



SMAGRINET

POWERING SMART GRID
EXPERTISE IN EUROPE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 837626

CONTACT US
info@smagrinet.eu

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DELIVERABLE 6.1

REPORT ON COMMUNICATION ACTIVITIES (1)

DELIVERABLE TYPE

Report

MONTH AND DATE OF DELIVERY

Month 15 | June 2020

WORK PACKAGE

WP6

LEADER

LOBA

DISSEMINATION

Public

LEVEL

AUTHORS

Catarina Pereira

PROGRAMME

H2020

CONTRACT

837626

NUMBER

DURATION

30 Months

START

April 2019





Contributors

Name	Organisation
Catarina Pereira	LOBA
Olga Kyselova	TUD
Toñis Vare	ETL

Peer Review

Name	Organisation
João Gaspar	LOBA
Olga Kyselova	TUD

Revision History

Version	Date	Reviewer	Modifications
0.1.	26/06/2020	-	Initial Version
0.2	29/06/2020	-	Contributions from TUD
0.3	30/06/2020	-	Events updates
1	30/06/2020	-	Final version



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1. Executive Summary

This deliverable aims to present the communication activities implemented during the first period of the SMAGRINET project (1st April 2020 – first day of the project, to 24th June 2020 – date of this report). These activities are integrated under WP6 – Dissemination and Communication.

This first period was characterised by the kick-start of the project which entailed the creation of its identity and branding, its first communication materials, dissemination channels, introducing the project and its services/activities through events (external or organised by the project), distribution of the first project newsletters, building the SMAGRINET following on social media, etc.

The leader of WP6 (LOBA) is responsible for the overall management and support of the activities defined under the dissemination and communication plan (D6.1) and for developing the main tools and materials to be used during the project.

All partners were actively involved in the dissemination and communication actions implementation and have been committed to ensure a satisfactory dissemination of the project's results. In general, the expected contribution from partners was to:

- Implement publicity and dissemination campaign in their own countries and at European level;
- Exploit their contacts and networks;
- Supply news and updates for the web portal and newsletter;
- Help to keep the project's Social Media Accounts (SMAs) alive and active;
- Participate in relevant events to promote the project and its outcomes;
- Contribute with the scientific papers mentioning the SMAGRINET project.

The present document outlines:

- The activities undertaken as far as branding, website, social, video, newsletter, email marketing and events are concerned as well as their performance in the first period of the project.
- The current status of the key performance indicators.
- The next steps for the following period.

2. Introduction to SMAGRINET

2.1. Context

The EU aims to reduce its greenhouse gas emissions by 20% by the year 2020 and significantly more in the coming decades. This would require increasing the share of renewable energy in the electricity consumption of the EU countries, which is difficult with the electrical grids currently used in the majority of EU countries. The traditional electrical grids are not flexible enough to allow the effective integration of renewable energy sources.

In order to achieve such reductions in emissions, a wider adoption of smart grids needs to be implemented across the globe increasing the grid efficiency, the usage of renewable energy sources and the consumer control over their energy consumption.

Smart grids are the answer for Europe.

- Smart grid implementation requires:
 - A thorough consideration of environmental challenges.
 - Significant amount of investments for replacing the current electrical grids with smart grids.
 - Training of a next generation of electrical engineers, who must be knowledgeable to implement the new smart grid technologies.

This requires:

- Skilled service providers and professional end users to receive proper training when new technologies become available.
- Public authorities to be informed about new developments in the energy field, to be able to contribute to the development of adequate policies and support schemes.
- Civil society to be aware of the emerging energy solutions, which would contribute to market uptake, deployment and use of new technology.

2.2. Mission

The SMAGRINET project aims to create a smart grid competence hub addressing the area of smart and flexible energy systems with interrelations renewable energy and energy storage to enhance capacity of the European universities to engage with industry and key societal actors and to respond to the challenges of the energy transition.

SMAGRINET competence hub will tackle the shortage of skilled workforce challenge by designing a set of interrelated capacity-building activities: challenge and case-based modules, simulations and student mobility linked to European university programmes, short-term blended learning programmes and train-the-trainer pilot to ensure fast and wide-scale replication of the programmes.

2.3. Objectives

The **long-term strategic objective** of the project is to develop a generation of researchers and engineers who are equipped to develop, improve and deploy new energy technologies, and are able to meet the challenges of the energy transition.

Direct objective: to create smart grid competence hub for enhancing the capacities of the European universities in energy research, innovation and education and engaging with industry, cities, regions and other key societal actors.

Operational objective: to update, develop and implement a capacity building programme for boosting the research, innovation and education for energy transition.

2.3.1. Sub objectives:

Sub-objective 1: to create efficient and effective competence hub for networking and collaboration within

academia and between academia and business, to identify and validate urgent and emerging knowledge, skills

and competences needs, pool capacities and allow rapid and wide replication

Outputs:

- Map of the stakeholders
- Competence hub for collaboration and networking
- Map of the current practices of the smart grid capacity building programmes;
- Validation of skills, competences and needs for responding to the urgent European industry needs;
- Validation of the needs for training the trainers;
- Matrix of challenges and cases
- Network building and experience exchange activities with competence hub participants

Sub-objective 2: to develop challenge and case-based modules that are linked to European university

programmes to teach students about operational problems combining the social, technological and industrial

dimension and piloting.

Outputs:

- A set of 3 challenge and case-based modules (prosumers, connections, price and society) complemented by simulation session and mobility programme, targeted to the master level students (MA, MSc or ME) involving SSH and industry
- 240 master students educated in the 2 rounds of piloting, 150 out of them in simulation sessions and 60 out of them in the mobility to industry

Sub-objective 3: to develop three short-term (3 months) innovative programmes which are replicable and scalable for diverse target groups to acquire up-to date knowledge, skills and competences, and respond rapidly to urgent European industry needs and the rapidly evolving European energy landscape.

Outputs:

- 3 short-term (3 months) blended learning programmes:
 - Continuing education course for current electrical engineering workforce from industry;
 - Continuing education courses for engineering researchers;
 - Continuing education course for broader public (decision makers, managers, researchers having background other than engineering, future students);
- 720 participants (240 from each target group) in the 2 rounds of piloting of the programmes

Sub-objective 4: to prepare and ensure the exploitation and replication of the SMAGRINET solutions to other domains and scaling to other European universities/institutions.

Outputs:

- Roadmap for replication
- 4 online methodological manuals for the trainers
- 50 engineering trainers trained during the train-the trainers' pilot
- Exploitation plan

2.4. POWER ON

SMAGRINET is establishing a competence hub that will be communicated as **POWER ON**. It is providing **services, activities, events** and **opportunities** for European universities, municipalities and energy industries to enhance their capacity in energy research and innovation to tackle the smart grid energy transition.

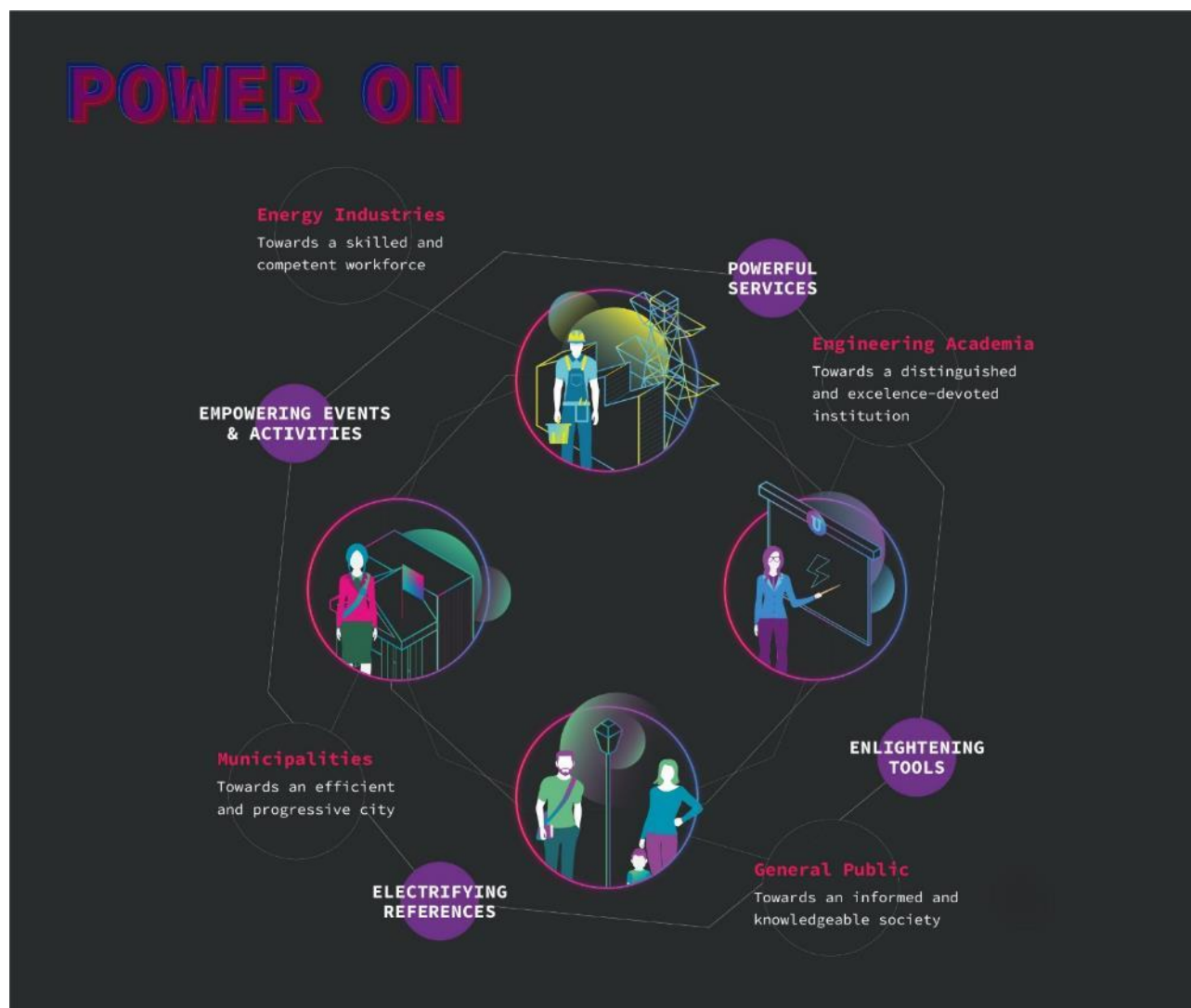


Figure 1: POWER ON - SMAGRINET Competence Hub



The activities of SMAGRINET's "POWER ON" will be further detailed at WP2 deliverables – Operation of the collaboration and knowledge sharing hub.



3. Branding

3.1. Visual Identity

The first dissemination and communication activity of the SMAGRINET project was the creation of its identity. As detailed in D6.1 – Strategic Dissemination and Communication Plan, the process entailed the creation of a presentation ([annex 1](#)) to showcase to the consortium the logo and its concept and inspiration. In the end, the best option was the one presented below:



Figure 2: Logo full version with claim



Figure 3: Logo small version without claim

To help partners in correctly using the SMAGRINET logo, a brand guidelines document was developed ([annex 2](#)).

The identity of a brand/project doesn't live solemnly through its logo, all the other key-visuals that surround it – such as icons, colours, figures, etc. – are important to make the brand noticeable by our target audience. Throughout this deliverable, as we showcase the materials developed during the lifespan of the project you will be able to check this visual communication strategy.

3.2. Communication Identity

Additionally, the language that we use throughout the website, social media and the communication materials are also very connected with the topic of the project. To grab the attention of our target audience we try to be creative and use several terms and phrases related to energy and electricity and we try to use a language that is a bit more common and not so “EC-oriented”. This can be seen, for example, in the communication around the SMAGRINET's competence hub and throughout the whole website and images we use for social media.

We have created a communication identity for the SMAGRINET “Collaboration and Knowledge Sharing Hub”:

- The term in itself it’s quite unattractive and, therefore we renamed it “POWER ON”, describing it as SMAGRINET’s competence Hub that is enhancing the capacity of European universities in energy research and innovation and engaging with the energy stakeholders to tackle the smart grid energy transition.
- Our “POWER HOUSE” lists all the members of POWER ON that are already engaged in the Competence Hub activities.
- The set of activities from WP2 that serve as a basis of the POWER ON services are called “Empowering Activities”
- The “POWER ON” services (the Pilot Modules, the International Mobility Program, the Short-Term Blended Learning Programs and the Train-the-Trainers pilot) are themselves called “Powerful Services”
- All materials that are deemed as interesting for POWER ON are all under “Electrifying References”

Other activities also follow this communication strategy approach. For example, the SMAGRINET’s “Short-Term Blended Learning Programs” have been renamed “Smart Grid from A to Z: SMAGRINET’s Empowering Virtual Classes” to make it more appealing but also to make it more clear to our audience about the topic and structure of this service.

On the website and throughout this deliverable, as we showcase the materials developed during the lifespan of the project, you will be able to check this visual and linguistic communication strategy.

3.3. Communication Materials

The communication toolkit comprises the materials that aid the consortium to successfully disseminate and communicate the project during events and other activities of the project but also to promote the brand identity, making it memorable. For these purposes, LOBA created and distributed among partners:

- Templates: A word deliverable template (used for this report) and a presentation template were developed. See print screens of the presentation template in [annex 3](#).
- Powerpoint presentation: To help partners introducing the project a presentation was made in PowerPoint. It can be seen on [annex 4](#).
- Stationery: A folder ([annex 5](#)), letterhead paper ([annex 6](#)), email signature ([annex 7](#)) and contact card ([annex 8](#)) were also developed.
- Promotional materials: To promote the project, a roll-up ([annex 9](#)), a brochure ([annex 10](#)) and a poster ([annex 11](#)) were created to introduce the project and its activities.
- Merchandising: To help establish the project and widely promote the website, merchandise was also developed to be distributed at external events but also to be used at SMAGRINET’s activities, such as an anti-stress bulb (more target to the general audience – [annex 12](#)) and a pointer (more targeted to the academy and industry – [annex 13](#)).

4. Website

The activities related to the website design and its technical development were described on Deliverable D6.4 Web Portal. In this deliverable we will describe the communication activities carried out on the website since its launch (M5), some updates undertaken in terms of structure and we will describe its statistics and results.

4.1. Content

Since month 5, when the first version of the website was made available, we have continuously kept the website updated with news and events. This activity includes encouraging partners to provide relevant content for the website as instructed in the dissemination and communication plan (D6.1) and the Action Plan for a Successful Dissemination - produced by LOBA with all the steps that partners need to undertake to successfully communicate the project as well as to successfully use the project's tools and channels ([annex 14](#)).

Although in the first months of the project there was still some confusion on how to disseminate the project's activities through the project's tools and channels, the Action Plan for Successful Dissemination as well as some internal meetings carried out within the consortium were very successful on having everyone on board in this activity. Since then, the website has been always updated with the latest activities and events of the project.

The website currently has:

- 13 blog articles ([link](#)), all of them produced by individual partners with contents related to the project activities as well as related to the smart grid status and development.
- 5 event pages ([link](#)) with the events carried out by the project or of events in which we participated in as SMAGRINET.
- 2 newsletter entries ([link](#)) produced by the SMAGRINET consortium.
- 1 video presenting the project at the about page of the website ([link](#)).

Additionally, we have also re-designed the SMAGRINET's printable brochure into a digital format that can be downloaded on the project's website in the About - SMAGRINET Project page ([link](#)).

4.1.1. SEO Optimisation

On M14 we undertook a Search Engine Optimisation (SEO) to the SMAGRINET website. SEO is the practice of optimizing elements on a website in order to rank higher and earn more relevant traffic from search engines. Mainly we optimized the content but we also did a few edits to the HTML of the page. Our SEO tool gives us an overview of the site optimization score and lists elements that should be improved in order to increase the overall score, which will improve the visibility of the website for google crawlers.

Content-wise, we took care of:

- Title tags - it's an element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.
- Meta descriptions - the meta description is an HTML attribute that provides a brief summary of a web page. Search engines such as Google often display the meta description in search results, which can influence click-through rates.
- Keywords - key words for the website, that should be included in the page content as well as in tag titles (if possible) and in meta descriptions.

Basically, what we did throughout the optimization process, was:

- Writing title tags for pages where they were missing,

- Rewriting title tags if they were too short (beyond 30 characters) or too long (above 60 characters),
- Rewriting title tags if they were duplicated (the same title tag for various pages)
- Writing meta descriptions on pages where they were missing
- Rewriting meta descriptions if they were too short (beyond 70 characters) or too long (above 160 characters)
- Rewriting meta descriptions if they were duplicated - any content should be duplicated. The best practices of SEO recommend unique title tags and unique meta descriptions for each page.

All of the titles and meta descriptions should include the keyword that is crucial for the particular page. This what we did whilst preparing titles and descriptions - where possible. Sometimes keywords are too long to include them in the title tag - due to the characters limit. In this case we added keywords in meta descriptions.

4.2. POWER ON

As already stated in section 2.4, the SMAGRINET website is also the place where the consortium operates POWER ON (SMAGRINET's Competence Operation of the collaboration and knowledge sharing hub) under WP2.

Since the website was created in a very beginning of the project, we developed it in a way that we could easily update the information on the website while already teasing about its activities and services. For example, under the page "Empowering Activities" ([link](#)) we have described all the activities that have taken place or are still going to take place and after we have the final results of the activities, we will link it to a new page with its results. Until then it is stated "More info soon". The same happens at the "Powerful services" page ([link](#)) where we already describe all the services that the project is going to carry out and have a "Coming Soon" unclickable button that, when the service is ready is clickable to the page of the service. Each individual page in itself can also be always updated with new information as the service evolves.

For the POWER ON activities a forum was also developed which will be accessible through the SMAGRINET website. For now, we have hidden the forum as we will only start with the discussion there after the modules' evaluation is done. On this forum, not only the SMAGRINET partners can start discussions related to the project but external users can also create an account and start discussions. The forum is free to all after the creation of an account. The activity in the forum is managed by TUD under WP2, with LOBA's support.

POWER ON currently has:

- 12 members at the Power House ([link](#))
- 1 out of 10 activities updated with information ([link](#)) through the upload of the questionnaire for users to fill in ([link](#)) of WP2.
- 1 out of 4 services updated with information ([link](#)) through the creation of the modules page ([link](#)) of WP3.
- "Electrifying References" ([link](#)) has been updates with 21 references. It is composed of "Interesting Links" ([link](#)) with 6 entries, "Articles" ([link](#)) with 14 entries, "Other Projects" ([link](#)) with 1 entry and "Reports" which is not active yet as the deliverables are not yet ready to be showcased on the website.

4.3. Performance

The SMAGRINET website was launched on M5 at www.smagrinet.eu. The Key Performance Indicators defined by the consortium for the website state that the website should have at least 500 views each month on the page (so a total of 5.000 views) and that more than 40% of the

users spend more than 1 minute on the website (check Deliverable D6.1 – Strategic Dissemination and Communication Plan or the DoA).

Even though this KPIs are set for an assessment of the performance of the website by the end of the project, already on the first half of the project we have reached and surpassed these KPIs with more than 8.000 page views to the website and an average duration per user of more than 3 minutes (Figure 4). More than 80% of visitors are new visitors and about 16% return to the website for a total of 1.261 individual users (Figure 4).

On the demographics level, the top visitors of the website are from (Figure 5):

1. France (explained by a great effort on dissemination by the French partner Université of Lorraine),
2. Portugal (explained by the fact that the Portuguese partner LOBA being the WP6 leader of the project),
3. Estonia (explained by a great effort on dissemination by the Estonian partner TalTech, that is also the coordinator of the project),
4. USA (explained by the interest of the country in the SMAGRINET country as well as the population number),
5. Germany (explained by a great effort on dissemination by the German partners University of Berlin and Technical University of Dresden).

Visitors are coming to the website mainly through the following sources (Figure 6):

1. Direct access to the website (this can indicate a success on the dissemination and communication materials that have been widely distributed and promoted and always depict the project's website)
2. Google search (this can indicate a success on the SEO optimisation efforts carried out by LOBA)
3. Twitter and Facebook (this can indicate the success of the activities carried out on the project's social media channels)
4. LOBA's website (this can indicate the success of LOBA's activities in promoting the project through their own website)
5. ASSET H2020 project website (this indicates the success of project's collaborating, as both SMAGRINET and ASSET are promoting the other project on their website)
6. Université de Lorraine's website (this can indicate the success of ULOR's activities in promoting the project through their own website)

This can also be corroborated by the fact that the channels from where visitors access the website are, in first place, through the direct link, in second place, through an organic search, and, in third place, through the social media channels (Figure 7).

Another interesting data worth to mention are the top most viewed pages on the website (figure 8):

1. Homepage (this is normal as this is the initial page of the website)
2. Power ON (this can indicate a great interest of visitors on the SMAGRINET's activities and services)
3. Newsletters (this can indicate a great interest of visitors in wanting to know more about SMAGRINET's activities, services, events and results. Additionally, it can indicated the success of efforts carried out by the consortium in disseminating through their contacts the SMAGRINET newsletter subscription as well as the success of newsletter campaigns we have been carrying out on the project's social media channels)

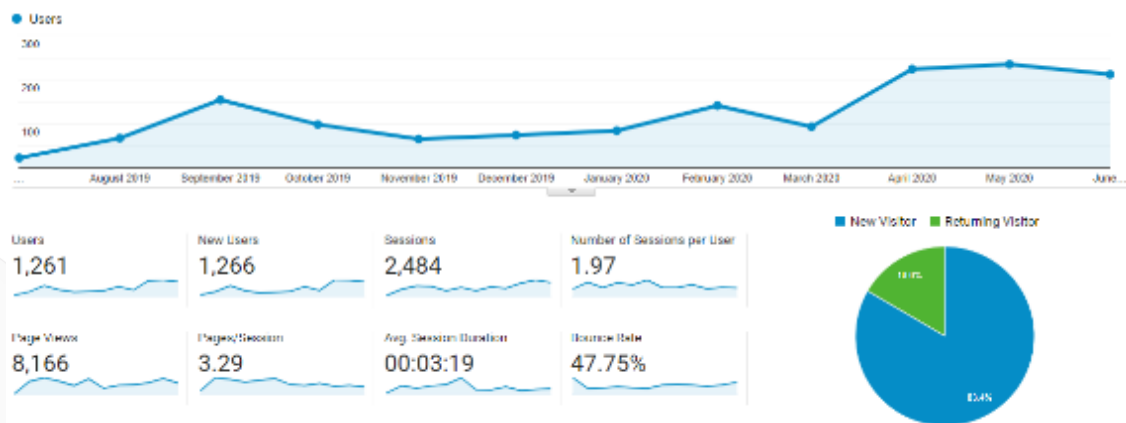


Figure 4: Google Analytics Audience Overview Statistics (generated on 25/06/2020 at 11:14:42)

Country	Users	% Users
1. France	276	21.86%
2. Portugal	186	14.52%
3. Estonia	127	9.91%
4. United States	126	9.84%
5. Germany	55	4.29%
6. Lithuania	50	3.90%
7. Italy	49	3.83%
8. Slovenia	45	3.51%
9. Belgium	37	2.89%
10. Ukraine	35	2.73%

Figure 5: Google Analytics Audience Demographics Statistics (generated on 25/06/2020 at 11:14:42)

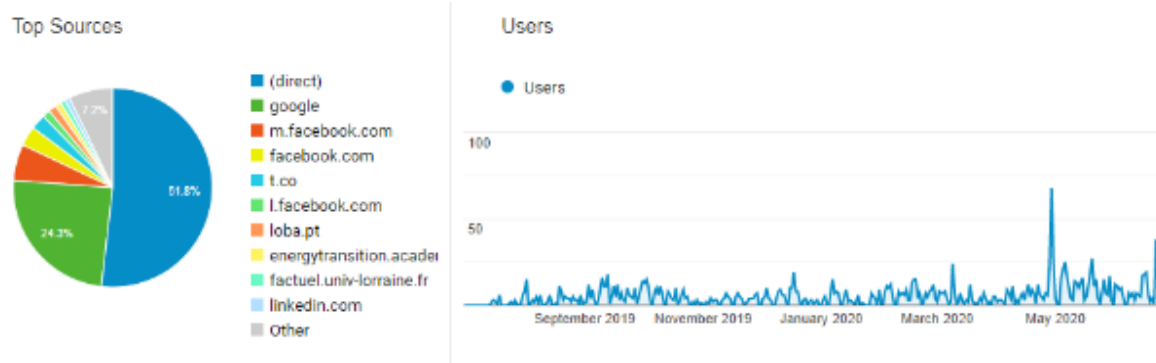


Figure 6: Google Analytics Acquisition Top Sources Statistics (generated on 25/06/2020 at 11:14:42)

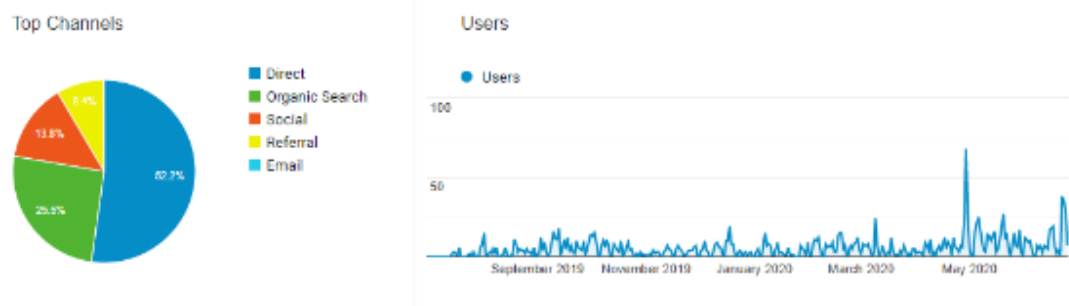


Figure 7: Google Analytics Acquisition Top Channels Statistics (generated on 25/06/2020 at 11:14:42)

Page Title	Page Views	% Page Views
1. SMAGRINET Project	2,299	28.19%
2. Power On	742	9.10%
3. Newsletters	508	6.23%
4. Smagrinet Project	484	5.93%
5. Powerful Services	374	4.59%
6. Empowering Activities	322	3.95%
7. Blog	267	3.27%
8. Consortium	242	2.97%
9. Electrifying References	233	2.86%
10. Contact Us	226	2.77%

Figure 8: Google Analytics Behaviour Statistics Top Viewed Pages (generated on 25/06/2020 at 11:22:18)

5. Social Media

On May 2019 we launched the official social network pages of the project on [Facebook](#), [Twitter](#), and [LinkedIn](#). A [YouTube](#) channel has been established as well. The creation of social media channels entailed:

- Design and upload of the cover and profile images
- Design of frame templates to include pictures on publications
- Design of frame templates for posts related to SMAGRINET's events
- Research and development of the description contents

5.1. Content

Each month a social media plan was developed with the weekly publications for each social media channel. At least 2 publications were made per week in each channel which entailed creating images and contents for each publication. At the same time, we gave a lot of attention to the engagement and reach on social media channels, continuously retweet, sharing and interacting with other accounts, specially from EC and INEA channels and other relevant projects.

Some examples of posts can be seen below:

First Post



SMAGRINET at World Energy Congress



SMAGRINET at Scalling Up



SMAGRINET Questionnaire



SMAGRINET Pilot Modules



ULJUB Workshop



Powerful Services



Role of Governments



POWER ON



Newsletter 1



Aside from publications related to SMAGRINET's activities, services and results, we also contemplate in our social media monthly plan publication with the aim of raising awareness to the Smart Grid implementation. Below some of those posts:

Smart Grid implementation



Smart Grid is the answer for Europe



Benefits of Alternative Financing



What does energy mean to you?



Energy consumption in 2018



Smart Energy



Barriers for the Smart Grid implementation



Earth Day



Smart grid advantages for consumers



EU's 2030 Climate & Energy Framework



International Day of Light



Role of Society



The SMAGRINET YouTube channel has been used as a repository where we host the project videos, to disseminate them at events, social media, website and our newsletters. During the first year of the project, 4 videos have been uploaded to the project's YouTube channel. On the 8th of May 2020, we upload the presentation video of the Project "SMAGRINET: Powering Smart Grid Expertise in Europe" ([link](#)). Other 3 more videos have been uploaded to the YouTube channel but they are as for now in private mode. These videos will be used for the development of the short-term blended programmes of the project (Smart Grid from A to Z). More about the videos produced by SMAGRINET will be described on [section 6](#).

Additionally, on the Facebook channel we have started to create a page for each event that SMAGRINET organises. All events can be seen in this [link](#).

To promote certain activities of the project (specially related to our events), social media paid campaigns have also been conducted. We describe them next.

5.2. Campaigns

Social media campaigns are extremely important to successfully and widely reach the targeted audience. With this in mind, we have developed several campaigns such as:

- Followers campaign on Twitter, LinkedIn and Facebook to boost the followers of these channels.
- Promotional of certain posts related to project's results and activities/events to increase their visibility and, therefore, the social media page and views of the website.

The 21 campaigns done so far and its outcomes are listed below:

Date	Channel	Link	Type	No. of Followers	No. of Link Clicks	Total no. of engagement	Segmentation (Countries/Others)
27 Aug 2019	Twitter	link	Follower Campaign	17	-	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy



							Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
17 Sep 2019	Twitter	link	Followers Campaign	46	-	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage "
1 Oct 2019	Twitter	link	Website Click or Conversions	-	20	-	"Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
18 Oct 2019	Twitter	link	Followers Campaign	64	-	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
7 Nov 2019	Twitter	link	Followers Campaign	29	-	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
29 Nov 2019	Facebook	link	Followers Campaign	84	-	51	Ireland Italy Netherlands Spain Sweden UK Finland Denmark Belgium Greece Austria Croatia Poland Portugal Luxembourg Bulgaria Czech Republic Slovenia Slovakia Lithuania Hungary Cyprus Romania France Germany Malta Estonia Latvia Energy Electric Energy Generate Energy Electricity University Teacher At University Sustainable Development Renewable Energy Renewable Natural Resources Sustainable Energy Government Workers Government Chief Government Governor Politic"
16 Dec 2019	Twitter	link	Website Click or Conversions	-	53	-	"Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal



							Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
17 Dec 2019	Twitter	link	Website Click or Conversions	-	13	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
18 Dec 2019	Facebook	link	Website Traffic	-	73	2	"Ireland Italy Netherlands Spain Sweden UK Finland Denmark Belgium Greece Austria Croatia Poland Portugal Luxembourg Bulgaria Czech Republic Slovenia Slovakia Lithuania Hungary Cyprus Romania France Germany Malta Estonia Latvia Energy Electric Energy Generate Energy Electricity University Teacher At University Sustainable Development Renewable Energy Renewable Natural Resources Sustainable Energy Government Workers Government Chief Government Governor Politic
9 Jan 2020	Twitter	link	Followers Campaign	55	-	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
11 Feb 2020	Twitter	link	Followers Campaign	46	-	-	"Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
10 Mar 2020	Twitter	link	Followers Campaign	39	-	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage



8 Apr 2020	Twitter	link	Followers Campaign	83	-	-	Spain Hungary Luxembourg Estonia Greece Ireland Romanian Cyprus Germany Denmark Finland France Lithuania Bulgaria Austria Malta Croatia Belgium Portugal Poland Netherlands United Kingdom Italy Networks Smart Grid Engineers Researchers Renewable Energy Student Mobility Smart Energy Energy Transition Energy Storage
26 Apr 2020	Facebook	link	Newsletter Subscriber Campaign	-	41	23	Ireland Italy Netherlands Spain Sweden UK Finland Denmark Belgium Greece Austria Croatia Poland Portugal Luxembourg Bulgaria Czech Republic Slovenia Slovakia Lithuania Hungary Cyprus Romania France Germany Malta Estonia Latvia Energy Electric Energy Generate Energy Electricity University Teacher At University Sustainable Development Renewable Energy Renewable Natural Resources Sustainable Energy Government Workers Government Chief Government Governor Politic
6 May 2020	Twitter	link	Followers Campaign	31	-	-	Ireland Italy Netherlands Spain Sweden UK Finland Denmark Belgium Greece Austria Croatia Poland Portugal Luxembourg Bulgaria Czech Republic Slovenia Slovakia Lithuania Hungary Cyprus Romania France Germany Malta Estonia Latvia Energy Electric Energy Generate Energy Electricity University Teacher At University Sustainable Development Renewable Energy Renewable Natural Resources Sustainable Energy Government Workers Government Chief Government Governor Politic
27 May 2020	Twitter	link	Website Click or Conversions	-	32	-	Ireland Italy Netherlands Spain Sweden UK Finland Denmark Belgium Greece Austria Croatia Poland Portugal Luxembourg Bulgaria Czech Republic Slovenia Slovakia Lithuania Hungary Cyprus Romania France Germany Malta Estonia Latvia Energy Electric Energy Generate Energy Electricity University Teacher At University Sustainable Development Renewable Energy Renewable Natural Resources Sustainable Energy Government Workers Government Chief Government Governor Politic
15 June 2020	Twitter	link	Website Click or Conversions	-	52	-	Ireland Italy Netherlands Spain Sweden UK Finland Denmark Belgium Greece Austria Croatia Poland Portugal Luxembourg Bulgaria Czech Republic Slovenia Slovakia Lithuania Hungary Cyprus Romania France Germany Malta Estonia Latvia Energy Electric Energy Generate Energy Electricity University Teacher At University Sustainable

							Development Renewable Energy Renewable Natural Resources Sustainable Energy Government Workers Government Chief Government Governor Politic
15 June 2020	Facebook	link	Followers Campaign	49	4	78	Italy Netherlands Spain Sweden UK Finland Denmark Belgium Greece Austria Poland Portugal Luxembourg Czech Republic Slovenia Slovakia Hungary Cyprus Romania France Germany Malta Estonia Latvia Energy Electric Energy Generate Energy Electricity University Teacher At University Sustainable Development Renewable Energy Renewable Natural Resources Sustainable Energy
22 Jun 2020	Facebook	link	Website Clicks	-	377*	-	Romania Croatia Portugal Malta Spain Czech Republic Greece France Netherlands Hungary Finland Energy Electric Energy Generate Energy Electricity Electric Engineering University Teacher University
22 Jun 2020	Twitter	link	Website Click or Conversions	-	129*	-	Portugal Italy Lithuania Ireland Hungary Latvia Cyprus Sweden United Kingdom Spain Belgium Smart Energy Renewable Energy Smart Grid Energy Electric Engineering University

Table 1: Social Media Campaigns

*Both these campaigns are currently still taking place when this deliverable was developed to promote the SMAGRINET Webinar on the 2nd of July. Final results of these campaigns will be presented in Deliverable D6.6 – Report on Communication Activities (2) on M30.

5.3. Performance

The SMAGRINET social media channels were launched on M4. The Key Performance Indicators defined by the consortium for the social media channels state that we should have by the end of the project at least 100 members on LinkedIn, 50 members on the YouTube channel, 100 followers on Twitter and that at least 40% of the publication should be shared (check Deliverable D6.1 – Strategic Dissemination and Communication Plan or the DoA).

On the first half of the project we have already surpassed the number of followers on the SMAGRINET's Twitter channel (four times more), having currently 405 followers (table 2). The growth has been exponential as it can be witnessed on figure 9.

The Twitter channel is being the most successful social media channel of SMAGRINET, due to certain characteristics it has, among others, most of our audience is present on Twitter and paid campaigns on this platform are much more efficient with the best “value for money”. In another hand, LinkedIn is a very expensive platform where it is harder to carry out successful campaigns. For that reason we have not yet undertaken any paid campaign on that platform (table 1). Up to this moment we have on LinkedIn a total of 45 organic followers (table 3) which we expect to triple by the end of the project as other activities of the project kick-off.

The YouTube channel is not being used as a social media channel by itself but as a repository and therefore we are not putting much effort on the channel itself but on the views of the videos we include there, as we do not have many video activities for dissemination. Currently, the project's presentation video holds there 240 views ([link](#)).

However, we do have many other activities that we can disseminate on social media that are not in a video format, for that reason we have created a Facebook channel for the project. Despite not existing a KPI for that channel, the platform currently has 195 followers (table 4). By the end of the project we would like to reach 300 followers on that channel alone.

Twitter	2019						2020					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Followers (Individual)	3	23	44	67	24	2	50	48	32	74	33	5
Followers (Cumulative)	3	26	70	137	161	163	213	261	293	367	400	405
Likes (Individual)	4	10	28	18	10	16	28	27	16	26	26	17
Shares (Individual)	0	0	1	1	2	3	5	5	3	8	9	2

Table 2: Twitter Performance Results (M4-M15)

Twitter Followers



Figure 9: Twitter Followers Growth (M4-M15)

LinkedIn	2019						2020					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Followers (Individual)	0	1	12	4	5	4	5	3	2	0	7	2
Followers (Cumulative)	0	1	13	17	22	26	31	34	36	36	43	45
Shares (Individual)	0	0	1	2	3	4	4	8	9	11	14	14

Table 3: LinkedIn Performance Results (M4-M15)

LinkedIn Followers



Figure 10: LinkedIn Followers Growth (M4-M15)

Facebook	2019						2020					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Followers (Individual)	5	4	18	4	90	3	0	2	6	5	2	56
Followers (Cumulative)	5	9	27	31	121	124	124	126	132	137	139	195
Likes (Individual)	6	10	29	37	10	40	30	31	22	57	34	42
Shares (Cumulative)	1	0	2	3	0	1	2	1	0	1	1	1

Table 4: Facebook Performance Results (M4-M15)



Figure 11: Facebook Followers Growth (M4-M15)

6. Video

6.1. Project Presentation

The production of the presentation video for the SMAGRINET Project which introduces the project, its activities and expected outcome was finalised by M13. This task involved the creation of a script and a storyboard, the recording of voice-over through a professional announcer as well the motion animation of the infographics designed. The video follows a storytelling approach and introduces the SMAGRINET's POWER ON hub and its services as a solution to tackle the shortage of a skilled workforce to implement the Smart Grid in Europe.

The video is hosted on the project's YouTube account ([link](#)) and on the project's website homepage ([link](#)). It has been disseminated during events and through social media (Twitter [link](#), LinkedIn [link](#) and Facebook [link](#)). The video was also included on the issue number 2 of the SMAGRINET newsletter ([link](#)).

The video has 240 views on the YouTube channel, 46 on LinkedIn and 14 on Facebook, for a total of 300 views. The video included on the Twitter channel was the video from YouTube and therefore the videos are counted on that platform and not on Twitter.

6.2. Short-term blended-learning programs

As support to the WP4 activities, we have been developing the videos of SMAGRINET'S Short-term blended-learning programs (communicated externally as "Smart Grid from A to Z – SMAGRINET's Empowering Virtual Classes"). The actions carried out on this task will be reported on Deliverables D4.2 – Short-term programmes' pilot report (first phase M17, second phase M29).

In a first stage, the consortium is developing on WP4 the initial script with recommendations for the video as well as an animated PowerPoint with the initial imagery and expected animation for the video, after which WP6 steps in for a more professional delivery of the videos, which entails:

- proof-reading of the scripts,
- re-formatting the scripts for locution/voice-over,
- re-formatting the scripts for including the subtitles on the video,
- recording a professional voice-over,
- designing the storyboard with SMAGRINET's visual identity,
- animating the visuals from the storyboard and including the voice-over and background sound,
- creating a private playlist on SMAGRINET's YouTube channel to upload the videos
- creating the contents for description and title of each video,
- uploading the videos on the YouTube channel and including the subtitles as well as banners in the end of each video redirecting the viewer to the next video on the program.

During the time that this document is being developed, we have:

- Received 15 scripts
- Designed 13 scripts
- Finalised 10 videos
- Uploaded on YouTube with subtitles 8 videos

6.3. SMAGRINET Logo

On September 2019, SMAGRINET participated in the World Energy Congress in Abu Dhabi to disseminate the project. To grab the attention to the SMAGRINET booth, we developed a video with the SMAGRINET logo evolving on a loop. The video was included on the front screen of the booth and caught the attention of the President of Estonia ([link](#)). The video of the logo has been used on other project's videos, mainly on the short-term blended-learning programs videos as an introductory visual graphic.

7. Email Marketing

One of our goals in the SMAGRINET project is to keep developing the project's mailing lists. Our mailing list is composed by two different databases:

Newsletter Subscribers: This database list is composed of the SMAGRINET website visitors that have subscribed to the project newsletter through the online form that can be accessed ([here](#)). This database is currently composed of 232 contacts. The high-number of subscribers is a consequence of social media campaigns we have carried out as well as efforts from partners in disseminating it through their own faculties and channels.

Industry Mapping: Under WP2 the consortium developed a database composed of mostly general contacts from Electrical Industry stakeholders.

We are sending the newsletter through two separate platforms as we need to split the mailing lists into two for a higher opening rate. One of the mailing lists (called "Zoho") is composed of the Website Subscribers emails and the Industry Mapping personal emails. This mailing list is being worked on to have a high-reputation (this means that the mailings sent to it have lower probability to go to SPAM, and therefore a higher probability to be read), this means that we cannot have in that mailing list general emails (such as those

emails started with info@) has this would lower the reputation of the sender on that platform. Actually, since we use a platform that also helps with the reputation of the sender it does not allow to include those general emails. Both these facts are the reason we send another platform (that does not have these constraints, called “AZmail”) to send the mailing list with general contacts.

To sum up, we have two sub-mailing lists:

- Zoho Mailing List, currently composed of 1207 contacts (among which 232 are from the Newsletter Subscribers database).
- AZmail Mailing List, currently composed of 1835 contacts.

7.1. Newsletters

To develop the SMAGRINET newsletters the consortium first defines the strategy for each newsletter, then defines the most relevant topics to be written about, after which we define the authors for each topic, the consortium writes the articles that then go through a proof-reading process. After the contents are finalised, we include all full articles on the website and we proceed with the design and programming of the newsletter including only introductions/teasers to the full article that can be fully read on the website ([link](#)). Finally, we send out the newsletters to the mailing lists and disseminate it through the website and social media. All articles produced by the partners are also all individually disseminated on the social media channels after the release of the newsletter.

7.1.1. Newsletter 1

The first newsletter of the project was sent on January 2020 to 721 recipients. The main objective of the 1st Newsletter was to introduce the project for the first time to SMAGRINET’s community of stakeholders, informing them about what is SMAGRINET, its objectives and main activities. Furthermore, the Newsletter also informed about the latest developments and findings of the project, aiming to engage stakeholders to follow our work and to be involved in activities and events conducted in the project.

The newsletter was structured with a first introductory article, followed by news related to the project (“SMAGRINET Newsflash”), articles about SMAGRINET services and activities (“More about Powerful Services and Empowering Activities”) and interesting articles (“Electrifying Reads”) composed of articles made by the consortium or external articles.

The newsletter included the following articles:

- Introduction:
 1. “SMAGRINET at the core of the energy transition” (author: Karl Kull - TALTECH) which introduces the project, its services and work undertaken so far ([link](#)).
- SMAGRINET Newsflash:
 1. “New Year starts with the first set of Modules” (authors: Christine Michalek - TUB and Emilija Zimkutė - KTU) which describes the developing process of the modules and teases the beginning of their piloting phase ([link](#)).
 2. “Network building events powered by SMAGRINET” (author: Marleen Kirsipuu - CIVITTA) which presents the results of the SMAGRINET events ([link](#)).
- More about Powerful Services and Empowering Activities:
 1. “Power ON: Creating synergies between academia and business for the energy transition” (author: Olga Kyselova - TUD) which introduces the Power ON hub and its activities ([link](#)).
 2. “Identifying skills needs and pedagogical objectives for the delivery of short-term blended learning programs” (authors: Kévin Berger, Laurent Dupond,

Alex Gabriel – ULOR) which describes the activities that have taken place in preparation for the short-term blended-learning programs ([link](#)).

3. “SMAGRINET to provide students with hands-on digital experience in energy” (author – Toñis Vare (Elektriliit) which introduces SMAGRINET’s Internship Program ([link](#)).
4. “Validating the skills, competences and research & innovation needs for the energy transition” (author: Olga Kyseľova – TUD) which describes the workshops carried out in the beginning of the SMAGRINET project ([link](#)).

- Electrifying reads:

1. “Increasing the flexibility of the power system for efficient integration of renewables and electric vehicles” (author: Boštjan Blažič – ULJUB) which talks about the need of a flexible power system in the smart grid ([link](#))
2. “Household energy use: Applying behavioural economics to understand consumer decision-making and behaviour” (external paper)
3. “How Renewable Energy is Reshaping Europe’s Electricity Market Design” (external paper)
4. “The EU internal electricity market: Done forever?” (external paper)

The newsletter can be seen in this [link](#).

The impact of the 1st Newsletter can be summarised as follows:

- Through the email marketing campaign, the Newsletter was opened by 198 unique contacts and had 11 unique clicks.
- Through social media (Facebook, Twitter, LinkedIn) the Newsletter had 231 impressions¹ and 19 total engagements².

7.1.2. Newsletter 2

The second newsletter of the project was sent on January 2020 to 2720 recipients. The main objective of the 2nd Newsletter was to inform about the latest developments and findings of the project, aiming to engage stakeholders to follow our work and to be involved in activities and events conducted in the project. Since the newsletter was sent during the COVID-19 pandemic crisis, it was one of the main themes of the newsletter.

The newsletter was structured with a first introductory article, followed by news related to the project (“SMAGRINET Newsflash”) and interesting articles (“Electrifying Reads”) composed of articles made by the consortium.

The newsletter included the following articles:

- Introduction:
 1. “Is the Smart Grid smart enough to withstand Corona?” (author: Karl Kull – TALTECH) that describes the impact of Covid-19 on the Smart Grid development with comments and feedback from the SMAGRINET advisory board members ([link](#)).
- SMAGRINET Newsflash:

¹ Times people saw this post.

² Times people interacted (like, comment, share or click) with this post.

1. “We present you to SMAGRINET’s empowering activities and powerful services made available through POWER ON!” (author: developed by LOBA.cx) that showcases the SMAGRINET presentation video ([link](#)).
 2. “Implementation progress of the modules – How we manage with corona” (author: Christine Michalek – TUB) describing the experience of successfully implementing the modules during the Covid-19 crisis ([link](#)).
 3. “The journey to “Smart Grid from A to Z: SMAGRINET’s Empowering Virtual Classes” (authors: Kévin Berger, Laurent Dupond, Alex Gabriel – ULOR, and Catarina Pereira – LOBA) which describes the process of creating the contents for the short-term blended-learning programs ([link](#)).
- Electrifying reads:
 1. “Artificial Intelligence in Hybrid Energy Power Systems Planning” (author: Jonas Vaičys – KTU) which talks about the Kruonis Hydro Pumped Storage (KHPS) power plant located in Lithuania ([link](#)).
 2. “Feature-based Anomaly Detection in Power Quality Data” (author: Olga Zyabkina – TUD) which talks about power quality as an important topic with respect to smart grids ([link](#)).
 3. “Simplified Model of Flexible Heat Pump Load Profiles” (authors: Valerija Jordan, Boštjan Blažič – ULJUB) which talks about the flexibility of power consumption of electric heat pumps as a substitution for fossil-fuelled alternatives ([link](#)).
 4. “Household energy The newsletter can be seen in this [link](#).

The impact of the 2nd Newsletter can be summarised as follows:

- Through the email marketing campaign, the Newsletter was opened by 397 unique contacts and had 109 clicks.
- Through social media (Facebook, Twitter, LinkedIn) the newsletter had 66.262 impressions³ and 1038 engagements⁴. The high impact is justified by a campaign we did on the Twitter channel.

7.2. Mass mailings

We also use our mailing lists to communicate to our contacts about certain activities of the SMAGRINET project they might want to take part in. For those communications we created an email template with the SMAGRINET identity. This template is already designed and programmed making it quicker to send a mass-mailing whenever it is needed as we just need to include the final contents.

During the first period of the project, we have sent out two mass mailings.

- 9 October 2019: A massmailing was sent to 108 contacts to invite to participate in the SMAGRINET online questionnaire “Smart Grid engineers – mapping and validating the needs”. It was opened by 6 unique contacts and had 5 clicks.
- 23 June 2020: A mass-mailing was sent to 1941 contacts to invite to participate in the SMAGRINET first webinar taking place on July 2nd 2020. It was opened by 224 unique contacts and had 67 clicks.

³ Times people saw this post.

⁴ Times people interacted (like, comment, share or click) with this post.

8. Events

Aside from the events SMAGRINET has been organising which have been/will be reported on other deliverables (such as D2.4 – Report on the Network Building and Experience Exchange Activities and D6.7 – First Annual Conference), partners have promoted the project by distributing promotional materials and creating awareness about the project in networking opportunities in about 44 external events, reaching to approximately 30.000 people. The table below showcases the external events that the SMAGRINET consortium participated in during the first period of the project. After that there is a table with further events attended by the industry partner in a different format.

Event Title	Partner	Date		Location	Type of Event	Type of Participation	Audience	Promotional Materials Distributed	Main Outcomes
		From	To						
360 Grand Est	ULOR	2019/06/27 10:00 AM	2019/06/27 06:30 PM	Strasbourg, France	Networking, B2B		173	Short description of the project (printed papers)	identification
KIC InnoEnergy Seminar	ULOR	2019/06/25 9:00 AM	2019/06/25 12:30 AM	Nancy, France	Training, information, workshop, networking		32		Better understanding of the national and European Ecosystem Link with KIC InnoEnergy
JRC Living Labs: testbed for smart and sustainable cities	ULOR	2019/05/21 2:00 PM	2019/05/21 5:30 PM	Brussel, Belgique	practitioners' roundtable: Cities as Living Labs for a smart, inclusive and resilient urban future	as expert: interview and direct interaction with Maïve RUTE Deputy Director General	16	Sent by mail to the 8 JRC members involved in this meeting : - Brochure - weblink to www.smagrinet.eu	Promote LL as tool and method to support innovation in Energy sector Promotion of Smagrinet project
Smart Grid / Smart City + Intelligent	ULOR	2019/10/03 09:00 AM	2019/10/03 5:00 PM	Paris, France	Exhibition, conferences and workshops	Find new stakeholders, dissemination of SMAGRINET...	1 683		

Building Sys-tems									
European Utility Week	ULOR	2019/11/12 08:00 AM	2019/11/14 4:00 PM	Paris, France	Exhibition, conferences and workshops	As visitor for B2B meetings Exhibitor to spread SMAGRINET brochures and activities	31	- weblink to www.smagrinet.eu	Promotion of Smagrineet project
Active pedagogy day of the French academic community of Electrical and information engineering	ULOR	2019/11/28 9:30 AM	2019/11/28 5:30 AM	Paris, France	Seminary of Club EEA: Training, Workshop, practitioners' roundtable	as expert: presentation of our pedagogical innovation approach from ULOR and Smagrinet project	30	- weblink to www.smagrinet.eu	Promotion of Smagrineet project
The Profession of a Specialist in Energetics: Competencies, Importance, Challenges	KTU	2019/09/20 10:30 AM	2019/09/20 15:00 AM	Kaunas, Lithuania	Conference and workshop	As experts on the subject, along with representatives of the education and business sectors	124	brochures and promotional material (pens, stress-balls) - 100	Promotion of the Smagrinet project; Preparation of new Energetics specialists
Energy 2020	KTU	2020/02/20 9:30 AM	2020/02/20 17:00 AM	Kaunas, Lithuania	Conference	As experts, along with several partners from the education and business sectors	110	brochures and promotional material (pens, stress-balls) - 100	Promotion of the Smagrinet project; Discussions of how to properly apply AI for energetics
ISGT Europe 2019	TUB, TUD	2019/10/02 9:30 AM	2019/10/02 11:00 AM	Bucharest, Romania	Workshop at conference (conference lasted monday to wednesday)	As expert on the subject, along with representatives of the education and business sectors	150	brochures and promotional material (pens, stress-balls) - 50	identification of needs for competence hub
Roundtable for German Energy Supplier	TUD	2019/Jun/18		Dresden, Germany	Discussion	As experts on the subject	20	brochures and promotional material (pens,	Promotion of Smagrinet project

								stress-balls) - 20	
2019 IEEE UKR-CON	TUD	2019/July/02	2019/July/06	Lviv, Ukraine	Workshop at conference (conference lasted Tuesday to Saturday)	As experts on the subject, along with representatives of the education and business sectors	35	brochures and promotional material (pens, stress-balls) - 35	identification of needs for competence hub
Roundtable "Smart Grid - Collaboration and Knowledge Sharing"	TUD	2019/July/19		Kyiv, Ukraine	Presentation and interactive workshop during the roundtable	As experts on the subject, along with representatives of the education and business sectors	23	brochures and promotional material (pens, stress-balls) - 23	identification of needs for competence hub
Conference "Power Electronics and Energy Efficiency"	TUD	2019/Sept/09	2019/Sept/12	Kharkiv, Ukraine	Workshop at conference (conference lasted Monday to Thursday)	As expert on the subject, along with representatives of the education and business sectors	30	brochures and promotional material (pens, stress-balls) - 30	identification of needs for competence hub
Erasmus+ International Contact Seminar	TUD	2019/Oct/30	2019/Oct/31	Tbilisi, Georgia	Exhibition and workshops	As visitor for B2B meetings Exhibitor to spread SMAGRINET brochures and activities	50	brochures and promotional material (pens, stress-balls) - 30	Promotion of Smagrinet project
19th International Symposium "Topical Problems in the Field of Electrical and Power Engineering"	TalTech	2020/01/14	2020/01/17	Tartu, Estonia	Conference	Keynote speaker and SMAGRINET session at the conference	100	brochures and promotional materials 20	Promotion of Smagrinet project
World Energy Congress	TalTech	2019/09/09	2019/09/12	Abu Dhabi, UAE	Conference	SMAGRINET stand	17000	NA	NA

Table 5: Participation at External Events (1)

Below we present a list in a different format of the events that partner ETL has attended to disseminate the project:

Activity	Partner	Date	Contento of the Activity	Participants	Total Audience
Work meeting	ETL	02/07/2019	Working group of professional associations, cooperation, inputs -energy sector needs	Estonian Qualifications Authority, energy sector, others	25
Meeting and discussion	ETL	03/07/2019	Networking, information, cooperation	Ministry of Education and Research, energy sector, others	8
Seminar	ETL	09/08/2019	Opinion festival - The future of energy	citizens' initiative, others	9 000
Roundtable	ETL	23/08/2019	Strategic value chains	Ministry of Economic Affairs and Communications, professional associations	20
Roundtable	ETL	26/08/2019	Cyber security	Ministry of Economic Affairs and Communications, professional associations	20
Meeting and discussion	ETL	04/09/2019	Networking, information, cooperation, AB possibilities	Pakri Science&Industrial Park	4
Work meeting	ETL	06/09/2019	Board of Industry magazine TööstusEST	energy sector, professional associations, media	10
Roundtable	ETL	26/09/2019	Networking, information, cooperation, AB possibilities	Estonian Electronics Industries Association	15
Seminar	ETL	13/09/2019	Climate neutrality - destruction or success?	The Government Office, The Estonian Academy of Sciences, others	250
Seminar	ETL	18/09/2019	Biomass for energy	Estonian Forest and Wood Industries Association, others	150
Work meeting	ETL	19/09/2019	Networking, information, cooperation, AB possibilities	Estonian Gas	3

Seminar	ETL	04/10/2019	New IEA policy review offers recommendations for Estonia's energy transition	Ministry of Economic Affairs and Communications, IEA, energy sector, others	120
Work meeting	ETL	14/10/2019	Networking, information, cooperation, AB possibilities	Naps Solar Estonia	2
Seminar	ETL	16/10/2019	Energy conference Renewable energy	Estonia Training and Conference Center, energy sector, others	50
Seminar	ETL	24/10/2019	Nordic-Baltic Energy Conference 2019: Good governance, policy design and solutions towards 2030	Nordic Council of Ministers' Office in Estonia, energy sector, others	120
Seminar	ETL	05/11/2019	Circular economy conference	Ministry of the Environment, energy sector, others	200
Seminar	ETL	07/11/2019	Conference "A Different Future"	Foresight Centre, others	100
Seminar	ETL	13/11/2019	Oil shale conference	Tallinn University of Technology, energy sector, others	120
Roundtable	ETL	18/11/2019	Networking, information, cooperation, AB possibilities	professional associations	12
Seminar	ETL	03/12/2019	WEC Estonia Annual Conference	WEC Estonia, energy sector, others	125
Roundtable	ETL	05/12/2019	Roundtable of Research Advisers from Ministries	Ministries, energy sector, others	16
Work meeting	ETL	21/01/2020	Hydrogen Working Group	Ministry of the Environment, energy sector, others	40
Meeting and discussion	ETL	27/01/2020	Input to national strategies - innovation and entrepreneurship strategy	Ministry of Economic Affairs and Communications, Ministry of Education and Research, others	80
Seminar	ETL	28/01/2020	Conference „New Generation Nuclear Energy in Estonia“	Fermi Energia, energy sector, others	100
Work meeting	ETL	10/02/2020	National Defense Committee of the Parliament-energy security	Riigikogu, energy sector, others	30
Work meeting	ETL	19/02/2020	Networking, information, cooperation, AB possibilities	Tavrida	3

Seminar	ETL	20/02/2020	Economic security	European Commissioner for Energy, energy sector, others	60
Roundtable	ETL	02/03/2020	Training of development advisers-Networking, information, cooperation	professional associations	12
Seminar	ETL	05/03/2020	EU climate law-cooperation	European Commission Representation in Estonia, energy sector, others	60
Seminar	ETL	11/03/2020	Input to national strategies - Estonia 2035	The Government Office, others	120
Work meeting	ETL	22/04/2020	Networking, information, cooperation, AB possibilities	Alexela	2
Work meeting	ETL	05/06/2020	Networking, information, cooperation	Estonian climate ambassador	3
Work meeting	ETL	19/06/2020	Networking, information, cooperation	NATO Cooperative Cyber Defence Centre of Excellence	3

Table 6: Participation at External Events (2)

Below we include some post related with the participation at these events:



These participations have also been communicated through the project's newsletter and on the website.

9. KPI Status and Next Steps

In order to have a better idea of the project's performance in dissemination and communication, we provide in the following table a comparison between the activities and Key Performance Indicators as set in the DoA and in the dissemination plan against the current status by M15

Tools & channels	Metrics method	Expected results	M15 KPI Status
Web Portal	Number of visits, time spent on the web portal and returning visitors; Number of countries	500 visits per month. More than 40% of visitors spending 1 minutes or more in	8166 total views (816 views per month [10 months]) 3'19 minutes is the average amount of time users spend on the website
Communication-materials	Number of items distributed vs number of contacts from stakeholders	At least 1500 flyers distributed At least 100 contacts showing interest in receiving detailed info	2000 flyers distributed among all partners to distribute at events 232 subscribers to SMAGRINET Newsletter
Social media	Number of members and engagement	At least 100 members on LinkedIn At least 50 members on YouTube channel At least 100 followers on Twitter More than 40% of posts are shared	45 members on LinkedIn 295 members on Facebook 475 members on LinkedIn (YouTube is only video repository. We have not been able to understand the percentage of shares)
Press releases	Clipping/publications coverage	At least 10 publications	0 (we will start using this dissemination channel in the next period)
External events, conferences, workshops	Number of external events we expect to participate Number of contacts obtained per event	At least 5 events participated per partner 100 potential contacts for follow up actions	Partners participated in a total of 44 events with a total of approximately 30.000 participants having received information from SMAGRINET (no information reported related to contacts)
Newsletter	Newsletter dispatched	Newsletter dispatched to at least 300 contacts each	Newsletter 1: 721 Newsletter 2: 2720
Promotional videos	No of visualizations and shares	500 views and 100 shares	300 total views (We have not been able to understand the percentage of shares)
SMAGRINET events	Number of invited participants Number of non-invited participants	80% of invites participate 30% of non-invites on total participants 50 new contacts per event	Number of invited participants = 30 Number of non-invited participants = 138



	Number of new contacts collected		Number of new contacts collected = 60
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Table 7: KPI and current status

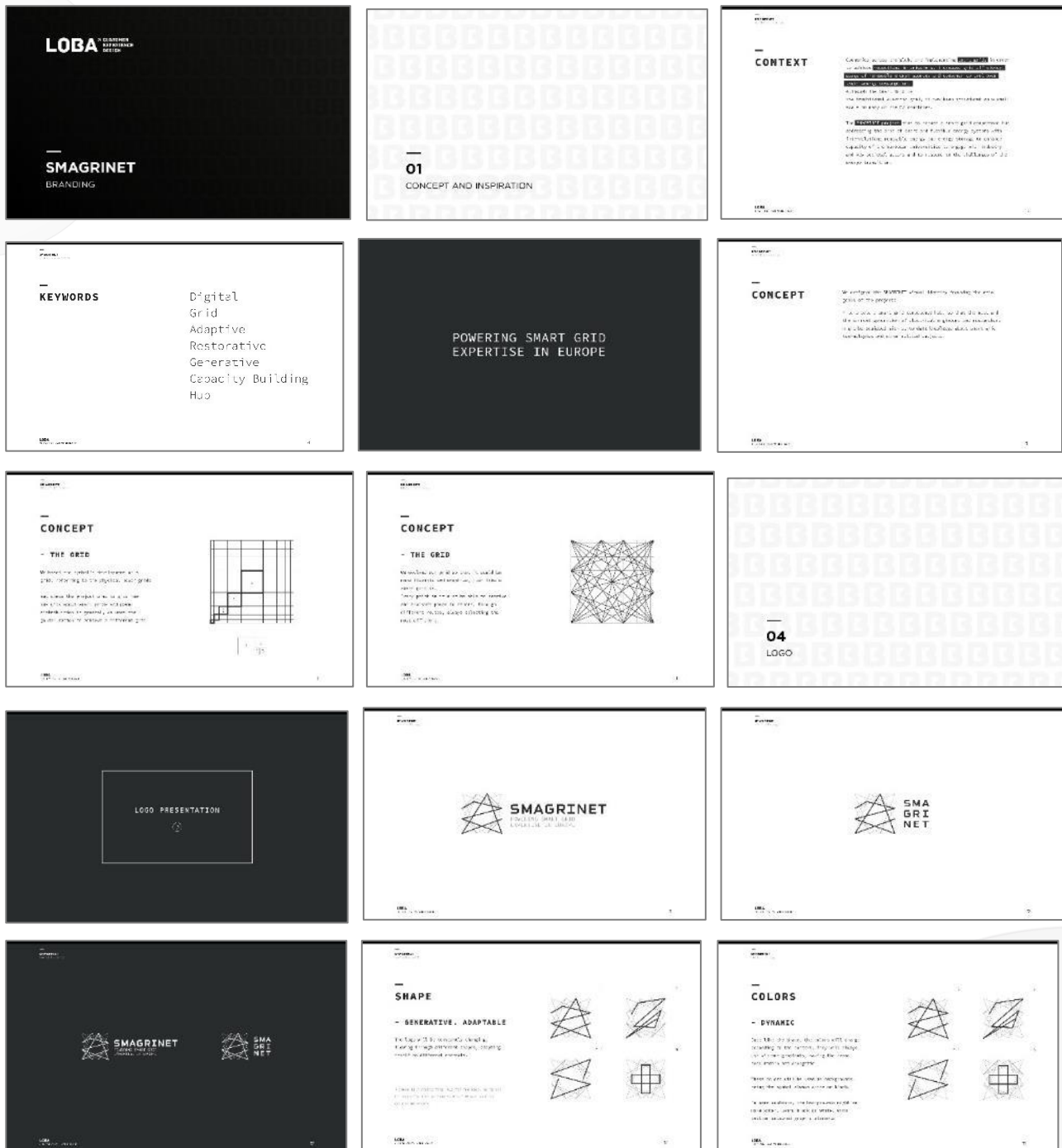
Based on this analysis, it can be concluded the project is satisfactorily reaching most of the key performance indicators, in particular in the activities related with social media and the website. The areas where the project needs to improve, or focus are related with participation at events and the visualization of videos. These will be addressed in the second period.

The major activities foreseen for the next year were:

- Finalising the videos of the short-term blended-learning programmes;
- Updating marketing strategy for the activities carrying out in the next period (short-term blended-learning programmes, international mobility programme, among others);
- Kick-off the SMAGRINET forum;
- Distribute a press release related to each SMAGRINET service;
- Updating all “coming soon” pages of the website with the information related to the services and to the activities;
- Creating an updated version of the project presentation;
- Developing and distributing the third and fourth newsletters of the project;
- Encourage active participation of partners in external events to disseminate the project results and services;
- Continue providing visual materials for the project website and social media channels and increasing the communication of the project’s results;
- Increasing the visibility of project results through dedicated campaigns;
- Continue creating interesting content for the website, updating the information about events organised by the project, and relevant news on alternative financing.

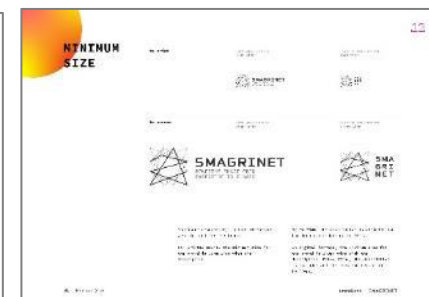
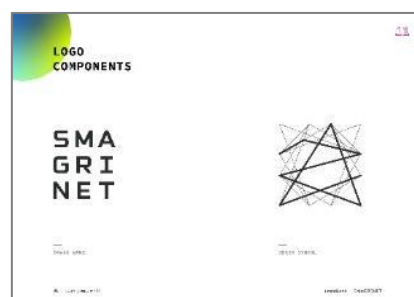
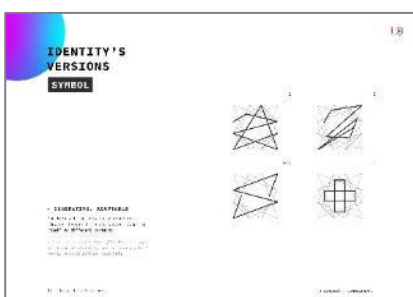
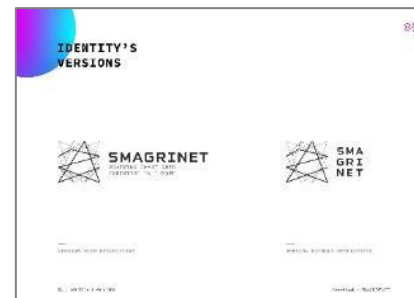
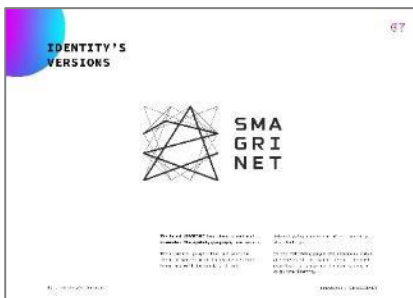
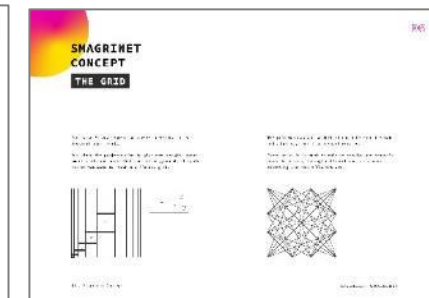
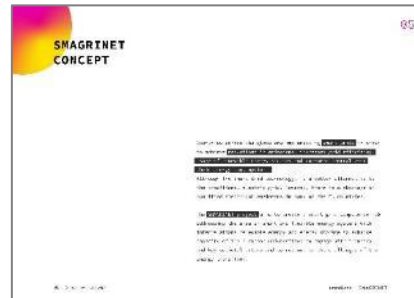
10. ANNEX

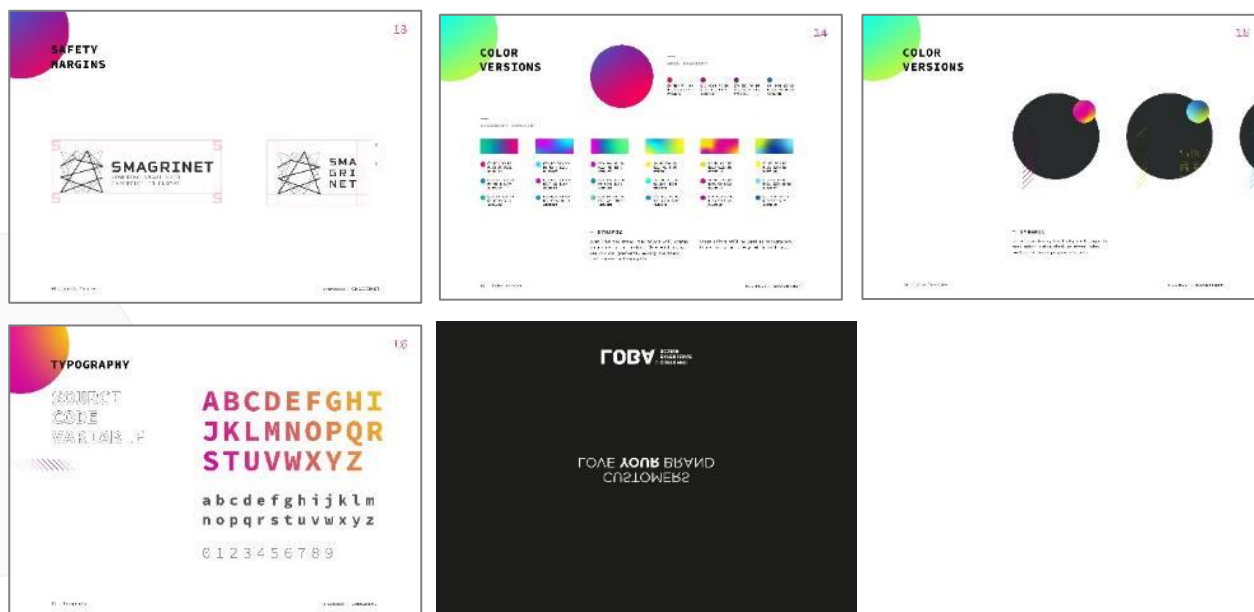
10.1. Logo Presentation



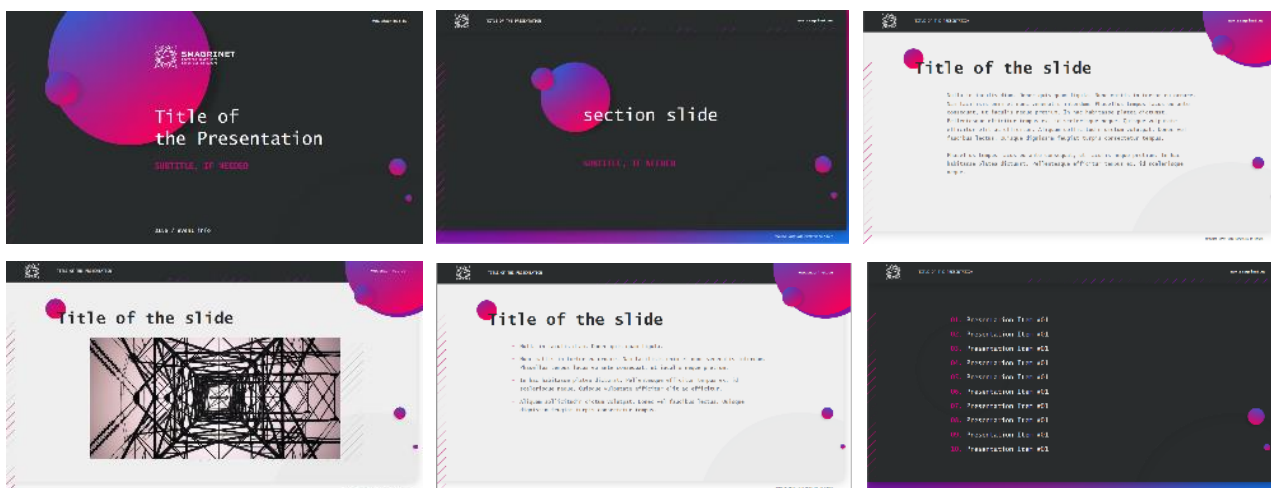


10.2. Brand Guidelines

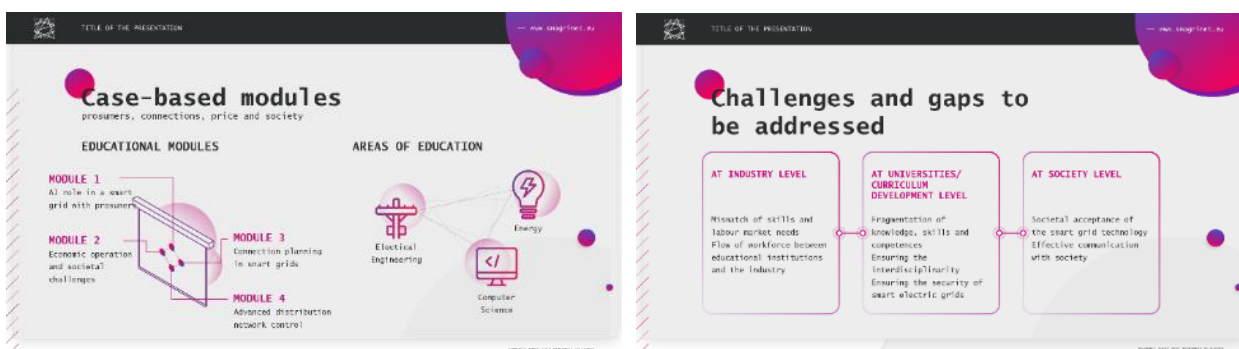


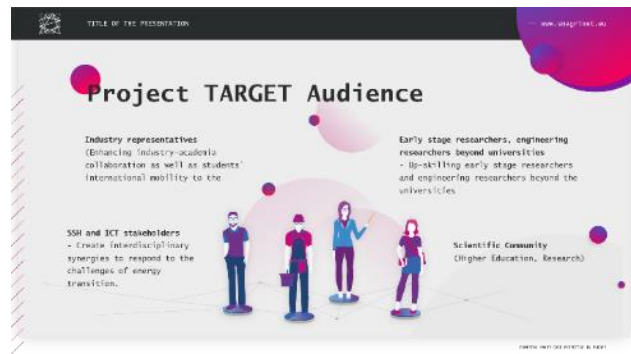
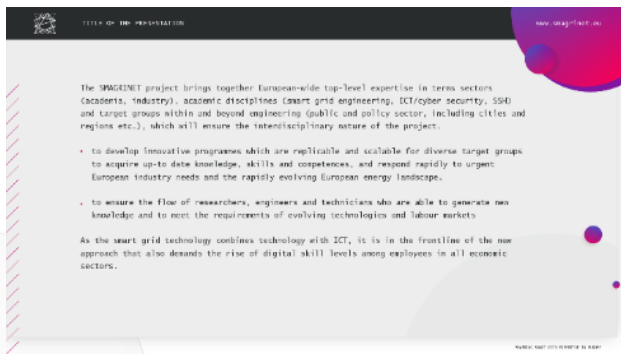


10.3. Powerpoint Template



10.4. Presentation PowerPoint





10.5. Folder



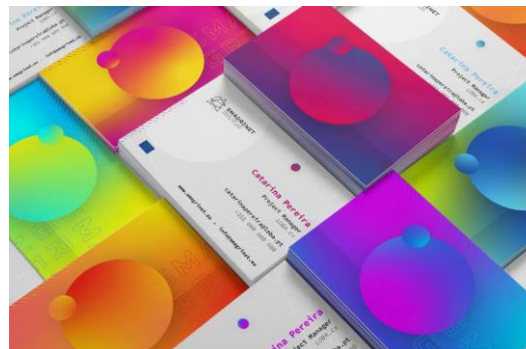
10.6. Letterhead Paper



10.7. Email Signature



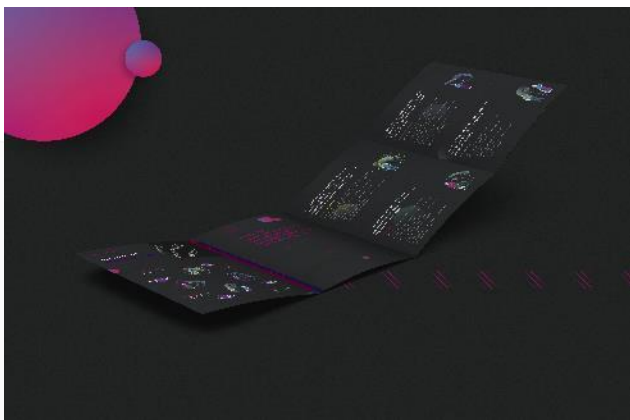
10.8. Contact Card



10.9. Roll-up



10.10. Brochure



10.11. Poster



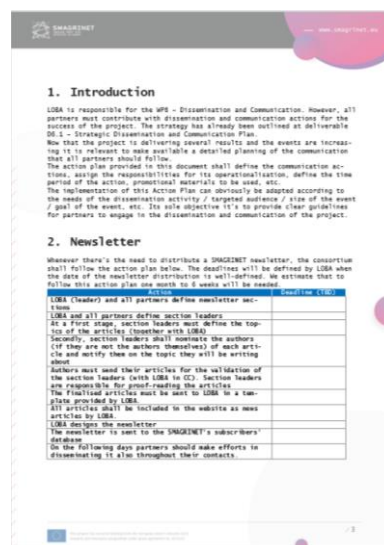
10.12. Pens



10.13. Anti-stress Bulbs



10.14. Action Plan for a Successful Dissemination



3. Website

News and Events: Every time a partner organises a SHAGNET event or attends an event to disseminate the project please write an event article two weeks prior to the event. After the event, a news article shall also be written – latest one week after the event has taken place. They all should be sent to LOBA in order to be published on the website.

Forum: All partners shall initiate and mediate discussions in the project's forum.

Electrifying references: Partners must send information to update this section of the website.

4. Social media

For the success of the social media channels of SMAGNET, partners' contributions are of great importance. Therefore, all partners are encouraged to:

1. Follow SMAGNET's social media pages ([Twitter](#), [Facebook](#) and [LinkedIn](#)) and their company profiles (or even their own profiles)
2. Actively engage (like, retweet, share or event comment) with the publications
3. Mention SMAGNET on your publications about or related to the project or grid
4. Propose to LOBA publications. Send us interesting results, links, articles, videos, numbers to share on social media to create visibility to the project.
5. Whenever you attend an event in the scope of SMAGNET please send pictures to LOBA and suggest a caption so we can publish it on social media preferably on the same day that the event takes place.

For all these events a SMAGNET representative will be accompanied with a specific hashtag and partners are encouraged to use it when posting that event.

5. Dissemination materials

LOGA is responsible for creating the dissemination and communication materials according to the needs of the project and/or a specific activity. For consistency, every time you need a specific material for an event please contact the person in charge of the project. You can also use the posters to better discuss a topic during workshops. If you'd like to propose a new material, please don't hesitate in talking with us. If you are talking of a new material, please let us know in advance. We can let you know in advance so we can produce more and send it to you on time. Materials are usually produced in Portugal (where LOGA is based) and then shipped to the project location. If you are not in Portugal, it is more efficient to produce the material in the partner's country. For example, it is more efficient if the partners produce the roll-ups (that they can download from the GRIVE Repository).

All materials are uploaded on the project's Google Drive where you can download

If you need help disseminating a press release you can contact L80 as we have a database of more than 800 000 contacts from journalists all over the world.

6. SMAGRINET events

However there is a SMGRINET event arrangement and dissemination actions are -b- AR0J (Theoretical). These events are arranged in a way that the events are needed as a basis for the action plan for a successful event and that do not of course, there are events smaller than others that do not necessarily need to follow all these steps. Despite that this checklist might provide a helpful guide to the coordinator.

Sl. no.	Question	Answer	Page no.
1	What is the difference between a company and a partnership?	A company is a legal entity separate from its owners, while a partnership is a legal entity created by the agreement of its partners.	1
2	What is the difference between a company and a partnership?	A company is a legal entity separate from its owners, while a partnership is a legal entity created by the agreement of its partners.	1
3	What is the difference between a company and a partnership?	A company is a legal entity separate from its owners, while a partnership is a legal entity created by the agreement of its partners.	1
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9	What is the difference between a company and a partnership?	A company is a legal entity separate from its owners, while a partnership is a legal entity created by the agreement of its partners.	1
10	What is the difference between a company and a partnership?	A company is a legal entity separate from its owners, while a partnership is a legal entity created by the agreement of its partners.	1

6.2. During

Action	Responsibility
Print the participant's list and distribute to the participants (or at the registration point)	Leader or LOBA
Take pictures of the event	Leader or LOBA
Film the event (if needed/possible)	Leader
Live sharing on twitter (if needed/possible)	LOBA
Make notes for further reporting	Leader or other partners participating
Gather feedback from participants (if possible)	Leader or other partners participating

6.3 After

Proposed Time Frame	Action	Responsible
Up to 1 week after	Produce a news article for the website in the designated template. Send it back to	Leader







7. Participation in external events

All consortium members shall follow this action plan when participating in an event to disseminate SHAGNET:

- Inform the task leader and LOBA about the participation in an event to disseminate SHAGNET
- Send pictures to LOBA disseminate on social media and propose a caption
- Write a news article to include on the website in the designated template and send to LOBA
- Fill in the [event reporting spreadsheet](#)
- Fill in the [dissemination reporting spreadsheet](#)

8. Dissemination activities conducted by partners

All dissemination activities conducted by the partners shall be reported in the [dissemination reporting Spreadsheet](#). Other dissemination activities include promoting the project and/or its activities through their own organization's channels and not SHARCNET's, for example sending e-mails to the own contact list; promote SHARCNET on their own social media channels, etc. This is important not only for the dissemination deliverables but is also requested for the participants portal. All fields must be filled in, so we can accurately report the project's dissemination results in the portal.

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