



---

## D7.1 - DIGITISE Dissemination, Communication and Engagement Plan

---

<b>Project number</b>	101160671
<b>Project acronym:</b>	DIGITISE
<b>Project title:</b>	Digital Innovative cross-sector services for Greater citizen Integration in a just energy Transition and Societal Empowerment

---

<b>Work Package</b>	WP7: Communication, Dissemination, Stakeholder Engagement and Business Innovation
<b>Responsible Partner</b>	AUSTRALO
<b>Official Submission Date</b>	31/08/2024
<b>Actual Submission Date</b>	31/08/2024
<b>Type</b>	Report
<b>Dissemination Level</b>	Public
<b>Reviewers</b>	MIW, ZEZ
<b>Version</b>	v1.0

---



## Versioning and contribution history

Version	Date	Author(s)	Notes
VO.1	23.07.2024	Giulia Pastor (AUSTRALO)	Sections 1, 3, 4 and 5 drafted
VO.2	25.07.2024	Giulia Pastor (AUSTRALO)	Executive summary, Introduction and Conclusions added
VO.3	26.07.2024	Antoine Vergne, Kévin Haddad, Irina Bonczok, Benoit Verhulst (Mission Publiques)	Section 2 added
VO.4	29.07.2024	Giulia Pastor (AUSTRALO)	Ready-to-review version prepared
VO.5	31.07.2024	Erica Svetec (ZEZ)	Document review 1
VO.6	1.08.2024	Elena Ruiz (MiW)	Document review 2
VO.7	8.08.2024	Giulia Pastor (AUSTRALO)	Sections 3,4, and 5 review implemented
VO.8	27.08.2024	Antoine Vergne (MP)	Updated section on consumer and stakeholder engagement
VO.9	27.08.2024	Giulia Pastor (AUSTRALO)	Final version ready
V1.0	31.08.2024	Eleni Tsironi (UBITECH)	Submitted Version

**Copyright notice** © Copyright 2024–2027 by the DIGITISE Consortium

This document contains information that is protected by copyright. All Rights Reserved. No part of this work covered by copyright hereon may be reproduced or used in any form or by any means without the permission of the copyright holders.

### **Disclaimer**

The information and views set out in this report are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

### **Preface**

Funded by the European Commission under Grant Agreement number 101160671, DIGITISE is a project focused on enhancing the digital literacy and empowerment of consumers and prosumers in the energy sector. By integrating advanced technologies and fostering active engagement in digital energy activities and markets, DIGITISE aims to play a crucial role in the global energy transition.

## Executive Summary

This document sets the framework, guidelines and means for the project's **Communication** and **Dissemination** activities. It also serves as the foundation to design and build the **Consumer and Stakeholder Engagement Approach**, developed to establish the groundwork for increased involvement from consumers, prosumers and stakeholders in a cooperative co-innovation process. In addition, it sets the strategy to create a dynamic **collaboration framework** with other EU initiatives and projects via their working groups, focus groups, task forces and events to adapt the project activities to fit the strategic roadmaps of these initiatives, ensuring synergy and relevance, while widely promoting the DIGITISE activities and findings.

The strategies and methodologies set out in this document aim to:

- Ensure the development of appropriate means of communication of the project's results outside of our consortium, with the intention of raising awareness of the project's vision: a future where consumers and prosumers are digitally empowered, actively engaged in energy activities and markets, and play a pivotal role in the global energy transition.
- In accordance with the project's embraced open research principles, make the project's activities, results, and research available to the DIGITISE community.
- Increase the project's impact among the identified target dissemination and communication audiences, both for future commercial exploitation and market uptake and for further research opportunities.
- Onboard key stakeholders into the DIGITISE co-creation and validation processes and build an EU-wide community around the project, ensuring its continuity and fostering long-term sustainability of its innovations and expected outcomes.

Consequently, this deliverable is a living document. As such, the Communication, Dissemination, and Engagement plans presented will be subject to constant evaluation and revision throughout the duration of the project to constantly update and accurately depict the progress made and challenges ahead.

## Table of Contents

Executive Summary .....	3
1. Introduction.....	7
2. DIGITISE Consumer and Stakeholder Engagement Approach.....	8
2.1. The core principles of the engagement approach .....	8
Bottom-up .....	8
Long-lasting capacity enhancement .....	8
A diverse group, for diverse ideas .....	8
A methodology that adapts to the local context .....	9
2.2. T7.1 plan .....	10
2.3. Description of Actions .....	12
Local Partners’ training design.....	12
Content creation and layout of engagement kit, methodological guide and information materials.....	12
Trainings and accompaniment of Local Partners .....	13
Citizens and stakeholder engagement by Local Partners .....	13
Local dialogues events .....	14
Reporting phase and reporting workshops.....	15
Ongoing support to partners .....	15
Coordination of the activity.....	15
3. Networking and Cooperation.....	16
3.1. DIGITISE Dissemination & Communication Engagement strategy.....	16
PHASE 1: Build a stakeholder map (M1 – M6).....	16
PHASE 2: Interact (M6 – M12).....	17
PHASE 3: Learn & Adjust (M12 – M18).....	17
3.2. DIGITISE D&C Stakeholders.....	18
3.3. Collaboration with other EU Projects and Initiatives .....	19
4. DIGITISE Dissemination Plan .....	24
4.1. DIGITISE Dissemination monitoring KPIs .....	24
4.2. DIGITISE Dissemination activities.....	24
DIGITISE INTERNAL ACTIVITIES: Guidelines and Monitoring Table.....	24

DIGITISE EXTERNAL ACTIVITIES: Dissemination Plan.....	25
Detailed plan for technical and non-technical publications for the DIGITISE website and other trusted sources.....	27
Scientific Publications and Presentations in Conferences.....	28
5. DIGITISE Communication Plan.....	30
5.1 DIGITISE Communication Monitoring KPIs .....	30
5.2 DIGITISE Communication tools, material and planned activities .....	31
The DIGITISE Branding.....	31
Website.....	34
Social Media.....	35
Multimedia Material.....	39
Newsletters and Press releases.....	41
Conclusions .....	42
References .....	43

## List of Figures

Figure 1 DIGITISE FIRST SPRINT .....	16
Figure 2 THE DIGITISE LOGO.....	31
Figure 3 LOGO MOCKUP.....	32
Figure 4 DIGITISE BRANDBOOK.....	32
Figure 5 DIGITISE TARGET PERSONAE.....	33
Figure 6 DIGITISE ARCHETYPES.....	33
Figure 7 DIGITISE COLOR PALETTE.....	34
Figure 8 DIGITISE TYPOGRAPHY .....	34
Figure 9 DIGITISE SITEMAP .....	35
Figure 10 DIGITISE WEBSITE MOCKUP .....	35
Figure 11 DIGITISE LINKEDIN PAGE.....	36
Figure 12 DIGITISE LINKEDIN IMPRESSIONS.....	36
Figure 13 WHY DIGITISE? BANNER.....	37
Figure 14 DIGITISE X HOMEPAGE.....	38
Figure 15 DIGITISE 4-PAGER FLYER.....	40

## List of Tables

Table 1 L.P: LOCAL PARTNER.....	10
Table 2 ENGAGEMENT KPIs .....	15
Table 3 DIGITISE STAKEHOLDERS.....	18
Table 4 DIGITISE DISSEMINATION KPIs.....	24
Table 5 DIGITISE DISSEMINATION PLAN.....	26
Table 6 DIGITISE AWARENESS PUBLICATIONS PLAN .....	28

## Abbreviations

Abbreviation	Full Name
<b>D&amp;C</b>	Dissemination and Communication
<b>D7.1</b>	Deliverable 7.1
<b>M</b>	Month
<b>MP</b>	Mission Publiques
<b>T.</b>	Task
<b>KoM</b>	Kick-Off Meeting
<b>WP</b>	WorkPackage
<b>LP</b>	Local Partners

## 1. Introduction

The deliverable [D7.1 – DIGITISE Dissemination, Communication and Engagement Plan](#) is presented in the framework of DIGITISE's [WP7 – Communication, Dissemination, Stakeholder Engagement and Business Innovation](#), specifically within tasks [T7.1 The DIGITISE Consumer and Stakeholder Engagement Approach](#) – [T7.2 Communication and Dissemination](#)– and [T7.3 – Networking and Cooperation Activities](#).

WP7's main goal is to fast-track and amplify knowledge transfer between DIGITISE and its target stakeholder base, reinforcing the project's value streams and capitalising on the results obtained.

The specific WP7 objectives related to this deliverable are:

- Develop a specific consumer engagement strategy and execute it according to the DIGITISE Engagement Actions framework.
- Create and carry out the project's Dissemination, Engagement, and Communication Plans.
- Facilitate collaboration with relevant initiatives and projects.

D7.1 is the first of a series of WP7 deliverables. This list includes one interim report on DIGITISE Dissemination, Communication, Engagement and Exploitation Activities and Plan (D7.2), which aims to highlight the progress of the project's strategy in this sense, and one final report (D7.3), which reports on all the D&C and engagement activities and assesses the project's impact on new business opportunities and knowledge creation.

D7.1 represents the DIGITISE projection of the consumers/prosumers and stakeholder Engagement, Communication, and Dissemination strategies in the initial stages of the project. Hence, this can be regarded as a living document, possibly subject to changes during the project's three-year duration.

The present document has been structured in the following way:

- Section 1 is the [Introduction](#), where the purpose and scope of the document are outlined.
- Section 2 concerns the [DIGITISE Consumer and Stakeholder Engagement Approach](#), which lays the foundation for greater consumer/prosumer and stakeholder engagement in a collaborative co-innovation process, ensuring higher acceptance of the DIGITISE outcomes throughout the project.
- Section 3 explains the plan for [Networking and Cooperation](#), describing the Dissemination and Communication stakeholders and the plan to engage them – thanks to a *three-phase methodology*. Plus, it outlines the plan for possible collaborative activities with EU-initiatives and projects.
- Section 4 details the [Dissemination Plan](#) of the project.
- Section 5 presents the [Communication Plan](#) and the DIGITISE visual identity.

## 2. DIGITISE Consumer and Stakeholder Engagement Approach

One of the core activities of WP7 is task T7.1, the DIGITISE Consumer and Stakeholders engagement approach, led by Mission Publiques.

This task will build solid collaborations between the project and its stakeholders, especially prosumers and consumers, in a collaborative co-innovation and co-creation process, with the main scope of enhancing the acceptance of the DIGITISE results during the project's execution. To achieve this, T7.1 will develop a highly effective engagement methodology, as reported in the chapters below. This methodology will be coordinated and managed through various engagement groups at a local level via the Local Partners (i.e. partners from the Consortium in charge of the local groups) with the ultimate goal of engaging consumers, raising awareness, and gaining acceptance to support the co-creation and validation of digital services and capacity building. In this chapter of the deliverable, we first describe the principles of the DIGITISE Consumer and Stakeholders approach. Then, we explain the plan to involve them in the project design.

### 2.1. The core principles of the engagement approach

#### Bottom-up

We firmly believe that strategies are more robust when developed collectively. Instead of offering a rigid, turnkey methodology, the T7.1 approach emphasises creating an iterative dynamic that empowers local partners to play a significant role in shaping and influencing the process. By involving local partners in every stage of the process, we aim to harness their unique insights and foster a sense of ownership and commitment to the strategy's success.

#### Long-lasting capacity enhancement

Our goal is to ensure that the process contributes to the long-term development of local partners' skills and competencies. We focus on enhancing their ability to plan, facilitate, and analyse participative formats effectively. This involves providing training and support that builds their capacity to manage deliberative processes, analyse diverse perspectives, and draw actionable conclusions. By investing in the development of these skills, DIGITISE aims to create a framework that strengthens the local partners' ability to autonomously handle civic engagement initiatives. This is in line with the general approach of DIGITISE to work with living labs.

#### A diverse group, for diverse ideas

Diversity is crucial for effective diagnosis, problem-solving and innovation. T7.1 supports local partners in assembling a group that mirrors the diversity of the local population and stakeholder landscape. This includes considering factors such as gender, age, socioeconomic status, education level, and energy citizenship status. By ensuring that the group represents a broad spectrum of perspectives and experiences, we enhance the quality of ideas and solutions generated. This diversity not only enriches the deliberative process but also ensures that the outcomes are more representative and equitable. It is a very powerful "reality check" of the outputs of the different work packages of DIGITISE

and, at the same time, a very relevant way to surface barriers and opportunities from the ground.

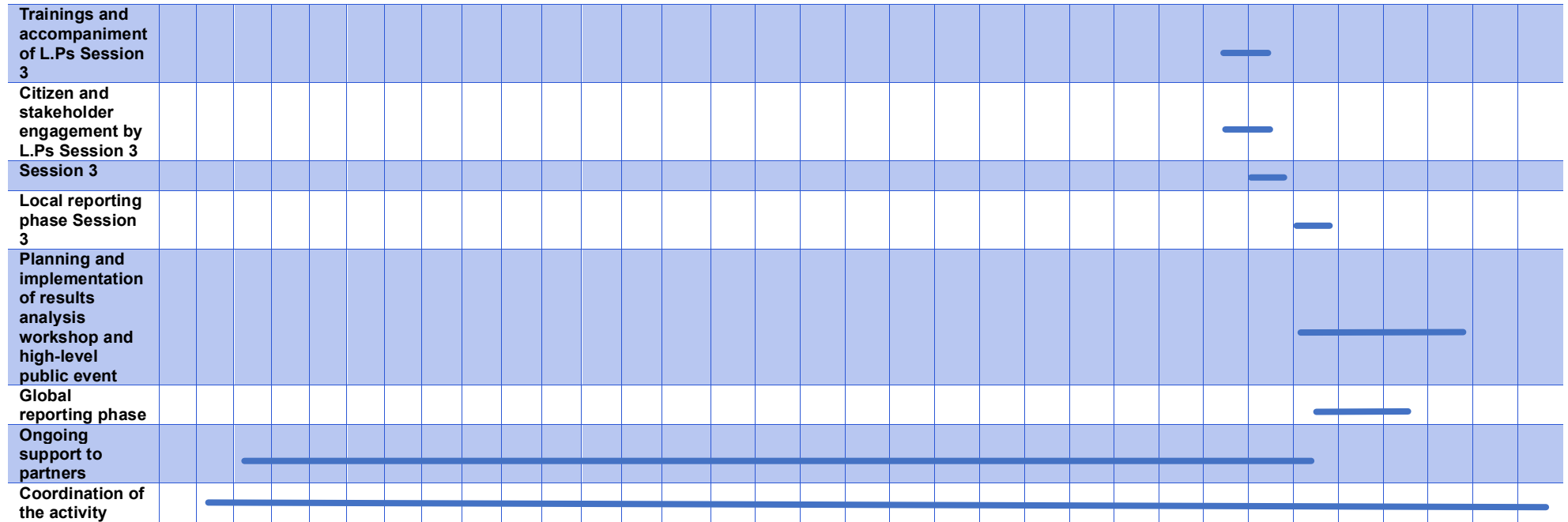
### A methodology that adapts to the local context

While our methodology is designed to be consistent across partner countries, T7.1 recognises the need for flexibility to address specific local challenges and developments. We incorporate modifiable sequences within our approach that allow customisation-based on the unique context and evolving needs. This adaptability ensures that our methodology remains relevant and effective, accommodating local nuances and emerging issues while maintaining coherence. By tailoring our approach to fit local conditions, we enhance the effectiveness and responsiveness of the process.

## 2.2. T7.1 plan

TABLE 1 L.P: LOCAL PARTNER

	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20	M 21	M 22	M 23	M 24	M 25	M 26	M 27	M 28	M 29	M 30	M 31	M 32	M 33	M 34	M 36	
L.Ps* trainings' design	■	■																																
Content creation and layout of engagement kit, methodological guide and information materials		■	■	■	■																													
L.P.s Onboarding session			■	■																														
Trainings and accompaniment of L.Ps Session 1			■	■	■																													
Citizen and stakeholder engagement by L.Ps Session 1			■	■	■																													
Local reporting phase Session 1				■	■																													
Trainings and accompaniment of L.Ps Session 2																■	■																	
Citizen and stakeholder engagement by L.Ps Session 2																■	■																	
Local reporting phase Session 2																	■	■																



### 2.3. Description of Actions

The Consumer and Stakeholder engagement focuses on the following two pillars:

1. A series of training for consortium members who will deploy the workshops on the ground (Local Partners);
2. Three one-day collaborative workshops to get input from consumers and stakeholders and to test and improve the output of WP2 to WP5.

#### Local Partners' training design

In preparation for the training phase, T7.1 will design training to equip Local Partners with everything they need to conduct the collaborative workshops successfully.

Within Digitise, local partners are [MYTIL \(Aspra Spitia\)](#), [MIW \(Espinardo\)](#), [ARDEN \(Ringsend Irishtown\)](#), and [ZEZ \(Zagreb\)](#).

Topics treated will include:

- **Engagement:** How to successfully engage a diverse group of participants (stakeholders + citizens)?
- **Communication:** How to effectively “spread the word around” at a local scale?
- **Methodology:** Designing and implementing the Deliberative rollout to meet our goals?
- **Facilitation:** How to get participants engaged in the discussion?
- **Impact strategies:** How to measure and amplify the impact of the sessions?

The training sessions for the Local Partners will be conducted online and led by two professional facilitators from Partner Missions Publiques. Each session will last 1.5 to 2 hours and include theoretical content, brainstorming sequences, Q&A segments, and written materials summarising the topics covered.

This design phase will take place before the onboarding of partners and before each of the three training periods foreseen before the sessions.

[Milestone: Training plan ready by M4.](#)

#### Content creation and layout of engagement kit, methodological guide and information materials

In our efforts to provide Local Partners with a robust set of tools to organise the sessions, Missions Publiques will design and produce a series of comprehensive guides.

An [Engagement kit](#) will compile various strategies and advice for reaching out to targeted groups, as well as graphic elements that ensure a cohesive communication approach among the different Local Partners. This will be done in close collaboration with other activities in WP7, especially T7.2.

A methodological guide will be developed and provided to Local Partners before each of the three sessions. This guide will include detailed explanations of how to conduct group dynamics, the materials needed, and suggestions for staff role distribution. The aim of this document is to assist local partners in coordinating the local support team, which includes facilitators, logistics personnel, and others.



Information materials will also be created to facilitate the onboarding of participants. These materials will cover key elements of the DIGITISE project, the aims of the session, and central concepts that can help participants navigate the discussions under equal conditions.

#### Milestones:

1. For session 1:
  - a. Engagement kit, ready by end of M4
  - b. Methodological guide session 1 ready by M5
  - c. Information materials session 1 ready by M5
2. For session 2:
  - a. Methodological guide session 2 ready by M17
  - b. Information materials session 2 ready by M18
3. For session 3:
  - a. Methodological guide session 3 ready by M28
  - b. Information materials session 3 ready by M28

#### Trainings and accompaniment of Local Partners

As stated before, in addition to the Onboarding session, Local Partners will undergo thematic online training on key topics essential for the successful implementation of a participative workshop. Beyond the scheduled training sessions, if needed by the Local Partners, Missions Publiques will establish Office Hours in the days leading up to the sessions. This will provide participants with the opportunity to ask questions, discuss ongoing challenges, and seek advice in a more informal setting.

Additionally, Missions Publiques will be permanently available to answer questions and resolve any doubts via email, ensuring continuous support and guidance for Local Partners.

#### Milestones:

- For session 1: Three sessions of online training by November 30, 2024
- For session 2: Three sessions of online training by November 30, 2025
- For session 3: Three sessions of online training by November 15, 2026

#### Citizens and stakeholder engagement by Local Partners

Local Partners will be responsible for recruiting participants for the local workshops. They will develop strategies to engage a diverse group of stakeholders and citizens, ensuring broad and inclusive participation. This will involve targeted outreach, leveraging local networks, and using the engagement kit provided by Missions Publiques.

*More details about the engagement strategies and organisation of workshops will be provided in the Engagement Kit and during the Local Partners training.*

Attendance reports will be requested to provide a clear picture of the group's composition.

#### Milestones:

- For session 1: 60 registered participants in each location 2 weeks before the event
- For session 2: 60 registered participants in each location 2 weeks before the event
- For session 3: 60 registered participants in each location 2 weeks before the event

#### Local dialogues events

Local Partners will organise and facilitate local dialogue events where participants can discuss and deliberate on specific topics related to the DIGITISE project. These events will be structured to encourage open and inclusive discussions, drawing on the methodological guide to ensure effective facilitation and productive outcomes, establishing the grounds for increased engagement of consumers (and relevant stakeholders) through a collaborative process, ensuring the acceptance and the exploitation of the DIGITISE results.

The first session of the dialogues will be focused on the questions related to Work package 2 and particularly the tasks T2.1 (*Business scenarios, use case definition and requirements*) and T2.2 (*Analysis of socio-economic, behavioural and regulatory barriers*). It will aim to identify the socio-economic and regulatory barriers for DIGITISE application, analyse social and ethical aspects, and develop solutions to address these barriers in demonstration sites.

The second session of the dialogues, in 2025, will focus on making a reality check on the following key deliverables of DIGITISE: [D2.1](#), [D3.1](#), [D4.1](#), and [D5.1](#). It will allow participants to evaluate the first iteration of the deliverables. It will give key feedback to consortium members on how to improve and enhance them in the project's second phase.

The third session of the dialogues, in 2026, will allow the challenge and testing of deliverables [D2.3](#), [D3.2](#), [D4.2](#), and [D5.2](#). with end users and local inhabitants to improve them by the end of the project.

Each session will be linked to a specific goal.

- Session 1 is about the involvement of the users so they can contribute to the requirements extraction, data landscape, selection of demo sites, and ex ante analysis.
- Session 2 will focus on giving feedback to the outputs of WP2 to WP5 and testing the tools.
- Session 3: will focus on thorough feedback from end users on project innovations and remaining gaps.

Mission Publiques will provide concrete recommendations based on these workshops, making these sessions very concrete and useful for participants and Local partners.

#### Milestones:

1. For session 1: Successful implementation of the session in the 4 pilots

2. For session 2: Successful implementation of the session in the 4 pilots
3. For session 3: Successful implementation of the session in the 4 pilots

### Reporting phase and reporting workshops

Local Partners will compile reports on the local dialogue events, summarising key findings, notes on the overall atmosphere, participant feedback, and main outcomes. These reports will be shared with the relevant consortium partners to advance the project.

Missions Publiques, in collaboration with all DIGITISE partners, will plan and implement an online workshop to analyse the results of the local dialogue events and ensure their take-up as part of the results. More details about these sessions will be developed after M3.

### Milestones:

- For session 1: Successful implementation of a 2 hours online workshop with partners in January 2025
- For session 2: Successful implementation of a 2 hours online workshop with partners in January 2026
- For session 3: Successful implementation of a 2 hours online workshop with partners in December 2026

### Ongoing support to partners

Missions Publiques will provide ongoing support to Local Partners throughout the project. This support will include regular check-ins, additional training sessions as needed, and continuous availability for consultation and assistance.

### Coordination of the activity

Missions Publiques will coordinate all activities related to this part of the task, ensuring that timelines are met, resources are efficiently utilised, and goals are achieved. This coordination will involve close collaboration with Local Partners, regular progress monitoring, and proactive problem-solving to address any challenges that arise. This plan will be updated during the process to make sure we keep an agile and user centred approach. Particularly we will make sure that the approach is updated after M18.

KPI	TABLE 2 ENGAGEMENT KPIS Corresponding Workshop according to D7.1	N. of Participants
Workshop for External Validation	Session 2 and 3 of the workshops in the 4 pilot regions	20 per pilot
Workshops for co-creation and Internal Validation	During the training phase of the Workshop sessions	10 to 20 from the consortium members for each session
Local workshop for local engagement	Session 1 to 3 of the workshops in the 4 pilot regions	30 per pilot per session
Internal workshops for Data Landscaping and requirements validation	Reporting workshops organised after each session of the workshops in the 4 pilot regions	10 to 20 from the consortium members for each session

### 3. Networking and Cooperation

#### 3.1. DIGITISE Dissemination & Communication Engagement strategy

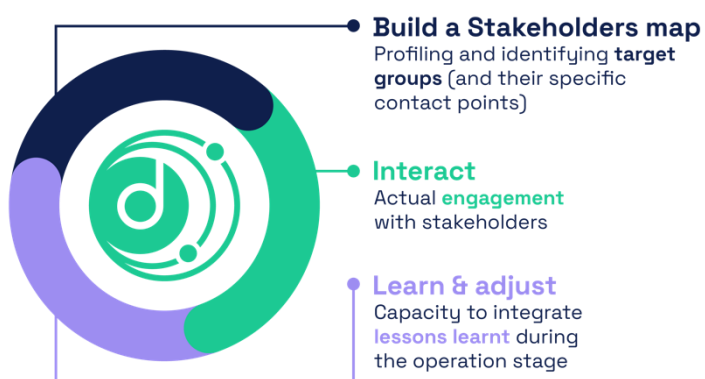
One of the core activities of WP7 – Communication, Dissemination, Stakeholder Engagement and Business Innovation, is to ensure that the project plans, activities and outcomes are extensively promoted and shared with the appropriate target groups.

WP7 – specifically T7.1 and T7.3 – aims to identify and encourage the participation of those who can contribute to developing, validating, and exploiting the project results.

To this end, the DIGITISE D&C Engagement methodology represents the cornerstone for managing and amplifying the project's dynamic ecosystem.

This methodology is designed to continuously develop, strengthen and revisit communication and dissemination activities and plans with key stakeholder groups.

It follows an interactive framework based on Sprints, which are eighteen-month timeframes with three phases of six months each. The main goal is to increase and reinforce the incremental interaction with stakeholders when it comes to dissemination and communication activities.



In this deliverable, we explain the first sprint from M1 to M18, while the second sprint will be reported in D7.3 at M19:

- Phase 1: Build a stakeholders' map (M1–M6)
- Phase 2: Interact (M6–M12)
- Phase 3: Learn and adjust (M12–M18)

FIGURE 1 DIGITISE FIRST SPRINT

#### PHASE 1: Build a stakeholder map (M1 – M6)

As a joint effort with all WPs, DIGITISE will leverage each partner's networks to build a project-specific stakeholder matrix that collates information on key players in our target groups—a combination of multidisciplinary profiles from different backgrounds, such as consumers/prosumers, industry, SMEs, scientific communities and academia, standardisation bodies, other EU initiatives, etc. (more information in section 3.2).

This initial ecosystem mapping will serve as a basis for the stakeholder segmentation that will be then conducted to:

- Implement specific D&C activities in collaboration with T7.1 The DIGITISE Consumer and Stakeholder Engagement Approach to proactively involve end-users and other stakeholders in the project dissemination and communication initiatives.

- Reach out to other initiatives operating in the same space and build a long-lasting collaboration framework (e.g. other EU-funded projects and initiatives, as outlined in section 3.3).
- Identify those actors who are more receptive to wider communication actions through the project's own digital channels (e.g., increasing incoming traffic to our website, boosting engagement in social media, or growing our newsletter subscriber base).
- Target and follow up on specific collaboration lead (e.g. new inquiries through our website contact form, one-on-one meetings, networking at events).

This activity started at M1 and will continue until M6, with the first stakeholders mapping of the project.

### PHASE 2: Interact (M6 – M12)

The main goal behind this phase is to identify specific actions to guarantee durable impact and sustainability and to provide a baseline for tailoring DIGITISE's key messages to our audiences, adapting and fine-tuning information and resources to each stakeholder's needs. Thus, this step supports the first interactions with the communities around DIGITISE to share our vision, establish feedback and information flow, and set our initial conversion goals regarding promotion and potential collaboration opportunities (e.g., matchmaking, publishing, joint events). This phase will start at M6 when the project website is fully operational, and the social media community is reinforced. During this phase, WP7 will interact with the DIGITISE D&C stakeholders identified in Phase 1, and significant effort will be dedicated to the so-called AWARENESS EMAIL CAMPAIGNS.

The first awareness email campaign will run at the end of M6 to present the project to our stakeholders, invite them to subscribe to our newsletter and follow our social media channels, and propose bilateral meetings with the Coordinator and Technical Coordinator to learn more about the project and explore possible dissemination collaborations and exchanges. In parallel with this activity, at M6, we will also start contacting other EU-funded projects and initiatives to establish solid collaborations and exchanges (more information in section 3.2).

From M6 to M12, we will use all our dissemination and communication channels, as well as preliminary participation in events, to 1) explain the project activities and foreseen results and make the first results and activities available to the stakeholders, 2) explain why the project is important for each stakeholder category and which benefit the project can provide to them, and 3) build the right messages and material to support the work of T7.1.

At the end of M12, a second awareness email campaign will take place to inform our audience and stakeholders about the first-year results and activities. In cooperation with T7.1, we will also invite them to participate proactively in the project's second phase by providing them with early access to the project results and involving them in the project co-creation activities.

### PHASE 3: Learn & Adjust (M12 – M18)

Rather than maintaining a fully defined and static vision of the project's D&C activities, this methodology focuses on building up an ecosystem of interested parts throughout its lifetime. Effective communication and dissemination only exist with an active audience

and involved stakeholders. After PHASE 2, we will analyse the actions performed in the life cycle to learn lessons to support the refinement of the next and final sprint.

Firstly, a deep analysis of the community on social media will be performed to 1) See the actual engagement of our online community, which activities are the ones with more interactions, and which are the less interesting for our community, and 2) analyse which stakeholder category is the one more interested in our activities. In addition, we will analyse the D&C activities that were more successful in terms of participation, transfer of knowledge, and networking.

Regarding the stakeholders' engagement, the partners will also gather feedback during their participation in events (more information in section 4). Interviews with prosumers/consumers and stakeholders participating in T7.1 activities will also be performed to directly ask for feedback about the project's activities and key results.

All these activities will help WP7 to adjust its focus and plan according to the stakeholders' feedback and launch communication and dissemination activities and campaigns that are more in line with our community's needs.

The activities performed in the first sprint, the assessment of Phase 3 and the revised plan for the final sprint will be reported at M19 in *D7.3 DIGITISE Dissemination, Communication and Exploitation Activities and Plan*.

### 3.2. DIGITISE D&C Stakeholders

The first approach to mapping and reaching out to a pan-European network of innovation ecosystems is a thorough examination of our value proposition and how it can serve to capture the key target groups relevant to unlocking and growing the ambition of DIGITISE. Understanding these profiles and the benefits the project can offer to them is essential for achieving the desired impact (i.e. exploring the feasibility of future business opportunities and market competitiveness).

The DIGITISE D&C ecosystem will bring together traditional energy and electricity stakeholders, new market entrants, and technology providers, all of whom are expected to benefit significantly from the DIGITISE concept.

TABLE 3 DIGITISE STAKEHOLDERS

Stakeholder	Description
A. Energy Consumers/Prosumers	<p><b>DIGITISE Value Proposition:</b> Transformed into active energy market participants, reducing energy costs through self-consumption, generating revenue from flexibility sharing, and accessing innovative, human-centric services.</p> <p><b>Engagement:</b> Active role in the T7.1 engagement activities via specific workshops and interactions, to make them part of the co-creation process.</p>
B. Retailers/LECs/Aggregators	<p><b>DIGITISE Value Proposition:</b> Reduced energy costs, new revenue streams, and enhanced roles in energy markets, promoting green investments and flexible assets.</p>

	<p><b>Engagement:</b> Specific effort will be dedicated to promoting to this stakeholder's category new business schemas (from T7.4) and the increased participation of prosumers in energy/flexibility transactions.</p>
C. European ICT/SME Ecosystem	<p><b>DIGITISE Value Proposition:</b> Access to data for innovative digital solutions, creating new profit centres in the emerging data ecosystem.</p> <p><b>Engagement:</b> Since they could act as multipliers of DIGITISE, specific scientific and technical dissemination and communication activities (such as meetings, networking events, and email campaigns) will be conducted. These activities will ensure they gain access to advanced technical solutions and high-quality data through DIGITISE, enabling them to offer innovative services for the energy sector.</p>
D. Energy Market, Public Authorities and Policy Regulators	<p><b>DIGITISE Value Proposition:</b> Access to novel market designs and business models, equipped with policy recommendations to promote digital energy transition.</p> <p><b>Engagement:</b> DIGITISE will engage them through Policy Briefs (T7.5), encouraging proactive measures to overcome key obstacles and foster the adoption of innovative technologies, services, business models, and ecosystems in the energy sector.</p>
E. Standardisation Bodies	<p><b>DIGITISE Value Proposition:</b> Advancing standards through recommendations focused on semantic and technical interoperability.</p> <p><b>Engagement:</b> Standardisation bodies will be engaged to ensure compatibility with current and emerging standards, while also promoting proposals to enhance these standards, thereby facilitating the exploitation and replication of DIGITISE solutions.</p>
F. EU-wide Projects/Initiatives	<p><b>DIGITISE Value Proposition:</b> Contributions to consumer engagement, co-creation, business models, and digitalisation in the energy sector.</p> <p><b>Engagement:</b> Specific collaboration activities will be put in place to make sure DIGITISE is collaborating with the right initiatives and projects. Creation of a cluster with the 3 other projects funded under the same topics are also envisaged (more information in section 3.3.)</p>
G. Scientific Community	<p><b>DIGITISE Value Proposition:</b> Access to new knowledge and data for further research and validation of integrated electricity systems.</p> <p><b>Engagement:</b> Transfer of knowledge from DIGITISE to the scientific community via scientific publications, events participation and organisation of meetings, among other activities.</p>
H. Other Energy Value Chain Stakeholders (Facility Managers, ESCOs, RES, and Network Operators)	<p><b>DIGITISE Value Proposition:</b> To gain access to new data and intelligence, advancing business operations and introducing data-driven energy services.</p> <p><b>Engagement:</b> Engage with them will amplify the project's impact in promoting energy ecosystem integration and introducing innovative energy services tailored to their needs. Specific factsheets and material will be distributed to them via awareness campaigns.</p>

### 3.3. Collaboration with other EU Projects and Initiatives

One of WP7's key activities is task T7.3, which involves networking and cooperation. The main objective is to reach relevant ongoing projects and initiatives in Energy Data Spaces, AI for Energy, and Flexibility and collaborate to create synergies towards delivering standard requirements, guidelines, and best practices for supporting the Green and Digital transition. Thanks to the strong links between the consortium partners and EU-wide

initiatives and projects, DIGITISE will engage in several impactful activities throughout the project's lifetime to maximise its success and reach:

- **Transfer of Knowledge:** Facilitating the exchange of insights and expertise with other projects and initiatives. Promote the main technical results of DIGITISE and present them to other EU projects and initiatives.
- **Joint Dissemination and Communication activities with other EU projects:** organise collaborative events, workshops, and promotional campaigns to mutually share project outcomes. DIGITISE will also promote its results and the new business models to other EU projects and initiatives.
- **Alignment with main EU initiatives:** By participating in important EU Initiatives via their working groups, focus groups, task forces and events, the project will adapt its activities to fit the strategic roadmaps of these initiatives, ensuring synergy and relevance.

The project aims to build strong collaborations with the following initiatives and EU-funded projects:

#### **BRIDGE – Partners involved: UBITECH, CIRCE, SUITE5, UCD et.al**

BRIDGE is a European Commission initiative that unites Horizon 2020 and Horizon Europe Smart Grid, Energy Storage, Islands, and Digitalisation Projects to create a structured view of cross-cutting issues encountered in the demonstration projects and that may constitute an obstacle to innovation. The BRIDGE process fosters continuous knowledge sharing amongst projects, thus allowing them to deliver conclusions and recommendations about the future exploitation of the project results with a single voice, through four different Working Groups representing the main areas of interest:

DATA MANAGEMENT – BUSINESS MODELS – REGULATIONS – CONSUMERS AND CITIZENS  
ENGAGEMENT

*[DIGITISE, thanks to the involvement of several partners, such as UBITECH, CIRCE, UCD, and SUITE5, will adapt its activities to fit this initiative's strategic roadmaps by participating in its WGs. This will ensure synergy and relevance while sharing and promoting the knowledge generated during the project implementation.](#)*

#### **AIOTI – Partners involved: UNP et.al**

AIOTI (Alliance for IoT and Edge computing Innovation) aims to lead, promote, bridge and collaborate in IoT and Edge Computing and other converging technologies research and innovation, standardisation and ecosystem building, providing IoT and Edge Computing deployment for European businesses creating benefits for European society. It cooperated with other global regions to ensure the removal of barriers to the development of the IoT and IoT Edge Computing market while preserving European values, including privacy and consumer protection.

*[The partners involved in this initiative envisage similar activities to those planned for the collaboration with BRIDGE.](#)*

#### **BDVA/DAIRO Energy Task Force – Partners involved: SUITE5, UBITECH, et.al**

The Energy Task Force brings together stakeholders from the very large diversity of actors involved in the energy value chain. Their activities and interactions of physical equipment and services

enable the functioning of this value chain generate a huge amount of data. These data must be mobilised and exploited to respond to the socio-economic stakes of the energy transition and environmental challenges. The current physical grid, that supports the energy value chain from its production through transmission, distribution and commercialisation to customers, will move from a purely electro-mechanical approach to connected assets to a highly intelligent and connected form offering intelligent services in the cloud and at the edge that will rely on advanced equipment connectivity to exploit data in a holistic manner. Nevertheless, in order to get most of this data we need to ensure data interoperability and trust between these different actors from the energy value chain. Thus, a consensus amongst these actors is needed to define and develop existing standards (such as GAIA-X and IDS) to ensure data interoperability and trust. This TF Subgroup can foster the adoption and development of such standards by putting together different actors from the energy value chain.

*[DIGITISE, thanks to the involvement of several partners, such as UBITECH and SUITE5, will adapt its activities to fit this initiative's strategic roadmaps by providing active participation, exchanging experiences, and creating strong interactions. In addition, the promotion and dissemination of the DIGITISE results will also be performed.](#)*

#### **[INTNET CSA for Energy Data Spaces](#) – Partner involved: SUITE5**

This initiative establishes an open and cross-domain community: The Interoperability Network for the Energy Transition (int:net). Within the int:net-interoperability network it brings together all stakeholders relevant to the European energy sector to jointly work on developing, testing and deploying interoperable energy services.

The benefits of being part of this community might be summarised as follows:

- Targeted and efficient networking in the member area.
- A safe and trustful environment for information exchange within your network.
- All Interoperability Focus Groups (IFG). These groups give you a stage to discuss related topics, for problem solving and for target group-oriented networking. Communication channels are periodical online calls, messages and whiteboards with more about to come.
- Promote your events or workshops under the category events or by the upload of public documents and videos under the category media.

*[Thanks to SUITE5's involvement, DIGITISE will leverage this opportunity to share the knowledge acquired within the project and promote the main activities, D&C events, and outcomes. DIGITISE, as a project, will join this community.](#)*

#### **[ETIP-SNET](#) – Partners involved: SUITE5, UCD, CIRCE et.al.**

European Technology & Innovation Platforms (ETIPs) have been created by the European Commission in the framework of the new Integrated Roadmap Strategic Energy Technology Plan (SET Plan) by bringing together a multitude of stakeholders and experts from the energy sector. The ETIP Smart Networks for Energy Transition (SNET) role is to guide Research, Development & Innovation (RD&I) to support Europe's energy transition; more specifically, its mission is to:

- Set-out a vision for RD&I for Smart Networks for Energy Transition and engage stakeholders in this vision.
- Prepare and update the Strategic Research and Innovation Roadmap.
- Report on the implementation of RD&I activities at European, national/regional and industrial levels.
- Provide input to the SET Plan action 4, which addresses the technical challenges raised by the transformation of the energy system.

- Identify innovation barriers, notably related to regulation and financing.
- Develop enhanced knowledge-sharing mechanisms that help bring RD&I results to deployment.
- Prepare consolidated stakeholder views on Research and Innovation to European Energy Policy initiatives.

[The partners involved in this platform envisage similar activities to those planned for the collaboration with BRIDGE.](#)

### **Digital Innovation Hubs – Partners involved: UCD, CIRCE et al.**

European Digital Innovation Hubs (EDIHs) are one-stop shops supporting companies and public sector organisations to respond to digital challenges and become more competitive.

- EDIHs support companies to improve business/production processes, products, or services using digital technologies by:
- providing access to technical expertise and testing, as well as the possibility to 'test before investing'
- providing innovation services, such as financing advice, training, and skills development that are central to successful digital transformation
- helping companies tackle environmental issues, in particular, the use of digital technologies for sustainability and circularity.

EDIHs combine the benefits of a regional presence with the opportunities available to a pan-European network. This regional presence leaves them well-placed to provide the services local companies need, through the local language and innovation ecosystem. The European coverage of the network facilitates the exchange of best practices across hubs in different countries as well as the provision of specialised services across regions when the required skills are not locally available.

DIGITISE will target EDIHs related to energy, environment and other topics in line with the DIGITISE 'scope, searching them via the EDIH Catalogue.

[Activities such as promoting the main DIGITISE achievements, activities and consumer/prosumers engagement will be promoted by the partners involved in this initiative.](#)

### **The European Construction Technology Platform (ECTP) – Partner involved: SUITE 5**

The European Construction Technology Platform (ECTP) is a leading initiative to drive innovation and technological advancement within the construction sector across Europe. Established to foster collaboration among stakeholders, including industry leaders, research institutions, and policymakers, the ECTP addresses key challenges such as sustainability, energy efficiency, and digitalisation. By promoting research and development activities, ECTP seeks to enhance the competitiveness of the European construction industry, ensuring it remains at the forefront of global trends and meets society's evolving needs. ECTP plays a crucial role in shaping the future of construction through its strategic roadmap and various working groups dedicated to specific themes like materials, infrastructure, and building performance. The platform facilitates the exchange of knowledge and best practices, supporting the development of cutting-edge technologies and solutions. Moreover, ECTP actively engages in European Union projects and funding opportunities, providing its members with valuable resources and networking opportunities to implement innovative ideas and projects. Through these efforts, ECTP contributes significantly to creating a more sustainable, efficient, and resilient built environment in Europe.

*Towards this direction, the DIGITISE project will aim for synergies with the ECTP considering the active enrolment of Suite5 (as a member of ECTP) in its activities.*

### **Collaboration with Sister projects – All partners**

The topic covered by DIGITISE, HORIZON-CL5-2023-D3-03-04, is part of the call Sustainable, secure and competitive energy supply (HORIZON-CL5-2023-D3-03). Therefore, the project will actively seek and create synergies with ongoing and upcoming projects from this context to reinforce the impact of mutual actions in dissemination and communication. To start with, the following sister project will be contacted at M5 with the idea of creating a Cluster/Communication Task Force:

- **PROJECT 1:** Digitally empowering citizens to deliver the twin transition – DECODIT
- **PROJECT 2:** Effective Uptake of Digital Services to Repower European Consumers and Communities as Active Participants in Energy Transition and Markets – EU-DREAM
- **PROJECT 3:** Leveraging the energy transition by gamified learning and AI, guided by cross-sectoral integrated services and digital twin models to foster accessible and human-centred energy saving experiences – ENERGENIUS

The main objective of this cluster/Communication Taskforce could be:

- Mutual exchange of technical expertise and project innovations.
- Implement joint communication campaigns to raise cluster awareness.
- Share knowledge and plans on exploitation actions and business models.
- Mutually promote the projects' principal activities and achievements.
- Co-organisation of events, workshops, panels, etc.

*AUSTRALO will oversee the activities related to the engagement with the DIGITISE Sister projects from the same call (Project 1 – 2 –3). Since the majority of the DIGITISE partners have strong connections and are involved in other EU-funded projects working on similar topics, liaisons and collaborations with these in terms of Dissemination and Communication will be also put in place.*

## 4. DIGITISE Dissemination Plan

Dissemination aims to share results with potential users, research peers, the EU industrial ecosystem, and other digital players and policymakers and make these results available to the wider community. To this end, DIGITISE has developed a flexible dissemination plan that intends to make the project's activities and results openly available to the stakeholders, raise awareness of project results, promote understanding, and encourage action among key target audiences. The execution of this plan will facilitate the uptake of outcomes and best practices, as well as research insights produced throughout the project's lifetime, thus reinforcing the impacts described in the DoA.

*Ad-hoc* dissemination activities will be performed for each project stakeholder to ensure their active participation in the project co-creation activities.

### 4.1. DIGITISE Dissemination monitoring KPIs

The DoA previously described dissemination goals. These goals are interlinked with those set for communication activities and with the overall project objectives: they are all geared towards creating an impact beyond the project's boundaries. The tables below show the KPIs defined to keep track of our dissemination activities, and the engagement activities outlined in section 2 of this deliverable.

TABLE 4 DIGITISE DISSEMINATION KPIs

KPI	Target M18	Target M36
Conference Publications	3	6
Journal Publications	2	4
Participation/contribution in workshops	8	16
Organisation/participation in joint workshops/events with other EU projects and initiatives	2	4
Participations in events	6	12
Demonstrations @booth	1	2

### 4.2. DIGITISE Dissemination activities

DIGITISE identified the dissemination plan at the very beginning of the project as being operative since M1. WP7 identified two main lines: **1. Internal activities** to help the consortium be more effective in disseminating and monitoring the KPIs, and **2. External activities** to inform the stakeholders about results, make results available for use, and involve them in the co-creation process and validation of results.

#### DIGITISE INTERNAL ACTIVITIES: Guidelines and Monitoring Table

The project released the "Dissemination and communication guidelines" at M1. These guidelines are intended to encourage, guide, and support the partners in their dissemination and communication activities throughout the project's lifetime.

The guidelines are composed of the following sections:

- Internal Communication, where it is explained how to interact within WP7;
- Social media, where it is explained how to deal with Twitter/X and LinkedIn;

- Participation in events, where the procedures to be followed before/during and after an event are underlined;
- The project website, where it is indicated how to contribute to populating the project website;
- Scientific Dissemination, where it is explained how to identify, propose and keep track of the scientific publications placed and submitted by the Consortium;
- Open Access repository, where the link to the project Zenodo repository is available, as well as a brief explanation of how to deal with the publications;
- Brand guidelines, where it is explained how to use the logo, the font types to be used in documents and presentations, the main graphical elements of the project, the EU reference and acknowledgement to be inserted in all presentations, and material related to the project;
- Images, a chapter dedicated to the best way to use images associated with our project to avoid problems with the copyright of the images. The suggestion is to take some Creative Commons license images or for commercial use/No attribution required images from repositories.

The dissemination and communication guidelines are intended as a “living document”, meaning they could be updated during the project, considering the evolution of the dissemination and communication plans.

These guidelines are available for the partners on the project Teams repository.

In addition, WP7 created the monitoring table, a tool to keep track of the activities performed by the project and monitor the KPIs' status.

### DIGITISE EXTERNAL ACTIVITIES: Dissemination Plan

The DIGITISE D&C activities have the following main scopes:

- to inform the stakeholders about results,
- to make results available for use and
- to involve the DIGITISE stakeholders in the co-creation process and validation of results.

To achieve this, a set of clear activities has already been identified at the proposal stage and slightly revised at the beginning of the project. Each dissemination activity is structured as follows:

<p>What: the activity planned (Measure) To whom: the target audience (Stakeholders) How: the plan</p>
---

**TABLE 5 DIGITISE DISSEMINATION PLAN**

Measure	Stakeholders	Plan
<b>Project Documentation and Open Access Research</b>	All	<p>Reference material describing technical results, methodologies, guidelines, recommendations, promotional activities and any kind of insights the consortium produces will be made available in the form of documentation. The deliverables will capture the specifications while the Project Documentation will be categorised as 'Public' available openly through Zenodo and the website.</p> <p>To make all project's material available, the project has a dedicated community on <a href="#">Zenodo</a>, where all project's public material will be made available to the stakeholders, in line with the principles of Open Science.</p>
<b>Awareness Publications (Technical and non-technical)</b>	All	<p>The project will release and contribute to publications in articles, blog posts, factsheets and other non-scientific publications to reach out to a critical mass. Detailed plan of these publications is available below in the section "Detailed plan for technical and non-technical publications for the DIGITISE website and other trusted sources". At least 30 awareness publications will be created. In addition, DIGITISE will try to be featured in EC-related magazines and web portals, such as the CordiDiscovery Podcast and the Horizon Magazine.</p>
<b>Peer-reviewed Publications in Conferences and Journals</b>	B,C,D,G,H	<p>In line with the Open Science principle, DIGITISE will publish at least 10 peer-reviewed publications in renewed conferences and Journals, to make the project results open and available to the scientific community and other stakeholders. A preliminary list of Conferences and Journals where DIGITISE intends to publish its results is available in the section "<i>Scientific Publications and Presentations in Conferences</i>".</p> <p>Having this number of publications for an EU project is a good achievement; however, we need to diversify between the outcomes that are reached (i.e. the number of publications) and the actual transfer of knowledge generated by the publications of these papers.</p> <p>To do so, WP7 will count using Google Scholar the number of citations of all the project's publications (from M1 to M36), keeping track also of the Journals and Conferences where these citations are.</p>
<b>Participation/contribution in workshops and events</b>	B,C,D,G,H	<p>DIGITISE will participate and contribute to relevant national and international events, webinars and workshops with the scope of 1. Disseminate the project activities and findings and 2. Collect feedback from the stakeholders and validate the project's activities via discussions and knowledge sharing. To keep track of this, WP7 will create a questionnaire at M4 to be filled in by the project partners after their participation in events, to collect &amp; analyse the feedback gathered by the stakeholders.</p>
<b>Organisation/participation in joint workshops/events with other EU projects and initiatives</b>	C,D,E,F,G,H	<p>As presented in section 3.2, thanks to the involvement of the DIGITISE Consortium in multiple EU initiatives and funded projects, DIGITISE will be able to actively participate in these third parties' events and workshop, with the scope of sharing the projects advancements and activities while gathering feedback from other participants about the project and validate the activities. In addition, by actively</p>

		organising events with other EU projects, DIGITISE will reinforce its ecosystem. The creation of a Communication Task Force or Cluster is also envisaged by WP7 with its sister projects, e.g. the EU projects funded under the same call as DIGITISE.
<b>Demonstrations @booth</b>	B,C,D,G,H	At least two technical demonstrations will be organised with the main objective of presenting and validating the DIGITISE activities.
<b>Feedback interviews &amp; Surveys</b>	A,B,C,D,G,H	As extensively explained in this deliverable and in the DoA, DIGITISE aims to involve the stakeholders in a co-creation process and validation of results. To do so, in parallel with the engagement activities described in Section 2 and developed by the task T7.1, WP7 will put in place the following activities during the workshops organised by T7.1 <ul style="list-style-type: none"> <li>• Organisation of feedback interviews with a double scope: 1. Collect feedback about the project and its implementation, making the end-users active part of the project and 2. Transform these interviews into a Dissemination &amp; Communication measure, the "DIGITISE Community Testimonials" which will be used as D&amp;C item to promote the project.</li> <li>• Surveys: surveys will be organised by T7.1 to collect feedback about the project activities; this feedback will be analysed and also used by T7.2 to perform ad-hoc dissemination activities.</li> </ul>
<b>Engagement Groups Workshops</b>	A	Plan detailed in Section 2.

### Detailed plan for technical and non-technical publications for the DIGITISE website and other trusted sources

One of the main activities to focus on throughout the project is publishing original content in the NEWS section of our website (ready at M4).

We plan to publish at least two blogs/articles/news at the end of each month to contribute to reaching the following KPI: 30 publications in articles, blog posts, position papers, citizen factsheets, and other non-scientific publications to reach a critical mass.

To make the interest of our community consistently high, we plan to diversify the content of the pieces, regrouping the content in the following series:

**WHAT IS DIGITISE?**– This series introduces the project to specialised and non-specialised audiences. The task is to divide detailed information such as the objectives, methodology and impacts into a series of articles.

- **WHY DIGITISE? –** In these blogs, we will try to answer the following questions: why is the project important? What are the benefits for our stakeholders?
- **DIGITISE SOLUTIONS –** This series will introduce the ten DIGITISE Solutions and Apps.
- **MEET THE TEAM –** This series will highlight the consortium's partners through regular interviews with a member/team of experts on the project.
- **WHAT WE ACHIEVED–**This series highlights the project's milestones and achievements throughout its duration, concluding with final results from different perspectives.

- [THE FUTURE OF RESEARCH](#) – Editorial from PhD/master students, junior researchers and junior staff working on the project to present their point of view and what working in an EU-funded project means to them and their careers.
- [DIGITISE COMMUNITY TESTIMONIALS – VOICES FROM DIGITISE](#) – In this series, we will present the feedback gathered from our stakeholders during the co-creation processes and validation of DIGITISE results.

*All series will be paired with dedicated social media campaigns.*

Here is the plan for the first year. This plan is subject to change if important activities and results will be carried out/reached.

**TABLE 6 DIGITISE AWARENESS PUBLICATIONS PLAN**

Month	Article to be published
M1-M3 (June–August 2024)	Website still not ready. The following has been published: Press release Why DIGITISE? (explain why this project is needed, to be published as a SM campaign on LinkedIn)
M4 (September 2024)	Meet the team (interview with Project Coordinator) What is DIGITISE ? article 1 (DIGITISE in a nutshell)
M5 (October 2024)	Meet the team (interview with Technical Project Coordinator) Why DIGITISE? Article 2 (the benefits for our stakeholders)
M6 (November 2024)	Meet the team (interviews with partners 3&4) What is DIGITISE ? article 3 (the demos)
M7 (December 2024)	What we achieved article 1 – a Summary of the first six months of the project  DIGITISE Newsletter 1
M8 (January 2025)	Meet the team (interviews with partners 5&6)
M9 (February 2025)	DIGITISE Solutions – introduction to the solutions and apps of DIGITISE
M10 (March 2025)	Meet the team (interviews with partners 7&8&9)
M11 (April 2025)	Meet the team (interviews with partners 10&11&12)
M12 (May 2025)	Happy b-day DIGITISE! What we achieved article 2 – a Summary of the first year of the project  DIGITISE Newsletter 2

### Scientific Publications and Presentations in Conferences

To make the project activities and results open to the scientific communities in accordance with the Open science nature of the project, DIGITISE will participate in several events, conferences and workshops in different ways:

- Presenting scientific papers.
- Present the project in panels, roundtables, and special sessions.
- Organise demonstrations.
- Present posters.

- Participate in thematic workshops and webinars.

DIGITISE is targeting the following Conferences and Journals. These are indicative and non-exhaustive lists, that will be modified/implemented as the project evolves after internal evaluation from the scientific partners.

*International Conference on Big Data Analytics and Knowledge Discovery (DaWaK-DEXA), European Big Data Value Forum, IEEE International Conference on Big Data Analytics (ICBDA), International Conference on Data Engineering (ICDE), European Semantic Web Conference (ESWC), ENLIT, IEEE SmartGridComm, CIREN International conference on electricity distribution, International Smart Grid Congress and Fair, AIOTI Summit, IoT Week MedPower, IEEE T&D conference, CIGRE annual symposium*

Regarding scientific publications, DIGITISE is planning to publish Open access peer-reviewed papers in the following Journals (non-exhaustive list):

*Big Data Research (Elsevier), Journal of Big Data (Springer), MDPI Sensors, IEEE Big Data Mining and Analytics, Energy and AI (Elsevier), Smart Energy (Elsevier), Renewable & Sustainable Energy Transition (Elsevier), Applied Energy (Elsevier), IEEE Open Access Journal of Power and Energy, DAIRO Books and Regular Publications, IEEE Transactions on Smart Grid, IEEE Communications.*

## 5. DIGITISE Communication Plan

Communication activities involve specific measures to promote the project and its results. The communication plan aims to reach a broader audience beyond the DIGITISE core community.

The objectives of the communication strategy are as follows:

- Support the external promotion of DIGITISE and its outcomes, managing the branding.
- Deliver top-level messages about the project to all identified and relevant stakeholders.
- Raise awareness of the added value of DIGITISE to specialised and non-specialised audiences.
- Increase awareness and interest in DIGITISE.

To cope with these objectives, the project leveraged a practical and comprehensive set of channels and measures, presented in the chapters below, and the preliminary results achieved at M3. In the following paragraphs, more details about the project website, PR materials, and social media are provided.

### 5.1 DIGITISE Communication Monitoring KPIs

To constantly monitor the effectiveness of our Communication plan, the following KPIs have been set at M1:

KPI	Target M18	Target M36
Online Community	750	1500
N. of posts on social media	500	1000
Social media impressions (monthly average)	1500	1500
Website (Unique visitors)	3000	6000
Press releases	2	4
Newsletters	3	6
PR material (N.of PR assets)	4	8
Project videos	2	4

## 5.2 DIGITISE Communication tools, material and planned activities

In the sections below, we present the main communication tools and material set by the project to achieve its communication goals and the main communication activities planned.

### The DIGITISE Branding

#### Project Logotype

During the KoM, the partner AUSTRALO provided the consortium with four new logo concepts for the project to create a cohesive and linear brand. A vote was held, and the following logotype was chosen:



FIGURE 2 THE DIGITISE LOGO

The DIGITISE logo represents the centrality of the project's final user and how everything is developed around this goal. It features two rings with rounded elements surrounding a central core with the initial letter "D" created using negative space.

Here are some key aspects of the logo:

- The rings with circular elements represent information bits being sent from various sources to the final user. They also subtly reference the atom structure, representing the concept of energy.
- The initial letter "D" is a representation of the end user, while the green circle the letter it's embedded into is a way to symbolise a constant flow of information surrounding the consumers/prosumers.
- The logotype is a lower-case, rounded sans serif font, which gives the whole logo an approachable feel and a very professional look.

In summary, this logo concept perfectly represents the centrality of the consumer/prosumer in the whole project and the key role of information flow for DIGITISE.



FIGURE 3 LOGO MOCKUP

### The DIGITISE Visual Identity

DIGITISE’s complete visual identity was designed and presented during the first month of the project. The [official brand book](#) (see below) includes the project’s visual guidelines, branding assets (logo variations, icons, banners), typography and colour codes.

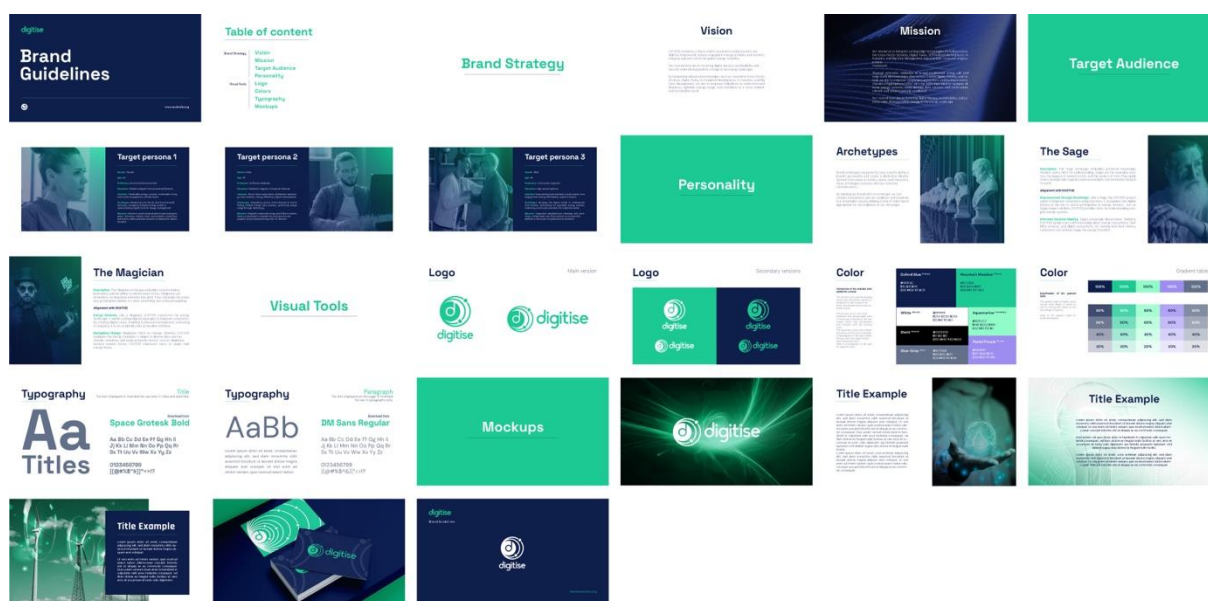


FIGURE 4 DIGITISE BRANDBOOK

This brand book defines the key visual tools that shape the project’s identity system and outlines DIGITISE’s branding strategy: its vision and mission, target audience and personas, personality, and archetypes.

### Target Audience and Personas

In design thinking and branding, personas are abstract representations of an intended target audience or end user. To clearly differentiate between profiles within DIGITISE’s stakeholder map, a series of fictional personas has been created to help shape the overall behaviour, experience, and expectations of the project’s potential user base. The selected personas below show an example of this exercise.

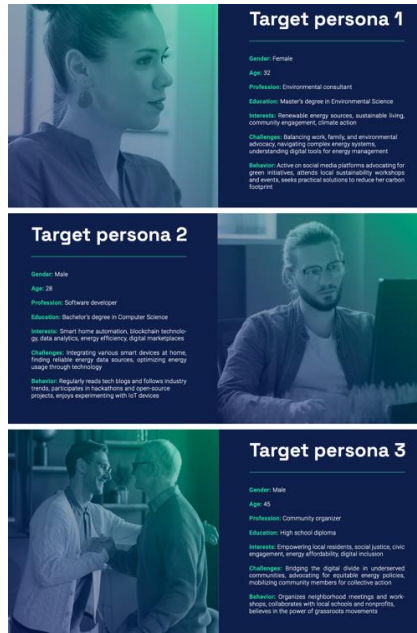


FIGURE 5 DIGITISE TARGET PERSONAE

### Brand personality and archetypes

DIGITISE is a multidisciplinary project that envisions a future where consumers and prosumers are digitally empowered, actively engaged in energy activities and markets, and pivotal in the global energy transition.

This statement informs the whole project’s personality (DIGITISE’s core traits, values, priorities and voice), setting the tone for our audiences on what to expect. This personality can be inherently mapped to a set of so-called archetypes – *symbolic images that model specific human traits*, and that help us both understand and connect with a brand. For DIGITISE, the main archetypes that we want to highlight and reinforce are the SAGE – who embodies profound knowledge, wisdom, and a thirst for understanding – and the MAGICIAN – who represents transformation, innovation, and the ability to wield unseen forces.

### The Sage

**Description:** The Sage archetype embodies profound knowledge, wisdom, and a thirst for understanding. Sages are the venerable mentors, the keepers of ancient scrolls, and the seekers of truth. They guide others through their sagacity and share insights that illuminate the path forward.

**Alignment with DIGITISE**

**Empowerment through Knowledge:** Like a Sage, the DIGITISE project seeks to empower consumers and prosumers. It recognizes that digital literacy is the key to active participation in energy markets. Just as Sages impart wisdom, DIGITISE provides tools for understanding complex energy systems.

**Informed Decision-Making:** Sages encourage discernment. Similarly, DIGITISE equips users with knowledge about energy transactions, feasibility services, and digital ecosystems. By making informed choices, consumers can actively shape the energy transition.



### The Magician

**Description:** The Magician archetype embodies transformation, innovation, and the ability to wield unseen forces. Magicians are alchemists, turning base elements into gold. They challenge the status quo, pushing boundaries to create something new and awe-inspiring.

**Alignment with DIGITISE**

**Energy Alchemy:** Like a Magician, DIGITISE transforms the energy landscape. It wields cutting-edge technologies to empower consumers. By creating digital twins, enabling DLT-based marketplaces, and using AI analytics, it turns complexity into accessible solutions.

**Navigating Change:** Magicians thrive on change. Similarly, DIGITISE navigates the energy transition. It adapts to diverse data sources, climatic variations, and socio-economic factors. Just as Magicians harness unseen forces, DIGITISE empowers users to shape their energy future.

FIGURE 6 DIGITISE ARCHETYPES

## DIGITISE Colour palette and typography

### Color

#### Introduction to the selected color palette for a brand

The brand's color scheme includes the primary, secondary, accent (or exception to use in case of an error), and neutral colors such as white or grey.

The primary color is the most dominant and recognizable color of the brand, followed by the secondary colors that complement and contrast with the primary color.

The secondary colors are ordered according to the priority indicated in the diagram on the right, where the top color has higher priority than the bottom color. Refer to the diagram on the right for specific colors.

<b>Oxford Blue</b> Primary #0FF4C R15 G31 B78 C80 M59 Y0 K70	<b>Mountain Meadow</b> Primary #1C993 R28 G201 B147 C86 M0 Y27 K21
<b>White</b> Neutral #FFFFFF R255 G255 B255 C0 M0 Y0 K0	<b>Aquamarine</b> Secondary #93FC7 R146 G252 B199 C42 M0 Y21 K1
<b>Black</b> Neutral #000000 R0 G0 B0 C60 M40 Y40 K100	<b>Pastel Purple</b> Accent #908DF1 R157 G141 B241 C35 M42 Y0 K6
<b>Blue-Gray</b> Texts #627089 R98 G112 B137 C29 M18 Y0 K46	

FIGURE 7 DIGITISE COLOR PALETTE

### Color

#### Gradient table

#### Specification of the gradient table

The gradient table indicates which neutral color (black or white) to use for writing text based on the percentage of opacity.

Refer to the adjacent table for more information.

100%	100%	100%	100%	100%
80%	80%	80%	80%	80%
60%	60%	60%	60%	60%
40%	40%	40%	40%	40%
20%	20%	20%	20%	20%

### Typography

The font displayed is intended for use only in titles and subtitles.

**Aa**  
**Titles**

#### Space Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789  
[[@#%\$^&]]"<>!?

### Typography

The font displayed on the page is intended for use in paragraphs only.

**AaBb**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

#### DM Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789  
[[@#%\$^&]]"<>!?

FIGURE 8 DIGITISE TYPOGRAPHY

### Website

The first version of the website (<http://digitise-horizon.eu/>) will be online at the beginning of M4 (September 2024).

As the first entry point for stakeholders who want to be informed about our project, the website structure has been developed to be clear, informative, and user-friendly. It provides comprehensive information about the project—from its primary goals and results to the challenges it addresses, the solutions it develops, its demo sites, and the Consortium involved.

The website includes a "What's new" section in which WP7 will publish articles about the progress of the project, interviews with the professionals working on it, and blog posts related to the project's main activities, advancements and results, as explained in section 4. A resources page, where all the public documentation of the project will be available (deliverables, newsletters, PR material, etc.), and the Publication page, where all the Open Source scientific publications will be uploaded, will also be created. In addition, a dedicated page to show the collaboration with other projects and initiatives (called "Collaborations") is also envisaged.

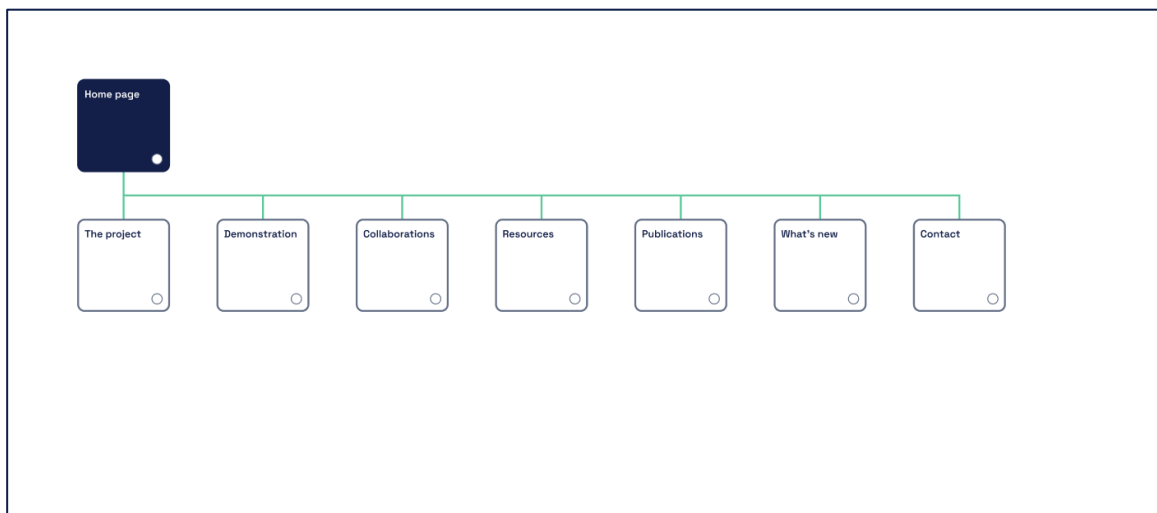


FIGURE 9 DIGITISE SITEMAP

At the time of writing this deliverable (M2), the content for the home, project, demonstration and Team pages were validated, and the mock-ups for the Home and Project pages were created, as shown in the figure below:



FIGURE 10 DIGITISE WEBSITE MOCKUP

WP7 will track website views using Google Analytics and assess its performance every six months to ensure we reach 6000 unique views with a 2-minute average duration per visit by the end of the project.

### Social Media

DIGITISE will build and maintain its online presence in well-known social media channels, focusing on Twitter/X and LinkedIn as reference platforms, posting weekly content and

generating leads through professional tools like Hootsuite (AUSTRALO averages over 4,500 monthly impressions for Horizon projects, with an expected online traction of 1,500+ followers). These channels support spreading news about the project activities, results, stakeholder benefits, participation in events, publications and referenced literature, and they are prominent ways of engaging with the DIGITISE community. The project will leverage traffic from active profiles from partners, taking advantage of their well-established audience.

The DIGITISE Social media Manager (from partner AUSTRALO) will post on Twitter/X and LinkedIn three times per week, diversifying the content on each channel as needed to draw the audience's attention continuously. The project's YouTube will host the project video material.

Every month, the Marketing Manager will identify a dedicated strategy to follow according to the project's needs and the main technical/scientific activities planned by the partners. Efforts will also be dedicated to promoting activities related to exploitation and new business models, as well as dedicated campaigns underlying the project's benefits for each stakeholder.

### LinkedIn

WP7 established the project's LinkedIn page at M1 - [@DIGITISE\\_Project](#), and it started posting on day 1. During the first two months of the project, we worked to build up the DIGITISE LinkedIn community by inviting potential stakeholders and people who could be interested in our project. In addition, we scouted LinkedIn groups related to the project topics to start promoting our initiative there.

As a result, at M3, we reached 150 organic followers on this social media, and our activities there produced more 13.000 organic impressions (see Figure 12), which can be considered a positive start to the DIGITISE LinkedIn activities.



FIGURE 11 DIGITISE LINKEDIN PAGE



FIGURE 12 DIGITISE LINKEDIN IMPRESSIONS

Posting various content regularly is a way to gain interactions on LinkedIn and increase the number of followers. By keeping this in mind, we planned different content from M1:

- Posts related to the Kick-Off Meeting held in Athens. We also published a short video with the main takeaways from this meeting. [Example 1 \(video\)](#) (this post has 793 impressions) [Example 2](#) (this post has 572 impressions).
- DIGITISE Logo release, where we explain the project logo. [Example 1](#) (this post has 327 impressions)
- DIGITISE Objectives Campaign is a campaign composed of short clips explaining to the audience the main seven objectives of the project. [Example 1](#) (this post has 222 impressions) – [Example 2](#) (this post has 299 impressions)
- Why DIGITISE? Campaign, a campaign where we explain why the project is important to the Energy community and the benefits for the stakeholders. [Example 1](#) (this post has 217 impressions).



FIGURE 13 WHY DIGITISE? BANNER

In addition, we reposted content published by the partners related to the project or to topics in line with the project's objectives. On Fridays, we also post interesting news from the energy sector to diversify the content for our audience.

#### Twitter/X

WP7 established the project Twitter/X profile at M1 – [@DIGITISE\\_HE](#), and started to post content and build up a community of organic followers as done in LinkedIn. At M3, we count almost 80 followers and 37 posts published.



FIGURE 14 DIGITISE X HOMEPAGE

During these two months, we also started building the community there by following relevant projects, initiatives, magazines, influencers, and scientists working on the same topics of DIGITISE and who could be interested in our activities. Unfortunately, X blocked the opportunity to see analytics for non-premium accounts, so we were not able to check the entire performance of these first months on this platform. However, we counted the views of our posts manually, and we reached more than 1000.

As far as the content, in these three months, we published the same main posts and campaigns as in LinkedIn, which adjusted the text to cope with the word's limitation on X.

### Social media strategy and planning

Our social media strategy is built on two essential pillars:

- Growing our Online Community.
- Engaging our Audience with interesting content.

These pillars are deeply interconnected. Building an engaged audience is crucial because, without it, even the most compelling content can go unnoticed. Similarly, creating clear, appealing, and engaging content is vital to attract and retain the right audience.

WP7 will work intensively to grow the community, putting in place a well-defined strategy:

- Invite potential stakeholders to follow the project via emails or direct messages on social media.
- Post interesting and different content and generate buzz around it with comments, reposts and promotion of it in order to reach external audience.
- Participate in LinkedIn discussions on different pages related to the project topics.
- Present the project in different LinkedIn groups.

- Usage of specific energy-related trending # in all SM posts.
- Directly follow EU related projects and initiatives (especially on X).

During the first eight months of the project, the DIGITISE social media manager will work intensively to reach at least 400 followers on both platforms.

One of our main challenges is keeping our audience consistently interested in our content.

To achieve this, we will:

- Create high-quality content regularly
- Post on specific days and times

This strategy ensures our content reaches the maximum number of viewers and generates the highest engagement.

The following SM campaigns are planned in the first year of the project (non-exhaustive list):

- Explain/reveal the project acronym.
- #WhatIsDIGITISE? – series explaining the main aspects of the project.
- #DIGITISEBenefits – series explaining the benefits of the project for each stakeholder.
- #DIGITISECommunity | #MeetOurTeam: posts about our team, presenting them, their activities, and roles in the project.
- #DIGITISEsolutions | #DIGITISEdemo: campaigns presenting the DIGITISE solutions and demo sites.
- #DIGITISEresearch: posts about interesting research results.
- #DIGITISE Glossary: posts explaining the terminology of project related words.
- #DIGITISENews: posts about the participation/organisation in/of events, workshops, webinars.
- #DIGITISEpublications: posts about the scientific/academic publications.
- #DIGITISEresearch: posts about interesting research results.

Social media channels will follow major public holidays, such as the winter holiday season, to post wishes (non-religious). Further, dedicated posts to relevant international days will be created. Partners are also encouraged to share with the social media manager posts they believe are impactful for the project's audience.

Every two months, we will conduct an internal review of our social media activities. This assessment will help us analyse which campaigns and posts generate the most impressions and engagement and adjust our strategy accordingly.

## Multimedia Material

### PR Material

WP7 will produce PR material according to the DIGITISE brand Identity. At M6, the first set of PR material composed of the DIGITISE 4-pager, DIGITISE one-pager, DIGITISE roll-up, and DIGITISE business card will be released.

Each PR item will be made available to the partners in two formats: one ready to print in case of event participation and one for the websites/email campaign.

At M2, DIGITISE produced the first item of this set, the DIGITISE 4-pager. The flyer is composed of the following sections:

- Cover page.
- Page 1: a summary of the scope of the project.
- Page 2: a short explanation of why a project like DIGITISE is needed and its tools.
- Back page: Project details, project Team and project’s social media.



FIGURE 15 DIGITISE 4-PAGER FLYER

New PR materials will be developed based on the main activities and results achieved by the project. After M12, we will release factsheets highlighting the benefits for each stakeholder category. Additionally, WP7 plans to publish a detailed booklet explaining the DIGITISE Solutions once they are more mature.

#### Video Material

DIGITISE is also planning to produce the following videos:

- DIGITISE Explanatory video, where the project, its main activities and foreseen results are presented. This video will be a mix of animations and interviews with partners (M12).
- Community testimonials: taking advantage of the workshops organised by T7.1, we will interview the project’s end-users in order to collect their feedback and impressions about the project. (from M12).

- DIGITISE interviews with WP leaders, demo leaders and other partners, where specific activities of the project will be explained by the scientists in charge (from M18 à).
- DIGITISE Explanatory video 2, where the midterm results will be presented (M22)
- DIGITISE Final video/videos (to be decided), where the DIGITISE final results will be presented (M36).

These videos will be published on the [DIGITISE YouTube channel](#).

#### Newsletters and Press releases.

Newsletters will be released regularly on LinkedIn (via the DIGITISE LinkedIn newsletter) and [Brevo](#) (when we have a consistent number of subscribers).

DIGITISE newsletter will be released every six months, starting from M6.

Regarding press releases, DIGITISE will prepare and distribute them when important milestones are reached by the project. At least four press releases will be created during the project's lifetime.

The first [DIGITISE press release](#), announcing the start of the project, its vision and mission, and the consortium behind it, has been released at M1, published on Zenodo and LinkedIn, and sent to more than 300 journalists via the [MynewDESK](#) platform.

Main outcomes of the press release promotion:

- 962 impressions on LinkedIn.
- Almost 100 interactions on Zenodo (views and downloads).
- Publication on [WITNews](#).
- Publication on [ECTP Platform](#).

## Conclusions

This document has outlined DIGITISE's Consumer and Stakeholder Engagement Approach, the Communication and Dissemination strategies, and the foreseen networking and cooperation activities with EU-Initiatives and funded projects. All these tasks fall into the scope of WP7, with the main goal of developing coherent Engagement, Dissemination and Communication methodologies and involving the different project stakeholders not just in the co-creation process but also in the D&C activities.

Regarding its Stakeholder Engagement Approach, T7.1 set a detailed plan to train the Local Partners to engage and involve the stakeholders in the design and validation of the project.

Regarding the identification of relevant Dissemination and Communication stakeholders, DIGITISE's consortium is in the process of identifying and studying different profiles across a wide spectrum of entities that encompass consumers/prosumers, industry, scientific communities, Retailers, LECs, Aggregators, policy regulators, etc.

Our aim is to understand the ecosystem of actors who might be interested in the project's findings and their most pressing needs. We aim to craft a distinctly unique value proposition for each of them and collect feedback about the project's activities and impact to align our activities with their actual needs.

This effort will inform the first steps of DIGITISE's Exploitation plan and will ultimately lead to the project's roadmap for future valorization of key results.

Moreover, the proposed Communication and Dissemination plans have been designed with agile methodologies in mind, which will enable effective external dissemination and promotion of results in a manner that generates real interest and transforms into meaningful engagement with our key target audiences. The preliminary assessment of the D&C activities carried out in the first two months of the project (e.g. *analysis of the social media impressions, followers' growth and engagement rates*) indicates that we are following the right path.

This document will thus serve as a preliminary roadmap for DIGITISE's consortium members to carry out their specific outreach and promotional activities. Due to its early release and the project's overall 36-month timeline, this should be considered a living document and, as such, all changes will be adequately reflected in successive iterations of upcoming deliverables.

## References

(AIOTI, s.d.)  
(BDVA Energy Task Forces, s.d.)  
(BRIDGE, s.d.)  
(ECTP, s.d.)  
(EU Funding and Tenders Portal, s.d.)  
(European Digital Innovation Hubs, s.d.)  
(ETIP SNET, s.d.)  
(INT:NET, s.d.)