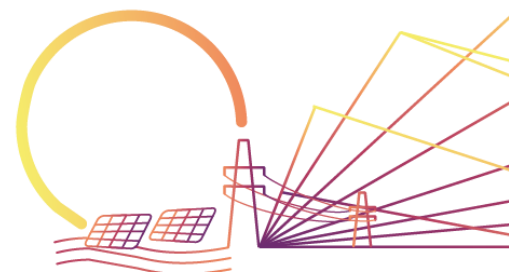




D9.2 Draft Dissemination and Communication Plan – Public version

T9.1 Dissemination & Communication plan

Grant Agreement n°:	953016
Call:	H2020-LC-SC3-2020-RES-IA-CSA / LC-SC3-RES-33-2020
Project title:	Smooth, REliable aNd Dispatchable Integration of PV in EU Grids
Project acronym:	SERENDI-PV
Type of Action:	Innovation Action
Granted by:	Innovation and Networks Executive Agency (INEA)
Project coordinator:	Fundación TECNALIA Research & Innovation
Project website address:	<i>www.serendi-pv.com</i>
Start date of the project:	October 2020
Duration:	48 months
Document Ref.:	SERENDI-PV_D9.2 Draft Dissemination and Communication Plan - Public Version.docx
Lead Beneficiary:	WIP
Doc. Dissemination Level:	PU - Public
Due Date for Deliverable:	30/03/2021 (M6)
Actual Submission date:	16/02/2022 (M17)
Version	V01



Summary

This document is the initial draft of the Dissemination and Communication Plan for the SERENDI-PV project. This version describes the dissemination and communication efforts that will be taken throughout the SERENDI-PV project, including the best practices, tools, and channels that will be exploited. It contains the general strategy and operations guidance that will govern the overall dissemination and communication activities of the project.

Document Information

Title	Draft Dissemination and Communication Plan
Lead Beneficiary	WIP
Contributors	TEC, all partners
Distribution	PU - Public
Report Name	SERENDI-PV_D9.2 Draft Dissemination and Communication Plan – Public Version

Document History

Date	Version	Prepared by	Organisation	Approved by	Notes
09/02/2022	V1.0	David van der Zande	WIP Renewable Energies		Public version

Acknowledgements

The work described in this publication has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 953016.

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1 EXECUTIVE SUMMARY

1.1 Description of the deliverable content and purpose

This document describes the dissemination and communication strategies and tools that will be implemented mainly until a new plan will be released. It also describes the target groups and the communication tools addressed, outlining the key planned actions and events. It contains the main strategic and operative guide governing the overall project dissemination and communication activities. These guidelines help to ensure that relevant information is shared with appropriate audiences on a timely basis by the most effective means.

The plan will be reviewed and further updated during the length of the project.

1.2 Reference material

The main documents used for the elaboration of this deliverable are:

- Grant Agreement (GA) Number 953016 — SERENDI-PV

1.3 Relation with other activities in the project

Table 1.1 depicts the main links of this deliverable to other activities (work packages, tasks, deliverables, etc.) within SERENDI-PV project. The table should be considered along with the current document for further understanding of the deliverable contents and purpose.

Table 1.1: Relation between current deliverable and other activities in the project

Project activity	Relation with current deliverable
D9.1/T9.1	D9.1: Definition of the visual identity of the project and elaboration of project templates (word & ppt) (M2)
D9.5/T9.2	D9.5 & T9.2 Project website (M6) describes the main functionalities and design choices for the website www.serendi-pv.eu / www.serendipv.eu . D9.2 describes how the website will be used to effectively communicate about the project to the project stakeholders and wider audiences.

1.4 Abbreviation list

Table 1.2: Abbreviation list

Abbreviation	Meaning
CA	Consortium Agreement
D&C	Dissemination and Communication
DSO	Distribution System Operators
EC	European Commission
ESCO	Energy Service Company
GA	Grant Agreement
ICT	Information & Communications Technology
PTC	Project Technical Committee
TSO	Transmission System Operators
WP	Work Package

2 DISSEMINATION AND COMMUNICATION STRATEGY

The main purpose of the SERENDI-PV Plan for Dissemination and Communication is to ensure that those who can contribute to the development, evaluation, uptake and exploitation of the SERENDI-PV project outcomes can be identified and encouraged to interact with the Consortium on a regular and systematic basis. For this purpose, the Plan for Dissemination and Communication will ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences.

Dissemination activities address raising awareness and getting the necessary feedback, as well as building understanding and facilitating adoption of project results by the different stakeholder groups who can directly benefit from the project. Communication activities complement the SERENDI-PV dissemination activities towards increasing the outreach of the project's results and enhancing its visibility to stakeholders out of the core target groups who can directly benefit from the project and permitting a two-way exchange.

It is important to maximise the impact on stakeholders outside the project Consortium in order to ensure that:

- The project is focused on the innovation needs of the sector;
- The knowledge gained is made available to all interested parties; and
- The project outputs can be adequately exploited.

The main elements of SERENDI-PV dissemination and communication strategy are summarised in the following figure and are later described in the document. The Plan for Dissemination and Communication defines the optimal and relevant interactions among these elements.



Figure 2.1: Elements of SERENDI-PV dissemination & communication strategy

The dissemination and communication plan seeks to define:

- a) the objectives or goals (why);
- b) the content (what): list of the main messages (communication) and project outcomes (dissemination);
- c) audience (to whom) identification/classification of the target audience;
- d) the methods used (how);
- e) who will implement it (contributors); and
- f) the schedule and the complementarity of the activities (when).

SERENDI-PV D&C plan comprises these six elements (or steps) of the D&C strategy.

This plan focusses on both the dissemination and the communication strategy, it is worth to clearly differentiate them:

- **Dissemination** focuses on transfer knowledge & results with the aim to enable others to use and take up results. SERENDI-PV dissemination strategy is targeted to the project stakeholders which involves different actors in the Solar PV and network/grid arenas, as well as policy makers and research institutes.
- **Communication** is aimed at reaching out to society and show the impact and benefits by promoting the project and its results to multiple audiences beyond the project stakeholders.

There is a clear difference between Communication and Dissemination in terms of objectives, audience, tools & channels and timing (or stage) of the project when it is more relevant. The following picture summarizes the differences and shows the evolution of the D&C strategy along the time moving from merely communication activities at the beginning of the project up to the dissemination activities by the middle-end of the project, preparing the exploitation stage at the end of the project.

What is the difference?

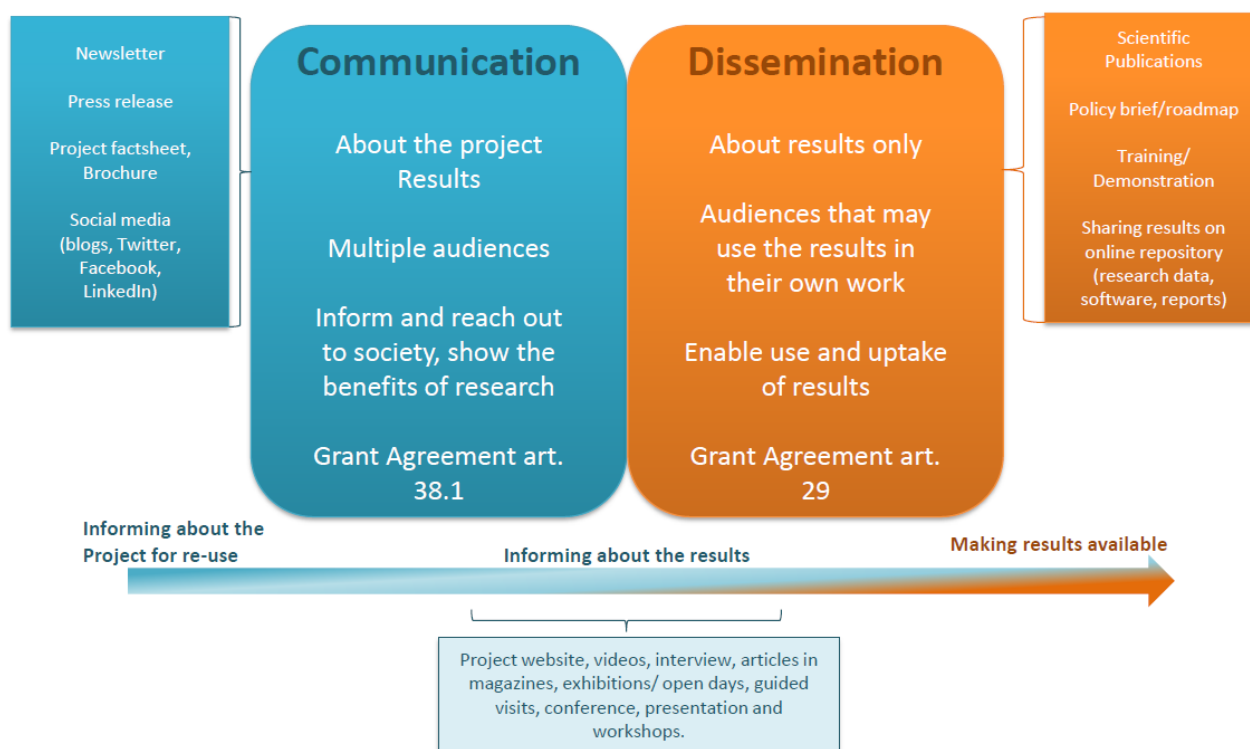


Figure 2.2: Difference between dissemination & communication

Therefore, the D&C strategy must evolve with the project lifetime, and each of the D&C plans will focus on different time stages, having each of the three D&C plans specific objectives:

- **Stage 1: Promoting a deeper understanding** of new knowledge and results for a number of audiences who can benefit from what SERENDI-PV project can offer.
- **Stage 2: Engaging with target groups** to encourage their willingness to make use of project results.
- **Stage 3: Influencing decision-making** within organisations regarding the uptake of SERENDI-PV outputs and supporting the implementation of the Exploitation Plan.

The present D&C plan will address the first stage.

3 STEP 1: WHY – Objectives of dissemination and communication activities

The objectives of the dissemination and communication activities are the following:

- To Identify target groups, communication tools and distribution channels to use for the project;
- To create immediate recognition of the project by using graphically coherent and consistent communications;
- To interact with a wide, but relevant audience through online sources, media, promotional materials and events;
- To promote and disseminate the technologies and solutions developed within the SERENDI-PV project;
- To define collaboration strategies with other H2020 and Horizon Europe projects working on similar themes to reach a wider audience and maximize outreach and effect.

These objectives will be achieved using various online dissemination tools, like the SERENDI-PV website, articles, press releases and newsletter which will be made easily accessible to a variety of stakeholder groups. Social media will also play a key role in facilitating the exchange of information with wider audiences and will be used to for the distribution and promotion of project news and D&C materials.

4 STEP2: WHAT: The list of the project's main messages and outcomes.

As mentioned within section 2 *Dissemination & Communication Strategy*, the first period of dissemination and communication activities will be focused on promoting a deeper understanding of new knowledge and results for a number of audiences who can benefit from what SERENDI-PV project can offer. In order to each achieve these measures, the SERENDI-PV project must first provide and further explain the essential themes and goals within the project as well as the overall Solar PV and grid arenas. These themes will be more specifically delivered as the project's "main messages" which are listed below in three different categories: **scope**, **concepts** and **objectives**. While some outcomes will already be produced during the first 18 months of the project lifetime, the second and third stages will be more focused on highlighting and disseminating the project's results and outcomes.

These messages below will be expanded upon in dissemination and communication materials.

Project's main messages:

- Scope messages:
 - SERENDI-PV will develop innovative technical solutions on PV systems to improve the lifetime, reliability and profitability (including uncertainties) of PV generation
 - SERENDI-PV will develop innovations to improve the integration, contribution and high penetration of PV energy in European grids with improved stability.
- Concept messages:
 - Advanced solutions for the specificities of new PV applications: floating PV, bifacial, building integrated PV
 - Specific solutions for detection of special issues: soiling (focusing on rear soiling), snow and degradation
 - Better technical risk management for PV system key components
 - Solutions for high-penetration levels of PV in the smart grid
 - Solutions for PV in the digitalisation era
- Objective messages:
 - Increase reliability and performance of PV systems and components
 - Decreased LCOE (levelized cost of energy/electricity) from PV generation through Maintenance costs reduction
 - Higher profitability from PV generation into the grids
 - Grid stability at high PV penetration levels
 - Lower barriers to enhance the development of the PV sector in Europe

Delivering these messages in a straightforward, informative and easy fashion will be key for stakeholders of various backgrounds to fully understand the project. While at surface level some of these messages appear to overlap, due to the complexity of the SERENDI-PV project, repetition of messaging will be a strategy rather than a fault. As non-experts could use refreshing or additional context based on the activity or focus.

5 STEP3 – WHOM Identification and classification of target stakeholders to be addressed.

At the start of the project, there was an important work of creating awareness as a way of mobilising and involving stakeholders' participation from the very beginning of the project. A significant time was/will be spent on identifying, grouping, contacting (electronic, direct) and interacting with key stakeholders.

The initial stakeholder/key target groups have been identified as primary target audiences for the SERENDIPV project:

- Photovoltaic industry related actors: project designers, renewable energy producers, PV system operators and manufacturers, ESCOs (energy service companies) etc.
- Network/Grid related actors: renewable energy asset managers, energy aggregators, TSOs (Transmission System Operators) and DSOs (Distribution System Operators), ICT (Information & Communications Technology) companies, and other related market actors
- Decision makers: Policy makers, regulators, city planners, federal, regional, and local governments
- Financing institutions, investors, crowdfunding organizations/platforms
- Related energy platforms and associations
- Academic & scientific communities
- Consumers/prosumers and General Public

6 STEP4 – HOW: The dissemination and communication methods and their specific associated activities

The main dissemination and communication activities, methods and channels are listed below, during the first 18 months of the project timeline. This base understanding will be used as a platform for subsequent stage 2 and 3 activities such as the project video and booklet.

6.1 Promoting the project`s visual identity

6.1.1 Project Logo

The SERENDI-PV project logo uses the project name **SERENDI-PV** (which is an abbreviate of the project title *Smooth, REliable aNd Dispatchable Integration of PV in EU Grids*) as the text of the logo.



Figure 6.1: SERENDI-PV project logo

6.1.2 Project Templates

Templates for MS-Word (*.doc) and MS-PowerPoint (*.ppt) templates that should be used for all project reports, publications and presentations have been produced.

6.2 Project Website

The project website will be set-up at the beginning of the project (M6).

The website will be managed by WIP, and the registered domains are www.serendi-pv.eu & www.serendipv.eu with both URLs leading to the same website. This was determined as a practical solution, since the technical project name is "SERENDI-PV", but various dissemination and communication activities will refer to the project as "SERENDIPV".

A reserved area (SharePoint) for the consortium, with a shared working space to exchange documents, pictures, calendars, contacts, was set up by TECNALIA.

As a preliminary structure, the SERENDI-PV website will include the following features and sections:

- General information with a project institutional description, a brief presentation of the project consortium, contacts.
- A dedicated page for the demo cases, including description, pictures and insights.
- The News & Events section will contain news from the project and relevant events for the project
- The Media corner will contain press releases, success stories, the call to action to subscribe to the Newsletter, project poster, catalogue, promotional videos and so on
- The outcomes will contain the public deliverables and other editions (papers, magazine articles) already published. It will be considered a series of blog posts

- It will be available from every device (smartphone, tablet, desktop).

The website will be maintained for at least five years after the end of the project. This will increase the impact of the project, making the results widely available and remaining a hub for knowledge exchange between interested stakeholders across Europe.

6.3 Promotional materials

6.3.1 Leaflet and Booklet

WIP, with the collaboration of all the partners but mainly of the Project Technical Committee (PTC), will produce a project leaflet and a booklet at two different stages of SERENDI-PV:

- the project leaflet at the beginning of the project (M6) for informing relevant stakeholder communities about the start of the project and providing them with general information, such as its main objectives, expected impacts and the benefits.
- the project booklet will be released towards the end of the project (M40) and will contain an outline of the project achievements to date. The booklet will answer identified main concerns regarding PV and grid integration from the core target stakeholder groups, in a clear manner.

Both the leaflet and booklet will be elaborated with input from all partners.

6.3.2 Newsletters

A periodic Newsletter will be produced by WIP with inputs and support of all SERENDI-PV partners. Newsletters will provide information on project progress and results as well as links to public deliverables, articles, news and events. Subscription to the newsletter will be possible from the website.

They will be made available on the project website, in order to improve visibility of the project via electronic means and sent-out to consortium members and their networks, industry, policy makers at European, national and regional level.

6.3.3 Press releases

When relevant, press releases will be produced and distributed during the 48 months of project duration to draw attention to the project or to communicate significant achievements. Press releases may be issued either by WIP or by any partner in the consortium. They will be distributed to the most effective channels, published on the project website and multipliers.

Press release host consideration list includes (but not limited to) the following magazines and websites:

- New Energy
- Energy Innovation Europe
- PV Magazine
- Solar Media
- Photon
- PV in Progress
- GreenTechMedia
- Solar Magazine (Upload function for press releases)
- PV Tech / Solar Power Portal
- Solar Edition

- Solar+Power Management & Smartsolar UK Ireland
- The Energy Industrie Times
- Le Journal du Photovoltaïque

6.3.4 Video

A video will be produced at the end of the project (M40) aimed at highlighting the project results. The video will be produced in easy-to-understand yet technical way. It will be made accessible on the project website and on YouTube. In addition, it will be distributed via social media and other sector-related communication portals and platforms to increase the project visibility.

6.3.5 Social Media Strategy

Social networks will be used to actively address and engage relevant online communities through multiple communication channels (LinkedIn, Twitter, YouTube). To facilitate this process, WIP has created and stated social media guidelines and best practices below for its SERENDI-PV consortium partners.

For LinkedIn and Twitter, all achievements, meetings and events will be communicated through Twitter by using the hashtag **#SERENDIPV**. WIP also encourages partners to use other relevant hashtags to further widen the reach of posts to the most salient audiences including the ones listed below.

Below there is a preliminary list of Relevant LinkedIn groups for SERENDI-PV:

- [Renewable Energy World](#)
- [Horizon 2020, Framework Programme for Research and Innovation Group](#)
- [Photovoltaics International/PV-Tech.org](#)
- [Clean & Renewable Energy Community](#)
- [Renewable Energy Industry](#)
- [IEEE Smart Grid](#)
- [Smart Grid Executive Forum](#)

6.3.5.1 Acknowledgement of EU Funding & Disclaimer

We must comply with a contractual obligation (see article 29.4 of the Grant Agreement) to use the EU emblem in every communication together with a disclaimer acknowledging the funding of the EC: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 953016”.

We are also obliged (see article 29.5 of the Grant Agreement) in any dissemination of results to indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

6.4 Scientific and professional articles

The consortium strives for open access to all publications. Accordingly, all documents published through the project consortium will be made openly available via the project website. Publications will be available with gold open access. For the most important high-impact peer-reviewed journals which do not offer open access we will apply green open access and publish our journal papers on the project website in line with the terms and conditions of the respective publishers.

The consortium will use the [OpenAIRE](#) and [Zenodo](#) platforms to facilitate the publishing and uploading process of Open Access articles. Cost related to Open Access to publications have been included in a number of partners' budgets.

Below there is a preliminary list of recommended journals for SERENDI-PV partners:

- Renewable Energy Journal
- Journal of Applied Energy
- Sustainability
- Journal of Energy
- MDPI Energies: Special issue of the open-access peer-reviewed journal "Energies" on the topic "Digital PV and Grid", inviting papers within 2021 on topics very relevant to the different WP activities in SERENDI-PV
- Nature Energy
- Energy and Environmental Sciences
- Advanced Energy Materials
- PV in Progress
- Solar Energy (Elsevier)
- Renewable Energy (Elsevier)
- Applied Energy (Elsevier)
- Renewable and Sustainable Energy Reviews (Elsevier)
- Journal of Photovoltaics (IEEE)
- Progress in Photovoltaics: Research and Applications
- Energy (Elsevier)
- Solar Energy Materials and Solar Cells (Elsevier)
- Renewable and sustainable energy Reviews (Elsevier)
- Joule (Cell Press)
- Open Research Europe (European Commission)

6.5 Events and workshops

WIP will support the partners' strategy in major conferences and other events across different sectors (from PV industry events to grid integration workshops). The aim is to widen the environment in which the proposed solutions are conceived, developed and promoted during the project and beyond, increasing the outreach potential of project results. Events will be advertised from the SERENDI-PV website and during events project leaflets will be distributed.

6.5.1 Exhibition and Fairs

Exhibitions and fairs in SERENDI-PV will be an important channel through which stakeholders will be informed about products of the PV and network sectors. Partners of SERENDI-PV who exhibit at fairs showing project innovations, accompanied by explanations and demonstrations of their different aspects will be supported during these events, with the project leaflet being disseminated.

The exhibitions and fairs will be promoted several weeks before the events take place by advertisement in the project website and social media.

Initial list of aimed exhibitions and fairs the SERENDI-PV would be presented is:

- INTERSOLAR,

- EU PVSEC,
- ETIP PV, etc.

6.5.2 Stakeholder workshops/conferences

The project partners will participate in major relevant conferences and other events in order to present the project (communicate) and disseminate its results. SERENDI-PV activities will be disseminated by the partners in upcoming events, such as exhibitions, conferences and workshops as well as identifying new possible relevant events which could be interesting for project's results presentation. Project partners will present papers and posters at the industries' most significant conferences to broaden the project's impact among.

There are continuous efforts to identify additional relevant conferences and events where the project partners will participate to promote the project and its results. Participation in sessions dedicated to relevant topics will be pursued in several events and especially within the European Photovoltaic Solar Energy Conference and Exhibition, which is organised by the project dissemination coordinator WIP. EU-PVSEC (www.photovoltaic-conference.com) is one of the largest solar energy events globally and it takes place annually in Europe.

Following there is the initial list of recommended upcoming events for SERENDI-PV partners:

Table 2.2: Recommended events for SERENDI-PV partners

Event Title	Focus/Stakeholders
CEA's international workshops	CEA in collaboration with its affiliated INES-PFE organizes regularly high-quality international workshops on several PV topics, involving wide range of stakeholders/speakers. A workshop and/or webinar on topic(s) directly related to SERENDI-PV activities, can be proposed to be organized.
Enlit Europe	A new event combining the former European Utility Week & POWERGEN Europe and it showcases expert knowledge, innovative solutions and foresight from industry leaders, to help shape Europe's energy transition.
ETIP PV Conference	The Annual Conference of the European Technology and Innovation Platform for Photovoltaics will discuss the challenges of delivering these 2030 climate targets to Europe.
EU Sustainable Energy Week	European Sustainable Energy Week (EUSEW) is a month-long series of activities to build a secure energy future for Europe. It brings together public authorities, private companies, NGOs and consumers to promote initiatives to save energy and move towards renewables for clean, secure and efficient power.
EUPVSEC 2021	The EU PVSEC is the largest international Conference for Photovoltaic research, technologies and applications, and at the same time a top international PV Industry Exhibitions. It gathers the global PV community to conduct business, to network and to present and discuss the latest developments and innovations in Photovoltaics
European Electricity Regulatory Forum	National regulatory authorities, Member State governments, the European Commission, Transmission System Operators (TSOs), electricity associations, consumers, network users, and power exchanges
InterSolar Europe	A world leading solar energy exhibition, it focuses on photovoltaics, solar thermal technologies, solar power plants, grid infrastructure, and solutions for the integration of renewable energies. Under the motto "Connecting solar business," manufacturers, suppliers, distributors, service providers and project planners and developers from around the world
KEY ENERGY - The Renewable Energy Expo	Key Energy is an international exhibition and conference showcasing technologies, services and integrated solutions that promote and accelerate the transition towards a carbon-

Event Title	Focus/Stakeholders
	neutral economy – the main aim of the Green Deal, the strategic plan for sustainable growth launched by the European Union.
SERENDI-PV Workshops	Renewable energy actors and professionals will also be invited to the two official SERENDI-PV workshops. Also, officials from the ACER (Agency for the Cooperation of Energy Regulators) will be invited to take part in the project workshops and the final meeting along with various EU politicians, regional and local government actors.
Sustainable Energy Investment Forums	Project members will also target participation in this Forum to build further financial interest in the project
Sustainable Energy Week	
Utility Week	
World Sustainable Energy Days	The World Sustainable Energy Days is an annual sustainability conference held in Austria. It hosts events centred on sustainable energy production and use, which covers energy efficiency and renewable energy sources for buildings, industry and transport.
SOPHIA Workshop PV-Module Reliability	This concentrated short workshop will feature reliability aspects of innovative PV applications in service life prediction modelling, testing and standardization as well as possibilities offered by data analytical methods to work on reliability topics.
International Conference on Silicon Photovoltaics - SiliconPV	SiliconPV will display the most recent progress for reducing the cost of solar electricity from crystalline silicon PV including research on cell architectures including tandem cells, cell processes, modules, measurement and simulation techniques.

6.6 Networking activities / events

Networking activities are very important to strengthen impacts, increase the outreach potential of the project concepts and raise awareness among different stakeholders and the public at large. Networking includes several activities among others:

6.6.1 Horizon 2020 and Horizon Europe projects and EC initiatives

Cross-linking event activities with other active, related H2020 projects (with participating partner overlap and/or connection) and other Horizon Europe projects will be encouraged and exploited. Initial list of related projects, but not restricted to, are:

- GOPV: GOPV works on PV optimal electricity cost, long service life & low total cost of ownership, and includes bifacial PV, trackers, ageing, PV component testing and PV system simulation.
- BIPVBOOST: BIPVBOOST focuses on reducing the cost of integrated PV systems in buildings, and also characterizes the effects of the different failure modes, which are subsequently modelled.
- TRUST-PV: the “sister project” of the RES-33 call: presentation of key public results, exchange of know how/experience/data etc. Possibility for joint workshop(s), e.g. at M18, but also e.g. technical visits, seminars, stakeholders’ involvement, etc... to be organized jointly by WIP and SolarPower Europe.

6.6.2 Industry associations, technology platforms

The involvement of SERENDI-PV stakeholders also happens in close cooperation and networking with existing relevant platforms, especially the European Photovoltaic Technology Platform reinforced through exchanges on social media (LinkedIn). SERENDI-PV carry out networking activities with existing relevant associations and technology platforms and regulatory bodies at EU and national levels:

- ACER,
- CEN/ISO,
- E2BA,
- ECTP,
- E.DSO,
- ETIP PV. Interaction with the ETIP PV Working Groups, especially with “Digital PV and Grid” and “PV Quality Assurance” where several SERENDI-PV partners are active participants. Exchange of know-how, potential webinars/workshops or presentation of key results in ETIP PV conferences
- ETIP SNET,
- ENTSO-E: Targeted collaboration with E.DSO and ENTSO-E will be utilized to best reach DSOs and TSOs around Europe,
- EUREC,
- International Energy Agency (IEA). Interaction with the IEA PVPS Task 13 “PV Systems Performance and Reliability”: dissemination/presentation of key (disclosable) results in the context of Task 13 subtasks, activities, workshops, involvement in parallel sessions in EUPVSEC. Exchange of know-how with the Task 13 experts at international scale (incl. field experiences from PV performance and reliability in different climates, site characteristics, etc) From the SERENDI-PV partners, CEA and FHG are both active participants and contributors in Task 13
- Solar Assessment Management Europe
- SMARTEN.
- Solar Power Europe (SPE),

6.6.3 Standardization bodies

SERENDI-PV will consider interaction with the IEC TC82 at standardization level, especially e.g. in relation to the WP4 (more towards the mid-end of WP4).

6.7 Project related webinars

Partners and external stakeholders will also be educated through webinars on the topics related to the project. The content of the webinars will be developed and the webinar itself will be provided by the partners according to their respective knowledge and they will enable the rest of the consortium to have a better understanding of those topics not directly related to their area of expertise.

Opening the webinars to the general public will give an opportunity to promote the project and to attract the attention of potentially interested stakeholders. The Becquerel Institute (BI) will be responsible of organizing these webinars. WIP will assist BI with their organization.

CEA in collaboration with its affiliated INES-PFE organizes regularly high-quality international webinars on several PV topics, involving wide range of stakeholders/speakers. Webinars on topic(s) directly related to SERENDI-PV activities, can be proposed to be organized.

For monitoring this activity an excel will be included in the project SharePoint. The final list of webinars will be reported in *D9.10: Report on webinars*.

7 STEP 5 – WHO and WHEN: Planned dissemination and communication activities

Previous chapters have detailed the objectives (why), the main messages and outcomes to disseminate (what), the identification of target stakeholders to be addressed (Whom), and finally the D&C tools and methods to be used (How).

Each of the following D&C items will be made available during the length of the project:

- **Website:** Project website
- **Publications:** Promotional materials: Printed and electronic (email, Internet) publications as leaflet (brochure), booklet, posters, newsletter, press releases, video, social media (*Wikipedia, Twitter, LinkedIn*).
- **Article:** Scientific and professional articles in the scientific literature and dedicated journals and reviews in the field of PV.
- **Events & Workshops:** Participation in conferences, workshops, brokerage events and exhibition fairs.
- **Networking:** Networking activities with: Direct communications to the European Commission and its directorates and European Networks for PV Sector, including CORDIS and INEA; other European related projects (H2020 and HE) and EC initiatives; related European and National professionals and industry associations and Technology Platforms; and standardization bodies.
- **Webinars / Education:** Webinars on the topics related to the project; educational and training materials and training courses for students and professionals; dissemination webinars to showcase solutions developed in the project.
- **Direct Contacts:** direct contacts Person-to-person and person to business contacts.

It is advised to follow the SERENDI-PV website, newsletter and social media channels to stay up to date with the latest project activities and the above-mentioned items.

8 Data Processing

8.1 Data processing

No personal information beyond name, corporate email address, company address, and telephone will be stored.

SERENDI-PV will ensure that the communication and dissemination tools used will comply with the General Data Protection Regulation (GDPR).

Data storage will be secured safe so that the data cannot become accessed to unwanted third parties and to be protected against disaster and risk. The data will be stored in a secure environment on a server. The server will be located in a physically secured environment. All servers have an incremental daily as well as weekly backup policy, as well as firewall and antivirus services installed.

Any public data published on the website can be used also by third parties. The restricted area can only be used by authorized persons from the consortium and the Commission.

The consortium of SERENDI-PV will follow the guidelines outlined in the following document: [Guidelines on FAIR Data Management in Horizon 2020](#).

For further information on this topic, please refer to deliverables:

- D11.1 H - Requirement No. 1 - Humans
- D11.2 Protection of Personal Data (POPD) - Requirement No.2

9 QUANTIFIED OBJECTIVES / KPIS FOR THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The D&C project efforts will be continuously monitored.

Following list presents the quantified objectives that the project should reach with the planned activities in the D&C plans, being this plan the first one of a series of 3:

- Participation in major events
- Organization of workshops
- Organization of events
- Project website: unique visitors (along the project)
- Social media: number of posts on Twitter and LinkedIn
- e-newsletters
- Leaflets
- Project video
- Scientific papers