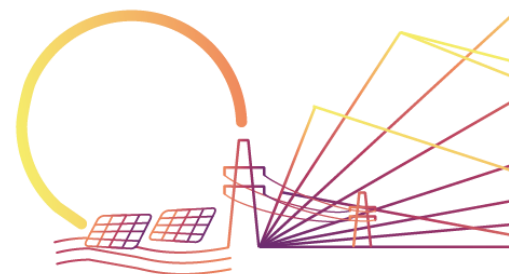




D9.4 Final Dissemination and Communication Plan – Public version

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
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Summary

This document is the third 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 from month 30-33 until the end of the project at month 48, 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 rest of the project duration.

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 players, policy makers, research institutes etc. The communication plan also addresses the general public and methods to interact with relevant media.

This deliverable is a revised and updated version of the second draft that was prepared for the period M18-M33, focusing this current version on the final project period M33-M48.

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

This deliverable is an output of task T9.1

Document Information

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Distribution	PU - Public
Report Name	SERENDI-PV_D9.4 Final Dissemination and Communication Plan

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29/03/2023	V1	Javier del Pozo	TECNALIA	TECNALIA	Final review of the deliverable

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1 EXECUTIVE SUMMARY

1.1 Description of the deliverable content and purpose

The first version of dissemination and communication plan (Draft Dissemination & Communication Plan - D9.2) was prepared on the basis of the general description of the dissemination & communication strategy, and specifically on the content of a) chapter 2.2 “Measures to maximise impact” (Annex 1 of the Grant Agreement (GA), Part B), b) the specific tasks described under the Work Package 9 (in Annex 1, part A of the GA) and c) the rules governing in the Consortium Agreement (CA) signed by the partners. That first D&C plan focused on the activities to carry out on the initial period M1-M18.

The second version of the dissemination and communication plan (Interim Communication & Dissemination plan - D9.3) described the D&C strategies and tools to be implemented on the second period, M18-M33.

This deliverable D9.4 consists in the third and final version of the dissemination and communication plan, done at M30 (March 2023) as part of Task 9.1 “Dissemination and Communication Plan” in WP9 Exploitation, dissemination and communication and will focus on the activities from M33 until the end of the project (M33-M48). 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.

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
- Interim Dissemination and Communication Plan - Public version (D9.3)

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 deliverable 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 . D9.2 describes how the website will be used to effectively communicate about the project to the project stakeholders and wider audiences.
D9.2 & D9.3/T9.1	D9.2: Draft Dissemination and Communication Plan (M6) & D9.3: Interim Dissemination and Communication Plan (M18). First and second version of D&C plan prepared on the basis of the general description of the dissemination & communication strategy. The current D9.4 is a review and update of the D&C activities for the M33-M48 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
PV	Photovoltaic
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, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods.

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 photovoltaic (PV) 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 its D&C strategy.

As 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.

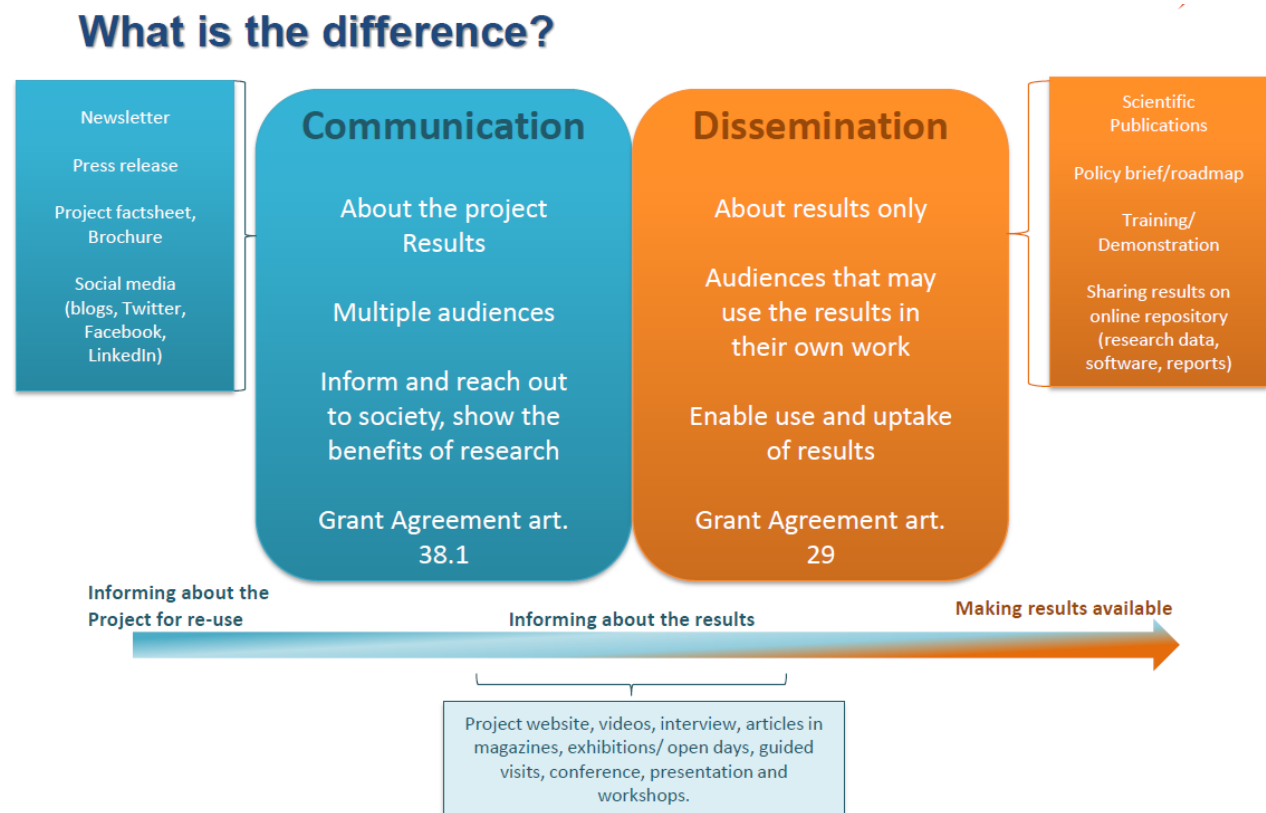


Figure 2.2: Difference between dissemination & communication

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

- **Stage 1 (M1-M18): 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 (M18-M33): Engaging with target groups** to encourage their willingness to make use of project results. *Update with regards stage 1: addition of new strategy goals to achieve wider target group engagement.*
- **Stage 3 (M33-M48): Influencing decision-making** within organisations regarding the uptake of SERENDI-PV outputs (exploitable results) and supporting the implementation of the Exploitation Plan.

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

Besides, the D&C plan includes the measures to assess the impact of the D&C activities, and the conditions to ensure proper transfer and use of the generated knowledge, dealing correctly with IPR and data management. Activities will ensure that project partners and potential collaborators will work together towards a successful technology development, broad knowledge transfer and accelerated market uptake.

For successful implementation of the dissemination and communication plan, it must be ensured that the potential audience is aware of SERENDI-PV's overall aims and objectives (in layman terms), as a precondition to acquiring a deeper understanding of the new knowledge and results. This will allow a greater overview of the potential uses of the SERENDI-PV project outputs. Finally, dissemination for action promotes the willingness to make use of project results and influence decision-making.

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 for the distribution and promotion of project news and D&C materials.

Table 3.1: Dissemination & Communication objectives

Dissemination	Communication
<p>Making results available: Broadcast Potential</p> <ul style="list-style-type: none"> • Present project developments and outcomes to targeted groups of stakeholders • Get feedback • Raise motivation levels of Industry and the scientific community on PV systems based on new technologies and on special issues like soiling (back soiling), snow and degradation 	<p>Informing about the project: Awareness Raising</p> <ul style="list-style-type: none"> • Publicize the project's activities • Increase confidence in PV systems based on new technologies (floating, bifacial and BIPV) • Increase general knowledge of PV integration into the power grid and their increasing role in the future of energy systems • Attract attention of investors and decision makers

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

As mentioned within section 2 *Dissemination & Communication Strategy*, this third period (Stage 3, M33-M48) of dissemination and communication activities is focused on influencing decision-making within organisations regarding the uptake of SERENDI-PV outputs (exploitable 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 third stage will be 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 activities during this stage 3 and pave the way for the exploitation of the results, 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 technologies: 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 by decreasing the uncertainty
 - 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.

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 third 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, PV elements' manufacturers (inverters, batteries, trackers, etc...), 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:** universities, research centres
- **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 • Exploit project results commercially
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 • Generate confidence in the higher penetration of the renewable energy: higher dispatchability
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 new PV technologies reducing the uncertainty and therefore the cost of the capital. • 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 Virtual Power Plants 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

Each partner will be responsible to create a list of stakeholders, both at national and international level, that will be contacted for D&C purposes.

The project partners will avoid sharing any personal data of the stakeholders. It is important to note, that the stakeholder data (containing personal data, such as contact name, telephone or email address) will be only seen and used by partners that already possess the relevant information. This means that to comply with GDPR, partners will be in charge of contacting their own specific list of interested stakeholders with the most recent dissemination and communication outputs and activities (e.g. webinar invitations & press release etc). WIP will let partners know the appropriate timing and strategy for communicating these stakeholders. Only the names of the companies that will be contacted will be shared for the purpose of coordinating efforts between the partners and for avoiding duplicating the messages.

Therefore, for each stakeholder on the list, a project contact is 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, each partner is responsible of preparing their own list of stakeholders, including contacts at EU level and national level in the different countries involved and share with the rest of the partners only the company's names. 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 is the 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 is 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

The main dissemination and communication activities, methods and channels are listed below.

During this third stage (M33-M48) of the project lifetime, particular focus will be given to activities and methods that influence decision-maker within organizations to uptake the SERENDI-PV exploitable results commercially. The dissemination activities in this final stage 3 will support the exploitation, commercialization and replication plans for the identified exploitable results that will be prepared for the deliverables D9.14 and D9.15.

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

To learn more about the creation of the SERENDI-PV logo as well as the accompanying visuals and general project aesthetics, please read chapter two of **D9.1 "Definition of the visual identity of the project"**.

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 were produced.

In **Annex I** screenshots are presented as evidence for the templates to be adopted for: deliverables (*.doc) and presentations (*.ppt). The files will be available in the project SharePoint. Slight adaptations of the templates occurred during the project, based on the practical experience from using them (minor improvements), or because some partners changed their logo, or some partners left the project and others entered, etc. Therefore, partners have checked in the SharePoint for the latest version every time a new deliverable or presentation has to be produced.

To learn more about the creation and use of the project templates please see **D9.1 Definition of the visual identity of the project**.

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 / innovations 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 initially informed about the scope and objectives of the project and is progressively populated with contents covering, among others, public deliverables, articles, papers, 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".

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

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 (scientific publications, papers, magazine articles) already published.
- 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.

More information will be made available in ***D9.5: Website and Intranet***.

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 in this final stage, towards the end of the project (M40) and will contain an outline of the project achievements (project outcomes) to date. The booklet will answer identified main concerns regarding PV and grid integration from the core target stakeholder groups, in a clear manner.

The leaflet and booklet produced in the project will be reported in ***D9.7: Compilation of promotional materials and report on Social Media Campaign [M48]***.

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, papers, 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

The newsletters produced during the project will be compiled and reported in ***D9.7: Compilation of promotional materials and report on Social Media Campaign [M48]***.

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

The press releases produced in the project will be compiled and reported in ***D9.7: Compilation of promotional materials and report on Social Media Campaign [M48]***.

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.

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 some months before M40, how best to prepare materials for the project video.

The actual video produced will be reported in **D9.6: 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). To facilitate this process, WIP has created and stated social media guidelines and best practices below for its SERENDI-PV consortium partners.

All partners should contribute to disseminate the news through its main channels and also through its researchers' accounts (when possible). At the beginning of the project, WIP has collected the details of the social media accounts of each partner and has shared the information with all the consortium to inform them about the social media accounts of other partners, inviting them to follow each other in order to increase the cross-linking between the consortium.

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.

The partners are posting news related to the project by using the hashtag through their own accounts in order to maximize the impact on differences audiences and on the already existing communities following their accounts. It is important to note that the SERENDI-PV project has not its own Twitter account, to make sure the post(s) are spread among the partners (in addition to using the hashtag #SERENDIPV), please tag and/or tweet at their social media handle (e.g. @WIPRenewables). The same principle applies for LinkedIn posts as well.

Regarding LinkedIn, the project makes use of relevant existing discussion groups by posting news and open discussion topics. This will be targeting key actors of the PV and grid sectors in Europe, and others related to the different approaches of this interdisciplinary project, who are already engaged in online activities through dedicated groups that have built a relevant follow-up.

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](#)

This list will be expanded over the course of the project.

The social media activities implemented will be compiled and reported in **D9.7: Compilation of promotional materials and report on Social Media Campaign [M48]**.

6.3.5.1 Recognition of EU H2020 funding on Social Media posts

Social media posts, when possible, should include the following information:

(a) display the EU emblem and Grant Agreement number: 953016 — SERENDI-PV

(b) include the following text:

- for communication activities: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 953016”
- for infrastructure, equipment and major results: “This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 953016”

Please see the following Twitter and LinkedIn posts for simple ways to meet the language requirements listed above.

Twitter Example of SERENDI-PV Post

[Link](#)



Figure 6.2: Twitter Post (Tweet) Example

LinkedIn Example of SERENDI-PV Post

[Link](#)



Figure 6.3: LinkedIn Post Example

6.3.5.2 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.

The disclaimers must be added to any publication related to SERENDI-PV. This has already been built in both the report and presentation template and cannot be removed or changed.

The following websites will help you to use the EU flag correctly on every communication related the project:

- https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf
- <http://publications.europa.eu/code/en/en-5000100.htm>
- http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm
- <https://ec.europa.eu/easme/en/communication-toolkit>

The actual Promotional materials created during the project (except the project video) and all the Social Media activity will be reported in **D9.7: Compilation of promotional materials and report on Social Media Campaign**.

6.4 Scientific and professional articles

The consortium strives for open access to all publications (Task 9.5). Accordingly, all documents published through the project consortium are made openly available via the project website. Regarding presentations

and publications at conferences (Task 9.6), the intended events (e.g. the European PV Solar Energy Conference (EU PVSEC), International conference on smart energy systems (4DH), SDEWES, several national conferences and workshops) apply open access. Hence, these 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 (Task 9.5).

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 list of recommended (but not limited to) journals for SERENDI-PV partners:

- Renewable Energy Journal
- Journal of Applied Energy
- Sustainability
- Journal of Energy
- MDPI Energies
- 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)

Other journals can be identified during the course of the project.

For monitoring this activity, an excel list of the partners' open access articles will be included in the project SharePoint using the excel template located in the Annexes at the end of this document. The final list of scientific and professional articles published during the project will be compiled and reported in **D9.8: List of journal and scientific articles**.

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 social media. 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
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. This is a key event for SERENDI-PV.
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. This is a key event for SERENDI-PV
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. A total of 2 workshops will be organized by SERENDI-PV
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.

For monitoring the events (included networking) and workshops attended by the partners, an excel will be included in the project SharePoint. The final list of events and workshops attended, and the two workshops organized will be compiled and reported in ***D9.9: Report on attended events & workshops.***

6.6 Networking activities

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:

- communications to the European Commission and its directorates and European Networks for PV Sector, including exchange project information with CORDIS and CINEA
- other Horizon 2020 and Horizon Europe projects and EC initiatives
- close cooperation and networking with relevant industry associations, technology platforms
- standardization bodies
- R&D programs
- direct communication with PV stakeholders: direct contacts person-to-person and person to business contacts

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. The list of related projects, but not restricted to, are:

- HighLite,
- 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. *CEA (Leader), TEC (partner)*
- 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. *TEC (Leader), BI (partner)*
- UNITED-GRID,
- EU-SysFlex, etc.
- 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 dissemination activities, joint workshop(s), but also e.g. technical visits, seminars, stakeholders’ involvement, etc... to be organized jointly by WIP and SolarPower Europe.
- Float2PV

Besides the networking with other project, SERENDI-PV will consider networking with other EC initiatives for the planned collaborative platform (WP7):

- Collaboration campaign with other researchers on residential PV data analytics (around 100k+ PV systems in Europe):
 - ✓ BDPV
 - ✓ Mines ParisTech
 - ✓ RTE
 - ✓ University of Utrecht
 - ✓ University of Delft
 - ✓ Trier University of Applied Sciences
 - ✓ University of Sheffield
- joining/interacting with other already existing collaborative platforms to find complementary activities and synergies:
 - ✓ COST Action Pearl PV + New COST Action to be started in 2024
 - ✓ PVPMC / PVlib
 - ✓ the BRIDGE Initiative

- ✓ SISIFO from PV CROPS
- ✓ IEA PVPS Task 13 (co-validation on bifacial PV modelling)
- ✓ IEA PVPS Task 14 (collaboration on grid integration, TBD)
- ✓ IEA PVPS Task 15 (collaboration on BIPV modelling)
- ✓ IEA PVPS Task 16 (collaboration on solar resource assessment)
- ✓ ETIP PV Grid integration and digitalization (collab on digitalization)
- “Sustainable Places” annual EU projects' networking event: networking, dissemination, etc for EU-funded projects.

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 Technology and Innovation Platform for Photovoltaics 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.

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 (M33 - M48)

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).

In this chapter all these mentioned elements are combined and arranged together with the identification of a responsible partner (or partners) to carry out that activity and with a timeframe to do it. Information will be as precise as possible, although it will be continuously reviewed and improved if required.

In order to list the planned D&C activities, a table per D&C activity has been included, that is, a table per each of the following D&C item has been considered:

- **Project website**, other websites.
- **Promotional materials** (publications): Printed and electronic (email, Internet) publications as leaflet (brochure), booklet, posters, newsletter, press releases, video, social media (*Wikipedia, tweeter, LinkedIn*).
- **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 activities** with: Direct communications to the European Commission and its directorates and European Networks for PV Sector, including CORDIS and CINEA; other European related projects (H2020 and HE) and EC initiatives; related European and National professionals and industry associations and Technology Platforms; and standardization bodies. Also includes the direct contacts Person-to-person and person to business contacts.
- **Project 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.

7.1 D&C Activity: Project Website (Confidential Version)

7.2 D&C Activity: Promotional materials (Confidential Version)

7.3 D&C Activity: Scientific and professional articles (Confidential Version)

7.4 D&C Activity: Events and Workshops (Confidential Version)

7.5 D&C Activity: Networking activities (Confidential Version)

7.6 D&C Activity: Project Webinars / Education & Training (Confidential Version)