

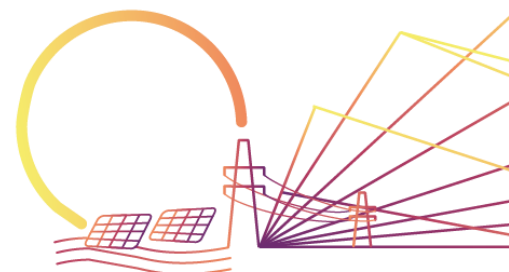


SERENDIPV

D9.3 Interim Dissemination and Communication Plan – Public version

T9.1 Dissemination and 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:	www.serendi-pv.com // www.serendipv.com
Start date of the project:	October 2020
Duration:	48 months
Document Ref.:	SERENDI-PV_D9.3 Interim Dissemination and Communication Plan_v1.docx
Lead Beneficiary:	WIP
Doc. Dissemination Level:	PU – Public version
Due Date for Deliverable:	31/03/2022 (M18)
Actual Submission date:	21/06/2022 (M21)
Version	V01



Summary

This document is the second 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 mainly until month 36 (when a new plan will be released), 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.

SERENDI-PV will adopt a varied and holistic dissemination approach drawing on a vast array of means ensuring a multi-channel approach. This will enable the project to reach out to the broad set of stakeholders within the solar PV and energy network arenas, including industry player, policy makers and research institutes etc. The communication plan also addresses the general public and methods to interact with relevant media.

This deliverable will be reviewed and further updated in month 33-36 with the activities planned for the period M36-M48.

This is the **Public** version of the Interim Dissemination and Communication Plan.

This deliverable is an output of task T9.1

Document Information

Title	Interim Dissemination and Communication Plan
Lead Beneficiary	WIP
Contributors	TEC, all partners
Distribution	PU - Public
Report Name	SERENDI-PV_D9.3 Interim Dissemination and Communication Plan

Document History

Date	Version	Prepared by	Organisation	Approved by	Notes
2/05/2022	V0.1	David van der Zande, Ingrid Weiss	WIP Renewable Energies		First draft
18/05/2022	V0.2	WP9 partners			Contributions from partners to D&C activities
21/06/2022	V1	Javier del Pozo	TECNALIA	TECNALIA	Final review of the deliverable

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.

Disclaimer

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1 EXECUTIVE SUMMARY

1.1 Description of the deliverable content and purpose

This document describes the updated 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.

This second version of the dissemination and communication plan (Interim Communication & Dissemination plan - D9.3) describes the D&C strategies and tools that will be implemented mainly until the month 36 (period M18-M36) when the final plan will be released. It 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.

This deliverable D9.3 consists in the second version of the dissemination and communication plan, done at M20 (May 2022) as part of Task 9.1 “Dissemination and Communication Plan” in WP9 Exploitation, dissemination and communication and will focus on the activities until M36.

The plan will be reviewed and further updated in month 33-36 with the activities planned for period M36-M48.

1.2 Reference material

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

- Grant Agreement (GA) Number 953016 — SERENDI-PV
- Consortium Agreement (CA) – SERENDI-PV
- Draft Dissemination and Communication Plan - Public version (D9.2)

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) Report that includes the following items: a) visual identity of the project (logotype); b) Word template to be used in each report that has to be delivered to the commission during this project c) PowerPoint template to be used in all project related presentations (project

	internal meetings, review meetings with the PO, external presentations to stakeholders, etc...).
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 . D9.5 describes how the website will be used to effectively communicate about the project to the project stakeholders and wider audiences.
D9.16/T9.1	D9.2: Draft Dissemination and Communication Plan (M6) First version of D&C plan prepared on the basis of the general description of the dissemination & communication strategy. The current D9.3 is a review and update of the D&C activities for the M18-M36 period.

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.

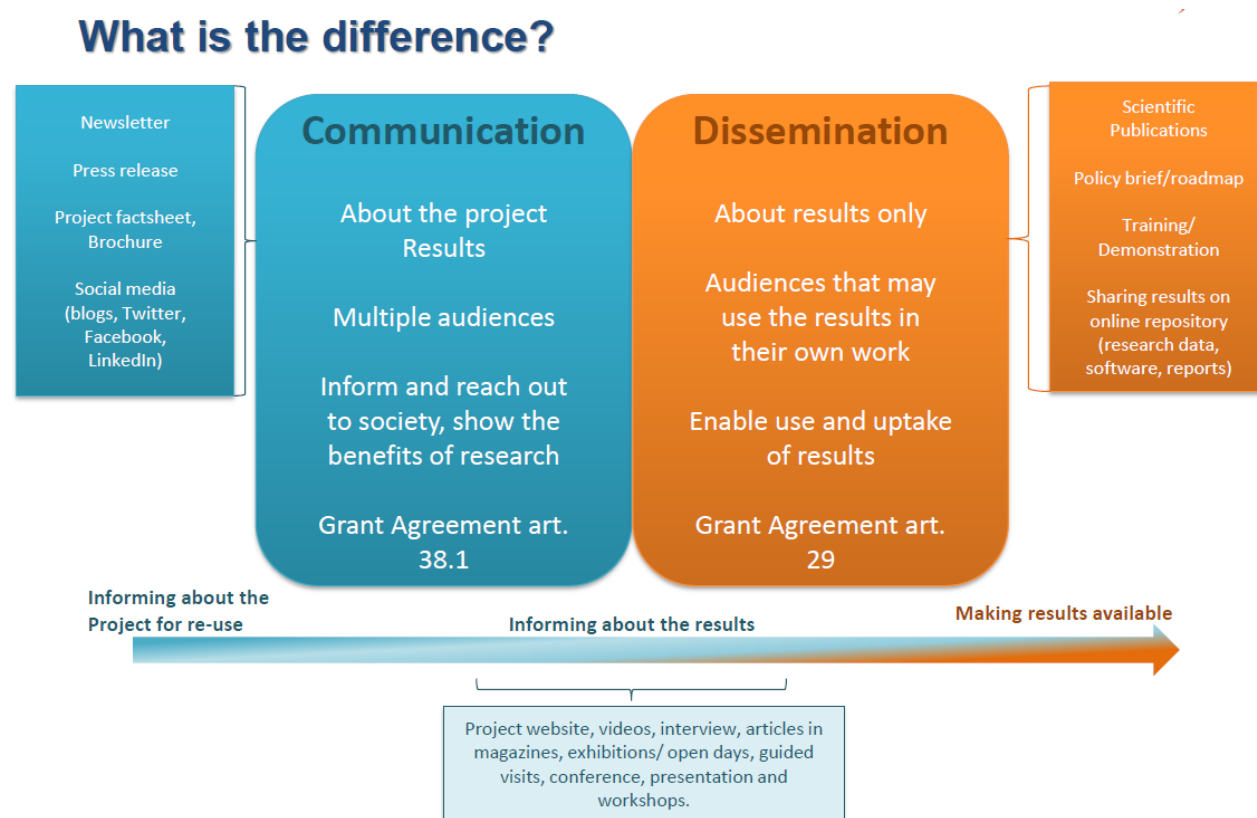


Figure 2.2: Difference between dissemination & communication

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*, this second period (Stage 2, M18-M36) of dissemination and communication activities is focused on engaging with target groups to encourage their willingness to make use of SERENDI-PV project results.

In order to achieve these measures, the SERENDI-PV project must explain the essential themes and goals within the project as well as the overall Solar PV arenas. These themes are more specifically delivered as the project's "main messages" which are listed below in three different categories: **scope**, **concepts** and **objectives**.

This second stage (and also third stage) will be more focused on highlighting and disseminating the project's results and outcomes. If the SERENDI-PV consortium can effectively communicate these messages then they will set up the project well to persuasively carry-out its dissemination and communication activities during this stage 2 and pave the way for dissemination activities in stage 3, since stakeholders will already have access to the primary knowledge and thus be able to better understand the project's results and outcomes and make informed decisions.

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

Project's main messages:

- Scope messages:
 - SERENDI-PV develops innovative technical solutions on PV systems to improve the lifetime, reliability and profitability (including uncertainties) of PV generation
 - SERENDI-PV develops 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 spent on identifying, grouping, contacting (electronic, direct) and interacting with key stakeholders. During this second stage, time will also be spent on widen the targeted stakeholders, trying to identify new contacts.

The stakeholder/key target groups identified as primary target audiences for the SERENDI-PV project are:

- **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 (e.g EIB, EBRD, Triodos and Umweltbank)
- Related **energy platforms and associations**
- **Academic & scientific communities**
- **Consumers/prosumers** and **General Public**

Following table summarizes the target groups identified and the strategic objective pursuing with each group

Table 5.2: Overview of target groups and strategic D&C objectives pursued for SERENDI-PV

Stakeholder/Target Group	Strategic Objective
Photovoltaic industry related actors	<ul style="list-style-type: none"> • Boost the uptake of the new technologies, databases and models • Engage professionals outside the consortium seeking collaborations • Increase general knowledge and confidence in PV Power Plants • Collect feedback
Network/Grid related actors	<ul style="list-style-type: none"> • Boost the uptake of project technologies and models. • Inform about new business opportunities. • Collect feedback
Policy makers, regulators, city planners, federal, regional, and local governments, including officials from the Agency for the Cooperation of Energy Regulators (ACER)	<ul style="list-style-type: none"> • Increase general knowledge and confidence in PV Power Plants • Increase confidence, knowledge and usage of renewable energies • Collect feedback on project developments
Financing institutions, investors, Crowdfunding organizations/platforms	<ul style="list-style-type: none"> • Inform about opportunities triggered by the project. • Increase general confidence in initiatives related to project topics. • Collect feedback on business opportunities.

Related energy platforms and associations	<ul style="list-style-type: none"> • Promote networking • Engage professionals outside the consortium seeking collaborations • Obtain support of platforms and associations • Collect feedback
Academic & scientific communities	<ul style="list-style-type: none"> • Guarantee knowledge transfer of outcomes
General Public	<ul style="list-style-type: none"> • Contribute to general awareness on climate change and sustainability issues. • Increase knowledge and confidence in renewable energies. • Inform about the role of VPP in the upcoming energy system. • Inform about the positive impact of the project, reflecting the EU funding and the involvement of the organizations within the consortium

An excel template will be prepared to list the stakeholders, group them and record the actions to be done.

For each of the stakeholders on the list, a project contact has to be defined. The project contact is a person from SERENDI-PV partners who is responsible for all direct contacts with that particular stakeholder in case some more specific actions is needed or respond to some questionnaire, invitation or similar stakeholder's involvement in SERENDI-PV project is expected – and this needs some special attention or approach to that stakeholder. Peer-to-peer contacts are the most effective way of collaborating with people (stakeholders) outside the consortium.

As a result, extensive lists of stakeholders will be prepared, including contacts at EU level and national level in the different countries involved. To reiterate, this shared list, containing no-personal data, should be kept and maintained by WIP in order to organize and coordinate the D&C actions among consortium. Each project partner will be responsible to keep and maintain their own contact list containing the personal data (person's name, telephone or email address) in order to comply with EU GDPR legislation.

The list will be refined and expanded over the course of the project to reflect the most salient and receptive stakeholder groups.

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

During this second stage (M18-M36) of the project lifetime, particular focus will be given to activities and methods that engage with target groups to encourage their willingness to make use of project results. The update with regards stage 1 is the addition of new strategy goals to achieve wider target group engagement.

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. The two-thirds multicolour circle serves two purposes, first, to represent the Sun and irradiation, the main power source of PV technology. Second, the symbol also attempts to simply visually the very complex topics within the project.



Figure 6.1: SERENDI-PV project logo

6.2 Project Website

The project website has been set-up at the beginning of the project (M6). The website is used as the entry point to assess the achievements of the project. It aims at making the project`s information publicly available, offering easy access from anywhere in the world and working as a strong dissemination tool addressing all target groups. It will initially inform about the scope and objectives of the project and be progressively populated with contents covering, among others, public deliverables, articles, events and news.

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".

The SERENDI-PV website structure includes 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 containing news from the project and relevant events for the project.
- The Media corner containing press releases, success stories, the call to action to subscribe to the Newsletter, project poster, catalogue, promotional videos and so on.

- The outcomes containing the public deliverables and other editions (papers, magazine articles) already published. It also contains a series of blog posts
- It is 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), has produced a project leaflet and will produce a booklet at two different project stages:

- the project leaflet has been produced 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.

6.3.2 Newsletters

A periodic Newsletter is produced by WIP every six months (starting in M8) with inputs and support of all SERENDI-PV partners. Newsletters provide information on project progress and results as well as links to public deliverables, articles, news and events. Subscription to the newsletter is possible from the website.

They are 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. The production and release of the e-Newsletter is under WIP responsibility. Nevertheless, all the consortium partners are informed about the editorial plan and are asked to contribute by highlighting relevant news and events for inclusion.

The newsletter is distributed through the online platform Mailchimp and is delivered to the community of stakeholders and all people registered to the SERENDI-PV website. The social media is used to announce and distribute the newsletter as well.

The structure of the newsletter includes the following sections:

- Editorial
- News (from the website)
- Latest Results / In the spotlight
- Recommended events

6.3.3 Press releases

When relevant, press releases are 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 are 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 etc:

- 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 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.

The video can also be used to present the project during events, such as conferences and fairs. It will be in English to reach the highest number of people. The partners involved in the project innovations development will contribute to the video realization by providing high resolution video footage and photos. WIP will inform partners during the second half of the project, how best to prepare materials for the project video

6.3.5 Social Media Strategy

Social networks are used to actively address and engage relevant online communities through multiple communication channels (LinkedIn, Twitter, YouTube).

For LinkedIn and Twitter, all achievements, meetings and events are 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.

Recommend hashtags: #renewableenergy, #cleanenergy, #greenenergy, #energytransition, #solarenergy, #fightclimatechange, #PVintegration etc.

Below there is a list of Relevant LinkedIn groups for SERENDI-PV partners to join

- [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](#)

6.4 Scientific and professional articles

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 supports 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 are 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 are 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.

The 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 have participated and will continue to 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 can 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 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	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

Event Title	Focus/Stakeholders
	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-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 displays 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 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.

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

7.1 D&C Activity: Events and Workshops

Type	Planned /actual dates	Partner responsible /involved	Description, methods and channels used, key messages	Target group(s), profile and size of audience	Place / country	Outcomes and proofs of realization
How	When	Who	What / Why	To whom	Where	
ETIP PV	May 4-5, 2022	WIP & Interested partners	To communicate main messages and initial outcomes to stakeholders	PV Industry		Social media, project & event websites
World Sustainable Energy Days	April 6-8, 2022	Interested partners	To communicate main messages and initial outcomes to stakeholders	All stakeholders	Wels/Austria	Social media, project & event websites
InterSolar Europe	May 11-13, 2022	Interested partners	To communicate main messages and initial outcomes to stakeholders	All stakeholders besides general public	Munich, Germany	Social media, project & event websites
World PV conference 2022	Sept. 26-30, 2022	WIP & Interested partners	To communicate main messages and initial outcomes to stakeholders	All stakeholders besides general public	Milano, Italy	Social media, project & event websites
EU Sustainable Energy Week	Sept. 26-30, 2022	Interested partners	To communicate main messages and initial outcomes to stakeholders	All stakeholders	Hybrid, Brussels	Social media, project & event websites
Key Energy – Renewable Energy Expo	May 25-27, 2022	Interested partners	To communicate main messages and initial outcomes to stakeholders	All stakeholders besides general public	Warsaw, Poland	Social media, project & event websites
Enlit Europe	Nov.29-Dec.1, 2022	Interested partners	To communicate main messages and initial outcomes to stakeholders	All stakeholders besides general public	Frankfurt, Germany	Social media, project & event websites