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SMAGRINET

POWERING SMART GRID
EXPERTISE IN EUROPE

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DELIVERABLE 6.6

REPORT ON COMMUNICATION ACTIVITIES (2)

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1. Executive Summary

This deliverable aims to present the communication activities implemented during the second period of the SMAGRINET project (24th June 2020 – day of the first version of this deliverable that reported on the first period, to 30th March 2022 – date of this report). These activities are integrated under WP6 – Dissemination and Communication.

The second period was characterised by the launch of the SMAGRINET services and therefore its communication and promotion to the target audiences. During the second period we also launched the SMAGRINET webinars and its final conference. Since the second period is the last period of SMAGRINET it was also characterised by activities to disseminate the project's final results.

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 the 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 website, social media, video, newsletter, email marketing and events are concerned as well as their performance in the second period of the project as well as for the overall project lifetime.
- The final dissemination and communication results next to the established expected KPIs.

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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 between 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 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.

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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 3 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 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

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

2.4. POWER ON

SMAGRINET has established a competence hub that is 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**.

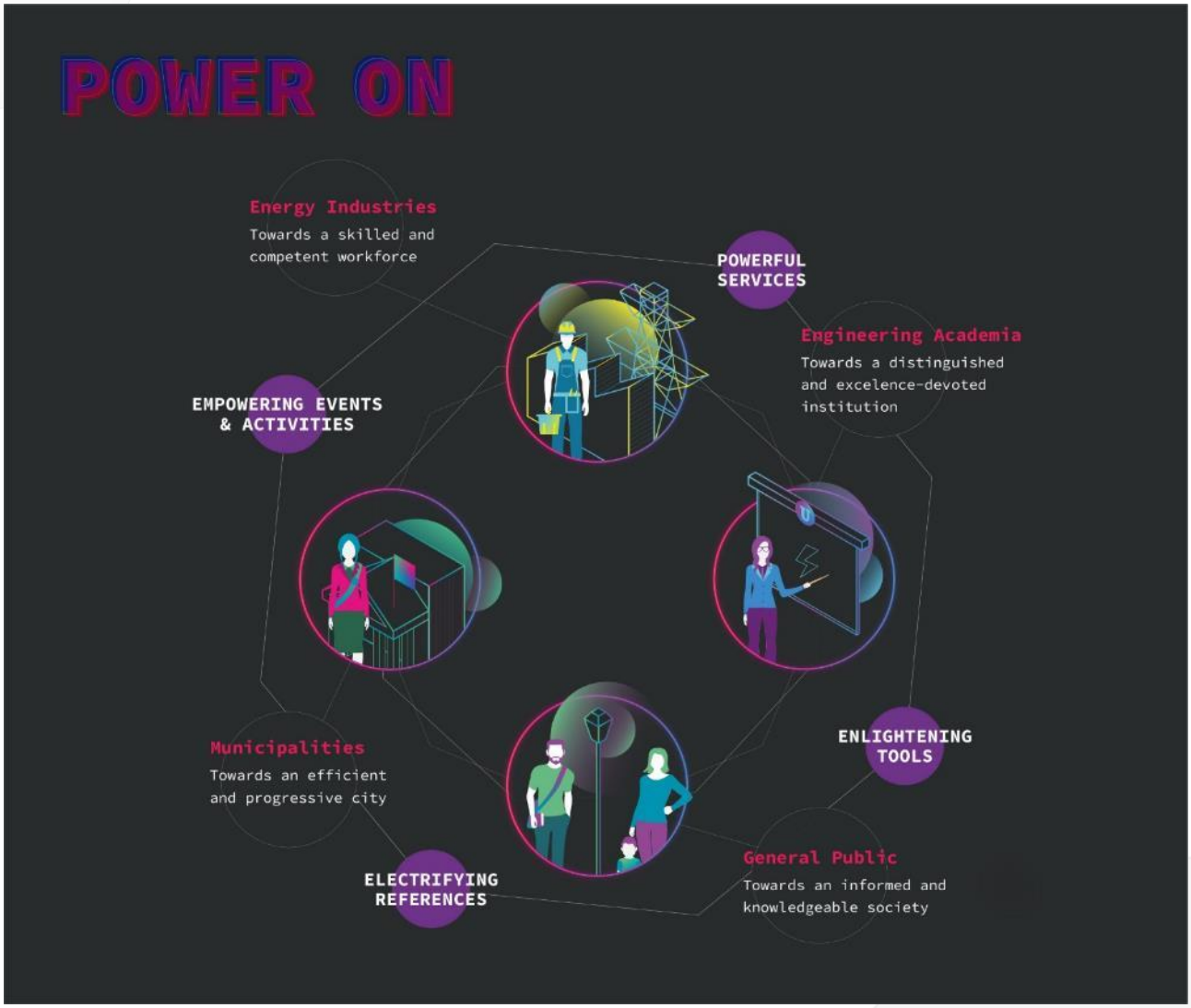

Figure 1: POWER ON - SMAGRINET Competence Hub

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

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3. Communication Materials

3.1. Communication Toolkit

The communication toolkit developed at period one 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 1.
- Powerpoint presentation: To help partners introduce the project a presentation was made in PowerPoint. It can be seen on annex 2.
- Stationery: A folder (annex 3), letterhead paper (annex 4), email signature (annex 5) and contact card (annex 6) were also developed.
- Promotional materials: To promote the project, a roll-up (annex 7), a brochure (annex 8) and a poster (annex 9) 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 targeted to the general audience – annex 10) and a pointer (more targeted to the academy and industry – annex 11).

This communication toolkit was continued to be used in the second period of the SMAGRINET project, with only small updates being needed:

- PowerPoint presentations: An update was made to make the space for text bigger in order to include more information.
- Brochure: Due to the covid-19 pandemic is wasn't possible to attend events to promote the project, to overcome that we developed a digital version of the brochure to be able to present the project online.

3.2. Materials per activity

An important sub-objective of WP6 was to support partners in their activities outside WP6, namely supporting other WPs events' organisation and communication. For this, several materials were developed such as flyers, posters, agendas, videos, certificates, etc. Below we showcase some of the materials developed by activity.

3.2.1. SMAGRINET Mobility Program online session:

Under WP3, namely T3.3 "International Mobility at Enterprises", a flyer was developed for the SMAGRINET Mobility Programme online session. The session took place on March 23rd, 2022 and has been reported under deliverable D3.4 and D3.5 (International Mobility Reports).

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Figure 2:Flyer for SMAGRINET Mobility Programme online session

3.2.2. Roadshows:

Under WP3 we developed the identity for the communication of the SMAGRINET roadshows. Apart from the images created for social media, a flyer with the agenda was developed to promote the second SMAGRINET roadshow that took place on 14-18 November, 2021.

Figure 3: Flyer for second Roadshow

3.2.3. Train-the-Trainers Workshop:

Under WP5, namely task T5.3 “Implementation of Train-the-Trainers pilot”, LOBA created an agenda and a flyer to support the invitations for the train-the-trainers workshop.

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Figure 4: Agenda and Flyer for Train-the-Trainers workshop

In addition, a certificate was created for the attendees, which can be viewed below.

Figure 5: Certificate for Train-the-Trainers workshop

3.2.4. Online Courses:

WP6 had a great involvement in the production of the materials needed for WP4's online courses. After creating the branding and identity "SMART GRID from A to Z", LOBA was responsible for producing the videos for the online courses, which involved:

- Proof-reading WP4 texts and turning them into scripts
- Arranging professional voice-over for all the videos
- Developing the design for the videos

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- Animating the designed graphics
- Including sound
- Incorporating subtitles
- Uploading on YouTube with descriptions and playlists

This intense but extremely successful collaboration between WP4 and WP6 resulted in more than 72 videos produced for the online courses. The videos have been adjusted throughout the project after receiving feedback from the participants during the different pilots.

All videos can be viewed on the project's YouTube channel through the following public playlists:

- Smart Grid from A to Z - SMAGRINET's Empowering Virtual Classes: HERE, containing 36 videos with English voice-over and subtitles
- Smart Grid from A to Z (FRENCH EDITION): HERE, containing 36 videos with French voice-over.

3.2.5. Annual Conferences

Within WP6, under T6.5, two conferences were organised. Several materials were produced for the organisation and promotion of the conference. All the activities have been reported under D6.7 – First Annual Conference (M20) and D6.8 – Second Annual Conference (M36), here we will only report on the communication materials produced.

We started by created a naming for the conference "ENERGY GAME CHANGERS". The next step was to create the visual identity of the conference, which was related to SMAGRINET but had still a distinct branding. Then, several materials were produced, such as teaser videos, agendas and flyers. Some examples can be seen below:

First Annual Conference

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Figure 6: Agenda, Background, Speaker Banner and Poster for ENERGY GAME CHANGERS 2020

Second Annual Conference

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Figure 7: Agendas in English and Estonian, speakers' list and image for ENERGY GAME CHANGERS 2022

Apart from these materials, obviously several other communication activities were done to promote these tasks, such as social media campaigns, promotion on the website, email invitations, press releases, etc. This will be depicted in the next sections.

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4. Website

The activities related to the website design and its technical development were described in Deliverable 6.4 Web Portal. In the first version of this deliverable, we described the communication activities carried out on the website since its launch (M5), some updates undertaken in terms of structure and its statistics and results. For this version, we will report on the second reporting period results and present the overall project results (including both periods).

4.1. Content and Features

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).

During this period, we created new pages and new features on the website mainly to promote the SMAGRINET "Powerful Services" and the "Energy Game Changers" conference.

- Energy Game Changers 2020 page link - Presents the conference context, the agenda, the speakers' information, as well as a form for registration
- Energy Game Changers 2022 page link - Presents the conference context, the agenda, the speakers' information, as well as a form for registration
- Powerful services page link – Was updated with current information about the SMAGRINET services and to serve as the entry point to the individual services' webpages
- Challenge and Case-Based Modules page link – Includes an introduction to this service as well as descriptions per module with information on when and where the pilots took place
- International Mobility Program page link – Includes information on the services for student participants, as well as indications for industries that are interested in being part of the service
- SMAGRINET's Smart Grid from A to Z "Empowering Virtual Classes" link – Includes an introduction to the service, information of the three profiles that the courses target, the content of the programme, the playlist with the course's videos, information on how to participate in the courses and get certified, as well as three entries for the individual courses. Each entry specifies on the course's objective, technicality, number of lectures and duration, profile of participant, direct access to the course on canvas, as well as another subentry to each course specific page:
    - Research and Engineering Program link
    - Broader Public Program link
    - Workforce Program link

  In addition, by clicking on the "Access Program" button, the system detects the IP address of the participant and redirects it to the specific course of the participant's country. The system also counts the number of clicks per country/IP redirections.
- Train-the-Trainers page link – Gives access to the SMAGRINET materials for replication used for the modules' implementation as well as information on the train-the-trainers workshop

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Several other pages that had been created in the first period have been updated with content. Here's a list of the contents uploaded on the website during this period, and in parenthesis the total sum for the project.

- Newsflash:
  - 31 (out of 44) blog articles link - mostly produced by the consortium partners with contents related to the project activities as well as related to the smart grid status and development
  - 8 (out of 13) event pages link - with the events carried out by the project or events in which we participated in as SMAGRINET
  - 4 (out of 6) newsletter entries link - produced by the SMAGRINET consortium
- Electrifying References:
  - 10 (out of 15) interesting links link – with links to contents related to the SMAGRINET topic that might be of interest to our audience
  - 33 (out of 33) articles link – with articles (mainly papers) related to the SMAGRINET topic that might be of interest to our audience
  - 18 (out of 25) projects link – with SMAGRINET sister projects and other related projects
- Empowering Results link – This page has been updated with all the results of the SMAGRINET project and the links to them
- Power House link: This page has been updated with the members of the SMAGRINET "Power House" that are part of the SMAGRINET "Power ON" hub but that are not members of the SMAGRINET consortium.

Finally, as soon as we reach the project end date, all the contents on the website are being updated to be in the past tense so that it is clear to new visitors that the project has ended although all the materials will still be available.

4.1.1. SEO Optimisation

During this period, we undertook another 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 optimisation 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)

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- 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 is 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. Performance

The SMAGRINET website was launched on M5 at www.smagrinet.eu. The Key Performance Indicators defined by the consortium state that the website should have at least 500 views each month on the page (so, 6.000 for the second period, with a total of 15.500 views for the whole project) 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).

During this period, the SMAGRINET website has had great results. As it can be seen in the figure below, the project has gathered great interest from the public and more than 10.000 new users have seen our website and they spent an average of 1.30 minutes on the website. During this period, the website has been reached more than 15k times and its individual pages have been accessed more than 30.000 times.

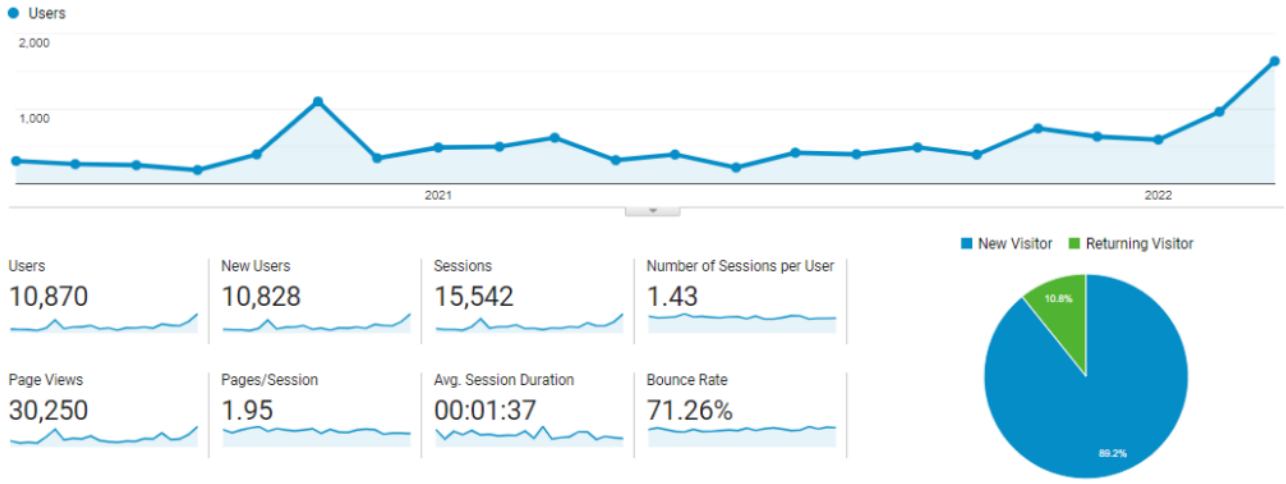

Figure 8: Google Analytics Audience Overview Statistics for RP2 (generated on 29/03/2022)

In total, since the launch of the website, around 12.000 users have visited 17.715 times our website to learn more about the project or access any material and the website pages have been seen a total of 37.000 times for an average of almost 2 minutes.

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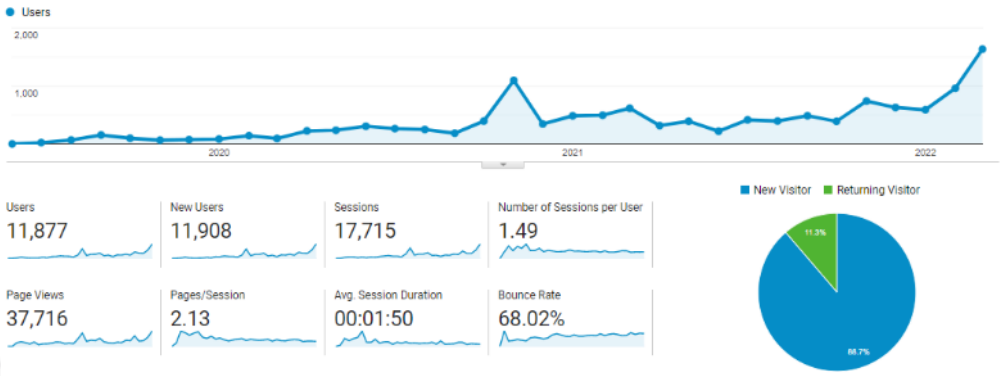

Figure 9: Google Analytics Audience Overview Statistics for project lifetime (generated on 29/03/2022)

In figure 10 we can also view the top 10 countries of the visitors accessing the SMAGRINET website. The USA as a very large country is at the top, followed by Estonia, France, Portugal, Germany, Poland, Ukraine, Bulgaria, Slovenia and Lithuania which are the countries where most of the SMAGRINET services took place.

	Country	Users	% Users
1.	United States	2,028	17.00%
2.	Estonia	964	8.08%
3.	France	933	7.82%
4.	Portugal	884	7.41%
5.	Germany	781	6.55%
6.	Poland	545	4.57%
7.	Ukraine	415	3.48%
8.	Bulgaria	397	3.33%
9.	Slovenia	342	2.87%
10.	Lithuania	308	2.58%

Figure 10: Google Analytics - Visitor's main countries (generated on 29/03/2022)

In terms of pages, the most viewed (aside from the homepage and about page, which are usually the top pages of any website) are the ones related to the SMAGRINET services (specially the online courses and the modules) and related to the SMAGRINET conferences. This indicates a success on the dissemination of these activities and validates the interest of our visitors in the SMAGRINET services and its awareness raising events.

	Page Title	Page Views	% Page Views
1.	SMAGRINET - We Empower Smart Grid Expertise in Europe	6,258	16.59%
2.	Smart Grid from A to Z Programs	3,409	9.04%
3.	SMAGRINET Project	2,299	6.09%
4.	ENERGY GAME CHANGERS 2022	1,685	4.47%
5.	SMAGRINET's Services on Smart Grid Energy Transition	1,278	3.39%
6.	ENERGY GAME CHANGERS 2020 - Powered by Smagrinet	1,276	3.38%
7.	SMAGRINET's Competence Hub - Power On	1,085	2.88%
8.	Challenge & Case-Based Modules	938	2.49%
9.	About	845	2.24%
10.	SMAGRINET Project's Commitment	818	2.17%

Figure 11: Google Analytics - Most viewed pages (generated on 29/03/2022)

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Additionally, visitors are coming to the website mainly through the following sources (Figure 12):

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. TU Dresden's website (this can indicate the success of TUD'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 the first place, through the direct link, in the second place, through an organic search, and, in the third place, through the social media channels (Figure 12).

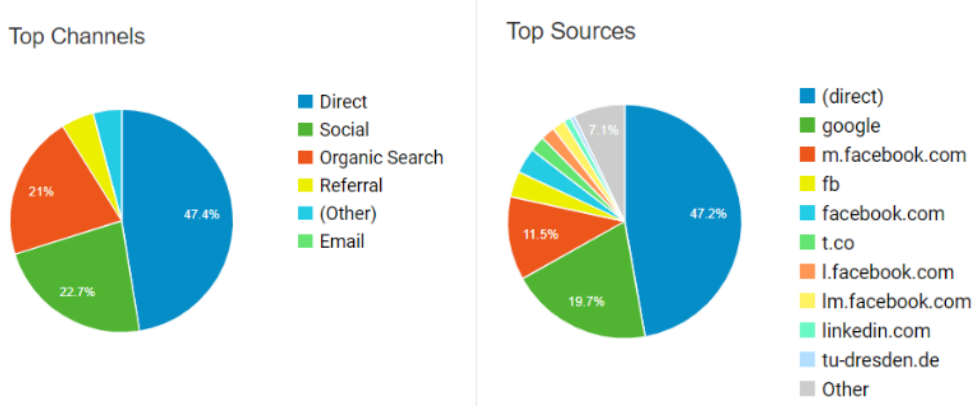

Figure 12: Google Analytics - Top channels and sources (generated on 29/03/2022)

Finally, the demographics of our audience is worth mentioning. As it can be seen on image 13, 25-34 years old is the top age group of our visitors, followed by 18-24 and 35-44, although visitors are coming from all ages due to the fact that are services are not only targeted to students but also to the current workforce. There isn't a big gender gap, even though 57.5% are male and 42.5% are female.

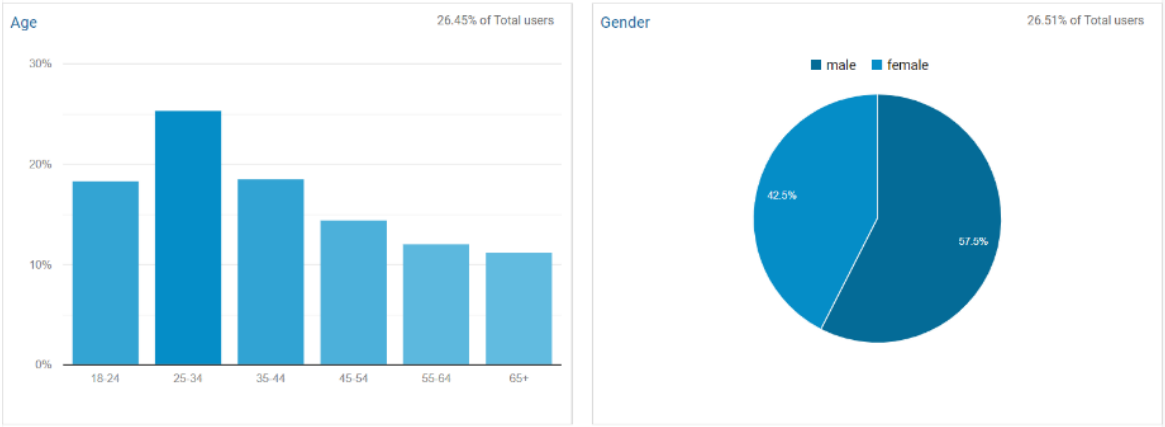

Figure 13: Google Analytics - Demographics (generated on 29/03/2022)

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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 development 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

During this period, as the project activities intensified, we reinforced our presence in our social media channels, with more than 2 posts per week and several campaigns undertaken.

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 imagens, videos 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 re-tweeting, sharing and interacting with other accounts, specially from EC and INEA channels and other relevant projects.

During the last months we have been focusing on presenting the final results of the project as well as promoting our last conference. Some examples of posts can be seen below:

Mobility Programme Results

Online Courses Results

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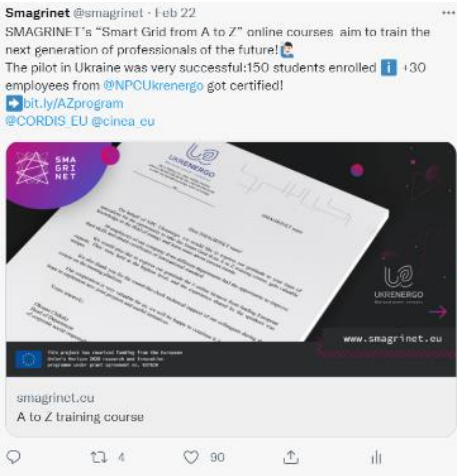
Newsletter #6 promotion

Final Conference promotion

Roadshow promotion

Powerful Services

UKRENERGO feedback



SMAGRINET on Estonia's national TV

Table 1: Examples of posts promoting SMAGRINET activities and results

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Aside from publications related to SMAGRINET's activities, services and results, we also contemplated 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

Barriers for the Smart Grid implementation

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Smart Energy

+Earth Day

Smart grid advantages for consumers

EU's 2030 Climate & Energy Framework

International Day of Light

Role of Society

Table 2: Examples of posts raising awareness to the Energy Transition and the Smart Grid

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On Youtube we have uploaded 80 videos during this period (out of 84 total videos for the project), having reached a total of more than 14k views.

Additionally, on the Facebook channel we created 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.

During this period, 47 campaigns out of a total of 68 campaigns have been done on SMAGRINET social media channels. All the campaigns and its outcomes are listed below. Highlighted in light grey are the campaigns done during the second period.

Date	Channel	Link	Type	#Followers	#Link Clicks	# engagement	Segmentation (Countries/Others)
27 Aug 2019	Twitter	link	Followers 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

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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

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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

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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 Jun 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 Jun 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
29 Jun 2020	Twitter	link	Website Click or Conversions	-	-	304	Portugal | Italy | Lithuania | Ireland | Hungary | Latvia | Cyprus | Sweden | United Kingdom | Spain | Belgium Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
28 Jul 2020	Twitter	link	Engagement	-	83	872	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
18 Aug 2020	Twitter	link	Engagement	1	50	1 106	Portugal | Belgium | Cyprus | Hungary | United Kingdom | Germany | Sweden | Netherlands |

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							Austria | Bulgaria | Belgium | Croatia | Denmark | Finland | Poland | Italy | Ireland | Greece Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
25 Aug 2020	Twitter	link	Engagement	2	45	1 080	Portugal | Belgium | Cyprus | Hungary | Germany | Austria | Bulgaria | Belgium | Croatia | Denmark | Finland | Italy | Ireland | Greece | Luxembourg | Estonia | France | Lithuania | Spain | Latvia Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
17 Sep 2020	Twitter	link	Engagement	3	44	772	Portugal | Cyprus | Hungary | Germany | United Kingdom | Germany | Sweden | Netherlands | Austria | Bulgaria | Belgium | Croatia | Denmark | Finland | Portugal | Italy | Ireland | Greece Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
23 Sep 2020	Twitter	link	Engagement	1	25	964	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
22 Oct 2020	Twitter	link	Engagement	1	16	239	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
29 Oct 2020	Twitter	link	Engagement	-	211	-	Belgium | Czech Republic | Germany | Spain | Finland | France | Greece | Croatia | Hungary | Italy | Malta | Netherlands | Portugal | Romania Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University
24 Nov 2020	Twitter	link	Website Clicks	-	16	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer
24 Nov 2020	Twitter	link	Website Clicks	-	90	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University

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							| Sustainable Development | Renewable Natural Resources
24 Nov 2020	Twitter	link	Engage-ment	1	-	58	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer
24 Nov 2020	Twitter	link	Engage-ment	-	-	6	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Engineering Research | Engineering Research-ers | Engineer Research
24 Nov 2020	Twitter	link	Engage-ment	1	-	558	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
22 Dec 2020	Twitter	link	Engage-ment	6	-	1315	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
29 Jan 2021	Twitter	link	Website Clicks	-	74	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
29 Jan 2021	Twitter	link	Website Clicks	-	39	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government

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29 Jan 2021	Twitter	link	Engage-ment	-	-	571	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
23 Feb 2021	Twitter	link	Engage-ment	-	-	446	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
23 Feb 2021	Twitter	link	Website Clicks	-	86	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
22 Mar 2021	Twitter	link	Engage-ment	2	-	456	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
22 Mar 2021	Twitter	link	Website Clicks	-	72	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
28 Mar 2021	Twitter	link	Website Clicks	-	26	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid

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							| Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
27 Apr 2021	Twitter	link	Website Clicks	-	64	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
27 Apr 2021	Twitter	link	Engagement	-	-	373	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
25 May 2021	Twitter	link	Engagement	-	-	482	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
25 May 2021	Twitter	link	Website Clicks	-	69	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
30 Jun 2021	Twitter	link	Website Clicks	-	88	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
30 Jun 2021	Twitter	link	Engagement	-	-	610	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer |

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							Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
26 Jul 2021	Twitter	link	Engage-ment	-	-	459	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
26 Jul 2021	Twitter	link	Website Clicks	-	55	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
26 Jul 2021	Twitter	link	Website Clicks	-	39	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
24 Aug 2021	Twitter	link	Website Clicks	-	58	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
24 Aug 2021	Twitter	link	Engage-ment	-	-	522	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
21 Sep 2021	Twitter	link	Engage-ment	1	-	1310	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland |

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							Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
21 Sep 2021	Twitter	link	Website Clicks	-	36	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
12 Nov 2021	Twitter	link	Website Clicks	-	38	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
12 Nov 2021	Twitter	link	Engage-ment	3	-	1000	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
26 Nov 2021	Twitter	link	Website Clicks	-	134	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
26 Nov 2021	Twitter	link	Website Clicks	-	70	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government

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26 Nov 2021	Twitter	link	Engage-ment	-	-	1005	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
21 Dec 2021	Twitter	link	Website Clicks	-	74	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
21 Dec 2021	Twitter	link	Website Clicks	-	150	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
21 Dec 2021	Twitter	link	Engage-ment	1	-	1393	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
24 Jan 2022	Twitter	link	Engage-ment	2	-	1430	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
24 Jan 2022	Twitter	link	Website Clicks	-	120	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Den-mark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid

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							| Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
18 Feb 2022	Twitter	link	Website Clicks	-	566	-	Estonia | Sweden | Poland | Latvia | Lithuania | Portugal | Greece | Bulgaria | Italy | Germany | Ireland | England | Belgium | France Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government | Electricity
22 Feb 2022	Twitter	link	Engagement	-	-	3376	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government
22 Feb 2022	Twitter	link	Website Clicks	-	144	-	Portugal | Belgium | Luxembourg | Cyprus | Hungary | Bulgaria | Estonia | Austria | France | Germany | Lithuania | Croatia | Denmark | Spain | Finland | Greece | Ireland | Italy | Latvia | Malta | Netherlands | Poland | Romania | Sweden Electric Engineering | Electrical Engineer | Smart Energy | Renewable Energy | Smart Grid | Energy | Electric Engineering | University | Sustainable Development | Renewable Natural Resources | Politics | Government

Table 3: Social Media Campaigns

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 publications should be shared (use for reference: Deliverable D6.1 – Strategic Dissemination and Communication Plan or the DoA).

During this period, and now that the project has ended, we have reached and gone beyond all KPIs as it can be seen in tables 4 and 5 (they have been divided in two because of space). The social media channels have reached;

- 473 followers on Twitter; 191 followers on LinkedIn; 363 followers on Facebook
- 812 posts with 507 shares, meaning a 60% sharing average
- 139 followers on YouTube, with 84 videos having 14k views

What		2019								2020											
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
F	# Posts	3	4	5	7	11	18	20	26	31	41	49	58	66	75	85	95	108	117	131	141

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	# Likes	6	6	6	16	45	82	92	132	162	193	215	272	306	348	761	1310	1710	2226	2573	3379
	# Shares	1	1	1	1	3	6	6	7	9	10	10	11	12	13	15	27	32	37	46	51
	# Reach	88	110	142	200	493	900	3263	17343	17671	17996	18225	26212	35671	74784	81381	99288	110175	120022	137642	142841
	# Engagement	54	60	71	89	172	265	411	555	617	672	712	869	1260	1817	2232	2793	3198	3719	4075	4886
	# Followers	5	5	5	9	27	31	121	124	124	126	132	137	139	195	211	242	246	264	291	298
Twitter	# Followers	0	0	3	26	70	137	161	163	213	261	293	367	400	405	414	413	414	419	423	425
	# Likes	0	0	4	14	42	60	70	86	114	141	157	183	209	226	296	544	775	956	1046	1281
	# Shares	0	0	0	0	1	2	4	7	12	17	20	28	37	39	46	84	112	133	138	150
LinkedIn	# Posts	0	0	0	2	6	15	17	23	28	38	46	55	63	72	81	92	105	114	126	136
	# Followers	0	0	0	1	13	17	22	26	31	34	36	36	43	45	48	53	55	86	97	111
	# Shares	0	0	0	0	1	2	3	4	4	8	9	11	14	14	14	20	26	32	39	41
YouTube	# Followers													5	10						
	# Views													235	236						

Table 4: Social media results for 2019 and 2020

What		2021												2022		
		Jan	Fev	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Facebook	# Posts	149	157	169	178	186	193	202	210	218	230	240	249	256	265	274
	# Likes	3995	4367	4659	4883	5225	5417	5688	6064	6382	6435	6676	6802	7135	7370	7632
	# Shares	55	57	67	69	69	69	71	72	76	78	81	82	91	96	100
	# Reach	147560	155646	168621	170762	172551	174364	175885	177873	189105	190389	192668	193906	198283	214950	221488
	# Engagement	5506	5880	6182	6408	6750	6942	7215	7592	7914	7969	8213	8340	8682	8922	9188
	# Followers	306	317	319	324	323	323	328	334	340	342	347	349	352	355	363
Twitter	# Followers	430	432	440	441	444	448	455	458	459	467	467	464	466	469	473
	# Likes	1569	1751	1887	1962	2076	2143	2407	2598	2819	2971	3422	3998	4407	4850	5593
	# Shares	161	168	178	184	199	202	214	224	234	241	259	283	299	324	354
LinkedI	# Posts	144	152	164	172	180	188	197	205	213	224	234	243	250	260	269
	# Followers	119	126	130	140	144	148	152	154	156	156	160	166	171	178	191
	# Shares	42	43	43	45	45	46	46	47	48	50	50	50	50	53	53
YouTube	# Followers															139
	# Views															14001

Table 5: Social media statistics for 2021 and 2022

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6. Audiovisual

As said previously, WP6 was greatly involved in creating videos for WP4, namely for the online courses, as well as for the SMAGRINET conferences. A total of 84 videos have been uploaded to the project YouTube channel, which have a total of more than 14.000 views only on that channel. Additionally, several other short videos, have been produced for social media posts and for online events.

6.1. Project Presentation

The production of the presentation video for the SMAGRINET Project which introduces the project, its activities and expected outcomes was finalised by M13 and kept being used throughout the project lifetime.

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 now reached 573 views on the YouTube channel.

6.2. Online Courses

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

During this period, we have developed 62 videos out of a total of 72 produced for this activity. The videos have been viewed for a total of around 13,000 times.

6.3. Webinars

Having organised the SMAGRINET webinars as online events, we have re-arranged and made available on the project YouTube channel their recordings. A playlist was created for it which is available here.

- The first webinar recording (link) has been viewed 830 times
- The second webinar recording (link) has been viewed 86 times
- The third webinar recording (link) has been viewed 83 times

The recordings playlists and videos itself were further disseminated through the project's social media channels and newsletters.

6.4. Conferences

For the organisation of both SMAGRINET conferences, teaser videos were produced to promote the project (an example can be seen here). Additionally, videos were prepared to be used as separators for the conference livestream.

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The SMAGRINET online conferences were organised as virtual events that were livestreamed from Estonia to its audience. The livestream took place from the project YouTube channel. Although the livestreams have been watched during the conference day by hundreds of people, the original recordings were removed from YouTube so that they could be re-arranged and a better version was uploaded.

A playlist for each conference has been created on the project's YouTube channel:

- Energy Game Changers 2020 (link): with the recordings having 365 views
- Energy Game Changers 2022 (link): with the teaser video and recording having 150 views

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7. Email Marketing

One of our goals in the SMAGRINET project was to keep developing the project's contacts database. Our database is composed by three different mailing lists:

- 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 more than 300 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. It also demonstrates the interest of external parties in the SMAGRINET services and activities.
- Industry Mapping: Under WP2 the consortium developed a database composed of mostly general contacts from Electrical Industry stakeholders.
- Others: Mailing list with various contacts collected throughout the SMAGRINET project, such as participants of both conferences, participants of the webinars and participants of the online courses.

In total, by the end of the project, the SMAGRINET has a database of 1910 contacts, who are receiving the SMAGRINET newsletters and other email marketing campaigns from the project.

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 newsletter 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.

During this period 4 newsletters have been produced and disseminated. A total of 6 newsletters have been distributed by the SMAGRINET project.

7.1.1. Newsletter 1

The first newsletter of the project was sent on November 2020 to 626 recipients and was titled "We are finally ready". The main objective of the 3rd newsletter was to give a status of the SMAGRINET activities after one year and half of existence, finally introducing all its services ready for uptake. 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. It promoted registration to the first Annual conference, it launched the registration to the online courses programmes and made accessible the recordings of the webinars (among others).

The newsletter included the following articles:

- Introduction:
    1. "SMAGRINET is finally ready" (author: Karl Kull - TALTECH) (link).
- SMAGRINET Newsflash:
    1. "REGISTRATIONS OPEN: SMAGRINET's Energy Game Changers 2020" (authors: CIVITTA) (link).

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2. "Smart Grid: from A to Z" programs are launched – APPLY!" (authors: KÉVIN BERGER, LAURENT DUPONT, ALEX GABRIEL - ULOR) (link).
3. "Status of the International Mobility Program – How are we tackling Covid-19?!" (authors: Toñis Vare - ETL) (link).
4. "POWER ON Activities: keeping you updated" (authors: Olga Kyselova - TUB) (link).

- More about Powerful Services and Empowering Activities:
  1. A piece on the SMAGRINET webinars, giving the access to its recordings
- Electrifying reads:
  1. "Clustering consumption profiles of residential consumers" (author: Boštjan Blažič, Marjan Ilkovski – ULJUB) (link)
  2. "Applying a living lab approach to smart grid training course design" (authors: Alex Gabriel, Kévin Berger, Laurent Dupont, Valérie Rault, Mauriccio Camargo, Frédérique Mayer - ULOR) (link)

The newsletter can be seen in this link.

The impact of the 3rd Newsletter can be summarised as follows:

- Trough the email marketing campaign, the newsletter was opened by 108 unique contacts and had 15 unique clicks.

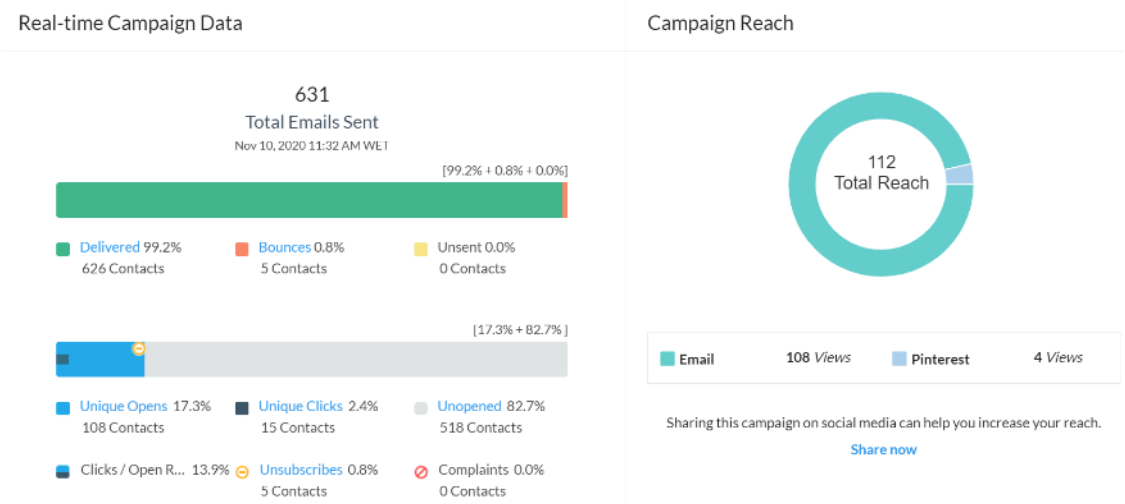

Figure 14: Results from newsletter #3 distribution

- Through social media (Facebook, Twitter, LinkedIn) the Newsletter had more than 181 impressions[1] and about 350 total engagements[2].

[1] Times people saw this post.

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

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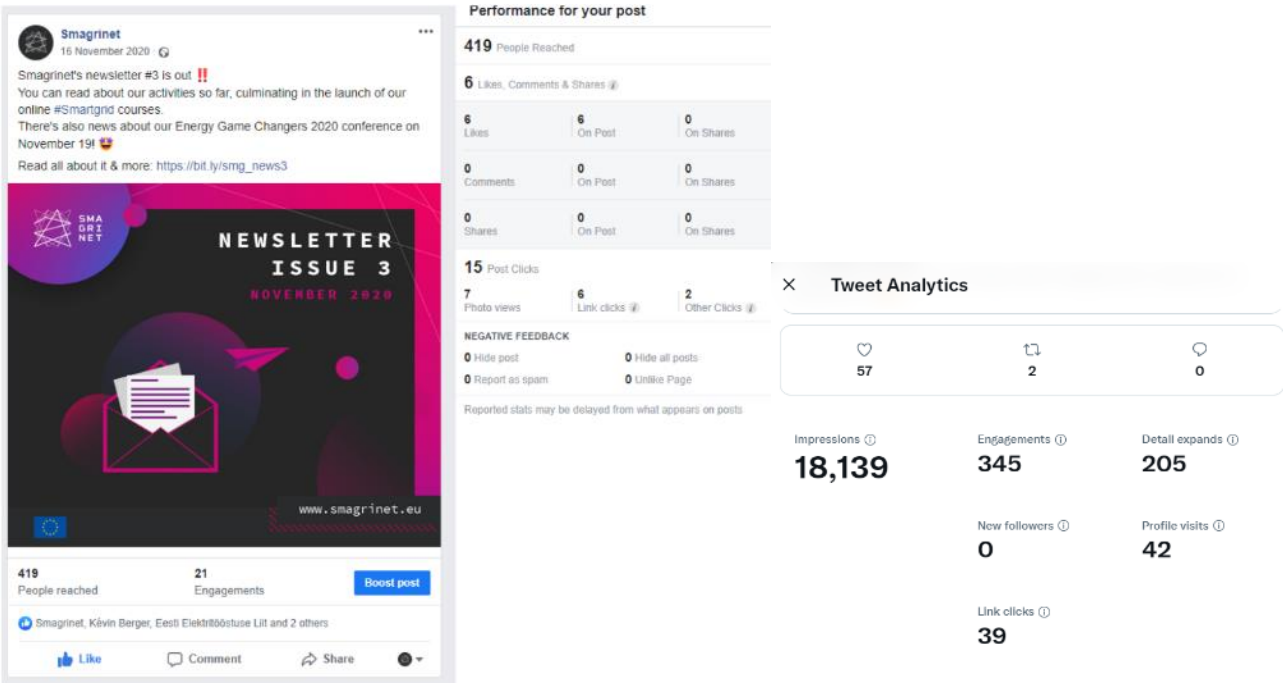

Figure 15: Results from newsletter #3 promotion on social media

7.1.2. Newsletter 4

The fourth newsletter of the project was sent on March 2021 to 1212 recipients and was titled "The female energy powering the project". Since the 4th newsletter was sent during Women's Day, it emphasized on the women behind the wheel of the project. The project was soon to start its third year and we gave insight on what women thought should be the next step in the energy sector and how the smart grid is levelling the field of equality regarding the workforce. The goal was to inspire readers to take the step and join the energy sector and its revolution.

The newsletter included the following articles:

- Introduction:
    1. Author: Karl Kull - TALTECH
- SMAGRINET Newsflash:
    1. "The Female Energy Powering SMAGRINET" (authors: Merylin Pill (TalTech), Anneli Roose (CIVITTA), Catarina Pereira (LOBA.cx), Janja Dolec (ULJUB), Olga Kyselova (TUD), Sandra Metsis (Elektriliit), Melika Hinaje (ULOR)) (link).
    2. "SMAGRINET: Now part of Estonian national re-educational program" (author: Merylin Pill – TalTech) (link).
    3. "How to make a complex subject such as Energy easy to understand?" (authors: Catarina Pereira, Mariana Lopes – LOBA) (link).
    4. "In case you missed SMAGRINET's "Train-the-Trainers" Workshop" (authors: Janja Dolenc, Bostjan Blazic – ULJUB) (link).
    5. "First round of Module's Implementation Completed" (authors: Christine Michalek – TUB) (link).
- Other pieces

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1. Promotion of the SMAGRINET modules by including feedback testimonies from the participants
2. Promotion of the SMAGRINET online courses by including feedback testimonies from the participants
3. Promotion of the ASSET Webinar "The role of women in the energy transition" where CIVITTA was present to introduce the SMAGRINET project

The newsletter can be seen in this link.

The impact of the 4th newsletter can be summarised as follows:

- Trough the email marketing campaign, the Newsletter was opened by 204 unique contacts and had 19 clicks.

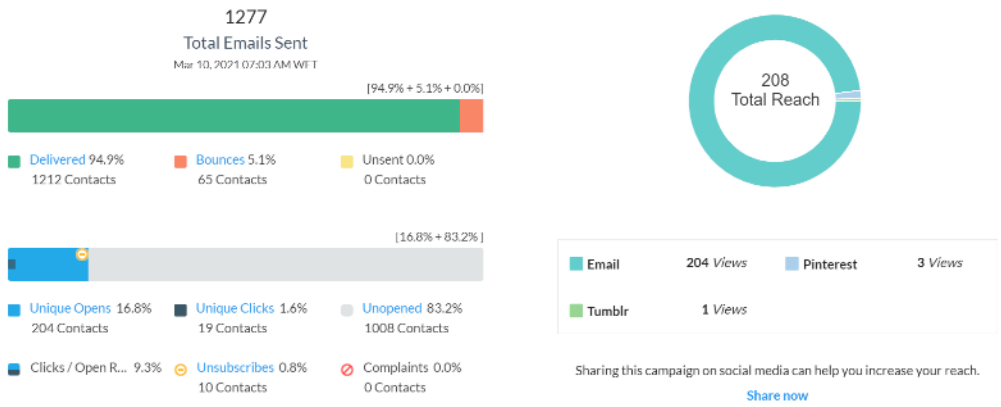

Figure 16: Results from newsletter #4 distribution

- Through social media (Facebook, Twitter, LinkedIn) the newsletter had about 25k impressions[3] and 400 engagements[4].

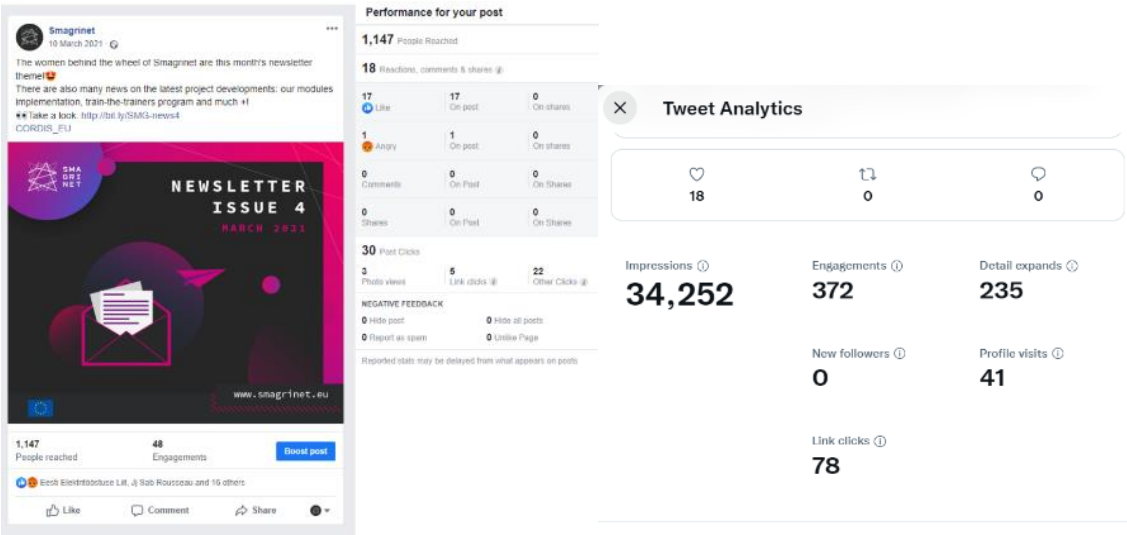

Figure 17: Results from newsletter #4 promotion on social media

[3] Times people saw this post.

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

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7.1.3. Newsletter 5

The fifth newsletter of the project was sent on November 2021 to 1265 recipients and was titled "Pushing the energy transition through education". The main goal of the newsletter was to provide the first results of the SMAGRINET services as well as to provide readers a more in-depth look on what the SMAGRINET consortium was doing in their daily lives regarding the SMAGRINET project.

The newsletter included the following articles:

- Introduction:
    1. Author: Karl Kull - TALTECH
- SMAGRINET Newsflash:
    1. "The first session of the *Smart Grid: From A to Z* programs are over – sign up for the second session!" (authors: Kévin Berger & Alex Gabriel - ULOR) (link).
    2. "SMAGRINET International Mobility Programme was launched!" (author: Sandra Metsis – ETL, Catarina Pereira - LOBA) (link).
    3. "SMAGRINET online courses expand to four more countries" (authors: Olga Kyselova – TUD) (link).
- Electrifying reads:
    1. "Distribution network planning by taking into account smart grid solutions" (authors: Marjan Ilkovski, Boštjan Blažič – ULJUB) (link).
    2. "Active learning to supplement the content of lectures and support online lectures" (author: Anna Czerwinska – TUB) (link).

The newsletter can be seen in this link.

The impact of the 5th newsletter can be summarised as follows:

- Through the email marketing campaign, the Newsletter was opened by 217 unique contacts and had 18 clicks.

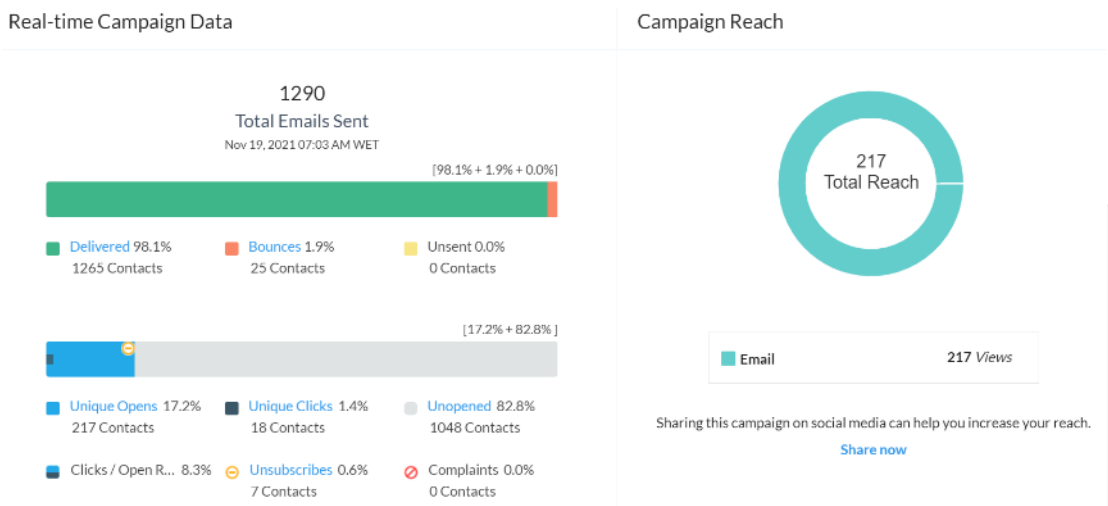

Figure 18: Results from newsletter #5 distribution

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- Through social media (Facebook, Twitter, LinkedIn) the newsletter had about 70k impressions[5] and 1k engagements[6].

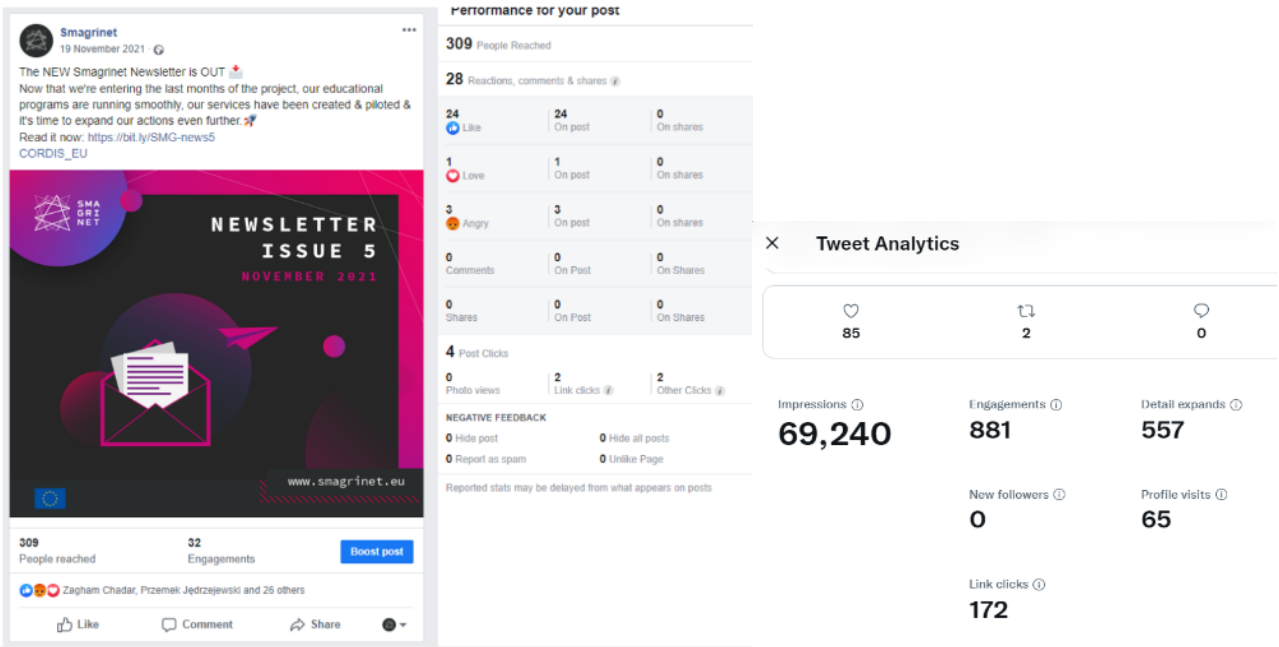

Figure 19: Results from newsletter #5 promotion on social media

7.1.4. Newsletter 6

The sixth newsletter of the project was sent on March 2022 to 1803 recipients and was titled "An ending, but not really…". The main goal of the newsletter was to provide all the final results of the SMAGRINET project and give access to all available materials. We also informed about the future steps after the project ending. Additionally, partners provided their insightful testimonies regarding their experiences on SMAGRINET.

The newsletter included the following articles:

- Introduction:
    1. Author: Karl Kull - TALTECH
- Power On:
    1. "How SMAGRINET's powerful services empowered smart grid implementation" (authors: Janja Dolenc, Boštjan Blažič - ULJUB) (link).
    2. "Master Level Modules: Shaping the new generation of energy transition experts" (author: Anna Czerwinska – TUB) (link).
    3. "*Smart Grid from A to Z:* A successful, beyond expectation completion" (author: Alex Gabriel – ULOR) (link).

[5] Times people saw this post.

[6] Times people interacted (like, comment, share or click) with this post.

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4. "SMAGRINET International Mobility Program puts a new generation of engineers in the energy transition forefront" (author: Sandra Metsis – ETL) (link)
5. "Train the Trainers workshop is spreading the seeds of knowledge in teachers from all over Europe" (author: Janja Dolence, Boštjan Blažič – ULJUB) (link).
6. "Energy Game Changers 2022" piece and access to recording

- Other pieces:
  1. "Energy Game Changers 2022" final results and access to recording
  2. "Impact of SMAGRINET – Testimonies from the members" with articles written by the consortium about their experiences in the project:
     - "We're looking forward to what the members are planning to do with it beyond the project end date" by TalTech (Karl Kull): link
     - "SMAGRINET gave us a push to prepare new teaching materials for master students." By ULJUB (Janja Dolenc & Boštjan Blažič): link
     - "Thank you to the consortium for what we accomplished together and for what we aim to achieve in the upcoming years" by LOBA (Catarina Pereira): link
     - "I think the next step for the Smart Grid: from A to Z courses is to provide hands-on works in addition to the knowledge quizzes." by ULOR (Alex Gabriel): link
     - "Being part of the SMAGRINET project has been an interesting and educating journey for Civitta" by CIVITTA (Anneli Roose): link
     - "Keep learning and keep teaching for a successful energy transition" by TUB (Anna Czerwinska): link
     - "SMAGRINET was a rewarding experience, proving the importance of collaboration and the need for future-proof engineers in the energy sector." By ETL (Sandra Metsis & Tõnis Vare): link
  3. "Impact of SMAGRINET – Testimonies from external participants" with selected quotes from feedback received through a form produced by and dispatched by LOBA (link) by the participants of the SMAGRINET services:
     - "The online course gave me a holistic view on the energy challenges. I recommend it to every adult eager to learn and to understand the interaction between every stakeholder" by Myriam Clisson - Project Manager, Lorraine University (France)
     - "Through the modules, I got many information regarding the electricity network operation, how it is structured... I would recommend these knowledge to anyone who has contact with the electricity grid." by Jernej Hribar - Electrician, Elektro Gorenjska (Slovenia)
     - "International students that attended the Mobility Programme brought new perspectives and are from a different background compared to domestic students." by Jaano Taavi - Business Development Manager, Enefit Connect OÜ (Estonia)
     - "Going through the course answered many of my questions on renewable energy state of the art and need for multi-energy networks." by Daberechi David Agwu - Student, TU Berlin (Nigeria)

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The newsletter can be seen in this link.

The impact of the 6th newsletter can be summarised as follows:

- Through the email marketing campaign, the Newsletter was opened by 264 unique contacts and had 27 clicks.

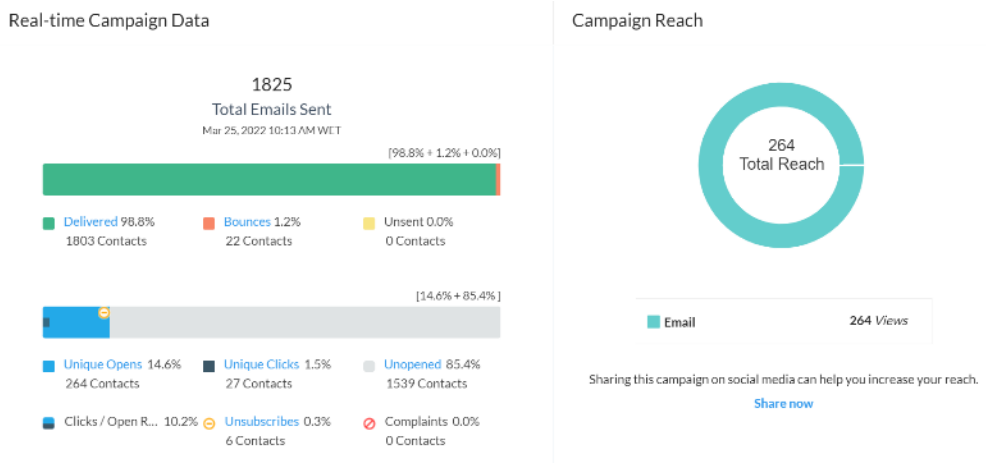

Figure 20: Results from newsletter #6 distribution

- Through social media (Facebook, Twitter, LinkedIn) the newsletter had about 6k impressions[7] and 100 engagements[8].

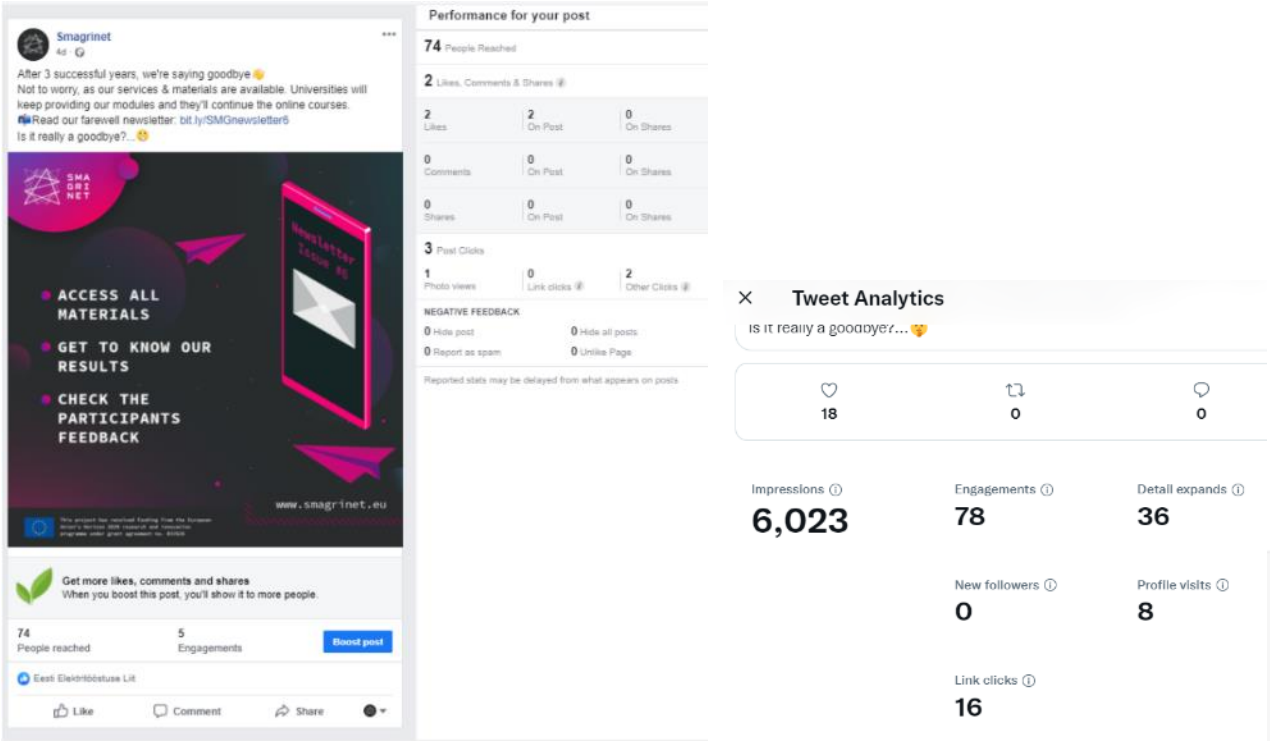

Figure 21:Results from newsletter #6 promotion on social media

[7] Times people saw this post.

[8] Times people interacted (like, comment, share or click) with this post.

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7.2. Mass mailings

We also use mass mailing campaigns (or shorter newsletters) to communicate to our contacts about certain activities of the SMAGRINET project that 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 this period of the project, we have sent out 18 mass mailings out of a total of 20 mass mailings sent out throughout the project lifetime.

1. 6 July 2020: Sent to 63 contacts (participants of webinar #1) to give access to the webinar #1 recording as well as to answer to the questions that participants made during the event. It was opened by 27 unique contacts and had 7 clicks.
2. 7 July 2020: Sent to 129 contacts (registrations from webinar #1 that didn't attend and website subscribers) to give access to the webinar #1 recording. It was opened by 39 unique contacts and had 15 clicks.
3. 20 August 2020: Sent to 106 contacts (website subscribers) to invite them to participate in the SMAGRINET second webinar. It was opened by 42 unique contacts and had 12 clicks.
4. 28 August 2020: Sent to 45 contacts (participants of webinar #2) to give access to the webinar #2 recording. It was opened by 23 unique contacts and had 8 clicks.
5. 16 September 2020: Sent to 107 contacts (website subscribers) to invite them to participate in the SMAGRINET third and final webinar. It was opened by 35 unique contacts and had 8 clicks.
6. 29 September 2020: Sent to 45 contacts (participants of webinar #3) to give access to the webinar #3 recording. It was opened by 21 unique contacts and had 7 clicks.
7. 23 October 2020: Sent to 1067 contacts (from the stakeholders mailing list and website subscribers) to invite them to SMAGRINET's first conference "ENERGY GAME CHANGERS 2020". It was opened by 205 unique contacts and had 25 clicks.
8. 27 October 2020: Sent to 1051 contacts (from the stakeholders mailing list and website subscribers) to announce the launch of the SMAGRINET online courses "Smart Grid: from A to Z" and the opening of the registrations. It was opened by 171 unique contacts and had 15 clicks.
9. 10 November 2020: Sent to 1018 contacts (participants from all SMAGRINET webinars) to give them access to all three webinars recordings. It was opened by 43 unique contacts and had 14 clicks.
10. 18 November 2020: Sent to 88 contacts (registrations to ENERGY GAME CHANGERS 2020) to give them the link to the conference livestream. It was opened by 53 unique contacts and had 42 clicks.
11. 18 November 2020: Sent to 1026 contacts (all SMAGRINET contacts that hadn't registered to ENERGY GAME CHANGERS) to give them the link to the conference livestream. It was opened by 53 unique contacts and had 42 clicks.
12. 17 December 2020: Sent to 189 contacts (participants of ENERGY GAME CHANGERS 2020) to give them access to the recording of ENERGY GAME CHANGERS 2020. It was opened by 65 unique contacts and had 13 clicks.
13. 28 February 2022: Sent to 1146 contacts (all SMAGRINET contacts, except online courses participants) to invite them to SMAGRINET's second and final conference "ENERGY GAME CHANGERS 2022". It was opened by 198 unique contacts and had 31 clicks.

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14. 28 February 2022: Sent to 370 contacts (participants from the webinars and the conferences as well as the website subscribers) to send them a form for them to give their feedback of their experience with SMAGRINET. It was opened by 106 unique contacts and had 18 clicks.
15. 11 March 2022: Sent to 1146 contacts (all SMAGRINET contacts, including online courses participants) to follow-up on the invitation to SMAGRINET's second and final conference "ENERGY GAME CHANGERS 2022". It was opened by 389 unique contacts and had 50 clicks.
16. 14 March 2022: Sent to 137 contacts (registrations to ENERGY GAME CHANGERS 2022) to give them the link to the conference livestream. It was opened by 81 unique contacts and had 46 clicks.
17. 17 March 2022: Sent to 187 contacts (registrations to ENERGY GAME CHANGERS 2022) to announce the opening of the conference and give them the link to the livestream. It was opened by 95 unique contacts and had 60 clicks.
18. 17 March 2022: Sent to 187 contacts (registrations to ENERGY GAME CHANGERS 2022) to announce that the conference break for lunch was over. It was opened by 63 unique contacts and had 15 clicks.

Additionally, automatic emails were sent when people registered to the mailing list through the website or to any SMAGRINET event with a thank you note and further information.

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8. Press Releases

During this period and throughout the project we have developed and distributed 3 press releases to media outlets. They served to inform journalists and our target audience about the SMAGRINET activities and their main results.

13 publications have come out from these press releases. Additionally, partners have also sent their own press releases to announce their participation at the project or to promote one of their SMAGRINET activities.

1. 12 July 2021: "European Commission's project launches teaching materials for the energy transition" (annex 13) – distributed to 6851 contacts. Main online publications:
    a. https://www.ecodebate.com.br/2021/07/12/comissao-europeia-lanca-materiais-didaticos-para-a-transicao-energetica/
    b. https://aithority.com/technology/energy-management/european-commissions-project-launches-teaching-materials-for-the-energy-transition/

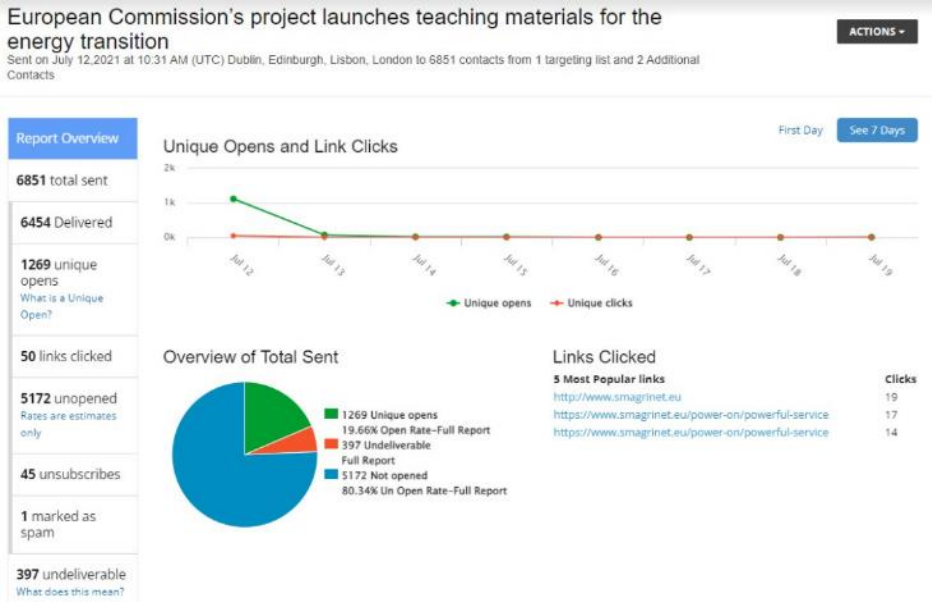

Figure 22: Results from Press Release #1

2. 03 March 2022: European Commission's project brings together the next "Energy Game Changers" (annex 14)– distributed to 7,047 contacts. Main online publications:
    a. https://marketsherald.com/european-commissions-project-brings-together-the-next-energy-game-changers/
    b. https://www.ieyenews.com/european-commissions-project-brings-together-the-next-energy-game-changers/
    c. https://factuel.univ-lorraine.fr/node/19329
    d. https://kzread.info/dash/energy-game-changers-2022-announcement-17-march-2022/qIekraRshq3Vd5c.html
    e. https://aithority.com/technology/energy-management/european-commissions-project-brings-together-the-next-energy-game-changers/
    f. https://www.ehtrend.com.br/en/pages/1722598/european-commission-39-s-project-brings-together-the-next-energy-game-.html
    g. https://us.acrofan.com/detail.php?number=625549

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h. https://www.elektr.polsl.pl/index.php/start/aktualnosci/2047-inteligentne-sieci-smagrinet-zaproszenie-na-wyklady-online

i. https://www.am.ee/node/8424

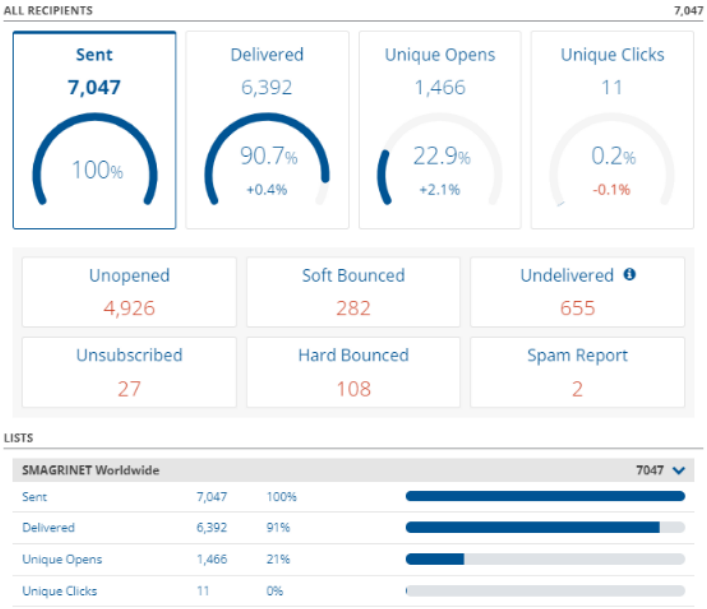

Figure 23: Results from Press Release #2

3. 28 March 2022: "Press Release European Commission's project on smart grid education shares its final results" (annex 15) – distributed to 7,043 contacts. Main online publications:

   a. https://www.ieyenews.com/european-commissions-project-on-smart-grid-education-shares-its-final-results/

   b. https://www.corrierecomunicazioni.it/green-economy/smart-grid-online-i-corsi-ue-per-linnovazione-delle-reti-energetiche/

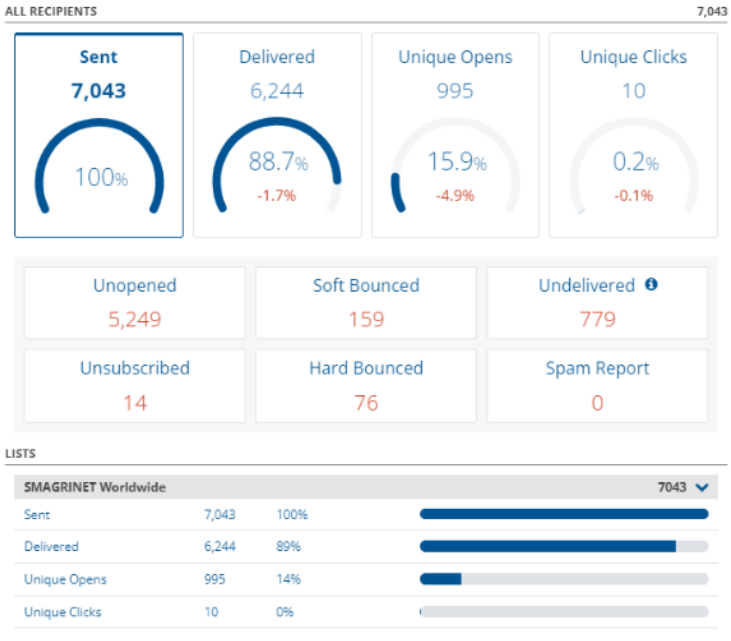

Figure 24: Results from Press Release #3

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9. Events

Aside from the events SMAGRINET has been organising which have been reported under 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 82 external events, reaching to approximately 30,000 people. The table below showcases the external events that the SMAGRINET consortium participated in during the whole lifetime of the project. During this period partners attended only 25 events (mainly due to the covid-19 pandemic and for needing to concentrate on their own SMAGRINET activities).

Event Tile	Partner	Date		Location	Type of Event	Type of Participation	Audience	Promotional Materials Distributed	Main Outcomes
		From	To						
360 Grand Est	ULOR	2019/06/27	2019/06/27	Strasbourg, France	Networking, B2B	NA	173	Short description of the project (printed papers)	identifaction
KIC InnoEnergy Seminar	ULOR	2019/06/25	2019/06/25	Nancy, France	Training, information, workshop, networking	NA	32	NA	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	2019/05/21	Brussel, Belgique	practitioners' roundtable: Cities as Living Labs for a smart, inclusive and resilient urban future	as expert: interview and direct interaction with Maive RUTE Deputy Director General	16	Sent by mail to the 8 JRC members involved in this meeting : - Brochue - 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 Building Systems	ULOR	2019/10/03	2019/10/03	Paris, France	Exhibition, conferences and workshops	Find new stakeholders, dissemination of SMAGRINET...	1 683	NA	NA

European Utility Week	ULOR	2019/11/12	2019/11/14	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	2019/11/28	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	2019/09/20	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	2020/02/20	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	2019/10/02	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	2019/06/18		Dresden, Germany	Discussion	As experts on the subject	20	brochures and promotional material (pens, stress-balls) - 20	Promotion of Smagrinet project
2019 IEEE UKRCON	TUD	2019/07/02	2019/07/06	Lviv, Ukraine	Workshop at conference (conference lasted	As experts on the subject, along with representatives of	35	brochures and promotional material (pens,	identification of needs for competence hub

					Tuesday to Saturday)	the education and business sectors		stress-balls) - 35	
Roundtable "Smart Grid – Collaboration and Knowledge Sharing"	TUD	2019/07/19		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	2019/09/09	2019/09/12	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	2019/10/30	2019/10/31	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
Digital Living Lab Days	ULOR	2020/09/04	2020/09/04	Gent, Belgium / Online	Conference and workshop	Smagrinet presentation	22	Online presentation + Q&A	Promotion/dissemination of Smagrinet project
Club Smart Grid Grand Est	ULOR	2020/09/15	2020/09/15	Online (Greter East Region, France)	Meeting - Training Work Force		10		

Conference "Climate neutrality - destruction or success?"	ETL	2019/09/13	2019/09/13	Tallinn, Estonia	Conference	SMAGRINET stand	250	brochures and promotional materials (pen, stressballs) - 50	Promotion/disseminiaton of Smagrinet project
Seminar "New IEA policy review offers recommendations for Estonia's energy transition"	ETL	2019/10/04	2019/10/04	Tallinn, Estonia	Seminar	SMAGRINET stand	120	brochures and promotional materials (pen, stressballs) - 50	Promotion/dissemination of Smagrinet project
WEC Estonia Annual Conference	ETL	2019/12/03	2019/12/03	Tallinn, Estonia	Conference	SMAGRINET stand	125	brochures and promotional materials (pen, stressballs) - 50	Promotion/dissemination of Smagrinet project
Meeting and discussion with ENEDIS	ULOR	2019/05/21	2019/05/21	Nancy, France / Online	Networking, information, cooperation	As expert, presentation of our works	2	Slides + oral presentation	Promotion of Smagrineet project
ICE Conf. Board	ULOR	2019/10/3	2019/10/3		Conference Board meeting	Presentation of the project - opportunity for workshop during the conference	7	NA	NA
	ULOR	2019/12/2	2019/12/2		Scientific council with researchers from ULOR and Industrial partners	Short presentation of Smagrinet during the Scientific Council of our Scientific community inside ULOR (9 laboratories), including industrial partners, in particular RTE	40	NA	NA
	ULOR	2019/12/10	2019/12/10		Meeting and discussion with researchers from ULOR, Industrial	Description of the action of the City of	27	NA	NA

					partners, mayor and administrative staff from the City of Nancy	Nancy for Ecological transition + discussion on energy aspect			
"The Complexity of Fluid Networks: Maintenance Challenges"	ULOR	2020/02/06	2020/02/06	Nancy, France	Meeting / Brunch	Description of SMAGRINET actions and ULOR activities + Networking, information, cooperation	25	NA	NA
Urban Innovation Workshop (active pedagogy)	ULOR	2020/11/16	2020/11/20	Nancy, France / online	Online (live meeting) pedagogical workshop (Monday, Tuesday, Wednesday, Friday) with M2 students	students on Urban innovation, Public policy, Architect... (24), PhD students (2), Researchers (7)	33	Online presentation + Q&A	Promotion/dissemination of Smagrinet project New LMS canvas users
Urban Innovation Workshop (active pedagogy)	ULOR	2019/11/18	2019/11/22	Nancy, France (LF2L platform)	Physical pedagogical workshop (Monday to Friday) with M2 students	students on Urban innovation, Public policy, Architect... (18), PhD students (2), Researchers (7)	27	Online presentation + Q&A	Promotion/dissemination of Smagrinet project Raw material for Scientific paper
Urban Innovation Workshop (active pedagogy)	ULOR	2020/1/27	2020/1/31	Nancy, France (LF2L platform)	Physical pedagogical workshop (Monday to Friday) with professionals	students on Urban innovation, Local government (10), Researchers (5)	15	Online presentation + Q&A	Promotion/dissemination of Smagrinet project Raw material for Scientific paper
360 Grand Est	ULOR	2020/12/08	2020/12/08	Online : https://360grandest.fr Grand Est, France https://360grandest.fr/session/82c7ba0a-e912-eb11-9fb4-	Professional & institutional event manage by the regional government (Greater Est, France)	as expert visitor, presentation of our works during the smart grids session	35	Ssmagrinet Website via chatbox with participants (screenshot available if necessary)	Contact with "Smart Meter Inclusif" projecct https://www.smi.uha.fr/

				0003ff1d36cc					
ASSET final event	Civitta	2021/04/15	2021/04/15	Online, video here	Conference	Speaker at the panel discussion	0	NA	NA
Urban Innovation Workshop (active pedagogy)	ULOR	2021/11/29	2022/2/7	Nancy, France / online + Physical	Online (live meeting) + physical pedagogical workshop with M2 students	students on Urban innovation, Public policy, Architect... (10), Researchers (5)	15	NA	NA
ICE Conf. Board	ULOR	2020/06/15	2020/6/17	UK, Cardiff (Online due to Covid)	IEEE Conference	Paper presentation: https://ieeexplore.ieee.org/document/9198604	150	NA	NA
ICE Conf. Board	ULOR	2021/06/21	2021/6/23	UK, Cardiff (Online due to Covid)	IEEE Conference	Paper presentation: https://ieeexplore.ieee.org/document/9570218	150	NA	NA
Doctoral School of Energy and Geotechnology Symposium Tallinn 2021	TalTech	2021/09/08	2021/09/10	Estonia, Tallinn	Conference	Presentation of the project - opportunity for workshop during the conference	100	NA	NA
Workshop "Empowering virtual classes in the field of Smart Grid" within the VI International Scientific and Practical Conference "Information and Communication Technologies in Modern Educa-	TUD	2021/11/04	2021/11/05	Lviv State University of Life Safety, Ukraine	Workshop	Speaker	30	on-line event	more then 30 participants enrolled to the course for broader public (pilot in Ukraine)

tion: Experience, Problems, Prospects"									

Table 6: Participation at External Events (1)

Below we present a list in a different format of the events (meetings, seminars, roundtables, etc) that partners have 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	13/11/2029	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	TUD	10/10/2020	Consortium target group program campaign for the uptake of A to Z short-term programs	Universities from Poland, Portugal and Ukraine	6
Work meeting	ULOR	16/10/2020	Club Smart Grid Grand Est (France) - Workgroup training: identify local needs	Regional Companies (Greater East, France) + Academics	10
Work meeting	ULOR	17/06/2020	Club Smart Grid Grand Est (France) - Workgroup training: Promotion of short-term programs	Regional Companies (Greater East, France) + Academics	10
Work meeting	ETL	19/06/2020	Networking, information, cooperation	NATO Cooperative Cyber Defence Centre of Excellence	3
Work meeting	TUD	10/10/2020	Consortium target group program campaign for the uptake of A to Z short-term programs	Universities from Poland, Portugal and Ukraine	6
Work meeting	ULOR	15/04/2021	Club Smart Grid Grand Est (France) - Workgroup Communication: make link between SGGE website & Smagrinet	Regional Companies (Greater East, France) + Academics	10
Work meeting	ULOR	11/05/2021	Club Smart Grid Grand Est (France) - Workgroup Communication: strategy to promote Smagrinet to local stakeholders	Regional Companies (Greater East, France) + Academics	34

Work meeting	ULOR	01/07/2021	Club Smart Grid Grand Est (France) - Workgroup Communication: Strategy to meet local decision-makers (municipalities) to promote Smartgrid	Regional Companies (Greater East, France) + Academics	10
Work meeting	TUD	20/08/2021	TUD target group program campaign for the uptake of A to Z short-term programs	Organisations from Ukraine	2
Work meeting	ULOR	06/09/2021	Club Smart Grid Grand Est (France) - Workgroup Communication: new SGGE website and potential link with Smagrinet	Regional Companies (Greater East, France) + Academics	10
Workshop	TUD	05/11/2021	Networking, information, cooperation	Universities from Ukraine	35
Work meeting	ULOR	26/11/2021	Club Smart Grid Grand Est (France) - Workgroup Communication: strategy to promote Smagrinet to local stakeholders	Regional Companies (Greater East, France) + Academics	10
Work meeting	ULOR	26/11/2021	Club Smart Grid Grand Est (France) - Workgroup Communication: Consortium Agreement	Regional Companies (Greater East, France) + Academics	10
Seminar	ULOR	09/03/2022	Erasmus Mundus DENSYS - https://densys.univ-lorraine.fr/: Smagrinet presentation + dissemination + invitation	Master students from 15 countries	0

Table 7: Participation at External Events (2)

10. KPI Status and Conclusions

Tools & channels	Metrics method	Expected results	Final Results
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	17.715 total views (590 views per month [30 months, since website launch] 1'50 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 300 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	191 members on LinkedIn 473 members on Twitter 363 members on Facebook 139 followers on YouTube 60% of shares (on average)
Press releases	Clipping/publications coverage	At least 10 publications	3 press releases were dispatched which results in at least 13 online publications
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 82 events (average of 9 events per partner) 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	6 newsletters that were each sent to an average of 1070 contacts
Promotional videos	Number of visualizations and shares	500 views and 100 shares	14k 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	More than 2.000 contacts approached to invite to events

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	Number of new contacts collected		

Table 8: KPI and current status

10.1. Final Note

Based on this analysis, it can be concluded that project has greatly surpassed the majority of the key performance indicators, despite the pandemic situation.

The great attention the project has gathered validates the quality not only of the communication activities, but also of the produced materials and services.

It also highlights the need for these types of services to continue to be available and widely accessible.

The consortium partners are committed on making an effort towards this end. For example, the universities will keep including the modules, but additional efforts have been detailed on D5.5 – Exploitation Plan.

A continuation of the SMAGRINET project should, therefore, be the next step.

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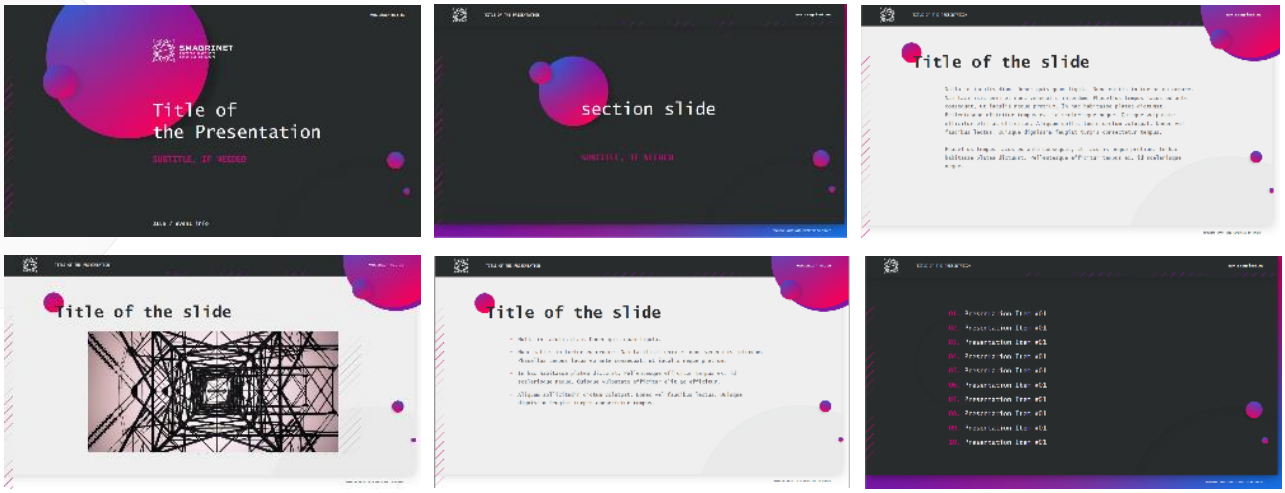
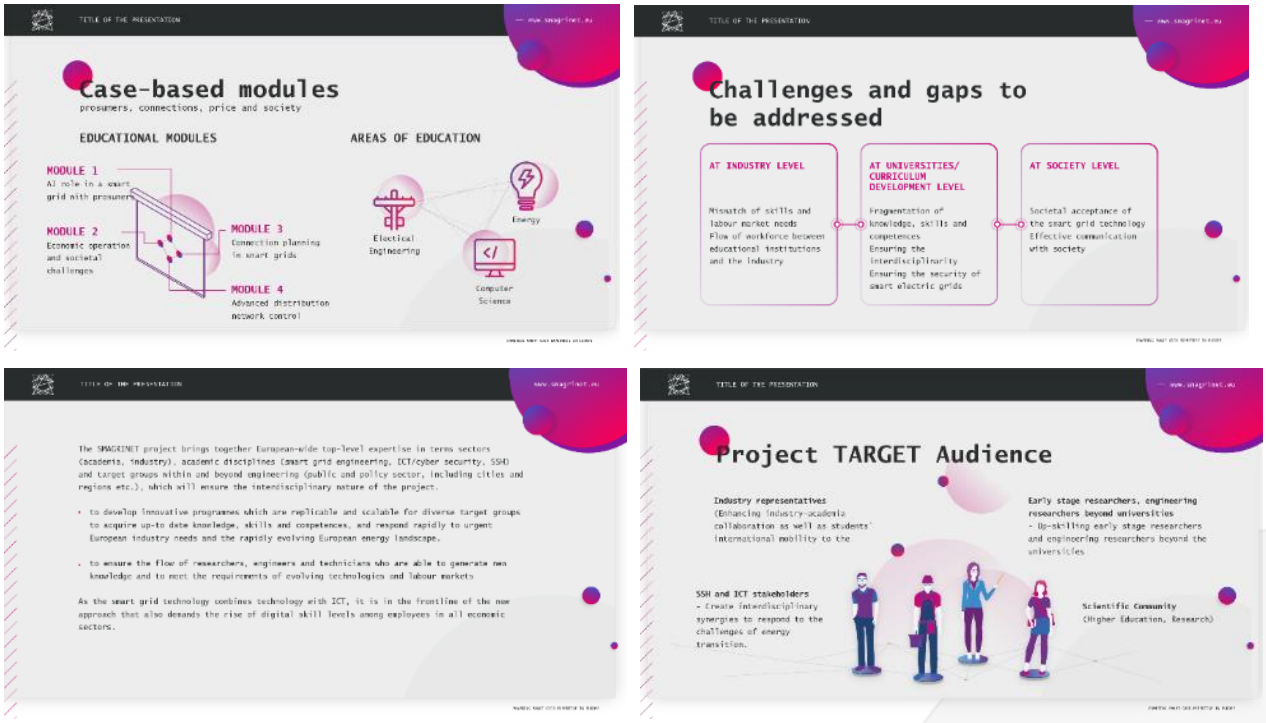
11. ANNEX

11.1. Powerpoint Template



11.2. Presentation PowerPoint



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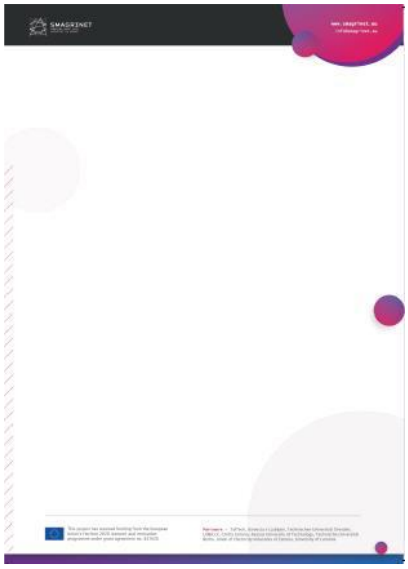
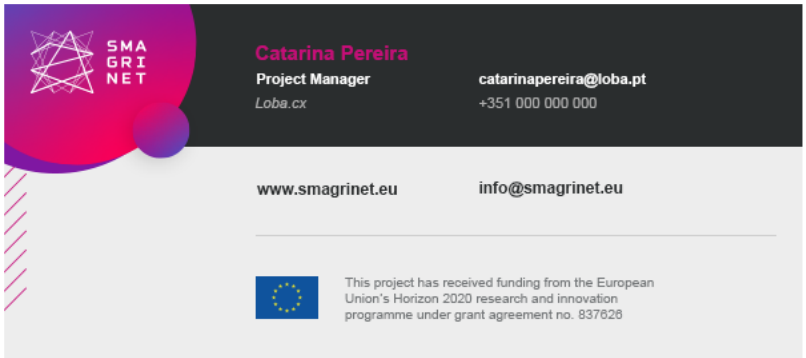
11.3. Folder

11.4. Letterhead Paper



11.5. Email Signature



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11.6. Contact Card

11.7. Roll-up

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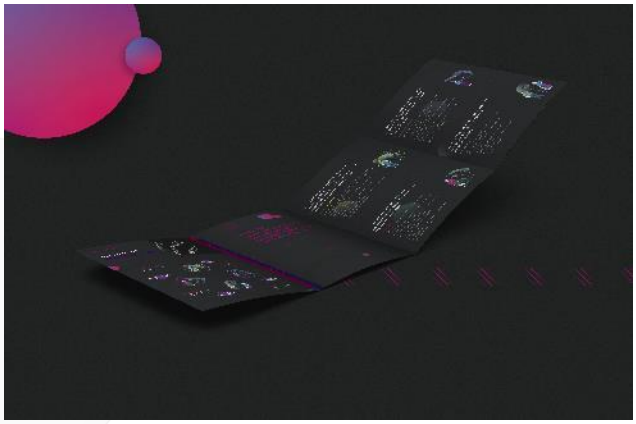
11.8. Brochure



11.9. Poster

11.10. Pens

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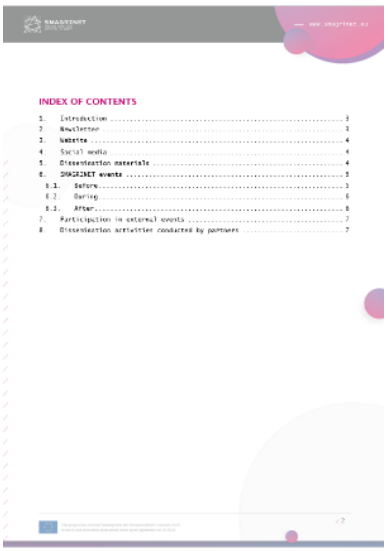
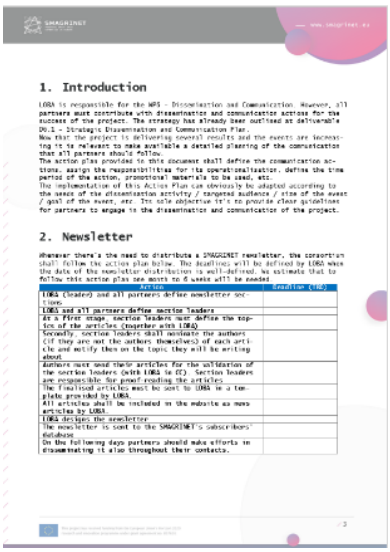
11.11. Anti-stress Bulbs

11.12. Action Plan for a Successful Dissemination





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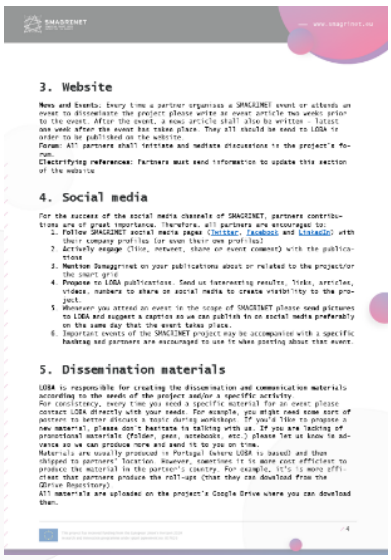


3. Website

News and Events: Every time a partner organises a SMAGRINET 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.

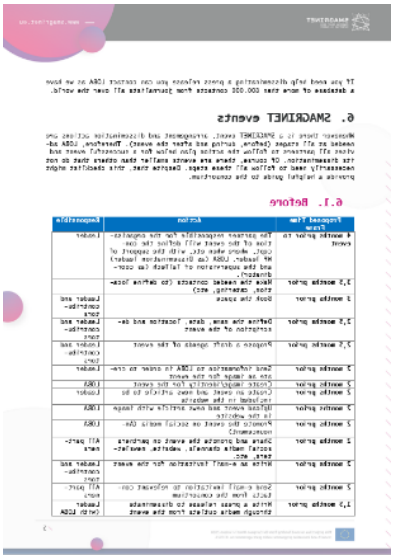
4. Social media

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

1. Follow SMAGRINET social media pages (Twitter, Facebook and LinkedIn) with their company profiles (or even their own profiles)
2. Actively engage (like, retweet, share or event comment) with the publications
3. Mention @smagrinet on your publications about or related to the project/or the smart 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 SMAGRINET 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.
6. Important events of the SMAGRINET project may be accompanied with a specific hashtag and partners are encouraged to use it when posting about that event.

5. Dissemination materials

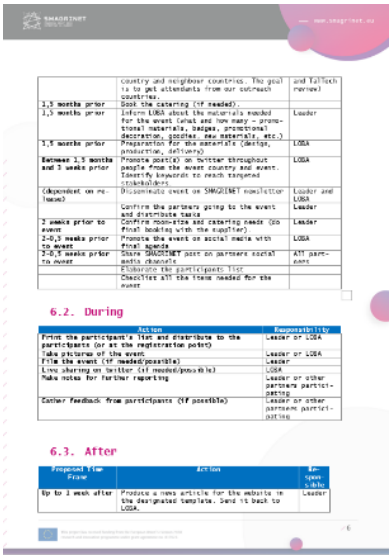
LOBA is responsible for creating the dissemination and communication materials according to the needs of the project and/or a specific activity.
For consistency, every time you need a specific material for an event please contact LOBA directly with your needs. For example, you might need some sort of 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 lacking of promotional materials (flyer, pens, notebooks, etc.) please let us know in advance so we can produce more and send it to you on time.
Materials are usually produced in Portugal (where LOBA is based) and then shipped to partners' location. However, sometimes it is more cost efficient to produce the material in the partner's country. For example, it's a more efficient than partners produce the roll-ups (that they can download from the Drive Repository).
All materials are uploaded on the project's Google Drive where you can download them.



6. SMAGRINET events

6.1. Before

Proposed time frame	Action	Responsible
4 months prior to event	The partners responsible for the organisation of the event will define the new event, where, when etc. with the support of the leader. LOBA (as disseminator leader) and the supervisor of logistics (as coordinator).	Leader
3 months prior	Make a budget proposal (to define hotel, meeting, etc)	Leader and contribution-ners
3,5 months prior	Book the space	Leader and contribution-ners
3,5 months prior	Define the date, date, location and agenda of the event	Leader and contribution-ners
3,5 months prior	Propose a draft agenda of the event	Leader and contribution-ners
3 months prior	Send information to LOBA to order to stre-ate an image for the event	Leader
3 months prior	Create image/visibility for the event	LOBA
3 months prior	Create an event and news article to be published on the website	Leader
3 months prior	Define an e-mail invitation for the event and send it to partners	LOBA
3 months prior	Promote the event on social media (LI+ Twitter, etc.)	LOBA
3 months prior	Share and promote the event on partners' social media channels, website, news, etc.	All partners
3 months prior	Write an e-mail invitation for the event	Leader and contribution-ners
3 months prior	Send e-mail invitation to relevant con-tacts from the consortium	All part-ners
1,5 months prior	Write a press release to disseminate through media outlets from the event (with LOBA	Leader



	country and neighbour countries. The goal is to get attendants from our outreach countries.	and TalTech review)
2,5 months prior	Book the catering (if needed).	
2,5 months prior	Inform LOBA about the materials needed for the event (what and how many – promotional materials, badges, promotional decoration, goodies, new materials, etc.)	Leader
2,5 months prior	Preparation for the materials (design, production, delivery)	LOBA
Between 1,5 months and 1 weeks prior	Promote post(s) on twitter throughout people from the event country and event. Identify keywords to reach targeted stakeholders	LOBA
(dependent on re-tainer)	Disseminate event on SMAGRINET newsletter	Leader and LOBA
	Confirm the partners going to the event and distribute tasks	Leader
2 weeks prior to event	Confirm room-size and catering needs (do final booking with the supplier)	Leader
2-0,5 weeks prior to event	Promote the event on social media with final agenda	LOBA
2-0,5 weeks prior to event	Share SMAGRINET post on partners social media channels	All part-ners
	Elaborate the participants list	
	Checklist all the items needed for the event	

6.2. During

Action	Responsibility
Print the participants lists 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 partici-pating
Gather feedback from participants (if possible)	Leader or other partners partici-pating

6.3. After

Proposed time frame	Action	Re-spon-sible
Up to 1 week after	Produce a news article for the website in the designated template. Send it back to LOBA.	Leader

Up to 1 week after	Send selected pictures of the event to LOBA for dissemination on social media	Leader
Up to 1 week after	Publish news article	LOBA
Up to 1 week after	Publish event post on social media	LOBA
As soon as possible	Fill in the event reporting spreadsheet	Leader
As soon as possible	Fill in the dissemination reporting spreadsheet	All partners

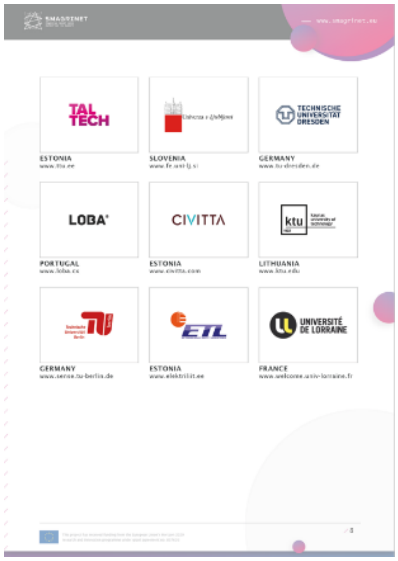
7. Participation in external events

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

- Inform the task leader and LOBA about the participation in an event to disseminate SMAGRINET
- 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 organisation's channels and not SMAGRINET's, for example sending emails to their own contact lists, promote SMAGRINET 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.



ESTONIA www.ttu.ee
SLOVENIA www.fe.uni-lj.si
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PORTUGAL www.loba.co
ESTONIA www.civitta.com
LITHUANIA www.ktu.edu
GERMANY www.service.tu-berlin.de
ESTONIA www.elektriliit.ee
FRANCE www.welcome.univ-lorraine.fr

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

11.13. Press Release #1

European Commission's project launches teaching materials for the energy transition

The SMAGRINET project has officially announced the launch of manuals for trainers that are teaching the subject of smart grid for the European energy transition – a goal of the EU Commission. The free and open-access materials are made available after 1,5 years of investigation, their piloting at 7 European universities and with the completion of several online programmes and trainings.

SMAGRINET is a project funded by the European Commission under Horizon 2020 research and innovation programme. It came to life as a learning and knowledge centre that aims to empower smart grid expertise in Europe, providing services to European universities, municipalities and industries to enhance their capacity in energy research and innovation to tackle the smart grid energy transition. Universities from Estonia, Slovenia, Germany, Lithuania and France, as well as enterprises from Estonia and Portugal, make part of the project consortium.

To deliver the smart grid deployment package, the consortium gathered information from focus groups carried out with companies from the power and energy industry, government bodies, universities and other relevant stakeholders. This was the basis for the materials produced by SMAGRINET experts that were used at SMAGRINET's three set of modules carried out at European universities (Tallin University of Technology, Technical University of Berlin, Dresden University of Technology, Kaunas University of Technology, University of Lorraine, University of Ljubljana) as well as SMAGRINET's online programs for the general public, current workforce and researchers, where so far there were about 300 participations.

The second phase was to carry out a "Train-the-Trainers" workshop at the end of 2020. The aim was to create a common understanding on the modules and programs, to support their uptake and to assure training of a next generation of teaching staff. 18 institutions attended the event, such as O.M. Beketov National University of Urban Economy in Kharkiv, National Technical University of Ukraine, Kyiv National University of Technology and Design, Silesian University of Technology, Lisbon NOVA University, EIT InnoEnergy and the Union of Electricity Industry of Estonia. All participating institutions received four manuals that enable a thorough description of how the modules and the programs are structured with teaching recommendations.

According to the SMAGRINET coordinator, Mr. Karl Kurl from TalTech University, "Train-the-trainers program was a complete success for us, as the interest and participation exceeded our initial target by almost 50%."

All the materials are now available on the SMAGRINET website for any interested institution to use (here). The online courses are still taking place until the end of the year and interested parties can register (here).

Know more about SMAGRINET project and its upcoming activities and events at www.smagrinet.eu

For more information please contact catarina@loba.pt

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11.14. Press Release #2

European Commission's project brings together the next "Energy Game Changers"

The European-Commission-funded SMAGRINET project has just announced the launch of its final conference "Energy Game Changers 2022". The event takes place on March 17 and will be broadcasted live from the Proto Invention Factory, in Tallinn, Estonia.

The current situation in the European energy market has proved that the European strategies regarding renewable energy have met the crucible of transition. Although the capacity of European interconnections has been evaluated as sufficient since their commissioning, energy prices reaching as high as 1000 EUR/MWh have shown that immense improvement is yet to be done in the European grid. Luckily, homeowners were not affected by the biggest atrocities, as grids were able to find some form of flexibility thanks to industry consumers.

Countries across the globe have been implementing smart grids to achieve reductions in emissions, increased grid efficiency, utilisation of renewable energy sources and consumer control over their energy consumption. Now, security of supply also comes into focus.

The functionalities, possibilities and boundaries of smart grids are not universally and uniformly understood by all people working in the energy field or in the related or even unrelated sectors. This in turn means that the potential of current grids and expectations regarding benefits of smart grids can be under- and overestimated: postponing or misplanning the future energy transition makes it overly expensive. This is the reason why educating current students and workforce is immensely important. There is a need to provide people with knowledge about the full scope of smart grids and understanding of where the borders between investments into smart automation and dumb copper or aluminium are drawn.

Implementation of smart grids requires not only significant investments for replacing the current electrical grids with smart grids, but also training of a next generation of electrical engineers, who must be capable of applying new technologies and managing them effectively in the future. Currently, there is a shortage of qualified electrical engineers in many EU countries, hindering the transition from traditional electric grids to more efficient and environmentally friendly smart grids. According to the Energy Roadmap 2050 and Fit for 55, the share of renewable energy in the EU will rise substantially in the near future, achieving at least 55 % in the gross final primary energy consumption in 2050, which is an increment of 45 percentage points from today's level at around 10 %. Such an all-embracing transformation will affect employment and jobs, requiring education and training and a more vigorous social dialogue.

The conference "Energy Game Changers 2022" will be organized as part of the Horizon 2020 project SMAGRINET that is coordinated by Tallinn University of Technology. Jointly with Technical University of Berlin, Dresden University of Technology, Kaunas University of Technology, University of Lorraine, University of Ljubljana, LOBA.cx, CIVITTA and Elektriliit, as well as industry representatives, university modules have been worked out to educate the next generation of engineers and power the smart grid expertise in Europe.

The event is targeted mainly to university representatives, teaching staff from academic institutions, industry representatives and the general interested public.

The conference is open to everyone online and is free of charge with only a registration being requested.

Check the programme and register to the event at: https://www.smagrinet.eu/news-flash/events/energy-game-changers-2022/

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

SMAGRINET is a project funded by the European Commission under Horizon 2020 research and innovation programme. It came to life as a learning and knowledge centre that aims to empower smart grid expertise in Europe, providing services to European universities, municipalities and industries to enhance their capacity in energy research and innovation to tackle the smart grid energy transition. Universities from Estonia, Slovenia, Germany, Lithuania and France, as well as enterprises from Estonia and Portugal, make part of the project consortium.

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11.15. Press Release #3

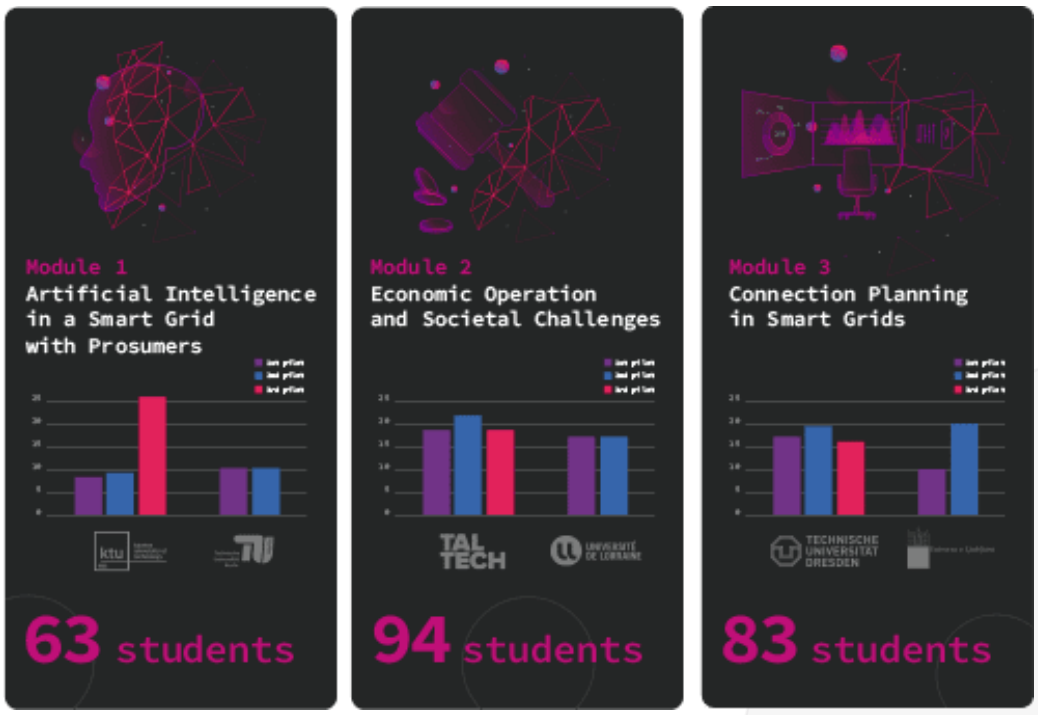
European Commission's project on smart grid education shares its final results

The SMAGRINET project has officially come to an end after three years of existence. The European Union project had been working towards tackling the skill gap that is halting the current energy transition to an European smart grid. The consortium of the European Union founded project now announces that it will make available all materials of the project and that will keep delivering the courses at universities.

SMAGRINET was a project funded by the European Commission under Horizon 2020 research and innovation programme. It came to life as "POWER ON": a learning and knowledge centre that aimed to empower smart grid expertise in Europe, providing services to European universities, municipalities and industries to enhance their capacity in energy research and innovation to tackle the smart grid energy transition. Universities from Estonia (TalTech), Slovenia (ULJUB), Germany (TUD and TUB), Lithuania (KTU) and France (ULOR), as well as enterprises from Estonia (Elektriliit and Civitta) and Portugal (LOBA.cx), made part of the project consortium.

The consortium has developed and has been executing a set of "Powerful Services" that aim to empower smart grid implementation by improving the skills of the current industries' workforce and by capacitating academic organizations with the courses needed for smart grid implementation. These services include master level modules piloted at universities, online courses "SMART Grid from A to Z", an international mobility programme and a Train-the-Trainers programme.

- **Master Level Modules:** The three modules have been developed, focusing on artificial intelligence in power systems, economic operation and the smart grids planning. All six universities from the SMAGRINET consortium integrated one of the three modules into their curriculum and implemented it during the project's lifetime. Presentations of teaching methods from each partnering university and online manuals of the modules are available on SMAGRINET's website.



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- **Student Mobility:** Complementary to the master level modules, a practical hands-on approach of the industry-academia collaboration was integrated to the project in the form of international mobility. Selected students who have completed the SMAGRINET modules gained the possibility to participate in the mobility program. The duration of the mobility varied from a few days to a few weeks, depending on the requirements of the curriculum to what the mobility was related.

- **Online Courses:** The SMAGRINET project aimed to respond to urgent challenges of European industries concerning smart grids through online short programmes. These programmes responded to industrial needs in terms of skills and knowledge, but also to societal inspiration. The short-term programmes were designed for 3 different profiles: the broader public, engineering researchers and the electrical engineering workforce. They were not only implemented by all consortium universities, but also by four organizations beyond the consortium. All the materials and presented programmes are available via SMAGRINET's YouTube channel.

- **Training the trainers:** SMAGRINET implemented a Train-the-Trainers pilot aimed at educating local experts, so they can teach the modules and programmes developed

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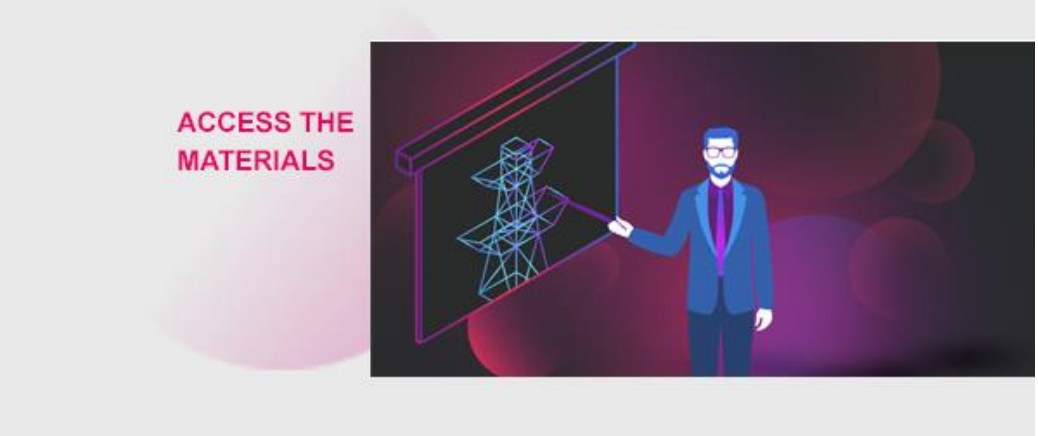
during the project. This allows for deployment, replication, and exploitation of the projects' results. Within the 2-day Workshop, all Case-Based modules and short-term programmes were presented in detail. Moreover, in order to assist in the uptake of the materials at universities all over Europe, online manuals were offered to the participants. All presented materials are available on the SMAGRINET's website.



These Powerful Services contributed to the successful conclusion of the SMAGRINET project. All the consortium universities showed great interest in implementing these materials in their Masters' Curriculums, and said to "believe that is a crucial step in the journey towards a steadier energy transition in Europe."

On the 17th of March the SMAGRINET project had already brought to us a conference open to anyone interested in discussing about the role of modern, industry-driven and accessible education on smart grids for the success of energy transition. It brought together renowned names such as Jaak Aaviksoo (former Estonian Minister of Defence and Minister of Education and Research, and former rector of the University of Tartu and Tallinn University of Technology), Maiju Korhonen (senior Advisor at Finnish Energy) and Tarvo Õng (CEO and founder of Fusebox). The recording of the conference broadcasted from Tallinn (Estonia) that brought together more than 400 participants online is now also made available (here).

Know more about SMAGRINET project at www.smagrinet.eu

For more information please contact catarina@loba.pt

SMAGRINET
POWERING SMART GRID
EXPERTISE IN EUROPE

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www.ttu.ee

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www.fe.uni-lj.si

GERMANY
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www.loba.cx

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www.civitta.com

LITHUANIA
www.ktu.edu

GERMANY
www.sense.tu-berlin.de

ESTONIA
www.elektriliit.ee

FRANCE
www.welcome.univ-lorraine.fr

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