



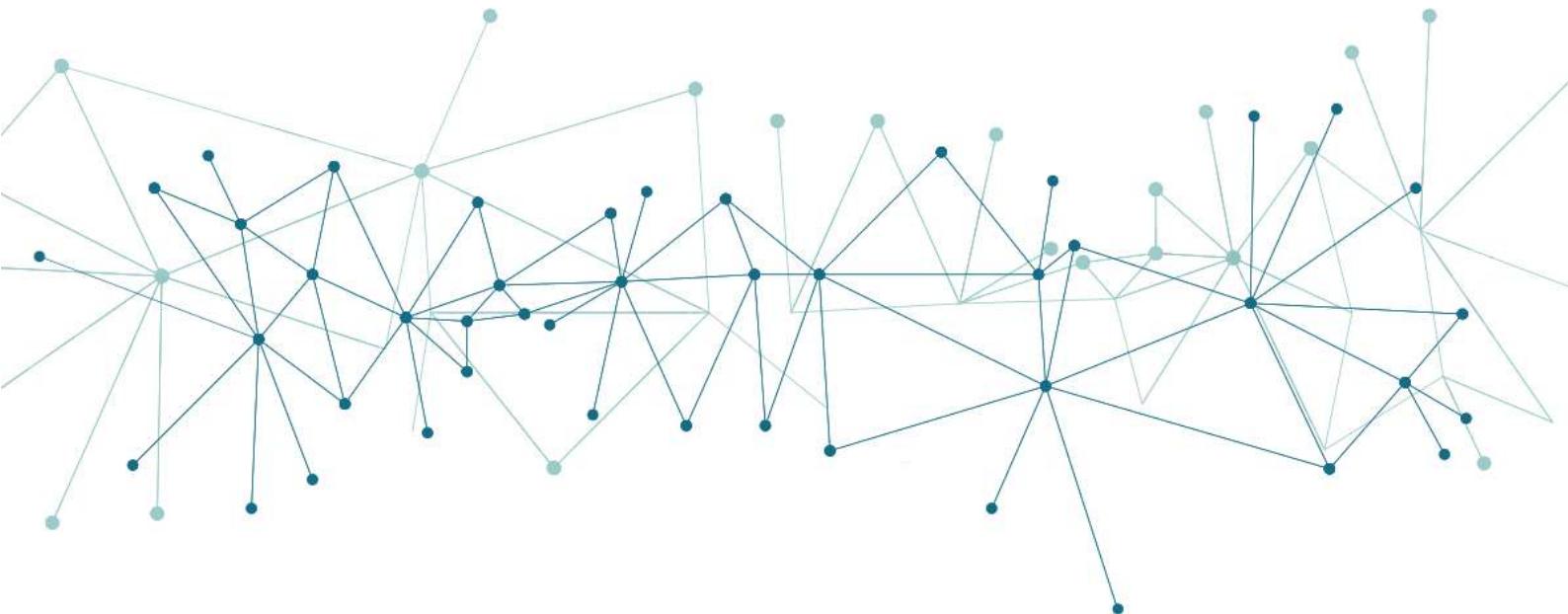
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enabling new Demand REsponse Advanced, Market oriented and secure technologies, solutions and business models

DELIVERABLE: D8.5 Report on Dissemination Activities V2

Authors: Madalina Petrisor



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Author(s):	Madalina Petrisor (SVT)
Participant(s):	Giuseppe Mastandrea (E@W), Luigi D’Orlando (E@W), Giuseppe Rana (E@W), Dimosthenis Ioannidis (CERTH), Antigoni Noula (CERTH)
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Executive Summary

Deliverable 8.5, “Report on dissemination activities V2”, is the document which reports on the communication and dissemination activities carried out by the project consortium in the second year of the project. This document is closely related to the Deliverable 8.1 – Dissemination, Exploitation & Communication Plan.

The document describes the online, social media and event strategies put in place for the second year of the project for user engagement and related material and also gives an overview of the actions planned for the last year of the project.

The eDREAM Communication and Dissemination strategy is structured in three main stages.

The first stage (M1-M12) is the awareness and preliminary project promotion stage, which aims at:

- Agreeing upon the communication strategy and future activities;
- Creating initial awareness in the markets related to the Project’s objectives and scope.
- Creating a first contact with the stakeholders through questionnaires collected in collaboration with other projects.

The second stage started at the end of M12 (December 2019) of the project, and it runs throughout the next 18 months of the project until M30 (June 2020). It is the Project Pre-Commercialisation Phase – Understanding and interest which aims at creating more “targeted awareness” regarding the eDREAM technologies with key players and potential users and inform the target market about the technological benefits of the eDREAM.

The last stage of the communication and dissemination strategy is the Action and Business Strategy Phase. In this stage, the consortium will try to maximise the target market awareness regarding the eDREAM solution. Thus we will contribute to ensuring the project sustainability and full exploitation.

The Report presents the dissemination activities carried out by the project consortium in the second year of the project (January 2019 – December 2019).

The project consortium used different communication and dissemination activities, and channels, to achieve high visibility of the project and create initial awareness in the markets related to the project’s objectives and scope, from the website and social media to scientific publication and conferences, according to the Dissemination and Communication Strategy, from Deliverable D8.1.

The first chapter presents the updated version of the brochure, that matches the project evolution and outcomes.

The second chapter describes the activities realised through the website and social media channels from both eDREAM and consortium partners.

In the third chapter of this document are presented the journals papers, conference papers and press releases published by consortium members.

Chapter four provides an overview of the conferences attended by consortium members throughout the second year of the project. An analysis of the key performance indicators, which we set in the Deliverable D8.1, is provided in chapter five.

List of Acronyms and Abbreviations

E@W	Energy@Work
eDREAM	enabling new Demand Response Advanced, Market-oriented and Secure technologies, solutions and business models
ENG	Engineering Ingegneria Informatica S.p.A.
SVT	Servelect
TUC	Technical University of Cluj-Napoca
WP	Work Package
DOSs	Distribution system operators
TU	Teesside University
CERTH	The Centre for Research & Technology
EMOT	Emotion
R&D	Research and Development
EU	European Union
EC	European Commission
H2020	Horizon 2020
KPI	Key Performance Indicators
DR	Demand Response
VPP	Virtual Power Plants
DER	Distributed Energy Resources
EV	Electric Vehicles
ITC	Information Technology and Communication
UAV	Unnamed Aerial Vehicles
NGO	Non-governmental organisation
CEO	Chief Executive Officer

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Preface

This deliverable presents the report regarding the communication and dissemination activities carried out in the second year of the project. It follows the communication and dissemination plan presented in Deliverable 8.1 “Plans for the dissemination, exploitation & communication of project results”.

1 Communication materials

1.1 Project brochure and roll-up poster

To support dissemination and communication activities, we have created a flyer. The materials are used at industrial and academic exhibitions and conferences. The first version of the brochure aimed to provide interested parties with base information about the project objectives and technical approach, as well as the Consortium members and the contact points.

During the second year of the project, we have updated the brochure content to match the project outcomes (Figure 1 and Figure 2). The first part of the brochure presents the project value proposition, the main project assets and the main benefits for the stakeholders. In the second part are presented the key innovative technologies developed by the project, the project pilots, consortium members and contact details.



Figure 1 Brochure - first two pages



Figure 2 Brochure - last two pages

2 Website and social media

2.1 Website

The project website, (<https://www.edream-h2020.eu>), is one of the main communication tools for the project and the primary information source for eDREAM target audience. The purpose of the website is to create awareness about the eDREAM project and its objectives and to proactively promote the project results by providing targeted information to various audiences within and beyond the project’s community.

The project website was regularly updated with the latest deliverables, news about the project outcomes and participation in events and conferences.

The main page of the website (Home Page) was updated in order to disseminate the latest project updates (Figure 3). We included new sections, presenting the main project assets, benefits for the stakeholders, the latest news and key innovative solutions.

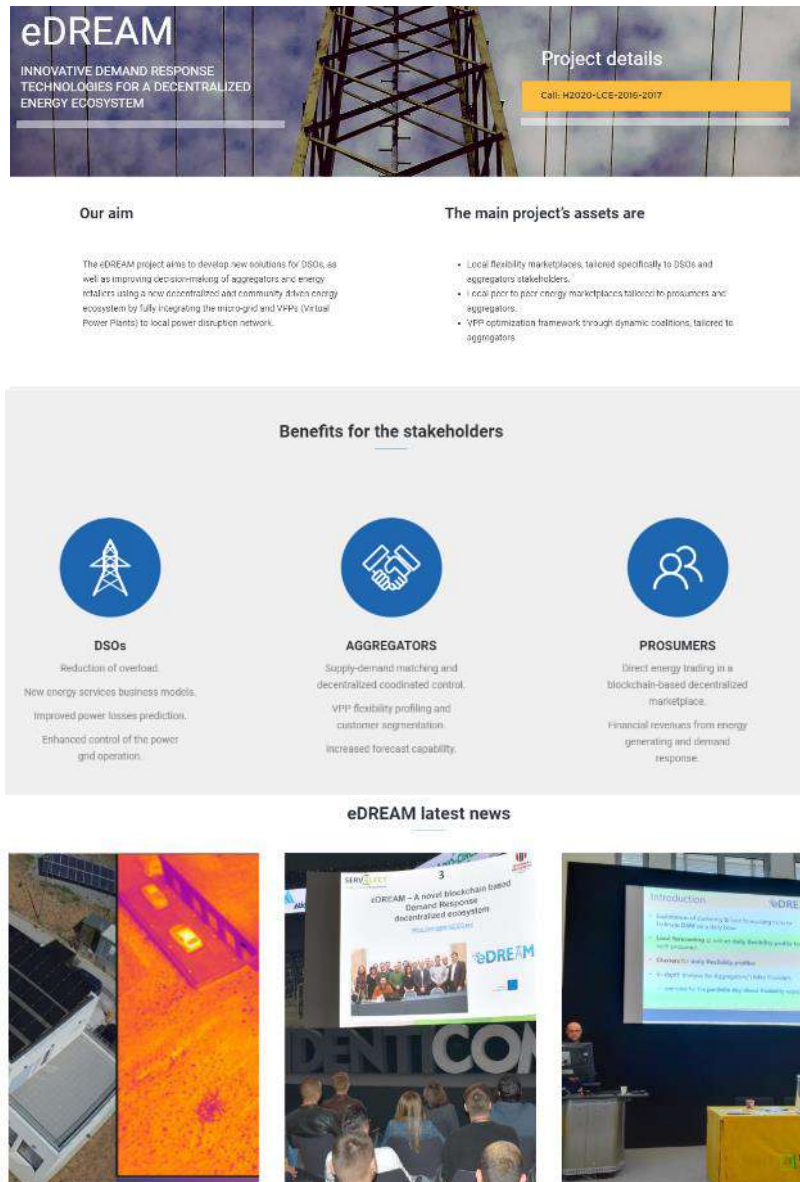


Figure 3 eDREAM website - home page screenshot

The eDREAM website visitors show increasing trends. From the beginning of the second year of the project (January 2019) and until this document was written (December 2019) the website was visited by 2806 visitors. The average duration of the visits, which is considered one of the factors in calculating audience engagement is around 1 minute and 47 seconds.

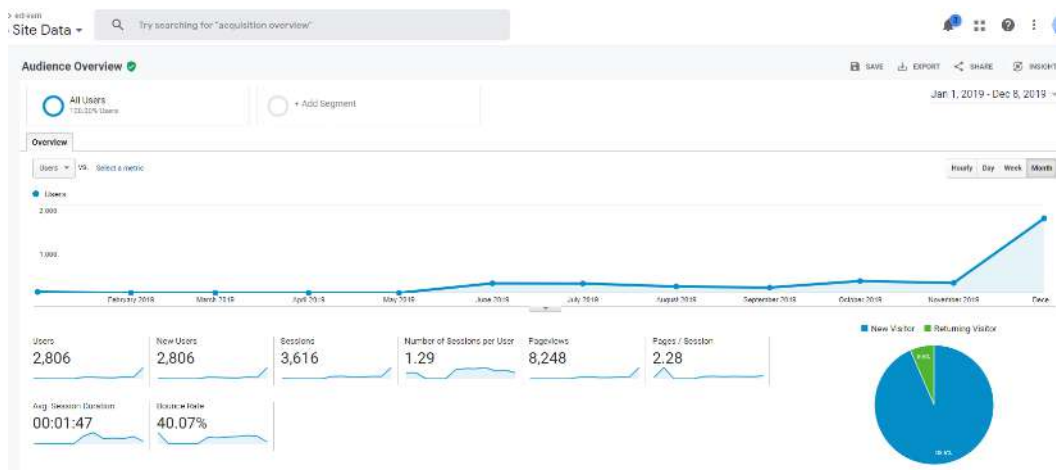


Figure 4 Google Analytics screenshot of the website visitors

Our online strategy focuses on content marketing. “Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.” (Content Marketing Institute).

Thus, to increase awareness regarding eDREAM technologies, we planned to write short blog articles on different topics related to the project.

The consortium members proposed a list of articles to write and publish until the end of the project, as it follows (it is an open list, and changes may occur during the project):

- The use of UAVs in Demand Response identification potential
- The role of Microgrids and VPPs in power networks’ flexibility
- Forecasting techniques addressing RES intermittency and real-time events’ detection
- Automated Transactions in Demand Response programs

The first article we wrote was regarding the use of UAVs in demand response identification potential: <https://edream-h2020.eu/the-use-of-uavs-in-demand-response-identification-potential/>

The article was posted on the project website (Figure 5) and shared on social media (Twitter and LinkedIn).

It was followed by another post with a short 360 aerial survey video demo for demand response pre-assessment potential: <https://edream-h2020.eu/360-aerial-survey-demo/>



THE USE OF UAV IN DEMAND RESPONSE IDENTIFICATION POTENTIAL

July 25, 2019 0

In recent years, the use of Unmanned Aerial Vehicles (UAVs), colloquially known as drones, is becoming increasingly more widespread, both by the industry, as well as by individual professional pilots and enthusiasts alike.

In the context of the eDREAM project, we plan to employ UAVs to obtain thermal signature measurements from target pilot sites to the aid in multi-building Demand Response (DR) characterization.

Figure 5 eDREAM blog article - screenshot

The article gained attention from the press. Thus we were proposed to share the article on an energy news platform – *Energy Central*. Energy Central is a platform for electric power industry professionals to connect, learn and share in a collaborative community environment. Supported by leading industry organisations, their mission is to help industry professionals connect and advance knowledge sharing for the benefit of the electric power industry.

The eDREAM article was shared on the platform, within the Grid Professional Group, and it has around 480 readings (

Figure 6).



Figure 6 eDREAM article shared on Energy Central platform screenshot

2.2 Social media

Periodically posts on LinkedIn ([eDREAM H2020 project](#)) and Twitter ([@eDREAMh2020](#)) page were made. The role of the Twitter account is to provide short news updates or items for the project and to connect with other H2020 projects, in order to exchange good practices and ideas.

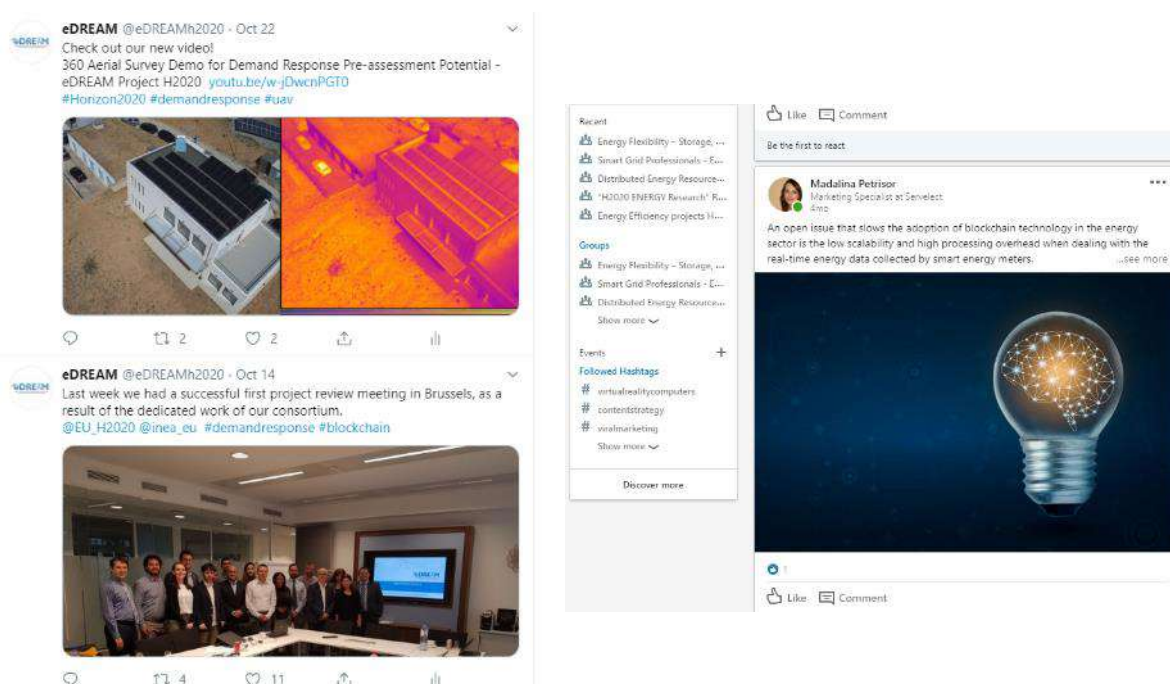


Figure 7 Screenshot of Twitter and LinkedIn posts

Moreover, we have made periodical posts on LinkedIn groups that SVT has joined, in order to increase the visibility and engage with the different communities (academic, industrial), as it follows:

- Smart Grids Energy & Water is a group for Smart Grid Professionals. Electric power grids, water, gas. The group covers Smart grid infrastructure, communication, process, and information systems. Generation, distribution, demand response, power utilities, smart grids. It has 20.984 members.
- Distributed Energy Resources (DERs) is a group for professionals involved in microgrids, distributed generation, energy efficiency, demand response, and energy storage. It has 3.216 members.
- Energy Flexibility Storage, Electric Vehicles (EVs), Demand Response (DSR) & Grid Technologies. The group is an initiative of the 14 following projects funded by the European Commission: FLEXITRANSTORE, inteGRIDy, REFLEX, BestRES, DREAM GO, TILOS, me², IndustRE, SmarterEMC2, EMPOWER, OrPHEuS, GRID4EU, GridTech, stoRE. It has 5.188 members.
- Energy Efficiency Professionals group is dedicated to professionals that work on policy, develop programs, market EE technology, or execute EE projects. It has 22.697 members.

2.3 Partners dissemination channels

Each partner uses its organisation dissemination channels in order to share and boost eDREAM posts and increase awareness of the project (Figure 8).

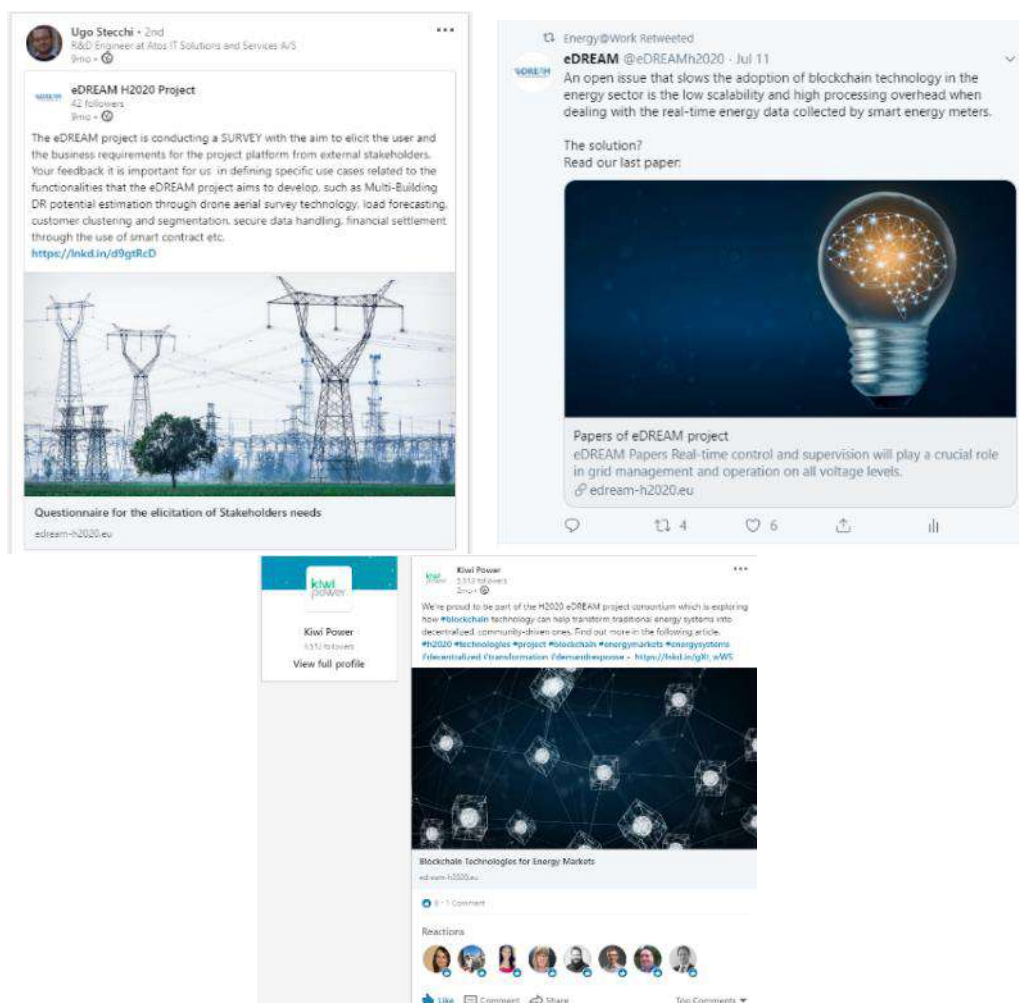


Figure 8 Screenshots of consortium posts on social media

2.4 Other online activities

➤ Project profile and periodically updates in Research Gate

During the second year of the project, we continued to update the project profile on Research Gate platform, in order to increase the project awareness and disseminate the project through the academia and scientific community. The public deliverables were posted on Research Gate with a short description and link to the project website for the full version.

Link: <https://www.researchgate.net/project/eDREAM-enabling-new-Demand-Response-Advanced-Market-oriented-and-Secure-technologies-solutions-and-business-models-EU-H2020-funded-Innovation-project-grant-agreement-No-774478>

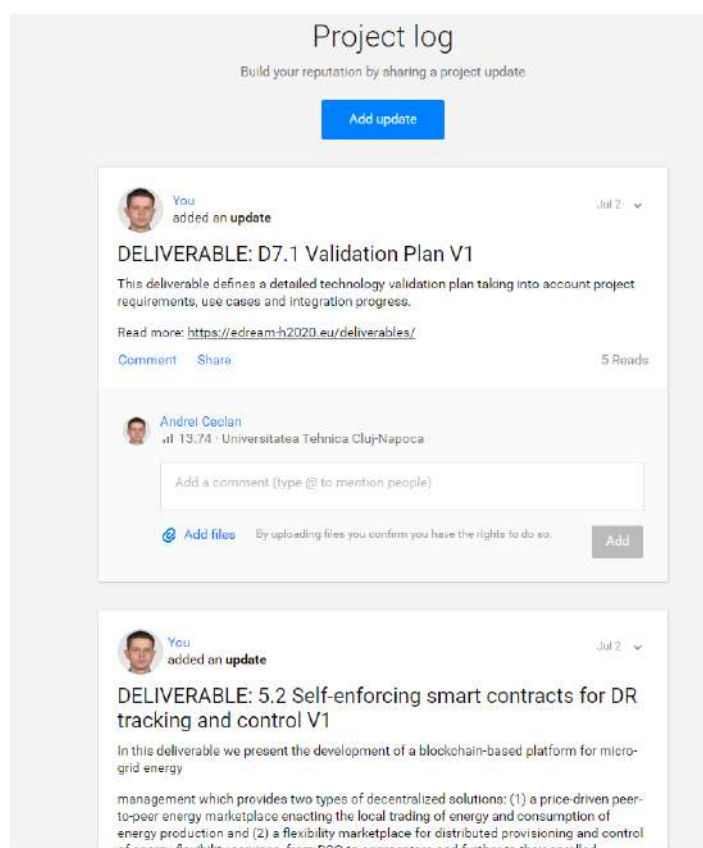


Figure 9 Screenshot of updates on research gate

➤ Project profile on CEESEN platform

A project profile was created on Central Eastern European Sustainable Energy Network that contains an overview of the project and its objectives. The Central and Eastern Europe Sustainable Energy Network (CEESEN) is an online platform created as a result of the PANEL 2050 project to facilitate communication and unite different energy actors in the regions.

Link: <https://ceesen.org/project/edream-enabling-new-demand-response-advanced-market-oriented-secure-technologies-solutions-business-models/>

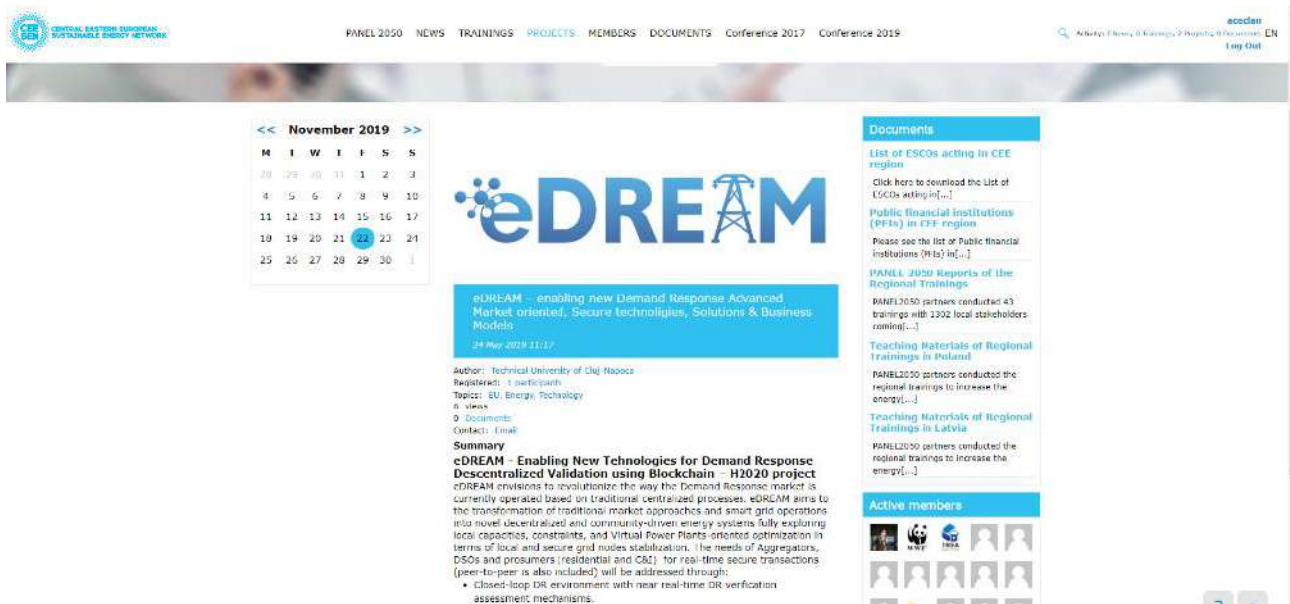


Figure 10 Screenshot of eDREAM profile on CEESEN platform

➤ Newsletter

ATOS promoted the project's latest outcomes within the ARI Newsletter (ATOS Research & Innovation) by monthly internal newsletter in Atos Research & Innovation the R&D department of ATOS which reports the most significant achievements and activities ATOS is involved. The newsletter is shared within a community of approximately 200 people working in the R&D ICT area, and all these people are involved in research activities and H2020 projects.

SVT contributed to the promotion of the eDREAM questionnaire for the elicitation of the stakeholders' requirements through a newsletter that was sent to SVT database.

3 Publications

3.1 Press articles

The following articles for eDREAM have been published to the press:

- **ATOS Integrated Report 2018** – ATOS spoke about eDREAM project within the Annual Integrated Report that was released this year: <https://atos.net/content/mini-sites/integrated-report-2018/atos-en-integrated-report-2018/mobile/index.html#p=54>
- **Ingenium Magazine** - In an interview given by Ferdinando Bosco (ENG) to the Ingenium Magazine, he spoke about his work in eDREAM project. Ingenium is an Italian magazine of Engineering and Tech Economy 2030 on the Digital Transformation: <https://www.ingenium-magazine.it/en/ricercatore-specializzato-in-sviluppo-web-e-blockchain-intervista-a-ferdinando-bosco/>
- **Article on Investment Reports** – Andrei Ceclan, from SVT, spoke about the eDREAM project in an interview for the Investment Report platform. Investment Reports is an annual, C-level, business to business exclusive guide to countries from Central and Eastern Europe: <https://www.investmentreports.co/article/interview-dr-andrei-ceclan-co-founder-servelect-73/>

3.2 Book Chapters

- “Forecasting Cryptocurrency Value by Sentiment Analysis: An HPC-Oriented Survey of the State-of-the-Art in the Cloud Era. Blockchain Technologies for Energy Markets” - https://link.springer.com/chapter/10.1007/978-3-030-16272-6_12
- “A Firefly Algorithm-based Approach for Identifying Coalitions of Energy Providers that Best Satisfy the Energy Demand” - https://link.springer.com/chapter/10.1007/978-981-15-0306-1_3

TUCN presented the work that is carried out within the eDREAM project in the two books mentioned above.

3.3 Scientific Publications

1. “A real-life experience on 2nd life batteries services for Distribution System Operator.”
 - **Authors:** T. Bragatto, D. Ziu, V.Croce, M. Cresta, M. Paulucci, F. Santori
 - **Publication Title:** IEEE EEEIC 2019; <https://ieeexplore.ieee.org/document/8783963>
 - **DOI:** 10.1109/EEEIC.2019.8783963
 - **Action type:** Conference Paper

2. “A multipurpose ICT platform for supporting energy transition: first results in flexibility profiling”
 - **Authors:** Ugo Stecchi; Javier Gomez; Lourdes Gallego; Francesca Santori; Juan Rico
 - **Publication Title:** SynergyMED - The 1st International Conference on Energy Transition in the Mediterranean Area; <https://ieeexplore.ieee.org/document/8764146>
 - **DOI:** 10.1109/SyNERGY-MED.2019.8764146
 - **Action type:** Conference Paper

3. “A Stacking Multi-Learning Ensemble Model for Energy Consumption Prediction”
 - **Authors:** Andreea Valeria Vesa, Nicoleta Ghitescu, Claudia Pop, Marcel Antal, Tudor Cioara, Ionut Anghel, Ioan Salomie
 - **Publication Title:** ICCP 2019
 - **Action type:** Conference Paper

4. “Building thermal output determination using visible spectrum and infrared inputs.”
 - **Authors:** G.Sfikas, A.Noula, J.Patacas, D.Ioannidis, D.Tzouvaras
 - **Publication Title:** International Conference on Energy and Sustainable Futures (ICESF) 2019
 - **Action type:** Conference Paper
 - **Link:** <https://onlinestore.ntu.ac.uk/product-catalogue/art-design-built-environment/books/proceedings-of-the-international-conference-on-energy-and-sustainable-futures-icesf-2019>

5. “Dynamic Clustering Mechanisms using forecasted input data”
 - **Authors:** N.Bezas, A.Noula, D.Ioannidis, D.Tzouvaras, T. Bragatto, F. Santori
 - **Publication Title:** International Conference on Energy and Sustainable Futures (ICESF) 2019

- **Action type:** Conference Paper
 - **Link:** <https://onlinestore.ntu.ac.uk/product-catalogue/art-design-built-environment/books/proceedings-of-the-international-conference-on-energy-and-sustainable-futures-icesf-2019>
6. “Blockchain-Based Scalable and Tamper-Evident Solution for Registering Energy Data”
- **Authors:** Claudia Pop, Marcel Antal, Tudor Cioara, Ionut Anghel, David Sera, Ioan Salomie, Giuseppe Raveduto, Denisa Ziu, Vincenzo Croce and Massimo Bertoncini
 - **Publication Title:** Sensor Journal; <https://www.mdpi.com/1424-8220/19/14/3033>
 - **DOI:** <https://doi.org/10.3390/s19143033>
 - **Action type:** Journal Paper
7. “A Fog Computing Enabled Virtual Power Plant Model for Delivery of Frequency Restoration Reserve Services”
- **Authors:** Claudia Pop, Marcel Antal, Tudor Cioara, Ionut Anghel and Massimo Bertoncini
 - **Publication Title:** Sensor Journal; <https://www.mdpi.com/1424-8220/19/21/4688>
 - **DOI:** <https://doi.org/10.3390/s19214688>
 - **Action type:** Journal Paper

4 Events

eDREAM was disseminated via the participation of consortium partners to various events, presenting the latest outcomes of the project.

4.1 Scientific, Technical & Policy conferences/workshops

1. **Dissemination event:** IEEE IEEEIC 2019
 - **Partner:** ASM, ENG
 - **Date:** 12 June 2019
 - **Audience/Activity:** Academia, scientific community; Approximately 30 participants.
 - **Description:** ENG attended IEEE IEEEIC 2019 in Genoa, Italy presenting the paper „A real-life experience on 2nd life batteries services for Distribution System Operator”, written with ASM.
 - **Webpage:** https://www.eeeic.net/eeeic/IEEEICdownload/IEEEIC_ICPS19%20Final%20Program%20Rev.pdf
2. **Dissemination event:** SynergyMed 2019 - The 1st International Conference on Energy Transition in the Mediterranean Area
 - **Partner:** ATOS
 - **Date:** 28-30 May 2019
 - **Audience/Activity:** Academia, scientific community
 - **Description:** ATOS attended SynergyMed 2019 in Cagliari, Italy presenting the paper „A multipurpose ICT platform for supporting energy transition: first results in flexibility profiling.”
 - **Webpage:** <https://convegni.unica.it/synergymed2019/>

3. **Dissemination event:** International Conference on Energy and Sustainable Futures (ICESF) 2019, Nottingham, UK
- **Partner:** CERTH
 - **Date:** 9-11 September 2019
 - **Audience/Activity:** Academia, industry and scientific community; Approximately 80 participants.
 - **Description:** CERTH attended the International Conference on Energy and Sustainable Futures (ICESF) 2019, in Nottingham, UK, presenting the paper “Dynamic Clustering Mechanisms using forecasted input data”.
 - **Webpage:** <https://www.ntu.ac.uk/about-us/events/events/2019/09/the-international-conference-on-energy-and-sustainable-futures-icesf-2019>



Figure 11 CERTH at ICESF 2019

4. **Dissemination event:** Exploring Responsible Research and Innovation "RE-COGNITION H2020 project Workshop", UK
- **Partner:** E@W
 - **Date:** 4 July 2019
 - **Audience/Activity:** Re-COGNITION H2020 project consortium; Approximately 20 participants.
 - **Description:** Energy@Work attended the “Exploring Responsible Research and Innovation” workshop organised by the University of Bristol in the context of the RE-COGNITION H2020 project. In the presentation entitled “Stakeholders Requirements’ Elicitation and End-User Engagement in the validation process: The eDREAM H2020 experience”, Energy@Work has presented the ongoing work in the eDREAM project for stakeholder involvement in defining the requirements of the eDREAM platform and the end-user engagement activity plan already defined, aimed to validate the solution on user feedback basis. The eDREAM participation in the RRI workshop can represent the first step towards a close collaboration with RE-COGNITION project on the issues related the user involvement in project design and validation.
 - **Webpage:** <https://re-cognition-project.eu/2019/06/30/rri-training-at-university-of-bristol/>



Figure 12 E@W at RE-COGNITION RRI Training

5. Dissemination event: Innogrid2020 Conference, Brussels

- **Partner:** ENG, SVT
- **Date:** 13-14 May 2019
- **Audience/Activity:** Energy sector, Industry, Academia; Approximately 200 participants.
- **Description:** ENG and SVT attended the InnoGrid 2019 conference, in Brussels, disseminating the project outcomes that have been achieved so far. InnoGrid 2019 conference was organised by ENTSO-E, the European Network of Transmission System Operators for Electricity and by the European Distribution System Operators (E.DSO). At the InnoGrid 2019, we have heard from the industry's CEOs on innovation strategies dos and don'ts, discover today's rising power platforms and debate needed support from regulation, policy and financing. We had the chance to disseminate the project vision, objectives and Key Innovative Technologies.
- **Webpage:** <https://www.innogrid2020.eu/>



Figure 13 SVT and ENG at Innogrid conference

6. Dissemination event: ICCEP 2019, Italy

- **Partner:** SVT
- **Date:** 4 June 2019

- **Audience/Activity:** Academia, industry and scientific community; Approximately 100 participants.
- **Description:** Between the 2nd and 4th of July, Servelect attended the ICCEP 2019 conference (7th International Conference on CLEAN ELECTRICAL POWER Renewable Energy Resources Impact), in Otranto, Puglia– Italy, presenting eDREAM project and also the other H2020 projects within we are partners. The Conference aims to promote a permanent scientific forum, where people involved with clean electrical power generation may compare their experiences and present innovations to improve the current state of the art.
- **Webpage:** <http://www.iccep.net/>



Figure 14 SVT at ICCEP 2019 conference

7. **Dissemination event:** International Conference on Energy and Sustainable Futures (ICESF) 2019, Nottingham, UK
 - **Partner:** TU
 - **Date:** 10 September 2019
 - **Audience/Activity:** Academia, industry and scientific community; Approximately 80 participants.
 - **Description:** TU attended ICESF 2019 in Nottingham, UK, presenting the paper „Building thermal output determination using visible spectrum and infrared inputs”.
 - **Webpage:** <https://www.ntu.ac.uk/about-us/events/events/2019/09/the-international-conference-on-energy-and-sustainable-futures-icesf-2019>
8. **Dissemination event:** International Conference on Intelligent Computer Communication and Processing 2019 (ICCP), Romania
 - **Partner:** TUCN
 - **Date:** 5-7 September 2019
 - **Audience/Activity:** Academia, industry and scientific community; Approximately 80 participants.
 - **Description:** TUCN attended ICCP 2019 in Romania, presenting the paper “A Stacking Multi-Learning Ensemble Model for Energy Consumption Prediction”.
 - **Webpage:** <http://www.iccp.ro/iccp2019/>

9. **Dissemination event:** CNR-CME – Energy efficiency in Romania, current stage and perspectives, Romania
- **Partner:** SVT
 - **Date:** 15 October 2019
 - **Audience/Activity:** Energy professionals, Politicians, local authorities; Approximately 30 participants.
 - **Description:** CNR-CME continuously promotes constructive dialogue with all stakeholders for achieving the strategic objectives in the energy field, thus contributing to the improvement of the legislative/normative framework, to the dissemination of the latest technical-scientific achievements, to the exchange of good practices, to removing barriers in the field of energy efficiency. SVT attended CNR-CME conference presenting the project outcomes.
 - **Webpage:** <http://cnr-cme.ro/events/conferinta-eficienta-energetica-in-romania-stadiu-si-perspective/>
10. **Dissemination event:** Kick-off Meeting SMEmpower Efficiency H2020 Project, Greece
- **Partner:** SVT
 - **Date:** 19 September 2019
 - **Audience/Activity:** Universities and SMEs; Approximately 20 participants.
 - **Description:** SVT presented the project outcomes during the kick-off meeting of the SMEmpower Efficiency H2020 Project in Greece.
11. **Dissemination event:** ROGBC - ComeEasy project meeting, Romania
- **Partner:** SVT
 - **Date:** 10 September 2019
 - **Audience/Activity:** NGO
 - **Description:** SVT presented the project outcomes during the ROGBC - ComeEasy project meeting.
12. **Dissemination event:** Stardust H2020 Project, Romania
- **Partner:** SVT
 - **Date:** 16 September 2019
 - **Audience/Activity:** Local Authorities; Approximately 10 participants.
 - **Description:** SVT presented the project outcomes during the Stardust H2020 project meeting.
 - **Website:** <https://stardustproject.eu/>
13. **Dissemination event:** INCERC, Romania
- **Partner:** SVT
 - **Date:** 8 April 2019
 - **Audience/Activity:** Local Authorities; Approximately 10 participants.
 - **Description:** SVT presented the project achievements within an event organised by the National Institute of Research and Development in Constructions, Urbanism and Territorial development
 - **Website:** <https://www.incd.ro/>

4.2 Industrial exhibitions, conferences & workshops

1. **Dissemination event:** Energy Industry Mixer 2019, Poland
 - **Partner:** EMOT
 - **Date:** 8 April 2019
 - **Audience/Activity:** Energy sector, Industry; Approximately 350 participants.
 - **Description:** Energy Industry Mixer 2019 is an international networking meeting based on the unique B2BSmartMixer® for companies in the electrical energy industry. Representatives of companies had the opportunity to meet in one place and time in the course of a short business meeting. EMOT had the opportunity to disseminate the project at this event.
 - **Website:** <https://energymixer.eu/en/>

2. **Dissemination event:** SAMER - An integrated approach to energy efficiency solutions 2nd edition, Romania
 - **Partner:** SVT
 - **Date:** 28 June 2019
 - **Audience/Activity:** Energy Managers, Industry, Academia; Approximately 45 participants.
 - **Description:** SAMER is the Romanian Society of Energy Auditors and Managers (SAMER) from Romania. Each year an event is organised that brings together energy experts, energy managers and auditors interested in topics such as innovative approaches and new trends in energy efficiency, energy efficiency legislation and regulation, solutions to optimise energy consumption and costs. SVT, as a member of the organisation, disseminated the eDREAM outcomes within this conference.



Figure 15 SVT at SAMER conference

3. **Dissemination event:** Modern Power Systems 2019, Romania
 - **Partner:** SVT
 - **Date:** 21-23 May 2019
 - **Audience/Activity:** Academia, Industry, Energy sector; Approximately 30 participants.
 - **Description:** The 8th International Conference on Modern Power Systems was held on Cluj-Napoca, Romania, from 21st to 23rd of May 2019. The main purpose of the Conference is to

throw a bridge between recent advances of research on modern power systems and related topics. Therefore, besides classical sessions on the progress of theoretical research, with an emphasis on industrial applications and solutions.

- **Website:** <https://et.utcluj.ro/mps/>
4. **Dissemination event:** Meda Consulting Conference – Energy Efficiency - an essential condition for sustainable development, Romania
 - **Partner:** SVT
 - **Date:** 21-23 May 2019
 - **Audience/Activity:** Academia, Industry, Energy sector; Approximately 30 participants.
 - **Description:** “Energy Efficiency - an essential condition for sustainable development” is an annual event organised by Meda Consulting. The main topics discussed within the event are National Action Plan in the field of energy efficiency, development of the energy services markets, new provisions of the Energy Efficiency Directive. SVT presented the project outcomes achieved so far.
 - **Website:** <https://www.acue.ro/eveniment/conferinta-eficienta-energetica-conditie-esentiala-pentru-o-dezvoltare-durabila>
 5. **Dissemination event:** Transylvanian International Clusters Conference - "Clusters: Ecosystems for Innovation and New Business", Romania
 - **Partner:** SVT
 - **Date:** 19 September 2019
 - **Audience/Activity:** Industry, General public; Approximately 20 participants.
 - **Description:** Transylvanian International Clusters Conference (#TCIC2019) is an annual event organised by the Northern Transylvania Clusters Consortium, which works as a network of support for those operating in the economic environment and aims to facilitate the international exchange of knowledge, good practices and to provide a cross-sectoral collaboration platform for addressing global challenges. So far, the conference has had over 1200 participants and over 200 speakers in the previous editions and has provided more than 500 opportunities for connecting entrepreneurs and businesses around the world, during the parallel sessions. This year’s theme for #TCIC2019 was “Clusters: Ecosystems for Innovation and New Business”.
 - **Website:** <https://transylvanianclusters.ro/>
 6. **Dissemination event:** Institution of Civil Engineers President's Visit, UK
 - **Partner:** TU
 - **Date:** 3 May 2019
 - **Audience/Activity:** Industry, Academia; Approximately 10 participants.
 7. **Dissemination event:** PRO INVENT 2019, Romania
 - **Partner:** TUCN
 - **Date:** 20-22 March 2019
 - **Audience/Activity:** Academia, industry and scientific community; Approximately 50 participants.
 - **Description:** TUCN presented the project outcomes at PRO INVENT 2019 trade fair in Romania.
 - **Website:** <https://proinvent.utcluj.ro/>

8. **Dissemination event:** ENTSO-E EC/DG Energy-EIT group on Open Energy Marketplaces, Firenze, Italy
 - **Partner:** ENG
 - **Date:** 17 September 2019
 - **Audience/Activity:** Academia, industry and scientific community;
 - **Description:** ENG presented the project outcomes at ENTSO-E EC/DG Energy-EIT group on Open Energy Marketplaces.

9. **Dissemination event:** Future of electricity demand response, Middlesbrough, UK
 - **Partner:** TU
 - **Date:** 23 October 2019
 - **Audience/Activity:** Energy sector, Industry; Approximately 15 participants.
 - **Description:** This event aims to encourage discussion, find synergies and signpost appropriate funding and support mechanisms to drive the development of decarbonisation solutions.
 - **Website:** <https://www.eventbrite.co.uk/e/future-of-electricity-demand-response-tickets-74803387947>

10. **Dissemination event:** “Efficient Romania” – OMV Petrom conference, Romania
 - **Partner:** SVT
 - **Date:** 21 November 2019
 - **Audience/Activity:** Energy professionals, Politicians, local authorities; Approximately 100 participants.
 - **Description:** The “Efficient Romania” project develops a national energy efficiency program that will run until 2022. SVT attended the conference that was organised for this project and presented the eDREAM significant achievements.
 - **Website:** <https://www.romania-eficienta.ro/>

11. **Dissemination event:** IDENTICOM 4.0 trade fair and conference, Romania
 - **Partner:** SVT
 - **Date:** 2-4 October 2019
 - **Audience/Activity:** Energy sector, Industry; Approximately 50 participants.
 - **Description:** At the beginning of October, Servelect presented the eDREAM project outcomes at IDENTICOM Conference, in Cluj-Napoca, Romania.
 - **Website:** <https://identicom4.ro/>



Figure 16 SVT at IDENTICOM 4.0 conference

5 Conclusions

The project has overall conducted various dissemination activities for the second year. The KPIs for the period have been achieved, and some of them overachieved.

Dissemination Channel	KPIs	Stakeholders addressed	Year 2 KPI target	Status	
Website (2.1)	No. of visitors to the eDREAM website (per year)	ALL	1500	2806	Achieved
	No. of the blog post on eDREAM website “News” section	ALL	10	10	Achieved
Social media (2.2)	No. of posts on social media platforms via eDREAM channels (LinkedIn & Twitter)	ALL	10	10 ⁺	Achieved
Partners’ websites, social media channels (2.3) & other online activities (2.4)	No. of articles / posts in consortiums’ newsletter / website / social media / other communication platforms	ALL	5	5	Achieved
Press media & articles (3.1)	No. of press releases & articles (online & printed)	ALL	3	5	Achieved
Scientific publications (3.3)	Journal papers	Academia / scientific community	2	2	Achieved
	Conference papers	Academia / scientific community	3	5	Achieved
Events (4)	No. of Scientific, Technical & Policy conferences and workshops at which partners will promote eDREAM (4.1)	Academia / scientific community - Research groups, other H2020 projects and initiatives	12	13	Achieved
	No. of Industrial exhibitions, conferences & workshops at which partners will promote eDREAM (4.2)	Energy market sector, End users, Facilitators	8	11	Achieved
	The organisation of one international conference	Energy market sector, End-users	1	N/A	N/A

Table 1 eDREAM - dissemination KPIs

Until month 29 of the project (May 2020), we will continue the stage 2 of the dissemination strategy - Understanding and interest.

The next stage of the project's communication and dissemination strategy is Stage 3 - Action – Business Strategy Phase - M30 – M36 (June 2020 – December 2020).

The project consortium will focus on maximising target market awareness regarding the eDREAM solution. Thus, contributing to ensuring the project's sustainability and full exploitation, through:

- **Project website:** continue the content marketing strategy by creating and uploading relevant content for the target audience.
- **Press release:** create relevant content and find suitable publications to achieve a high impact.
- **International conference:** From a strategic point of view, the international conference was postponed for the last year of the project. The conference scope is to disseminate the project and mainly to collect needs and requirements coming from the identified target groups and to adjust the requirements defined in the first version of the deliverable 2.1 “User group definitions, end-user needs, requirement analysis and deployment guidelines V1”. We are planning to hold it between May and June as part of an international event such as Sustainable Places, Innogrid etc.
- **Presentations at industrial exhibitions, conferences & workshops:** Participation at relevant conferences, create targeted presentations according to the audience presented at the events, promote the event using the appropriate communication and dissemination channels.
- **Presentations at scientific, technical & policy conferences and workshops:** Participation at relevant conferences, create targeted presentations according to the audience presented at the events, promote the event using the appropriate communication and dissemination channels.
- **Journal & conference papers:** Address several publication options. Foster partner collaboration and dissemination. Identification of appropriate events.

The project will continue to intensify these activities during the next year, especially since we are approaching the end of the project, and more tangible results will be available.

The last report on communication and dissemination activities will be on month 36 of the project (December 2020), in the Deliverable D8.7 Report on Dissemination Activities V3.