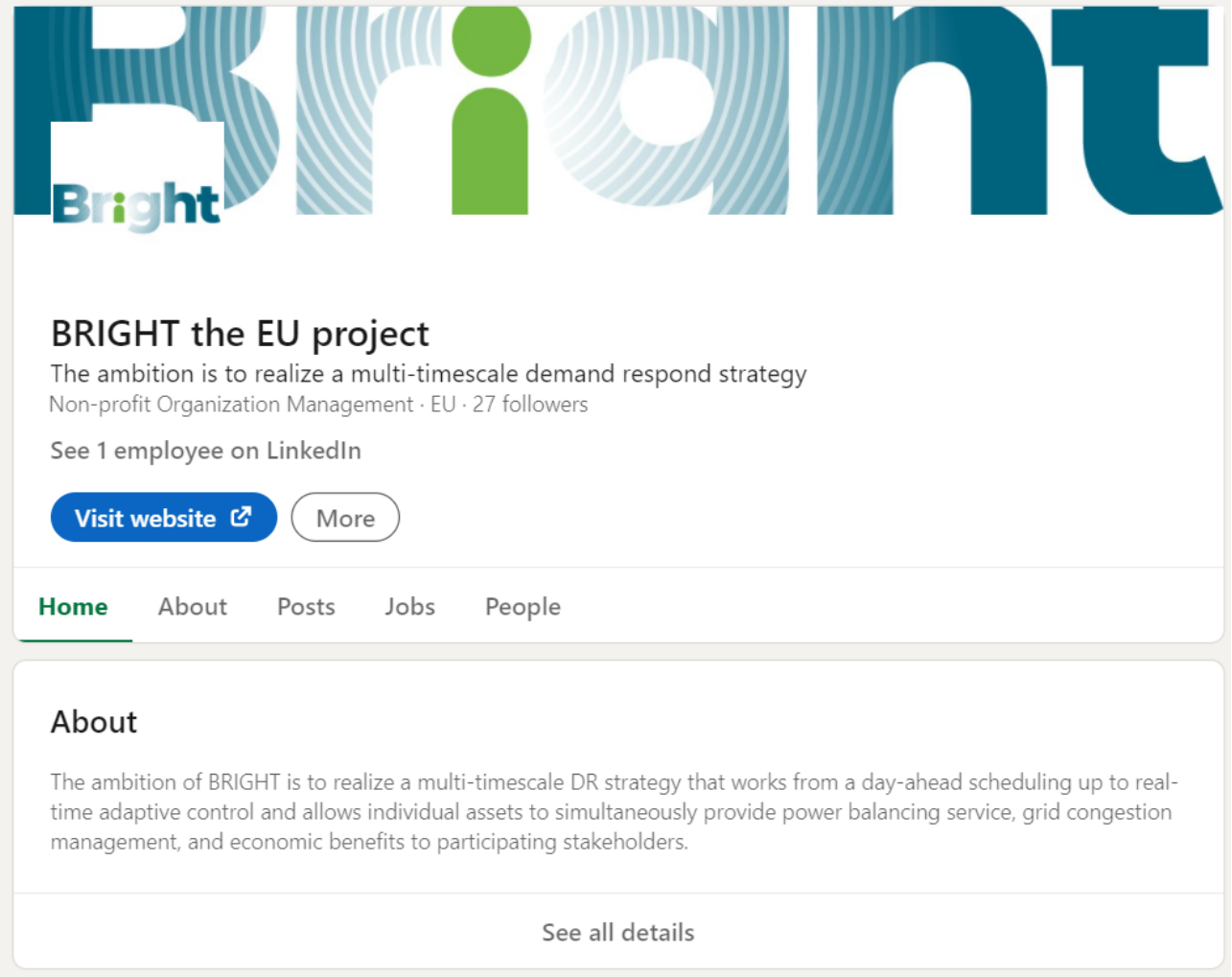

Figure 5 The BRIGHT LinkedIn page

2.7.2.3. Twitter

The BRIGHT Twitter page (Figure 6) will notify its followers about the project progress. The project connected hashtags on Twitter are: @EuBright2020, #brighttheeuproject, #h2020bright, #futureofenergy, #renewableresource, #euproject.

Figure 6 The BRIGHT Twitter page

2.7.2.4. The project leaflet

A project leaflet (Annex 1), containing the most important information about the project, will be used or distributed at conferences, workshops, events, etc. The leaflet will present a general overview of the project, relevant aspects regarding the aims, objectives, key activities, challenges, expected impacts and the strategic relevance of the project. Electronic and hard copies of the project leaflet, translated in different languages, will be distributed to reach large audiences, including those where the BRIGHT demonstrators will be carried out.

2.7.2.5. The project poster

A set of posters (Annex 2) will be exhibited at partners' premises and used at conferences, workshops, events, etc. where the project takes presence. The posters are meant to capture the audience attention with a short message.

2.7.2.6. The project banner

An attractive large size banner and one stand-up (Annex 3), presenting a general image of the project, will be used at conferences, workshops, events, etc. in order to capture a first interest/attention of the audience.

3. Exploitation Plan

3.1. Exploitation Strategy

3.1.1. Value Proposition

The benefits and market exploitation potential of BRIGHT technology are significant. BRIGHT will design and validate how the appropriate framework of innovative multi-layered sharing economy business models will stimulate and increase the direct energy consumer participation to the DR with a view to soptimise and trade off the local versus the system-level welfare.

One of the BRIGHT goals is to achieve the widest possible development and validation of technologies and methodologies in order to enable the exploitation of the project outcomes. BRIGHT aims to exploit the results in three directions:

- Offer a stack of enabling technologies including AI-based data-driven energy and non-energy analytics services, an edge interoperable monitoring and home automated control stack and DLT/Blockchain/smart contracts enabler supporting sdecentralised VPPs which will increase visibility, advertise the solution and make BRIGHT brand recognisable.
- Merit the benefits by sutilising BRIGHT in consortium partners' own premises (Aggregators, DSOs, retailers, local energy cooperatives).
- Provide consultancy and commercial services, under innovative business models oriented to sdecentralised energy systems.

According to the project's Grant Agreement a preliminary identification of the main exploitable outcomes has been carried out, as shown in Table 9.

Key Exploitable Result	Type of Result	Owner(s)	Means of Exploitation
Edge Metering Infrastructure	Software	COM	Direct Sale (Licensing)/Service-based (OPEX-based).
Interoperable Automated Home Control	Software	TNO, DOMX	Licensing
P2P DLT/blockchain multi-application adaptable platform	Software	ENG, TUC	Open source licensing/Research contracts
DLT/blockchain tool for P2P Data/Information Sharing	Application	ENG	Open Source/research Contracts
DLT/blockchain tool for decentralized VPPs flexibility trading	Application	ENG	Open Source/research Contracts
DLT/blockchain/smart contracts tool for multi-domain P2P stokenised asset trading	Application	ENG, TUC	Open Source/research Contracts
Big data energy generation/demand forecasting and loads segmentation	Software	TUC	Part of joint exploitation plans for commercial purposes
Individual and Community Consumers DTs	Tool	IMEC	Licensing
Flexibility sValorisation Algorithms	Software	CEN	Licensing
Social Incentive Design Framework and Methodology	Methodology	TNO	Licensing

Table 9 Key Exploitable Results

3.1.2. BRIGHT Offering

The BRIGHT offering will consist of both tangible and intangible results. The tangible results will be determined from the services and tools provided by the project and will be presented in depth once developed. The intangible results of the BRIGHT project will be mostly based on the knowledge and experience gained during the course of the project.

3.1.3. Market analysis

A detailed market analysis of BRIGHT will be introduced in deliverable *D8.4 BRIGHT market analysis – first version* and reported in detail in deliverable *D8.9 BRIGHT market analysis – final version*.
Task T8.2 Continuous Market Analysis, included in WP8, aims to monitor the global development of DR services, energy communities, VPPs, microgrids, local energy/ flexibility markets and multi-energy hubs and to analyse the existing solutions to understand how BRIGHT tools can interface and interoperate with them.

3.1.4. Sustainability plan

The exploitation plan will be presented in detail in the following two deliverables:

- *D8.5 BRIGHT exploitation planning – first version;*
- *D8.10 BRIGHT exploitation planning – final version.*

The sustainability plan for the BRIGHT project will be defined in deliverables D8.5 and D8.10 in order to provide a good openness and a sustainable approach for the exploitation of results. According to the Grant Agreement, the exploitation part will be first presented in the deliverable *D8.5 BRIGHT exploitation planning – first version*, which will be completed in the 18th month of the project. This document will clearly describe the envisioned exploitation plan. The exploitation plan will be will be completed by the deliverable *D8.10 BRIGHT exploitation planning – final version*, which will be finished in the 36th month of the project.

3.2. Partner specific exploitation plans

The partners of BRIGHT see great potential in the exploitation of project outcomes towards existing and newly identified customers and market segments. Therefore, they will use the project outcomes to their existing clientele to expand their business activities, as shown in Table 10 below.

ENG main exploitation strategy will be tailored towards both utilities and and/or Municipalities. The main ENG exploitation stream will be to include and to integrate a large extent the BRIGHT service and technology enablers in order to enlarge its own commercial offer towards the above stakeholders, which could be interested to integrate BRIGHT value-added services and application. In addition, BRIGHT expects to increase its IT product portfolio for the utility's management.
TUC will exploitation strategy is focused on technological transfer and academic activities. We aim to the education and capabilities of students in relation with smart energy grid and blockchain technologies. In terms of technological transfer of research into the economy, TUC expects to be involved in the future with consultancy activities to energy domain contributing to the adoption and advent of DR programs in Romania.
IMEC's exploitation strategy is focused on the demonstration of innovative solutions that match with industrial needs to obtain international recognition and attracting international follow-up projects and research collaborations with diverse industrial partners and research institutes. Exploitation will be srealised via the training of highly qualified researchers in PhD programmes and the demonstration of innovative concepts in Master courses.
COM aims at commercial exploitation of the BRIGHT results in the sense of bringing to market data analytics modules for the energy segment as well as establishing a marketplace of smart meter apps that end users or infrastructure operators can arbitrary deploy on their devices for the purposes of autonomous sdecentralised control.
SONCE will directly use the results of BRIGHT to enable autonomous energy management at end customer and thereby allow them to participate in P2P flexibility markets. Additionally, the introduced prototypes of the gateway with edge processing capability, smart meters and data analytic tools will allow it to gain better real-time insight into consumer profile and flexibility potential.

SUNCONTRACT finds great potential in exploiting the BRIGHT outcomes in future releases of its P2P trading platform. BRIGHT represents an opportunity to combine in the platform various markets for energy and ancillary services that may be composed of fully svirtualised or geographically bounded customers. Additionally, BRIGHT enables the platform to exploit synergies among different energy vectors and increase overall energy efficiency.
ISKRA aims at direct exploitation of BRIGHT results and findings in its next generation smart meters, whose role in the smart grid will evolve over the lifetime. This not only introduces significant added value, but also allows to bring grid control and energy market closer together as well as sincentivise end users to participate in different energy management schemes.
EMOT will exploit the project results through enlarging its corporate offering to incorporate future e-mobility aggregator solution provider value stream. EMOT will further exploit project outputs within its EV fleet management platform with a view to enlarge its role to act as load flexibility aggregator.
TNO will scapitalise on the BRIGHT results to continue supporting the development and implementation of government policies while consulting companies in their strategies to meet medium- and long-term climate and energy transition goals in a cost-effective way that creates green growth opportunities for the Dutch economy. Especially in terms of social innovation and stakeholder engagement BRIGHT will be the catalyst in bringing TNO technologies (specifically CODEC & ESSIM) which will further our knowledge and expertise on how to motivate people, keep them engaged and ensure collaboration between the key governmental and market players on one hand and citizens and consumers on the other.
CEN is one of the innovators in residential DR, including leading partnerships with e.g. Sonnen, a manufacturer of residential batteries and a residential commercial VPP for FFR in the UK. We have a clear interest in accelerating residential DR, bringing valuable, sustainable energy services to our 26 million residential customers. We clearly have the intention to leverage the outcomes of this project in our commercial strategy, strengthening the positioning of Centrica as residential home energy services solution provider.
ASM, faces already severe network stability problems to the town power grid due to the increasing share of intermittent generation from renewable energy and seeks to use the BRIGHT developments to reduce curtailment due to the active reverse power and match energy demand to availability. Solutions able to involve local energy consumers and prosumers will be exploited by ASM to create new business models and work opportunities.
CEL is an Italian SME composed by a multidisciplinary team that has formulated its own methodology on ethical, political and legal assessment. CEL will advance its methodology for assessing relevant projects in the future from the ethical standpoint. This will enrich CEL offering in the educational field and in the consultancy for its clients and will create new opportunities for enlarging market segments and customer targets for its consultancy services.
DOMX will focus on the commercial exploitation of the BRIGHT results to enlarge its own commercial offer towards the relevant stakeholders, such as energy suppliers and Municipalities. More specifically, DOMX aims to extend its service and product range from the gas vector to the electricity vector as well, by offering relevant solutions for managing the energy demand of electricity-based heating devices (heat pumps, etc.) and delivering flexibility management services to electricity suppliers as well.
APC will explorer the projects results and gained knowledge by involving in consultancy activities to better protect the right of energy customers and at the same time for the design of new DR programs in Romania.
WVT will exploit the project results during the progress by yearly exhibition participation in IoT and energy Market fairs that WVT is attending. Using the company's stakeholder's audience (energy professionals, energy suppliers' network, Greek Energy Market Regulators, DSOs, EU ETIP SNET) with scustomised newsletters, on the project lifecycle findings, presentations to IoT and sustainability conferences**,** pilot stakeholders and general audience presentations and demonstrations smaximising the projects impact.

Table 10 Partner specific exploitation plans

4. Conclusions

This report presents the Dissemination and Communication Plan for BRIGHT project and identifies, organises and establishes the channels and activities used in order to promote its objectives and results. This report defines all the steps that the BRIGHT project participants must follow to ensure a high level of visibility of the BRIGHT project outcomes and to transfer knowledge and results of the project to the target stakeholders. In other words, this document aims to be a reference for all the communication and dissemination activities of the project and a guide which the project partners must be compliant with.

The implementation of this plan will be monitored and reported in the following deliverables:

- for the dissemination and communication plan:
  - D8.6 Report on dissemination – first version;
  - D8.12 Report on dissemination – final version.
- for the exploitation plan:
  - D8.5 BRIGHT exploitation planning – first version;
  - D8.10 BRIGHT exploitation planning – final version.

References

BRIGHT project's Grant Agreement Number 957816.
Deliverable D8.1 Project Website. Francesca Santori. ASM Terni S.p.A

Annex 1. BRIGHT project leaflet

Annex 2. BRIGHT project poster

Annex 3. BRIGHT project banner