interconnect

interoperable solutions connecting smart homes, buildings and grids

WP10 – Communication, Dissemination and Exploitation

D10.1

Initial communication, dissemination and exploitation plan

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EXECUTIVE SUMMARY

The work package 10 is structured in four tasks, which will be developed and implemented during the whole project (Task 10.1 Project Dissemination; Task 10.2 Project Communication; Task 10.3 Project Exploitation; Task 10.4 Cooperation with other initiatives).

Six deliverables will be written and submitted under the scope of this work package. The description of the deliverables and the milestones are included in section 7 of this deliverable.

This document corresponds to the first deliverable that will be submitted within the scope of the WP10 and it presents the initial communication, dissemination and exploitation plan.

This deliverable is divided into eight chapters: introduction, dissemination plan, communication plan, exploitation plan, WP10 plan, budget overview, deliverables and milestones and conclusion.

The dissemination plan chapter defines the dissemination objectives, the target to reach, the communication tools to achieve it (with five dedicated subchapters that correspond to the five structural communication tools that will be used to communicate the InterConnect project), the key performance indicators to measure each action and the results achieved so far (impact assessment from month 1 to 3). Task 10.4. of this WP is mentioned in section 2.3.5 of the Dissemination plan.

The communication plan chapter introduces the communication strategy, that follows an integrated marketing approach based on five communication campaigns that will be implemented according to a 48-month calendar.

The exploitation plan is described in chapter 4 and provides an initial idea about how the exploitation strategy of the project will be conducted and the next plans to be implemented.

Chapters 5 and 6 summarize the structure of the work package, the budget, and the deliverables and milestones, respectively.

This deliverable ends with chapter 8 (conclusion) that highlights the main strategy behind the dissemination, communication and exploitation plan, summarizing as well as the results obtained in the first three months of the project.

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ABBREVIATIONS AND ACRONYMS

AAV	Automatic Advertising Value
DIH	Digital Innovation Hubs
DMS	Distribution Management System
DSO	Distribution System Operator
EC	European Commission
ESCOs	Energy Service Companies
EU	European Union
IoT	Internet of Things
KPI	Key Performance Indicators
MS	Milestones
PM	Person Month
SMEs	Small and Medium-sized Enterprises
TSO	Transmission System Operator
WP	Work Package

1. INTRODUCTION

The InterConnect project aims at contributing to the democratization of efficient energy management, through a flexible and interoperable ecosystem through which the demand side participation can be actively supported with effective benefits to end-users. The project will be implemented based on a 48-month work plan, structured in eleven work-packages (WP).

The WP10 “Communication, Dissemination and Exploitation” objectives are:

- Define a communication strategy to inform relevant stakeholders of the project results;
- Identify the features, benefits and advantages of the key outputs or results of the project;
- Set a dissemination and exploitation strategy to carry out the dissemination and exploitation of results;
- Maximize the impact of the exploitable results of this project by defining their business plans;
- Identify major challenges and gaps to overcome to reach commercial exploitation of project results;
- Cooperate with other EU-funded projects through BRIDGE initiative and CSA DT-ICT-13-2019;
- Strengthen links with other bottom-up programmes and initiatives.

This document consists of a Communication, Dissemination and Exploitation Plan, following an Integrated Marketing Strategy approach, to reach the expected outcomes.

The plan outlined in this document focuses on the period that goes from the beginning of the project (M1) until its end (M48). The following communication tools, with different goals and actions, will be implemented during that period: advertising, direct marketing, digital marketing and public relations. The actions include project website and blog, newsletters, press releases, events, social media channels and other communication support materials. In addition, a strong cooperation with external initiatives will be established, such as BRIDGE, gathering all the H2020 smart grid and storage innovation projects, the IoT Large Scale Pilots, a programme improving synergies between related H2020 projects, and the Digital Innovation Hubs.

Regarding the exploitation plan, the objectives are on the one hand to realise the high potential of InterConnect outcomes as a competitive advantage of its members by results, generated or enhanced, within the project and captured in business plans. On the other hand, the project aims at promoting its Digital Marketplace as the European one-stop-shop and integrated solution for smart homes, buildings and grids.

The following stakeholder groups are targeted in this plan: local authorities & national governments, academic institutions, industry and utility companies, local residents and community groups, smart cities network, European Commission, the media and the Advisory Board.

2. DISSEMINATION PLAN

The InterConnect dissemination plan consists in strategic and targeted measures for promoting the project and its results to a multitude of audiences, including the media and the public, engaging in a two-way exchange.

The aim is to reach out to European society demonstrating how EU funding contributes to tackle societal and socio-economic challenges.

In this sense, dissemination objectives have been defined and will be clarified in section 2.1. “Dissemination Objectives”. The dissemination objectives are targeted towards different stakeholders’ groups, that will also be described in the dissemination plan, section 2.2. “Target groups”. To reach the target groups of the project and, therefore, achieve the dissemination goals, different communication tools will be implemented during the 48 months of the project. These tools are described in section 2.3. “Communication tools”, which is composed into six sub-sections - advertising, digital marketing, direct marketing, public relations, cooperation with other initiatives e scientific publications - that correspond to the six main dissemination tools that will be used to communicate the InterConnect project to our targeted audiences.

Measuring the impacts of the project dissemination actions will allow to understand if the dissemination objectives are being achieved. Therefore, section 2.4. “Key Performance Indicators (KPIs)” will list the variables that will be used to measure the success of the actions.

Finally, an impact assessment – section 2.5. “Dissemination impact assessment (Months 1-3)” – of the three first months of the project in terms of communication will also be presented in this plan to be aware of the results achieved so far.

2.1 DISSEMINATION OBJECTIVES

The dissemination strategies that will be implemented during the project are focused on achieving the following objectives:

1. Promote information about project activities to all targeted stakeholders;

2. Communicate news and facts about the pilots, the project solutions and their benefits;
3. Generate awareness to end-users, such as consumers, building operators and energy communities, about the changes that are occurring in the energy sector;
4. Engage the end-users towards the utilisation of new technologies that will be developed within the scope of the project;
5. Generate awareness for SMEs and Start-Ups about the InterConnect Open Calls;
6. Show success stories and showcases based on the pilots (WP7) and open calls (WP8);
7. Influence regulators and policy makers to implement initiatives to foster the uptake of smart homes and grid solutions;
8. Cooperate with other European initiatives, such as the BRIDGE Initiative and the Digital Innovation Hubs (DIH) Network, to reach the industrial ecosystem in Europe;
9. Engage all the stakeholders in a vibrant community aimed to boost Europe's leadership in the up taking of smart homes and grids technologies;
10. Produce and disseminate scientific publications.

2.2 TARGET GROUPS

"The target audience is a critical influence on the communicator's decisions about what to say, how, when, where, and to whom." (Keller & Kotler, 2012) [1].

The InterConnect project will target eleven groups:

1. **Technology and equipment suppliers** such as smart appliances manufacturers, automation & control vendors, component manufacturers, building and grid management system providers;
2. **System integrators**;
3. **End-users,** e.g. consumers, building operators, energy communities;
4. **Market players** – DMS Ecosystem, SMEs Network and IoT industry;
5. **European region / cities** (real estate builders, government bodies, smart homes related associations);
6. **Energy Community** such as service providers (retailers, ESCOs, digital services companies), system operators (TSO and DSO), etc.;
7. **Regulators & Policy makers**;
8. **Developers**;

9. **Influencers** (EC influencers, EU projects, Scientists/Researchers, Relevant Media, PR Agencies);
10. International Networks;
11. Standardization bodies;
12. Other stakeholders with relation to this sector, such as building designers/operators, consultants, students.

2.3 COMMUNICATION TOOLS

As mentioned in the beginning of this chapter, five main marketing communication tools will contribute to reach the project target audiences and achieve the project objectives. In an Integrated Marketing Communication (IMC) approach, these tools are known as the promotional mix and each element of this process is viewed as an IMC tool that plays a distinctive role in the dissemination strategy. Each tool has a variety of possible actions and certain advantages associated (Belch & Belch, 2007) [2].

This section is divided in six sub-sections: advertising, digital marketing, direct marketing, public relations (that are part of the promotional mix in an IMC approach), cooperation with other initiatives (one of the main goals of WP10, with a specific associated task – T10.4) and scientific publications.

2.3.1 ADVERTISING

A visual identity has been created to communicate the InterConnect project. An identity manual, presenting the project logo, the official colours, the typography, backgrounds and incorrect applications, has been conceived to establish the InterConnect brand.

Based on the visual identity that has been created, several communication materials have already been designed and produced to advertise the project in an institutional way. These materials are listed and explained, in an individual way, in the following sub-chapters. Evidence of all the materials are presented in the annex section and are also available for download on the project website.

2.3.1.1 PROJECT LOGO, COLOURS AND TYPOGRAPHY

The first visual element that needed to be defined, before the launch of the others, was the **project logo**.

The concept is universal, allowing it to be understood by all audiences. It is dynamic, solid, clean, versatile, able to combine and to compose new forms, expressive and dynamic, allowing various graphic explorations in Communication. It expresses the major keywords of the project: Interoperability / Digital Platforms / Ontology / IoT / Cloud / Big data / Cybersecurity / Data / Buildings / Electric Grids / Devices / Systems / Standardization / Energy / Marketplace.

FIGURE 1 – PROJECT LOGO

The **colour** is a key element to identify the brand. The colours should be represented as faithfully as possible, taking into consideration the references provided for each purpose – printed or digital. In the case of the InterConnect project the following colours **constitute the logo**:

- Yellow:
  - In printed version: 0 | 10 | 80 | 0 (CMYB)
  - In digital version: 255 | 200 | 69 (RGB) or #FFC845
- Black:
  - In printed version: 100 | 0 | 0 | 0 (CMYB)
  - In digital version: 0 | 0 | 0 (RGB) or #000000

Regarding the **typography**, the fonts defined for the InterConnect brand are Montserrat and IBM Plex Sans & Mono. These fonts should be applied to all the communication materials of the project, such as brochures, booklets, posters or flyers.

The logo and the identity manual are available for download on the project website: https://interconnectproject.eu/resources/?active=communication-materials

2.3.1.2 LEAFLET

A project leaflet has been designed and produced to present the overall idea of the project. Therefore, information about the expected outcomes, partners, duration, large-scale demonstration pilots, domains, financing and the stakeholder's ecosystem are presented in the leaflet.

The goal is that the partners of the project use this communication material to present InterConnect during some strategic events or meetings. This leaflet has already been presented by FundingBox during the Web Summit in Lisbon (November 3-4, 2019) and by several partners that have been present at the European Utility Week in Paris (November 12-14, 2019), such as INESC TEC, EEBUS, Trialog, Yncréa, EDP Distribuição, Thermovault, Gfi, ENEDIS, VizLore Labs, cyberGRID, VUB, VITO EnergyVille, ENGIE and KEO.

The leaflet is available in annex 1 and on the project website for download: https://interconnectproject.eu/resources/?active=communication-materials

2.3.1.3 BOOKLET

Besides the leaflet, a project booklet has been designed. This communication material is an extended version of the leaflet, with more technical information, for a specific audience with deeper knowledge in the subject. Like in the leaflet, information about the expected outcomes, partners, duration, large-scale demonstration pilots, domains, financing and the stakeholder's ecosystem have also been included in the booklet. Additionally, an initial overview of the project, the objectives, milestones and about the cascading actions have also been included.

The project booklet is available in annex 2 of this deliverable and on the project website for download: https://interconnectproject.eu/resources/?active=communication-materials .

2.3.1.4 ROLL-UP

A roll-up with the motto and domains of the project was produced to help the project stand out in events and meetings. The roll-up was first utilized in May, in a Portuguese event “Energy Systems of the Future”, organised by INESC TEC, after the approval of the project.
The digital version of the roll-up is available in annex 3 of this report and on the project website for download: https://interconnectproject.eu/resources/?active=communication-materials

2.3.1.5 VIDEO

The first video produced about the project aims at presenting the project while giving it reputation, visibility and reliability. It was an informative video, produced to be shown at the European Utility Week (Paris, November 2019), in the EU Projects Zone.

The video was targeted to all the audiences of the project, but mainly focused on end users and utilities.

The video starts by presenting today’s scenario: fragmentation and the need of interoperability in the smart appliance’s management. Then, it presents an overview of the project, its goals, domains, expected outcomes, demonstrations, partners and funding involved.

The video was also disseminated in the project’s social media networks.

The video is available on the YouTube channel of the project, at: https://www.youtube.com/watch?v=ifVJUyjIc8U&t=1s .

After this video, several others have been produced, specifically for dissemination on the social media channels of the project:

- Kick-off meeting video;
- Interviews to all WP leaders and Pilots leaders;
- Short videos summarizing the goals, outcomes, domains, demonstrations, partners, etc.

The goal of these videos was to raise awareness of the project, building a community on social media channels and bringing reputation to the project, launching the project partners as experts.

2.3.2 DIGITAL MARKETING

This communication tool allows managing in different forms the online presence of the project, such as the project website or the social media pages. It also helps to deliver the project message to an audience, supporting the development of relationships and boosting interaction between the project and its stakeholders.

InterConnect expects to achieve these goals throughout three types of digital tools: project website, project blog and project social media channels.

2.3.2.1 PROJECT WEBSITE

The online presence of a brand throughout a website is in the 21st century an indispensable tool. It is an easy way for users to access information whenever they want wherever they are. For this reason, the InterConnect project website will be a very important communication tool to disseminate the project. The main goals of the project website are to inform about ongoing project activities and invite people to join them, such as pilot demonstrations or open calls.

It will also include most of the other tools used to communicate with the project target audience during the project, such as news feeds, press releases, scientific publications, newsletters or

public deliverables. The website is structured in eight main menus: About, Consortium, Pilots, Resources, News & Events, Open Calls, Blog and Contacts.

The website is available on: http://www.interconnectproject.eu

2.3.2.2 PROJECT BLOG

"Content Marketing is a marketing approach that involves the creation, organization, distribution and amplification of interesting, relevant and useful content for a clearly defined audience group to create conversations about that content" (Kotler, et al., 2016) [3].

Based on that principle, a content production strategy approach will be followed by developing a blog. The blog will have news entries from all project partners, one per month (preferably), and will cover themes related to the project, such as interoperability, marketplaces, Internet of Things, among others, as well as, the project results and impacts. The goal is to contribute to democratize to a broader audience, the knowledge and the tools developed during the project.

The project blog will be an important source in attracting traffic to the website and retaining users. It will also contribute to the reliability and reputation of the project, by establishing its authors as experts in the area, influencing the whole market and decision makers. One of the most effective ways to build brand awareness, while providing relevant and useful content to your target audience is through consistent blogging. In time, posting blogs that are helpful and informative on a regular basis can make the project the "go to" resource in industry niches, which will subsequently lead to more enquiries and prospects, establishing the project as an industry leader.

Until month 3, only a blog entry was published, by David Rua, project leader, since the project website was launched in December. The article can be read here.

2.3.2.3 SOCIAL MEDIA CHANNELS

All these targeted actions will be complemented with a strong Social Media Strategy which will be designed to integrate Owned Media (Facebook, Twitter, LinkedIn, YouTube), Paid Media (the

vision will be led internally but paid services will be used for marketing automation, among others) and Shared Media (disposing with Partners' social media channels).
The social media channels will cover the general goals of:

- Brand awareness;
- Building reputation;
- Establish Interconnect participants as experts in the area;
- Influence market and attract decision makers;
- Attract and convert leads (pilot cases);
- Building relationships with partners.

With the general goals in mind, each channel will act differently and will have a different impact, according to the mainstream audience. Therefore:

- Facebook will contribute to gain main traffic stream to the project Community;
- Twitter for establishing InterConnect as experts in the European Commission (EC) arena increasing online visibility and reaching out innovative SMEs and communicating with them 1:1;
- LinkedIn: to influence the market and attract decision makers.

The social media target audience is composed by end users (home/building owners), SME's, Energy Communities; IoT Industry; DMS Ecosystem; European regions/cities; Policy makers.

The social media channels of the project are available in the following links:

- Facebook: http://www.facebook.com/InterConnectPrj
- Twitter: http://www.twitter.com/InterConnectPrj
- LinkedIn: http://www.linkedin.com/company/interconnect-project
- YouTube: www.youtube.com/channel/UCGMdrFeqQyu88e0Liw_izRQ

As shown below, there's a strategy behind each social network, depending on the target and the communication purpose:

Social Media	Objectives	Audience	Content Strategy	Frequency
Facebook	Brand awareness; Attract and convert leads (pilot cases and open calls).	End users (home/building owners); energy community; European regions/ cities; SMEs; DSM Ecosystem; IoT Industry; Policy makers.	Project impact; Media coverage; Interconnect workshops, first/ final event (sum up); InterConnect Blog posts; Pilots info; State of the art – media; Open calls- pilots; Project milestones; Video teasers; Newsletter. Best practices; Pilots info; Partners info (testimonial); InterConnect workshops; Interconnect Blog posts; Media coverage; Open calls; Video teasers.	2 times/week
LinkedIn	Building reputation; Influence market and attract decision makers; Attract and convert leads (pilot cases); Building relationships with partners.	SMEs; DSM Ecosystem; IoT Industry; Policy makers.	Best practices; Pilots info; Partners info (testimonial); InterConnect workshops; Interconnect Blog posts; Media coverage; Open calls; Video teasers.	2 times/month
Twitter	Establish InterConnect participants as experts in the area; Building reputation; Influence market and attract decision makers;	DSM Ecosystem; Policy makers; Energy Community	Participation of InterConnect researchers in conferences or exhibitions; publication of papers related to InterConnect; InterConnect events "up to the minute" content; Pilots info; Partners info (testimonial); workshops; Blog posts; Project impact; Media coverage; Open calls; Repost of info of related projects; Industry facts; Project milestones; Video teasers; Newsletter.	3 times/week

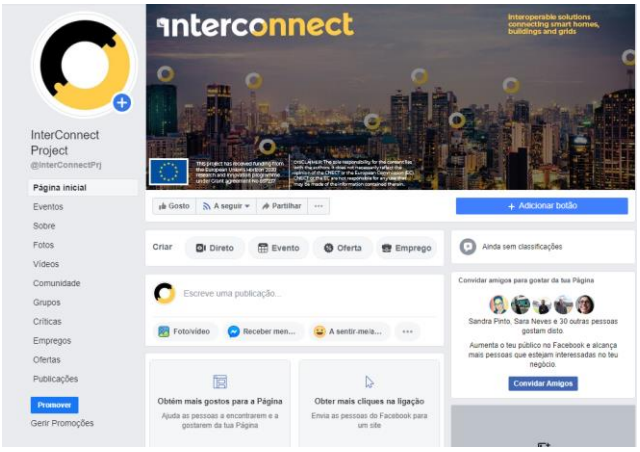
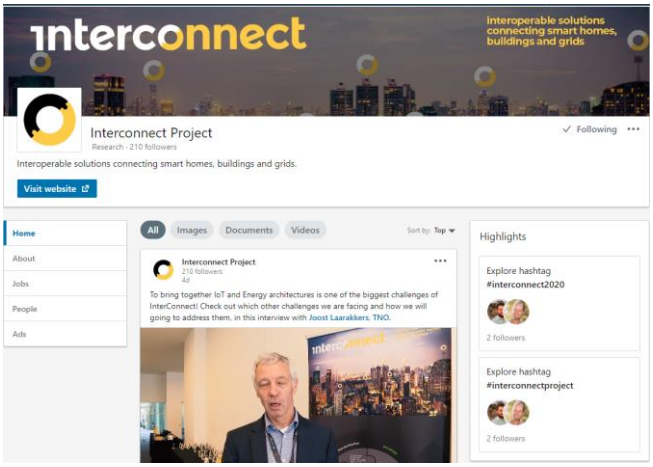
TABLE 1 – SOCIAL MEDIA CHANNELS STRATEGY

YouTube will mostly act as a repository of videos.

The contents published on social media, will make use of the visual identity designed, in order to promote an integrative and coherent communication.

There are common elements between the images below:

- The use of the yellow colour;
- The use of the logo components to frame the image;
- The use of a black mask;
- The use of the typography defined;
- The use of the logo.

Social Media	About	Screen Overview
Facebook	Interoperable solutions connecting smart homes, buildings and grids.	
LinkedIn	Interconnect is a European project which aims to develop and demonstrate advanced solutions for the digitalisation of the electricity sector.	

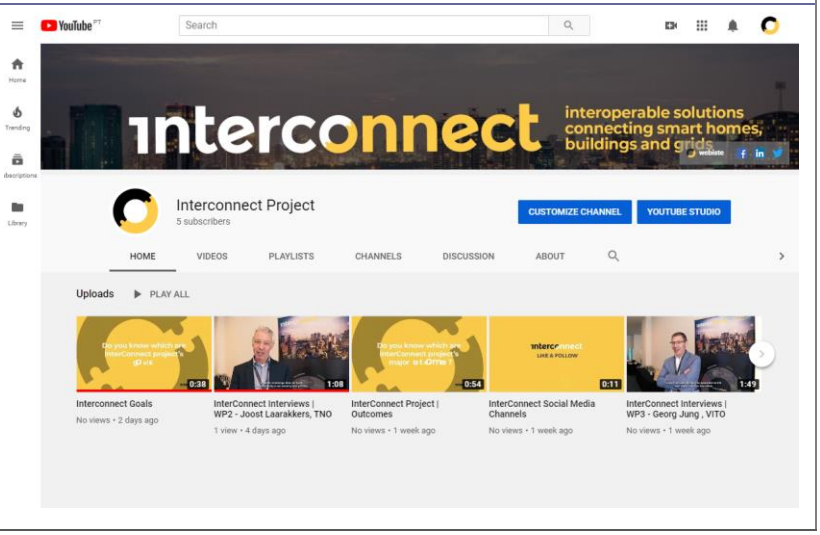
Twitter	InterConnect Project @InterConnectPrj Interconnect is a European project which aims to develop and demonstrate advanced solutions for the digitalisation of the #electricitysector. #InterconnectH2020	
YouTube	InterConnect is a European project which aims to develop and demonstrate advanced solutions for the digitalisation of the electricity sector.	

TABLE 2 – GENERAL OVERVIEW OF THE SOCIAL MEDIA CHANNELS

2.3.3 DIRECT MARKETING

"Direct marketing is much more than direct mail (…). It involves a variety of activities, including database management, (…) the Internet (…)" (Belch & Belch, 2007).[2]

Direct marketing is a tool that allows organisations to communicate directly with target customers to generate a response. A direct marketing technique that will be used by the InterConnect project to disseminate different messages among its stakeholders is the newsletter.

2.3.3.1 NEWSLETTER

Email newsletters can be one of the most impactful engagement tools, mainly used for relationship building and to inform stakeholders on the project's developments. The project will send one every two months to all subscribers.

The first newsletter was launched in December. The newsletter is available in annex 4 and on the project website: https://interconnectproject.eu/resources/?active=newsletters. Subscriptions to the project newsletter can be done on the project website, in the footer section.

2.3.4 PUBLIC RELATIONS

"(…) a variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and the media to promote a company's image or its individual product communications" (Keller & Kotler, 2012)[1].

The Press Release and events organized and attended by the Consortium are the communication instruments used in this chapter.

2.3.4.1 PRESS RELEASE

One of the target stakeholders to reach within the InterConnect project are the media and public relations offices, that will act as influencers.

This kind of relationship with the media, through a trustable and credible channel, is the most profitable way of disseminating nowadays. The importance of a good media coverage to gain credibility, acceptance and knowledge about the project is very high. Through the media, it is possible to spread the project goals and vision to other stakeholders.

This relationship with the media will be supported by the strong relationship of the partners with the Media at a national level. The consortium will be responsible for approving a general press release, written in English, highlighting the key messages to be dissemination to the stakeholders during different periods of time. Then, each representatives of each country in the consortium will define the responsible partner for leading the press release launch throughout their national media

contacts. The responsible partner should adapt the press release to their language and according to their country editorial criteria.

Under the scope of Task 10.1 “Project dissemination”, the partners have established that the partners responsible in each country for this activity will be the following:

- Portugal – INESC TEC
- Germany – EEBUS
- Austria – cyberGRID
- France – ENGIE
- Italy – Planet Idea
- Slovenia - Elektro Ljubljana
- Poland – FundingBox
- Spain – Gfi
- Greece – Gridnet
- Belgium – VITO/EnergyVille
- Serbia – VizLore

The first general Press Release (English version) has been approved by the consortium in November 2019. The Press Release is available in annex 5 of this report and on the website: https://interconnectproject.eu/wp-content/uploads/2019/12/The-digital-convergence-of-smart-homes-and-electricity-grid-has-started-in-Europe-with-over-50-entities.pdf .

Press Release per country

Until the submission date of this deliverable, five partners have launched press releases about the project in their own countries – Portugal, Germany, Poland, Greece, Spain and Belgium. Other countries will launch the Press Release in 2020.

Portugal

The InterConnect project has been approved by the European Commission in May 2019. INESC TEC, as the project leader, has launched a press release to the Portuguese media informing about this approval, since the Interconnect project is the biggest one lead by a Portuguese institution. The Press Release is available in annex 6 both in English and Portuguese and also on the website https://interconnectproject.eu/wp-content/uploads/2019/12/PT-Version-

Portugal-lidera-projeto-europeu-de-36M-para-digitalizac%CC%A7a%CC%83o-do-sistema-ele%CC%81trico.pdf .

After the approval of the 1st general version of the Press Release by the consortium, the Portuguese partners of the project have adapted the press release to Portuguese. The Press Release is available also in annex 6 both in English and Portuguese and on the website here: https://interconnectproject.eu/wp-content/uploads/2019/12/Portugal_PressRelease.pdf

The launch of the 1st Press Release (May 2019) by the Portuguese partners has resulted in the publication of 10 news pieces in the Portuguese media with an Automatic Advertising Value (AAV) obtained of 48.671,1€. AAV corresponds to the advertising value equivalent to the space occupied by the news calculated automatically from the cost of an even colourless page in the press, 1 second on television or radio and CPM (cost per thousand contacts) in online media. The results are available in annex 7 of this report and are also available on the project website https://interconnectproject.eu/clippings/ . The photo below is an example of a news piece that has been published on an online economic Portuguese newspaper after the launch of the first press release.

FIGURE 2 – NEWS PIECE PUBLISHED IN THE PORTUGUESE MEDIA (IN DINHEIRO VIVO)

The launch of the 2nd Press Release (October 2019) by the Portuguese partners has resulted in the publication of 9 news pieces in the Portuguese media with an AAV of 16.638€. The results are available in annex 7 of this report and are also available on the project website: https://interconnectproject.eu/clippings/ . The photo below is an example of a news piece that has been published on an online Portuguese newspaper after the launch of the second press release.

FIGURE 3 – NEWS PIECE PUBLISHED IN THE PORTUGUESE MEDIA (IN ECONOMIA AO MINUTO)

Germany

After the approval of the 1st general version of the Press Release by the consortium, the German partner of the project have also adapted the press release. The Press Release is available in annex 8 in German and on the website: https://interconnectproject.eu/wp-content/uploads/2019/12/Germany_EEBUS_PM_InterConnect_191203.pdf

The launch of the German Press Release has resulted in the publication of 4 news pieces in the German media. The results are available in annex 9 of this report and are also available on the project website: https://interconnectproject.eu/clippings/. Figure 4 is an example of a news piece that has been published on a German media after the launch of the press release.

FIGURE 4 – NEWS PIECE PUBLISHED IN THE GERMAN MEDIA (IN ENERGIE & MANAGEMENT)

Poland

The Press Release has been adapted to Polish and released among the Polish partners. The Press Release is available in annex 10 and on the website: https://interconnectproject.eu/wp-content/uploads/2019/12/Poland_InterConnect_pressrelease_PL.pdf.

The launch of the 1st Press Release by the Polish partners has resulted in the publication of 1 news piece in the Polish media. The results are available in annex 11 of this report and are also available on the project website: https://interconnectproject.eu/clippings/. Figure 5 is an example of a news piece that has been published on Polish media after the launch of the second press release.

ELEKTROENERGETYKA CIEPŁOWNICTWO OCHRONA ŚRODOWISKA RYNEK ENERGII REMONTY,

14 LISTOPADA 2019

Integracja inteligentnych budynków i sieci energii elektrycznej w Europie z udziałem ponad 50 partnerów projektu

Kategoria: Z życia branży

InterConnect (Interoperable Solutions Connecting Smart Homes, Buildings and Grids) to nazwa projektu, w którym uczestniczy 51 partnerów z krajów europejskich. Zadaniem projektu jest opracowanie i demonstracja zaawansowanych rozwiązań łączących inteligentne budynki z sektorem energii elektrycznej. Celem głównym jest umożliwienie użytkownikom końcowym efektywnego zarządzania energią poprzez zastosowanie inteligentnych systemów w domach mieszkalnych i innych budynkach zintegrowanych z siecią energii elektrycznej (Solutions Connecting Smart Homes, Buildings and Grids).

Projekt InterConnect, zatwierdzony przez Komisję Europejską w ramach programu „Horyzont 2020", kładzie

FIGURE 5 – NEWS PIECE PUBLISHED IN THE POLISH MEDIA (IN KIERUNEK ENERGETYKE)

Greece

The Greece partners have adapted the 1st general version of the Press Release. The Press Release has been sent to the Greek media and is available in annex 12 and on the website: https://interconnectproject.eu/wp-content/uploads/2019/12/Greece_%CE%94%CE%B5%CE%BB%CF%84%CE%AF%CE%BF-%CE%A4%CF%8D%CF%80%CE%BF%CF%85-Interconnect_28.11.2019.pdf. 20 news pieces have been published on the Greek media. The list of news pieces published is available in annex 13 and also on the website of the project: https://interconnectproject.eu/clippings/.

ΕΛΛΑΔΑ

19.12.2019 / ΤΟ ΠΟΝΤΙΚΙ WEB

Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας

ΕΜΑΙL ΕΚΤΥΠΩΣΗ

Δυναμική είναι η παρουσία της Ελλάδας στο ερευνητικό έργο InterConnect *(Interoperable Solutions Connecting Smart Homes, Buildings and Grids)* με τη συμμετοχή πέντε Ελληνικών φορέων: GRIDNET, COSMOTE, WINGS, ΗΡΩΝ και Οικονομικό Πανεπιστήμιο Αθηνών (ΟΠΑ). Το έργο διάρκειας τεσσάρων ετών εμπίπτει στο πρόγραμμα Horizon 2020 και θέτει τα θεμέλια για

FIGURE 6 – NEWS PIECE PUBLISHED IN THE GREEK MEDIA (IN TOPONTIKI)

Belgium

The Belgium partners have also adapted the 1st general version of the Press Release. The Press Release has been sent to the Belgium media in Dutch and is available in annex 14 and on the website: https://interconnectproject.eu/wp-content/uploads/2019/12/Belgium_Naar-een-Europese-digitalisatie-van-de-elektriciteitssector.pdf

Spain

GFI and FundingBox volunteered to disseminate the Press Release in Spain. The Press Release sent to the Spanish media and is available in annex 15 and on the website: https://interconnectproject.eu/wp-content/uploads/2019/12/Espanha_InterConnect_pressrelease_ES.pdf.

A list of strategic media per country has been identified and is available in annex 16.

2.3.4.2 NEWS PIECES PUBLISHED ON ONLINE PLATFORMS

Besides the news pieces published on the media, InterConnect partners will also contribute for the dissemination of the project through the publication of news pieces on online platforms, such as their institutional channels: websites, newsletters or other publications.

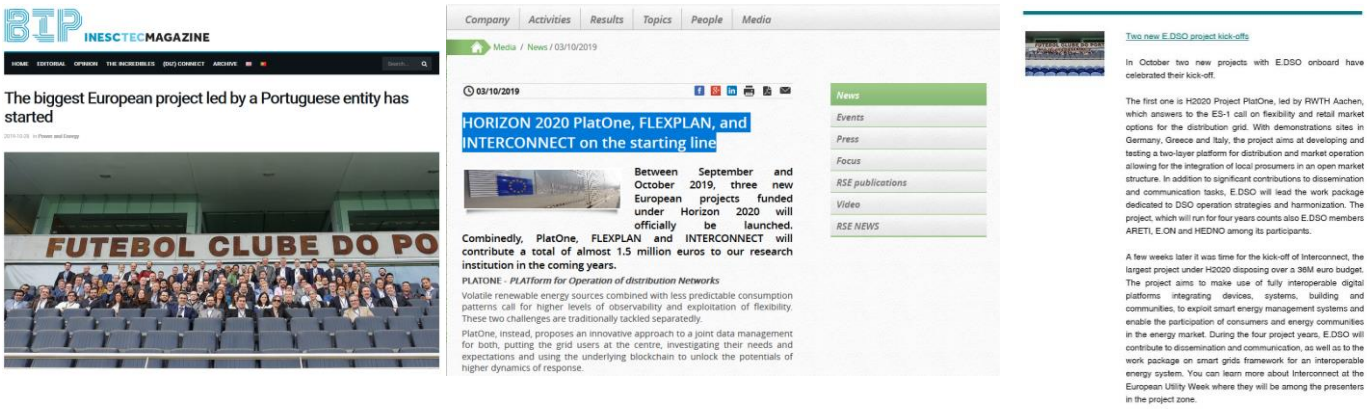


FIGURE 7 – EXAMPLES OF NEWS PIECES PUBLISHED ON ONLINE PLATFORMS

Until the submission date of this deliverable, 24 news pieces have been published on online platforms. Seven partners have contributed to this result. A table with the news pieces published is available in annex 17.

2.3.4.3 EVENTS

"Many firms are creating their own events and experiences to create consumer and media interest and involvement" (Keller & Kotler, 2012)[1].

Two types of events can occur within the InterConnect project: events organised by other entities or institutions (conferences, EU events, workshops, etc.) or events organised by the consortium.

So far, InterConnect participated in three events organised by other entities:

- Southeast - International Innovation & Commerce Summit in the USA in September 2019;
- European Utility Week in Paris in November 2019;
- Presentation of the project as a whole and the alignment of InterConnect Project in the EDPD´s technology and innovation roadmap – Sevilla (Spain) in November 2019.

A table with the events attended by the partners representing the InterConnect project is available in annex 17. The events attended are also available on the website of the project: https://interconnectproject.eu/events/ .

Regarding the events organised by the consortium, in the first three months of the project the kick-off meeting event and two internal workshops related to WP1 have been organised.

The photos presented below were taken during the kick-off meeting, that took place in Porto (Portugal), in October 15 and 16, 2019. A website has been created with information about the meeting and for the partners registration: http://interconnect-kickoff.inesctec.pt/ . All partners have attended the kick-off meeting.

FIGURE 8 – KICK-OFF MEETING (PORTO, PORTUGAL)

Regarding the workshops, during December 2019 two internal workshops, related to WP1, named "Design Thinking and Co-Creation Workshops" have been organised. The objectives of the webinars were:

- ✓ To explain the design-thinking and co-creation methodologies shaped for the InterConnect project members to come up with innovative use cases;
- ✓ To inform about the steps that to be followed until the publication of the Deliverable D1.1;
- ✓ To present the working canvas that will be in use: Use case template, Country Analysis template.

2.3.5 COOPERATION WITH OTHER INITIATIVES

InterConnect is an ambitious project, having impact on both ICT and energy sectors. Therefore, it is important to put in place a strong cooperation with other initiatives, on both direction: to get inputs and to provide results.

The cooperation with other initiatives is built over 5 main axes:

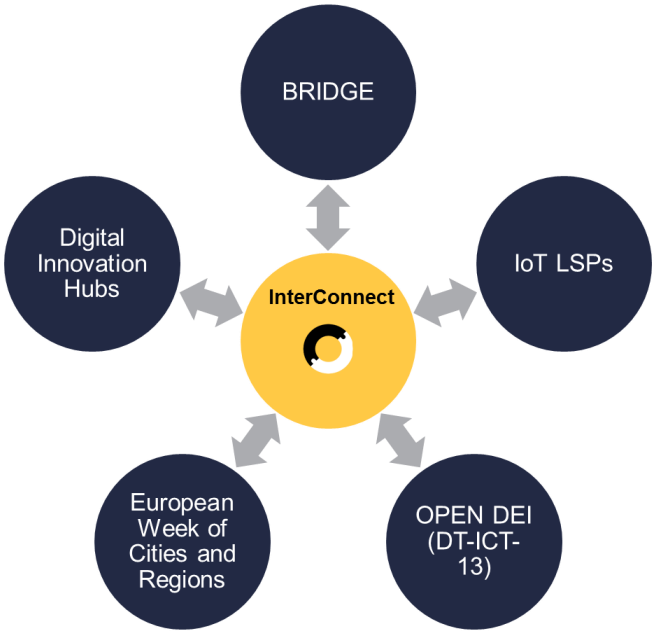


FIGURE 9 – COOPERATION WITH OTHER INITIATIVES

2.3.5.1 BRIDGE

BRIDGE is a European initiative gathering all H2020 Smart Grid and Energy Storage demonstration projects to create a structured view of cross-cutting issues, which are encountered in the projects and may constitute an obstacle to innovation. It is structured over 4 workgroups (WGs) and 3 taskforces (TFs):

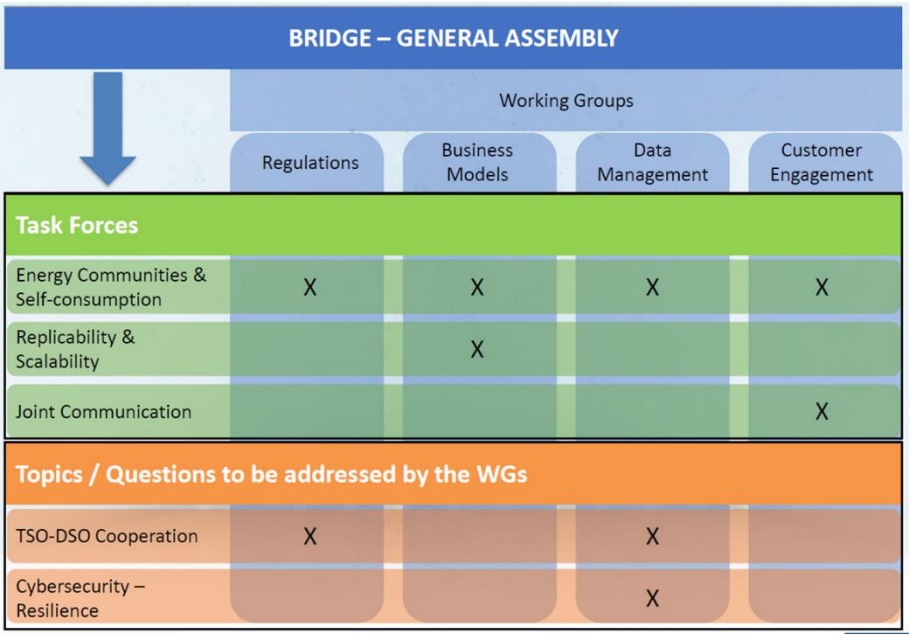


FIGURE 10 – BRIDGE STRUCTURE

InterConnect has joined the BRIDGE initiative and will appoint experts to join each of the WGs and TFs. A first selection of relevant contributors is detailed below. It will be updated during the course of the project depending on the progress of the projects and the topics tackled in BRIDGE. It must be noted that several partners of InterConnect already have experience in BRIDGE and therefore will help to ensure the continuity between previous work, performed with ended projects, and future work that will be performed by recent projects.

WG or TF	Leading contributor	Other contributors	Comment
Regulations WG	**E.DSO**	EEBUS, KNX, ...	
Business Models WG	EEBUS	Whirlpool, Bosch, **Siemens**, …	
Data Management WG	**Trialog**	Vizlore, **TNO**, ...	Olivier Genest from Trialog is currently the Chair of this WG
Customer Engagement WG	Yncréa	Polimi, Whirlpool, …	
Energy Communities and Self-consumption TF	**Th!nk E**	**INESC TEC**, Sonae, ...	Leen Peeters from Th!nk E is currently the Chair of this TF
Scalability and Replicability TF	Wings ICT	Yncréa, GFI, Funding Box, …	
Joint Communication TF	**INESC TEC**	**Trialog**, **TNO**, …	

TABLE 3 – INTERCONNECT CONTRIBUTORS TO BRIDGE
(IN **BOLD**, THE ENTITIES THAT ALREADY HAVE EXPERIENCE IN BRIDGE)

The leading contributors are responsible for the connection between the BRIDGE initiative and all the InterConnect contributors. The contribution leadership will be subject to change during the duration of the project.

During the BRIDGE General Assembly planned in February 2020, new topics will be launched. In particular, one topic about “interoperability of appliances” is foreseen: InterConnect will volunteer to lead this topic.

2.3.5.2 IOT LARGE SCALE PILOTS

InterConnect is part of the IoT Large Scale Pilots (LSPs), launched by the European Commission in the scope of Horizon 2020. Interconnect is part of the 2nd wave of the LSPs:

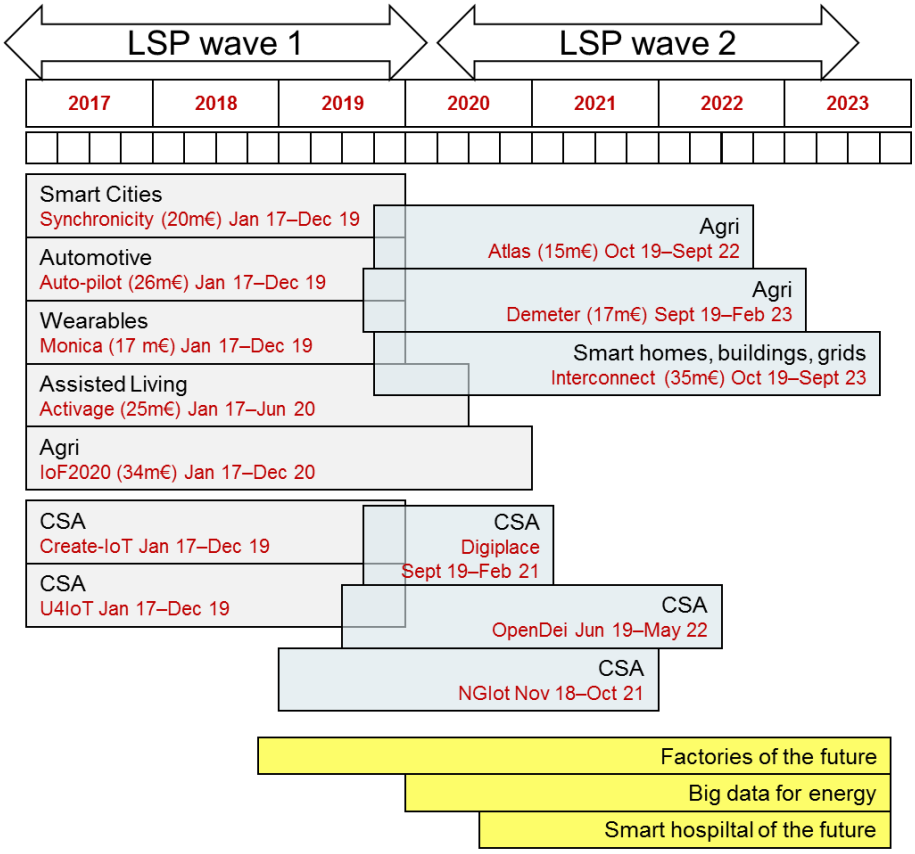


FIGURE 11 – LARGE SCALE PILOTS

The first wave of LSPs have created several synergies, on architecture, interoperability, use-cases, privacy and other commonalities. InterConnect, as part of the second wave, will continue the ongoing work on all these topics:

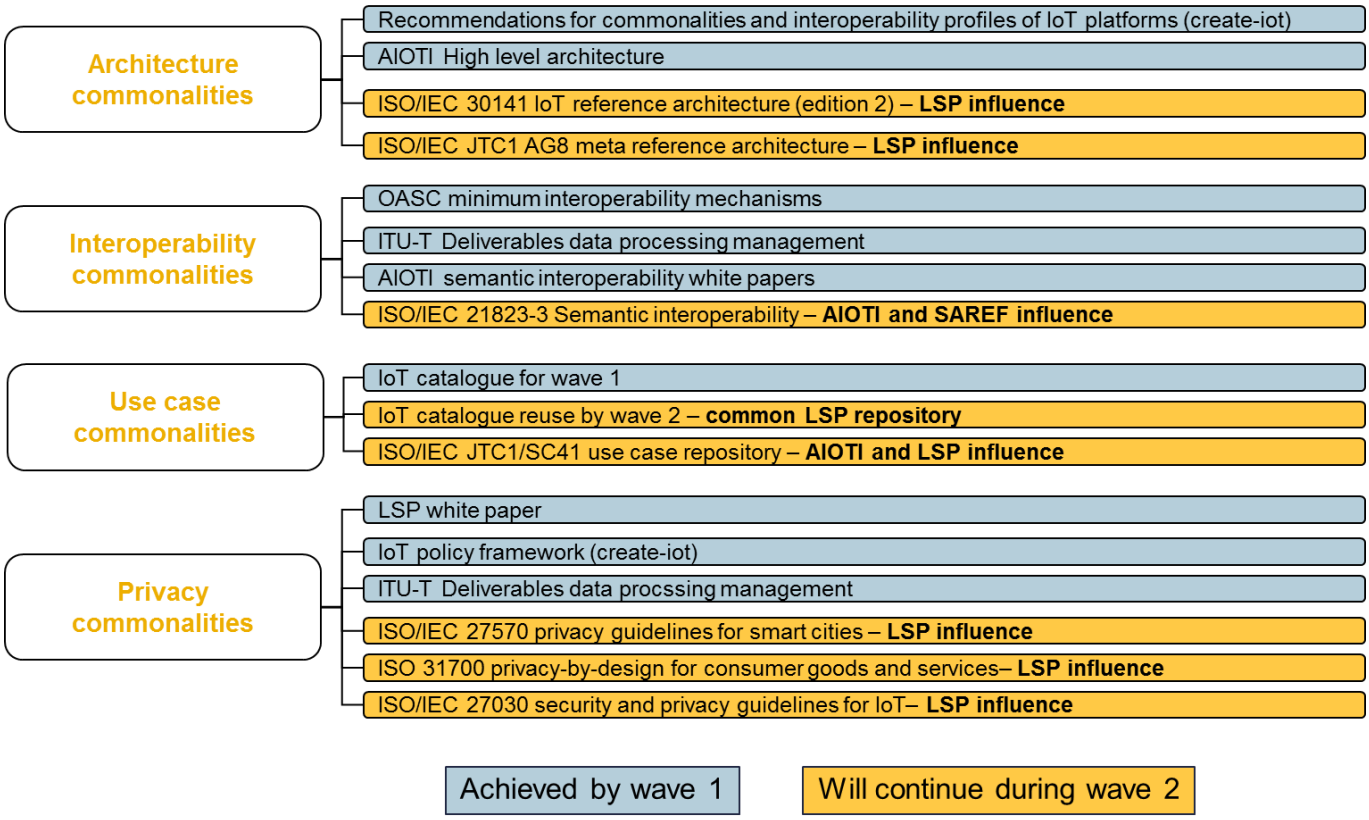


FIGURE 12 – COMMONALITIES BETWEEN LSP PROJECTS

2.3.5.3 OPEN DEI (DT-ICT-13)

OPEN DEI is a Horizon 2020 Coordination and Support Action (CSA), selected under call DT-ICT-13-2020. In the scope of the IoT LSPs (see above), the objective of the project is to support pilot activities and knowledge transfer across different sectors:

- Coordination of the selected **platform and pilot projects**;
- Support in **ecosystem building** to increase the impact of the overall set of projects;
- Exploitation of synergies between technology-based platform and pilot activities such as IoT and data value chains and the sector-specific platform and piloting projects related to issues such as **architecture, interoperability and standards** approaches;
- Exchange on requirements for the development of **common methodologies** for design, testing and validation and for success and impact measurement;
- **Promote the results** obtained, support the enlargement of the ecosystems around the projects, facilitate the access for entrepreneurs/API developers/Makers and SMEs in general, and support the transfer of skills and know-how to industry.

InterConnect will establish a connection to this CSA to benefit from it actions and contribute to improve the synergies between projects.

2.3.5.4 DIGITAL INNOVATION HUBS

Digital Innovation Hubs are made of SMEs, large industries, research and technology organisations, start-ups, clusters, investors and accelerators. Their objective is to create, for all the involved actors, the best conditions for long-term business success.
In practice:

- The Digitising European Industry Strategy aims to ensure that any business in Europe has access to a Digital Innovation Hub (DIH) at “a working distance”;
- DIH supports companies to improve their competitiveness through the optimisation of business/production processes, products and services with digital technologies, to design and manufacture innovative products or act as an intermediate between companies and technology providers;
- Selected projects are expected to collaborate on building a network of DIH, covering most regions in Europe.

InterConnect will cooperate with DIHs to improve the dissemination of its results and the exploitation of its outcomes.

2.3.5.5 EUROPEAN WEEK OF CITIES AND REGIONS

The European Week of Cities and Regions is an event organized each year by the European Commission since 2003. Its objective is to offer to the cities and regions the opportunity to showcase their capacity to create growth and jobs.

InterConnect will take the opportunity of this event to strengthen its connection to territories (cities, regions, and local communities) and DIH (see above), in particular those active on energy and smart building domains, e.g. through the organisation of dedicated workshops.

2.3.6 SCIENTIFIC PUBLICATIONS

The dissemination throughout scientific publications in conferences and peer review journals will also be used as a communication tool. In line with H2020 rules, peer-reviewed publications and

research data developed within the scope of the InterConnect project should be made available through open access, meaning they are free of charge to the end-user. There are several advantages in disseminating the results developed in the project through open access platforms, such as a broader involvement of the citizens and the society and a speed up of innovation.

Due to the number of I&D partners involved in this project, it is expected that scientific publications, such as journal articles and conference proceedings, are published in a considerable number.

2.4 KEY PERFORMANCE INDICATORS

It is only possible to measure the success of each communication action, which will be developed to promote the project, by using Key Performance Indicators (KPIs) are associated to those actions.

The following table presents the KPIs associated to three type of actions: transversal communication activities, targeted communication activities and general communication activities.

Transversal Communication Activities	Responsible Partner	Activity Timings	Expected KPIs (at the end of the project)
Project Website	INESC TEC	M3 to M48	~8,000 unique website visitors on yearly base ~1,500 downloads of material
Project on partner's websites	All	M1 to M48	~2,000 unique visitors on yearly base
Project Video	INESC TEC	M3 to M48	~800 YouTube views (10% of visitors)
Communication materials (logo, flyers and poster)	INESC TEC	M3 to M48	~3,500 brochure/flyers/posters
Social media channels (Facebook, Twitter, LinkedIn and YouTube)	INESC TEC	Continuously	~10,000 reactions per year

			~1,000 Twitter followers, 500 FB followers, 500 LinkedIn contacts
Project blog	INESC TEC	Continuously	48 posts (one update per month in average)
Newsletters	INESC TEC	Continuously	16 newsletters (1 every 3 months in average) ~5,000 users reached by the newsletters
Best practices	INESC TEC	After pilots and bottom-up	21 Best Practices (one per Pilot and Prototypes)
Online community	FBA	Continuously	~700 active members (~10% of visitors)
Supportive partners	FBA	Continuously	~35 supportive partners (5% of active members)
Press Releases	All	After pilots and bottom-up	10 Press Releases (One per Pilots and Open Calls)
Media appearances	All	Continuously	~500 journalist reached by press releases, interviews or opinion articles
Transversal Communication Activities	**Responsible Partner**	**Activity Timings**	**Expected KPIs (at the end of the project)**
Towards professionals and consumers			
Events	All	M1 to M48	~14 EU events attended ~20,000 professionals and consumers reached
Publications	All	Continuously	~3,000 publications ~5,000 professionals reached and sensitized in the energy, IoT and home/building automation sectors
Towards SMEs and start-ups			
Cooperating with SMEs Intermediaries in partners ecosystems	All	M25 to M39	10 intermediaries in partners ecosystems ~17,000 SMEs & start-ups reached

Associated Pilots	All	Continuously	5 Associated Pilots which will bring the SMEs in their ecosystems
Contacting DIHs in related verticals	FBA	Continuously	207 DIHs in energy and smart building domains ~1,000 SMEs (5 SMEs per DIHs in average)
Contacting European and National Networks partners	All	Continuously	15 Networks ~6,000 SMEs & Start-ups reached
SMEs attending project events:			
Hackathons	FBA	M25/26	2 Hackathons, 60 innovative SMEs & Start-ups (30 per hackathon)
InfoDays	FBA	M27-28/34-35/38-39	20 InfoDays, 300 Innovative SMEs & Start-ups (15 per event)
InfoCorners in EU-events	FBA	M27-28/34-35/38-39	6 InfoCorners, 600 Innovative SMEs informed (100 per event)
Webinars	FBA	M27-28/34-35/38-39	12 live Webinars; + 600 reviews by SMEs (50 per Webinar)
Towards Policy Makers and Regulators			
Workshop in the European Week of Cities and Regions	FBA	Last 6 months	1 Workshop, 100 attendees
Final Event	INESC TEC	M48	1 event; 500 attendees
Transversal Communication Activities	**Responsible Partner**	**Activity Timings**	**Expected KPIs (at the end of the project)**
Towards General Public			
Addressed by generic channels (PR and social media)	All	Continuously	~10,000 consumers / citizens being aware of the energy flexibility solutions and their benefits

TABLE 4 – INTERCONNECT KPIS

2.5 EARLY DISSEMINATION IMPACT ASSESSMENT (MONTH 1-3)

During the first three months of the project, several actions have been implemented. Some of these activities have KPIs associated. Therefore, the next table will present the communication actions that have been developed until now, the KPIs that have been defined to those actions until the end of the project and its current assessment.

Communication Tool	Action	KPI defined	Results achieved M3
Advertisement	Communication Materials (logo, leaflet, booklet, roll up)	~3,500 brochures/ flyers/ posters distributed (~500 per partner)	200 leaflets distributed
	Video	16 – one every 3 months in average (5,000 users reached)	10 YouTube views
Digital Marketing	Project website	8,000 unique visitors per year | 1,500 downloads	https://interconnectproject.eu/
	Project blog	48 posts	https://interconnectproject.eu/blog/
	Social Media	10,000 reaction year | 1,000 Twitter followers | 500 FB likes | 500 LinkedIn contacts	Reactions: ✓ Twitter: 612 ✓ Facebook: 289 ✓ LinkedIn: 358 ✓ Total: 612 Followers: ✓ Twitter: 107 ✓ Facebook: 218 ✓ LinkedIn: 232
Direct Marketing	Newsletter	16 – one every 3 months in average	1 https://interconnectproject.eu/resources/?active=newsletters

		(5,000 users reached)	
Public Relations	Press Release	10	7 – resulting in 44 news pieces published in the European media
	Events	14 EU events attendees 20,000 professionals and consumers reached	1 (EUW19 ~18,000 visitors)

TABLE 5 – DISSEMINATION IMPACT ASSESSMENT [M1-3]

3. COMMUNICATION PLAN

The dissemination strategy has been defined in the previous chapter, meaning that the project has established its dissemination objectives, the target groups that wants to achieve, the communication tools that will use to do it and the key performance indicators that will be used to measure each action. However, there is a need of defining how and when the communication tools will be used to achieve certain goals with certain target audiences. In this sense, the purpose of this chapter is to establish, according to a 48-month calendar, a communication plan that follows an integrated marketing approach based on several communication campaigns. Each communication campaign has a specific goal and, therefore, aims at targeting specific project stakeholders. For that to be successful, different communication tools will be used in different times of the project.

This chapter is divided in five section, one for each communication campaigns (total 5).

3.1 FIRST COMMUNICATION CAMPAIGN

The **goal of the first communication campaign** is to **inform the project stakeholders about the existence of the project**. InterConnect has been approved by the European Commission, has officially started and, therefore, its existence needs to be perceived by the target audiences that the project wants to reach.

In this sense, in the first four months of the project – from October 2019 until January 2020 – the communication plan will work on the awareness of the stakeholders groups about the energy sector, the interoperability theme and how these two areas connect in order to develop advanced solutions for smart homes and buildings. Only by working on the awareness and knowledge level of the target audiences it's possible to define future communication strategies that aim, for example, at engaging the stakeholders and involve them in the solutions and technologies that the project will develop. In this sense, the 1st integrated communication campaign is targeted to all the stakeholder's groups mentioned in section 2.2, meaning technology and equipment suppliers, system integrators, end-users, market players, European region / cities, energy community, regulators & policy makers and developers.

By the time of the submission of this report, the first communication campaign will be 75% completed.

To accomplish the goals established for the first communication campaign, four communication tools, involving different actions, will be used in different months. The following figure summarizes the 1st integrated communication campaign.

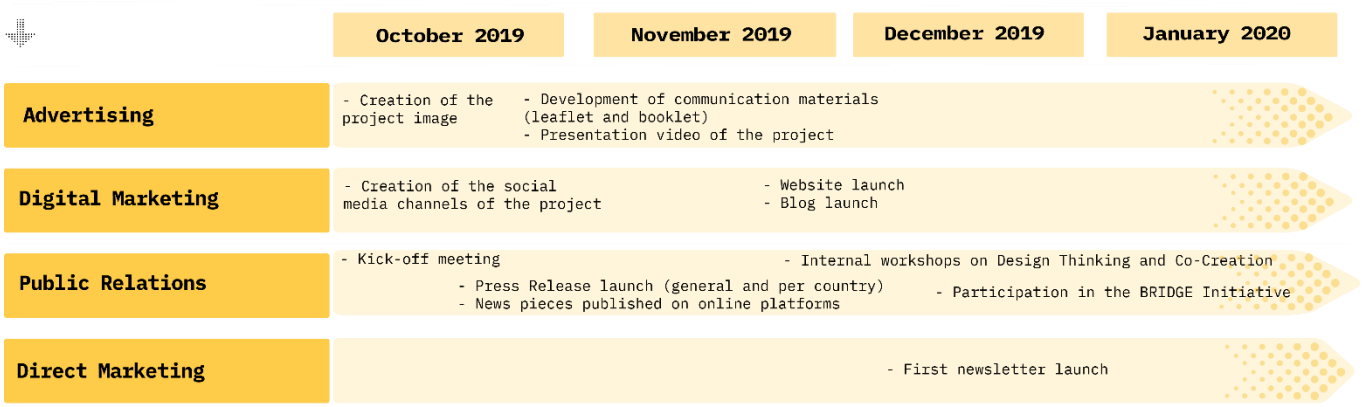


FIGURE 13 – 1ST INTEGRATED COMMUNICATION CAMPAIGN

The success of this campaign will be measured in the end of January to evaluate if it has been well succeeded or not and to promote or/and adapt new strategies, in case the results are unsatisfactory.

3.2 SECOND COMMUNICATION CAMPAIGN

The second communication campaign will take place between February 2020 and December 2020. The **goal** of the second communication campaign is to **work on engagement strategies targeted to the stakeholders involved in the demonstration areas of the project,** meaning the end-users (consumers, building operators, energy communities).

The engagement strategies that will be developed in this campaign will be influenced by the results obtained in the workshops that are expected to occur within the scope of WP1. These workshops will help to understand the phenomena, such as the stakeholders needs and desires that are not solved by the current technological solutions or that will emerge in the near future, the definition of Local Energy Market (LEM) arrangements suitable for pilots, the definition of local

energy asset management arrangements that will be experimented in the pilots, the definition of the meaning of end-user responsibility. Human-centred approaches lie in the heart of the InterConnect project and the implementation of innovative use cases will foster the spread of local energy markets and citizen energy communities. In this sense, communication tailored strategies will only be possible to define and implement once these results are obtained.

Nevertheless, the dissemination of the project to other stakeholders' groups will continue and the following strategies are considered for implementation:

Communication Tool	Action	Calendar	Stakeholders
Advertising	Small project videos	Every Month	All
Digital Marketing	Project website updated (news pieces, events, clipping, etc.)	Every Month	All
	Project blog	One publication per month	All
	Social Media (publications on Facebook, Twitter and LinkedIn; videos updated on YouTube)	Every week	All
Direct Marketing	Newsletters	March 2020, June 2020, September 2020, December 2020	All
Public Relations	Press Release	To be evaluated according to the partners needs	All
	Events	To be evaluated the events organised by other entities; March, April and May – internal workshops related with WP1	All Consortium partners

TABLE 6 – 2ND COMMUNICATION CAMPAIGN

3.3 THIRD COMMUNICATION CAMPAIGN

The third communication campaign will start in January 2021 and end in December 2021. The **goal** of the third communication campaign is to **disseminate the technological solutions that are being developed within the scope of the project and that will start to be installed in the**

pilots in this time period. Therefore, the third communication campaign will be targeted to the technology and equipment suppliers, system integrators, end-users, market players, energy community, regulators and policy makers, influencers, international networks and standardization bodies.

The strategies that will be developed and implemented in this campaign will depend on the activities of WP5, WP6, WP7 and on the developments of the exploitation plan. Therefore, more details about this campaign will only be provided in deliverable 10.2 “Intermediate dissemination and exploitation plan 1”, to be submitted in month 12.

The dissemination of the project including all the stakeholder’s groups will continue the same basis as the strategy presented in table 5.

3.4 FOURTH COMMUNICATION CAMPAIGN

The fourth communication campaign will be carried out between January 2022 and December 2022. The **goal** of the fourth communication campaign is to **foster innovation through bottom-up projects**, meaning that the relation between WP10 and WP8 in this period will be very close. The aim is to expand the ecosystem of players by offering opportunities for entrepreneurs through open calls targeted to developers.

Communications activities will be designed across Europe to increase the number of proposals submitted in the three open calls of the project:

- Interoperable-by-design prototypes open call: tentative launching in M27 and then 2 months until the deadline
- Interoperable-by-adoption demonstrators 1st open call: tentative launching in M34 and then 2 months until the deadline
- Interoperable-by-adoption demonstrators 2nd pen call: tentative launching in M38 and then 2 months until the deadline.

Details about this campaign are expected to be provided in deliverable D10.3 “Intermediate dissemination and exploitation plan 2”, to be submitted in month 24.

The dissemination of the project including all the stakeholder's groups will continue the same basis as the strategy presented in table 5.

3.5 FIFTH COMMUNICATION CAMPAIGN

The fifth communication campaign will starting on February 2023 and ending on October 2023. The last campaign will focus on the conclusion of the project. The **results achieved regarding technological sustainability, business and market sustainability, societal sustainability and even the project ecosystem sustainability will be the core messages of this campaign and all the stakeholders previously identified will be targeted**.

There will be a close relation and coordination with the results and activities obtained under the scope of WP9. Deliverable D10.4 "Intermediate dissemination and exploitation plan 3", to be submitted in month 34, will detail the communication activities that will be developed within the scope of this campaign.

Once again, the dissemination of the project including all the stakeholder's groups will continue to follow the same approach presented in table 5. The final event of the project will be included as one of the communication activities to be organised in this time period.

4. EXPLOITATION PLAN

InterConnect adheres to the motto “from pilots to real market”, so advancing solutions are at the core of the objectives of the project. The hybrid InterConnect exploitation objectives are to realise on the one hand the high potential of InterConnect outcomes as a competitive advantage of its members by results, generated or enhanced within the project and captured in **business plans** and on the other hand to promote the **InterConnect’s Digital Marketplace as the European one-stop-shop and integrated solution** for the entire smart homes and grids community, supported by the InterConnect **interoperable marketplace toolbox** in context of **the whole ecosystem**, including target groups such as technology and equipment suppliers, system integrators and end-users among others, defined **a joint exploitation strategy**.

The first cluster includes advancement of technologies from different partners like: IoT cross-domain platforms; a framework for building blockchain interoperability services, HEMS, BEMS, commercial solutions with integrated advanced energy analytics functions, EV charging solutions, dynamic tariffs enabling technologies, flexibility aggregation platforms, flexibility services, P2P energy trading platforms and smart grid solutions, whereas for the InterConnect Marketplace we will target the following segments:

1. Technology and equipment suppliers such as smart appliances manufacturers, automation & control vendors, component manufacturers (sensors & controls), building and grid management system providers;
2. System integrators;
3. End-users, e.g. consumers, buildings operators, energy communities;
4. Market players, e.g. energy retailers, aggregators, RES generation companies;
5. Services providers, e.g. ESCOs, digital services companies;
6. system operators (TSO and DSO); and
7. Others, e.g. designers/consultants (HVAC, security, and fire & safety)/DIHs, etc.

InterConnect’s true challenge is mutually reinforcing these portfolios and scale to impact.

4.1. METHODOLOGY

In order to address InterConnect's hybrid exploitation objectives by orchestrating the innovations following the logic of Digital Innovation Hubs. The picture below illustrates this:

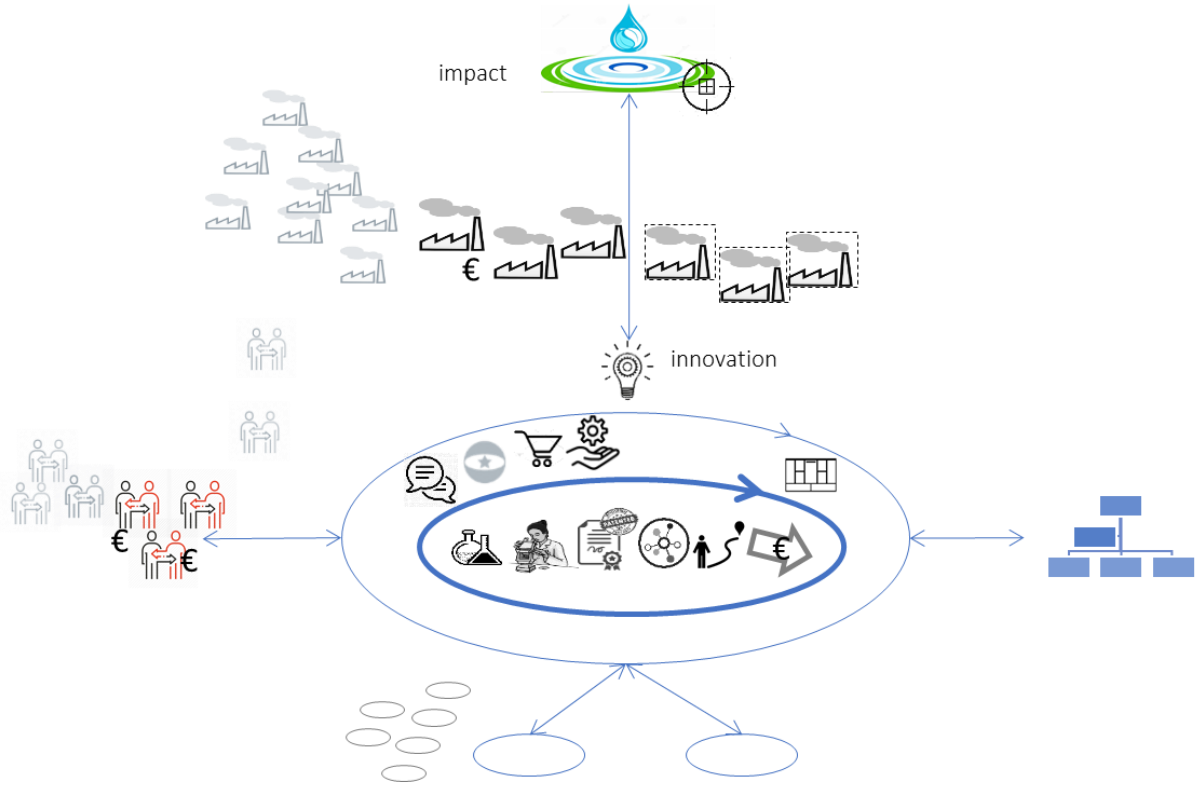


FIGURE 14 – ORCHESTRATING INNOVATION CONCEPTUAL ILLUSTRATION (C) TNO

The picture revolves around an 'Innovation Centre'. This needs not be a physical centre; it can take on multiple forms. The key principle is that a group of people is organizing a collection of innovations and their preconditions in order to achieve a societal challenge (impact). InterConnect is seen here as a virtual Innovation Centre. Impact cannot be achieved in innovations are not adopted and put into practice (real use). This is symbolized by the factories. In fact, these are the segments addressed by InterConnect, as identified before. Also, the type of innovations InterConnect wishes to deploy is summarized above. One of the key challenges here is not only to advance TRL, but also to ensure '*society readiness level*', e.g. to consider end user and regulatory conditions. Another key challenge is to ensure *complementarity* in the portfolio, in order to maximize potential to reach the desired impact. This will require a broad support and keen **portfolio and funnel management**. This is addressed in collecting, analyzing and challenging exploitation plans (10.3).

The symbols in the core represent lab facilities, skilled people, IP, ecosystems (10.4), roadmaps and funding. InterConnect needs to manage these resources in order to 'generate' the portfolio of innovations. In fact, the DoW lists most of these. More specifically the Pilot Sites should be seen as lab facilities, as are the Digital Marketplace and the toolbox. These are assets that will accelerate the development and acceptance of new innovations.

The symbol on the right symbolizes the organization and its governance (e.g. the InterConnect steering group, WPLs etc.). The ellipses on the bottom indicate the core partners of the Innovation Centre. The stickmen on the left represent various stakeholders, including funding providers. The symbols above the core represent from left to right communication strategy (Communication (10.2) + Dissemination (10.1)), brand value, business development – InterConnect has provided plans for these.

FIGURE 15 – INTERCONNECT'S ORIENTATION THROUGHOUT COMMUNICATION, DISSEMINATION AND EXPLOITATION

The fourth symbol represents the provision of innovation services. For digital innovation hubs a reference list of services is identified. This is shown below. The concept here is that a DIH must ensure that these services are available in order to ensure maximum support for the innovations. Note that the blue services typically relate to TRL advancement. By positioning these as services a certain scale and repetition is implied, which is required to manage a portfolio as substantial as that of InterConnect.

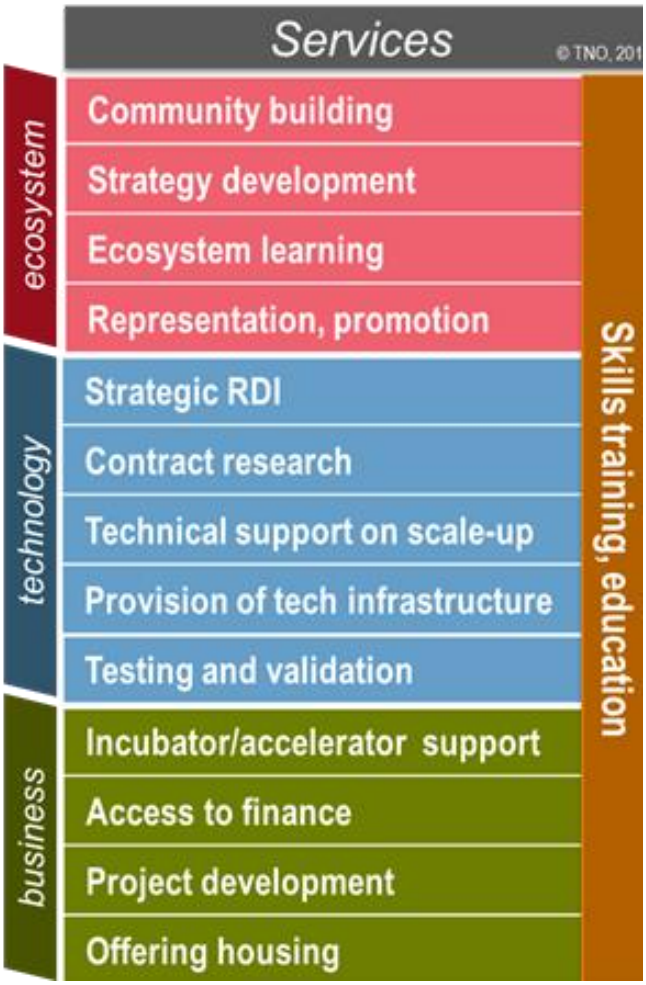


FIGURE 16 – DIGITAL INNOVATION HUB INNOVATION SERVICES (C) TNO

The symbol right above the core elements indicates that such an innovation centre needs a business model to ensure its commercial viability and sustainability. This specifically includes the Digital Marketplace. The latter is in fact a **multisided business model**, which requires a keen **ecosystem strategy**.

FIGURE 17 – INTERCONNECT ECOSYSTEM STRATEGY

The mapping above indicates that InterConnect has these elements in place. For InterConnect's exploitation, five related challenges prevail: 1) to ensure the coherent functioning of these elements, 2) to adapt it to inevitable changes in the ecosystem (and to identify it) and 3) to ensure a exploitation focus beyond TRL, 4) a keen innovation portfolio strategy and 5) devising the multisided platform strategy for the Marketplace.

4.1.1 VALUE GROUP

In order to address the challenges above InterConnect has decided (Oct 10) to set up a 'Value Group' of individuals to make sense of and advice on top of the formalized processes. This group will set up the portfolio approach (aggregating the exploitation plans) and review and challenge it with respect to expected impact (e.g. by challenging the validation of value propositions, probing for business commitment, seeing that technological and organisational interdependencies are managed, understanding scalability and adoption in the ecosystem) and propose interventions. Also, it will 'crowdsource' external potential strategic developments from its wide network of

participants and reflect on these. A third activity will be to review and ensure that the innovation services mentioned above are in place.

Currently, the Value Group is under construction. It is a pan-project group of individuals. It is non-bureaucratic (as the formal processes are readily managed and monitored) and consequently somewhat independent from the steering group. Frequency of meeting is expected to be 3x per year. Participants must be able to relate to many other participants and capable of 'federating' (i.e. sending and acquiring information), as well as being able to organize support. By means of their positions and regional, national or European networks they will be capable of monitoring the external developments and be able to collect progress in the innovations and Pilot Sites. Participants should have a clear business sense.

4.2. PLANNING

Below an indicative planning with respect to the Value Group and towards the following exploitation plan.

M4	Recruitment of Value Group participants
M6	Start collection of external intelligence, internal status, interviews
M8	Sharing of materials
M9	First Value Group encounter; Collection of individual exploitation plans
M10	Initiation of Marketplace multisided business model
M12	D10.2 Intermediate dissemination and exploitation plan

TABLE 7 – VALUE GROUP PLANNING

5. WP10 PLAN

Work Package (WP) 10 is structure in four tasks, which will be developed and implemented during the all project. The tasks, duration of each one and the correspondent leader are presented in the figure below.

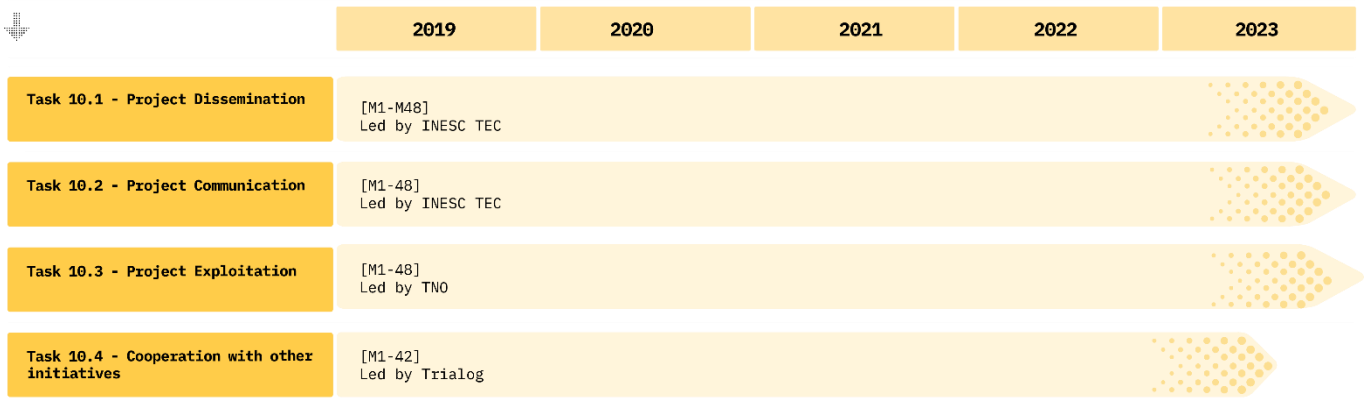


FIGURE 18 – WP10 PLAN

6. EFFORT OVERVIEW

WP 10 involves 126-person month (PM) and 32 partners. The table below presents the WP effort allocation.

Partner	Country	Effort (PM)
INESC TEC	PT	46
EEBUS	DE	2
TNO	NL	10
VITO	BE	2
EDPD	PT	2
VLF	RS	2
FBA	PL	2
WINGS	EL	2
SONAE	PT	2
Fraunhofer IEE	DE	1
PLANET IDEA	IT	2
GridNet	EL	1
YNCREA	FR	3
AUEB	EL	2
Elektro Ljubjiana	SI	2
Trialog	FR	12
VUB	BE	2
IMEC	BE	2
CORDIUM	BE	1

Stichting VU (VUA)	NL	1
HERON	EL	2
COSMOTE	EL	2
ENEDIS	FR	2
ENGIE	FR	2
SENSINOV	FR	2
Whirlpool	IT	2
RSE	IT	2
CYBERGRID	AT	2
POLIMI	IT	2
RDGFI	BE	2,5
EDSO	BE	4
Uni Kassel	DE	2
KNX	BE	0,5

TABLE 8 – WP10 EFFORT ALLOCATION

The following tables will present the partners effort allocation per task, starting with task 10.1 “Project Dissemination” that involves 28 institutions and 44 PM.

Partner	Country	Effort (PM)
INESC	PT	16
TNO	NL	2
VITO	BE	1
EDPD	PT	1
VLF	RS	1
FBA	PL	1

WINGS	EL	1
SONAE	PT	1
Fraunhofer IEE	DE	1
PLANET IDEA	IT	0,5
YNCREA	FR	1
AUEB	EL	1
ElektroLjubjiana	SI	0,5
Trialog	FR	1
VUB	BE	1
IMEC	BE	1
CORDIUM	BE	1
Stichting VU (VUA)	NL	1
HERON	EL	1
COSMOTE	EL	1
SENSINOV	FR	1
Whirlpool	IT	2
RSE	IT	1
CYBERGRID	AT	1
POLIMI	IT	1
RDGFI	BE	1
EDSO	BE	1
Uni Kassel	DE	1

TABLE 9 – TASK 10.1 EFFORT ALLOCATION

The following table presents task 10.2 “Project Communication” effort allocation. Task 10.2 involves 15 institutions and 30,5 PM.

Partner	Country	Effort (PM)
INESC	PT	20
TNO	NL	1
VITO	BE	0,5
SONAE	PT	0,5
PLANET IDEA	IT	0,5
GridNet	EL	0,5
YNCREA	FR	1
AUEB	EL	0,5
ElektroLjubjiana	SI	0,5
VUB	BE	1
ENEDIS	FR	1
ENGIE	FR	1
RSE	IT	1
RDGFI	BE	0,5
Uni Kassel	DE	1

TABLE 10 – TASK 10.2 EFFORT ALLOCATION

The following table presents task 10.3 “Project exploitation” effort allocation. Task 10.3 involves 25 institutions and 29 PM.

Partner	Country	Effort (PM)
INESC	PT	4
EEBUS	DE	1
TNO	NL	6
VITO	BE	0,5

EDPD	PT	1
VLF	RS	1
FBA	PL	1
WINGS	EL	1
SONAE	PT	0,5
PLANET IDEA	IT	0,5
GridNet	EL	0,5
AUEB	EL	0,5
ElektroLjubjiana	SI	0,5
Trialog	FR	1
IMEC	BE	1
HERON	EL	1
COSMOTE	EL	1
ENEDIS	FR	1
ENGIE	FR	1
SENSINOV	FR	0,5
CYBERGRID	AT	1
POLIMI	IT	1
RDGFI	BE	1
EDSO	BE	1
KNX	BE	0,5

TABLE 11 – TASK 10.3 EFFORT ALLOCATION

The following table presents task 10.4 “Cooperation with other initiatives” effort allocation. Task 10.4 involves 9 institutions and 22,5 PM.

Partner	Country	Effort (PM)
INESC	PT	6
EEBUS	DE	1
TNO	NL	1
PLANET IDEA	IT	0,5
YNCREA	FR	1
ElektroLjubjiana	SI	0,5
Trialog	FR	10
SENSINOV	FR	0,5
EDSO	BE	2

TABLE 12 – TASK 10.4 EFFORT ALLOCATION

7. DELIVERABLES AND MILESTONES

Six deliverables will be written and submitted under the scope of WP10. The figure below gives details about the number, title, lead beneficiary, type and due date of those deliverables.

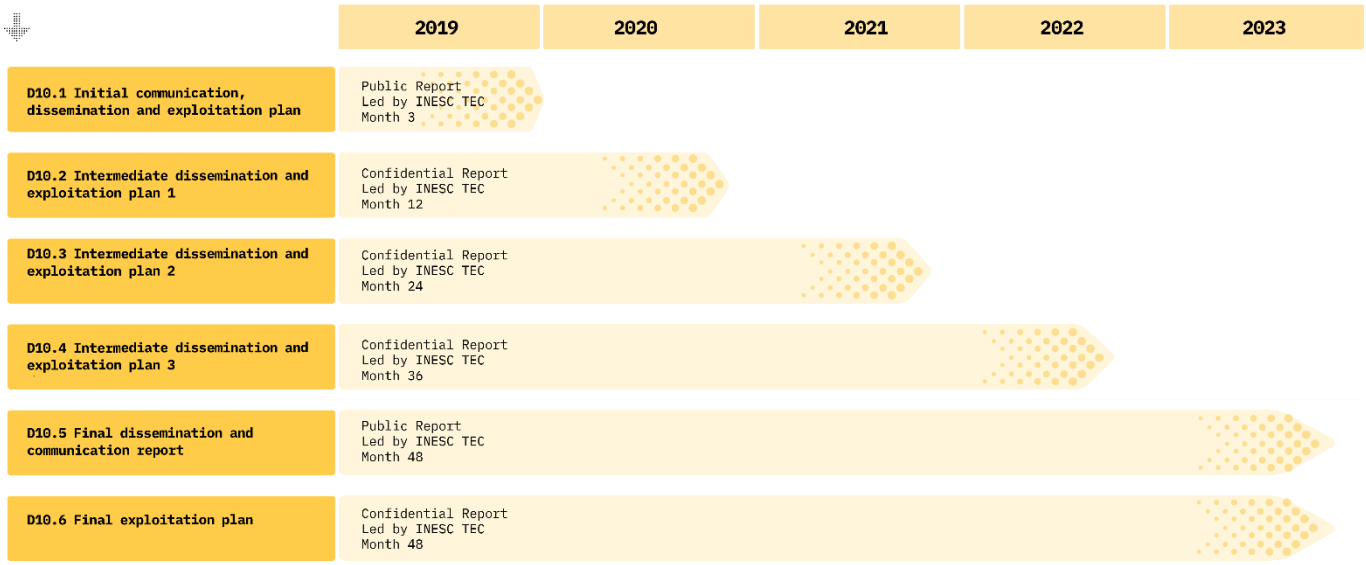


FIGURE 19 – WP10 DELIVERABLES

Under the scope of WP10, two milestones (MS) have been defined:

- ✓ MS19 – Communication material ready, led by INESC TEC until month 3;
- ✓ MS20 – Final event, led by INESC TEC in month 48.

MS19 has already been accomplished, as we can see by the materials that have already been produce and that have been presented in the dissemination plan section.

8. CONCLUSION

This deliverable aimed at defining an initial dissemination, communication and exploitation strategy for the InterConnect project. Since other deliverables will be submitted under the scope of this WP during the 48 month of the project and the fact of some strategies depend on the results of other WPs, tailored approaches, in this phase of the project (month 3), have almost not been included.

Nevertheless, the dissemination objectives have been defined, the target groups have been identified and the communication tools that will be used to foster the impact of the project, as well as some of the activities that will be developed, have been described. A list of 25 KPIs has been presented in this deliverable.

This deliverable also included a communication impact assessment of the first three months of the project and, so far, the results achieved are quite positive:

- ✓ A project image has been created and adapted to different types of communication materials, such as the logo, a leaflet, a booklet or a roll-up of the project;
- ✓ Several videos have been developed and uploaded on the YouTube channel of the project (https://www.youtube.com/channel/UCGMdrFeqQyu88e0Liw_izRQ/videos), including a teaser that has been presented in the booth of the project at the European Utility Week 2019 (https://www.youtube.com/watch?v=ifVJUyjIc8U);
- ✓ The website has been launched (even though the final version will only be available in January): https://interconnectproject.eu/
- ✓ The project blog has been launched and an opinion article has been published;
- ✓ A general Press Release has been developed and five partners have adapted the press release and disseminated it in their own countries, resulting in 24 news pieces published on the media;
- ✓ 24 news pieces have also been published on online platforms, such as the institutional websites of the partners or their newsletters;
- ✓ The first newsletter of the project has been launched: https://interconnectproject.eu/resources/?active=communication-materials

Five integrated communication campaigns have been defined according to a 48-month calendar. The first campaign is already 75% concluded and the second one, targeted to the end-users involved in the demonstration areas with the goal of working on engagement strategies, will start in February 2020 and occur until December 2020. Details about the tailored approaches and strategies that will be designed and implemented will be given in deliverable D10.2. "Dissemination and communication plan part I", to be submitted in month 12 (October 2020).

Concerning the exploitation plan, and since the project's real challenge is to achieve both a reinforcement of its portfolios and a scale of impact, the methodology that will be implemented follows the logic of the one implemented in the Digital Innovation Hubs. The main objective is that a group of people organizes a collection of innovations, and their preconditions, in order to achieve a societal challenge and, therefore, impact. For that to be achieve, InterConnect will set up a "Value Group", composed by some of the partners of the project, to define a portfolio approach and review and challenge it with respect to the expected impacts. The recruitment of the Value Group participants will start in January 2020, the beginning of the collection of external intelligence, internal status and interviews will be in March, sharing the materials will be provided in May and the first Value Group meeting will be set up in June. July will represent the beginning of the marketplace multisided business model plan. More details about the exploitation plan will be provided in Month 12, with the submission of deliverable 10.2.

Regarding the cooperation of other initiatives (task 10.4 of this WP) presented in section 2.3.5. of the dissemination plan, five main initiatives are identified: BRIDGE, IoT Large Scale Pilots, Open DEI (DT-ICT-13), Digital Innovation Hubs and European Week of Cities and Regions.

This deliverable also included the division of the WP10 in four tasks (section 5), a budget overview of the WP and of each task (section 6) and the six deliverables and two milestones of this project.

The evidences of all the dissemination activities referred in the deliverable are available in the annex section of this document.

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EXTERNAL DOCUMENTS

[1] Keller, Kevin & Kotler, Philip (2012), “Marketing Management”, Published by Prentice Hall.

[2] Belch, George & Belch, Michael (2007), “Advertising and Promotion – An Integrated Marketing Communications Perspective”, Published by Irwin Professional Pub.

[3] Kotler, Philip; Kartajaya, Hermawan & Setiawan, Iwan (2017), “Marketing 4.0 – Moving from Traditional to Digital”, Published by John Wiley & Sons, Inc.

INTERCONNECT DOCUMENTS

[4] InterConnect Grant Agreement number 857237.

ANNEX 1 – PROJECT LEAFLET

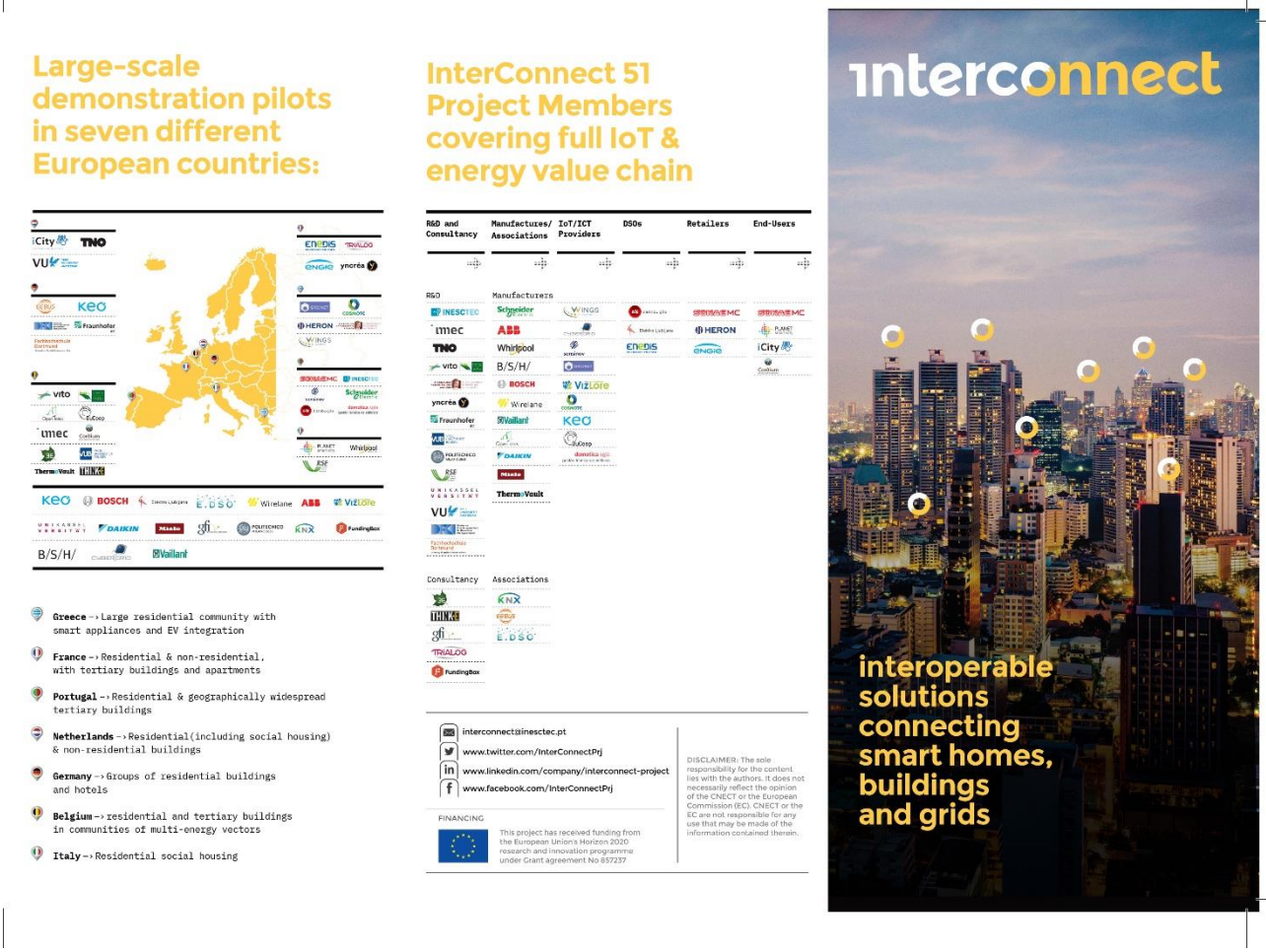

FIGURE 20 – PROJECT LEAFLET (PART I)

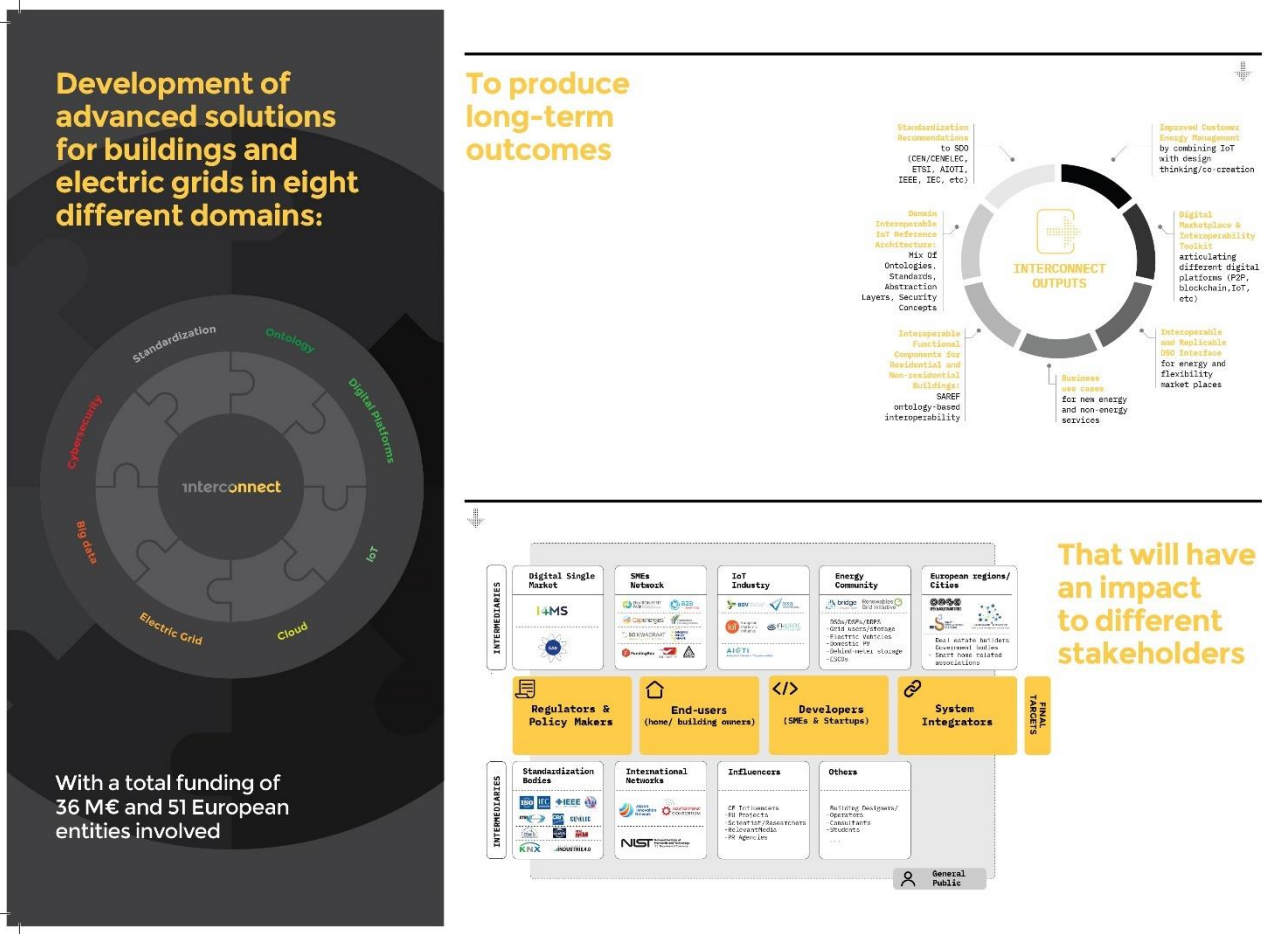

FIGURE 21 – PROJECT LEAFLET (PART II)

ANNEX 2 – PROJECT BOOKLET

FIGURE 22 – PROJECT BOOKLET (PART I)

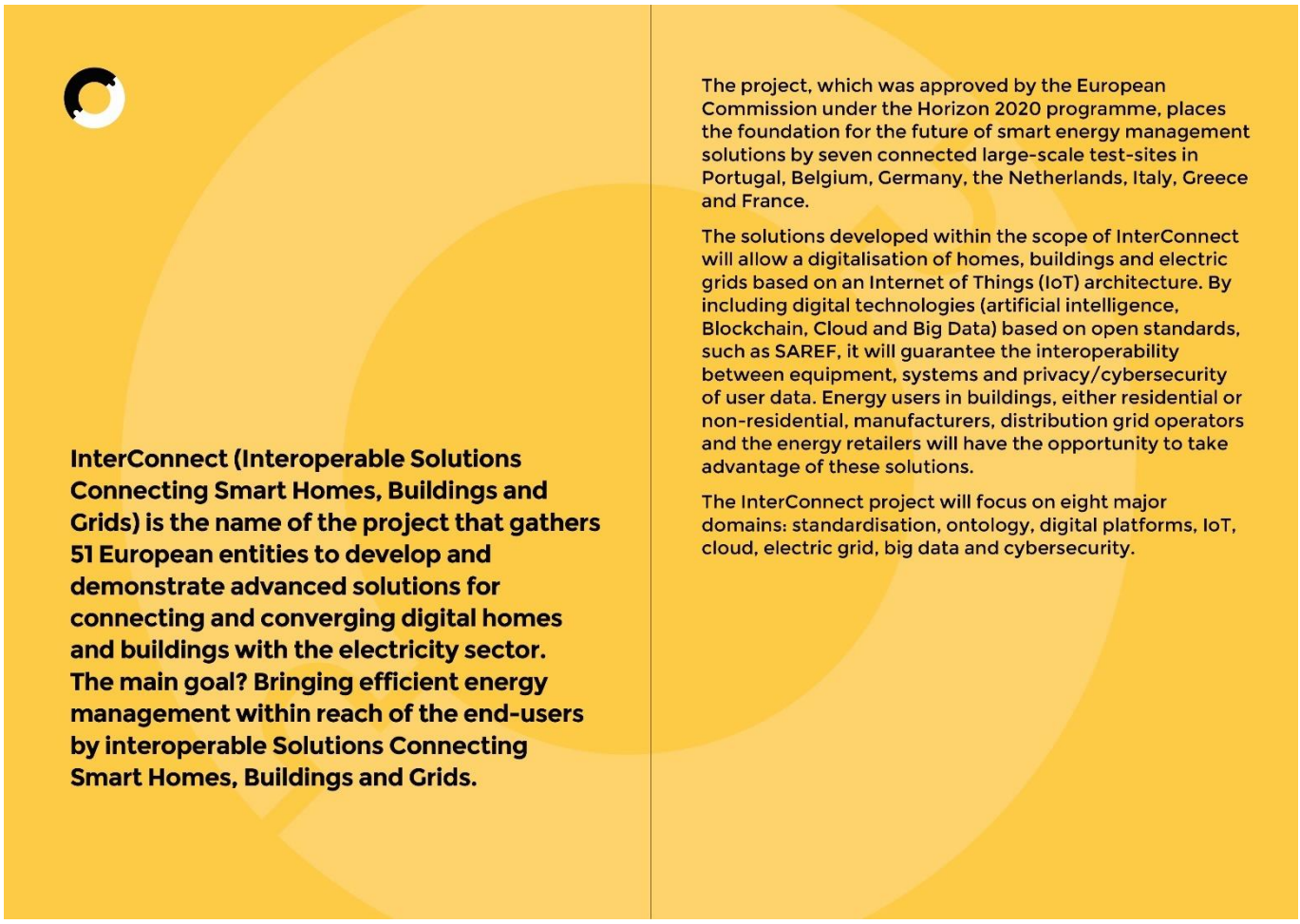

FIGURE 23 – PROJECT BOOKLET (PART II)

FIGURE 24 – PROJECT BOOKLET (PART III)

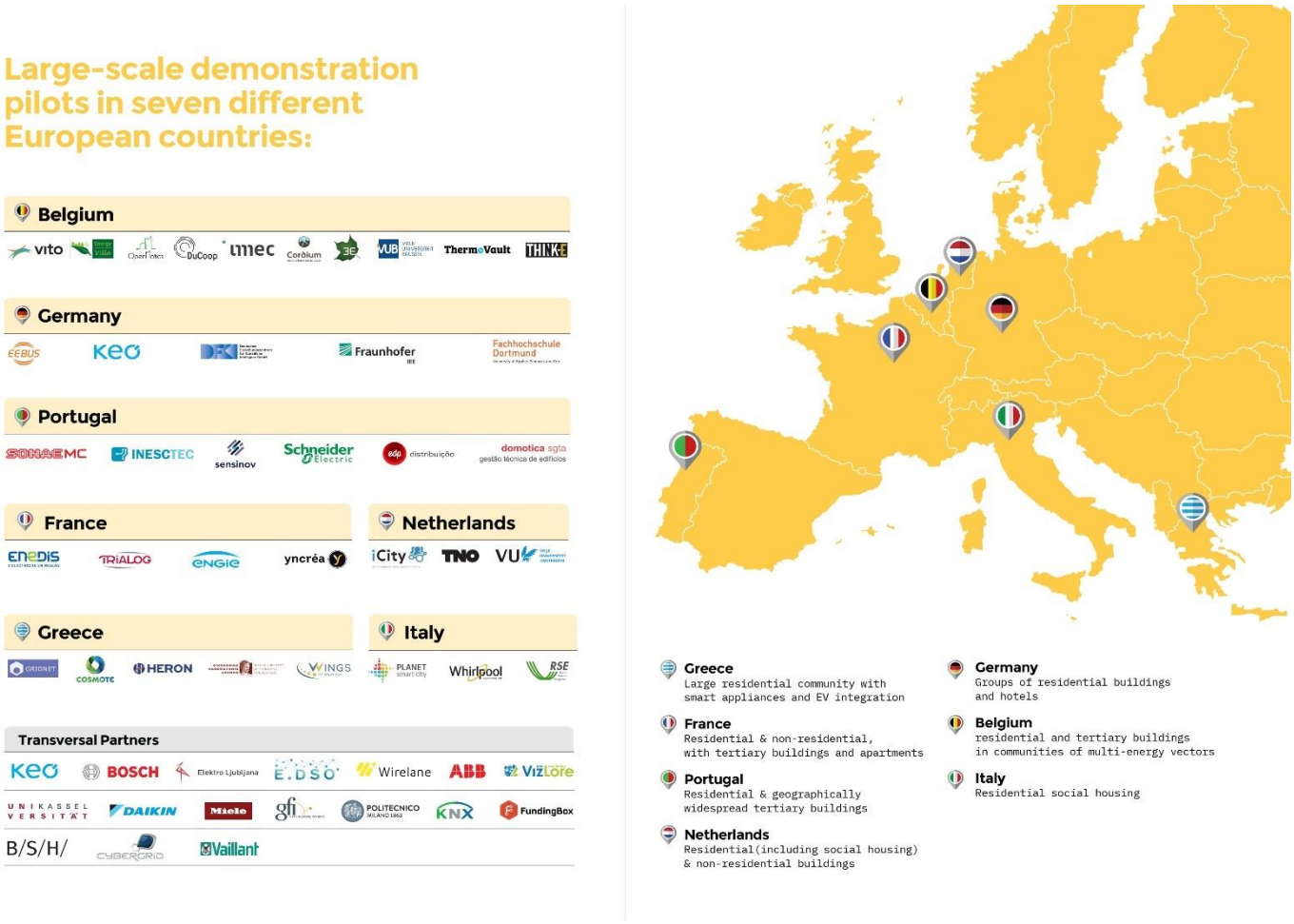

FIGURE 25 – PROJECT BOOKLET (PART IV)

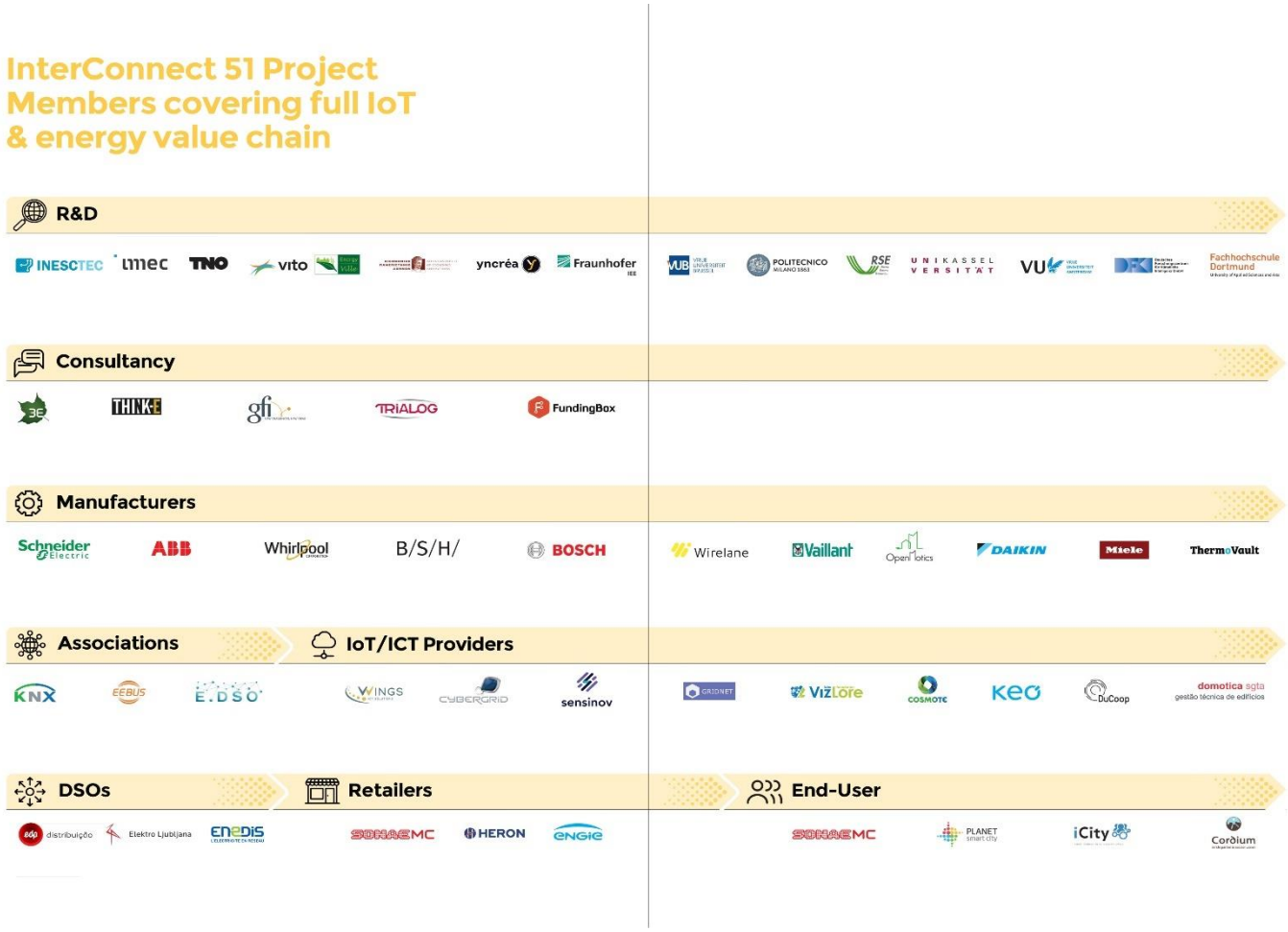

FIGURE 26 – PROJECT BOOKLET (PART V)

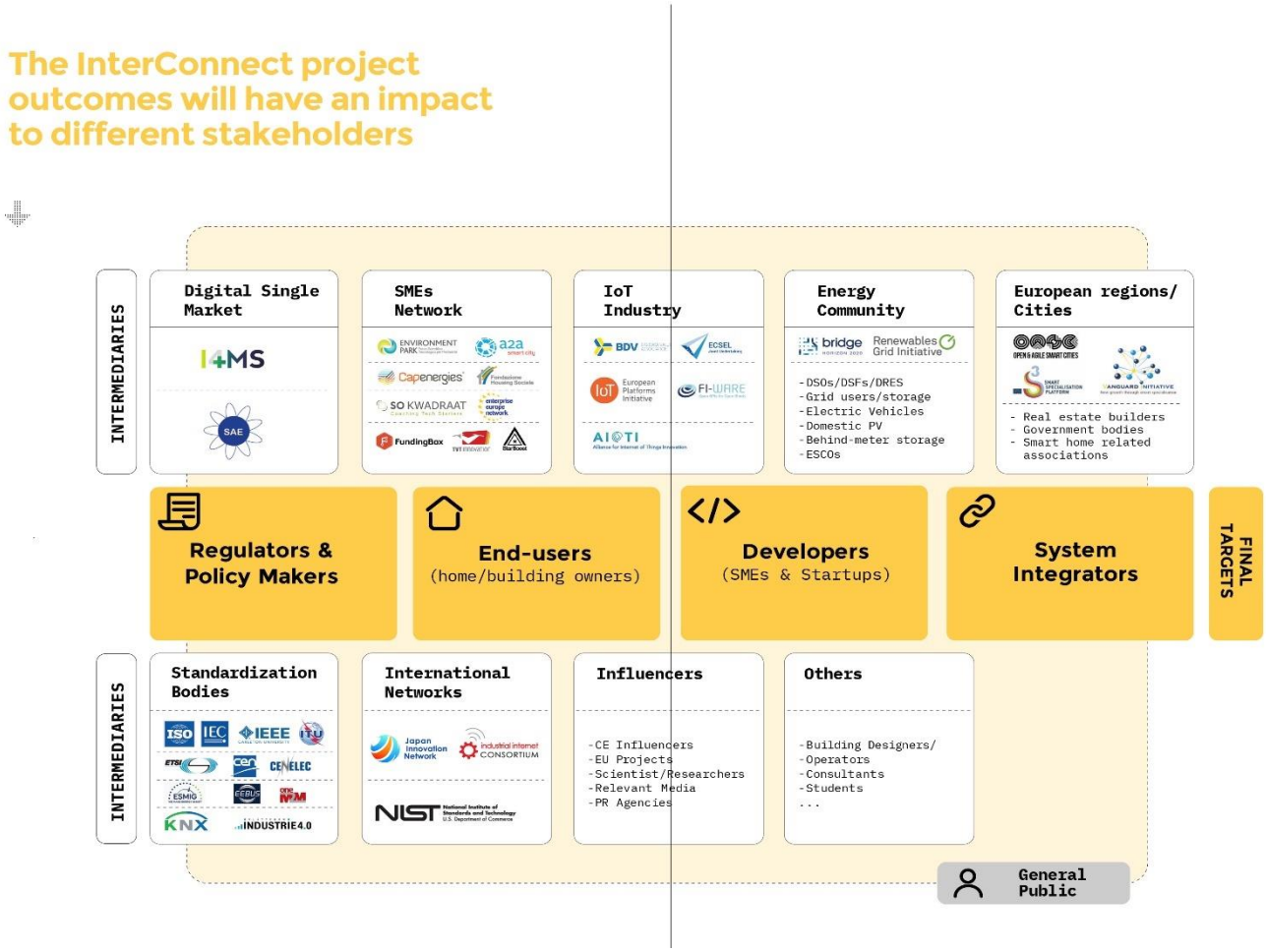

FIGURE 27 – PROJECT BOOKLET (PART VI)

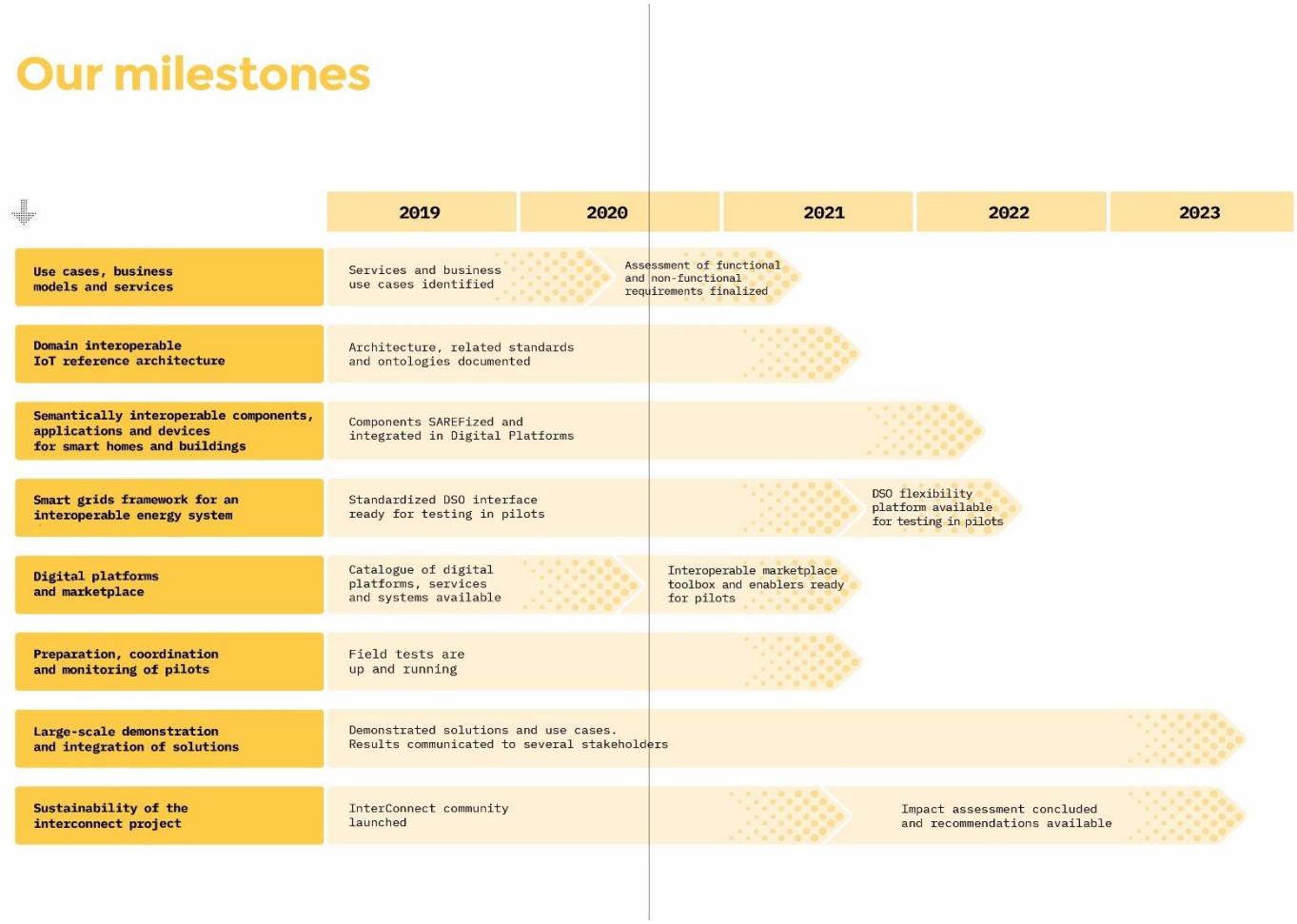

FIGURE 28 – PROJECT BOOKLET (PART VII)

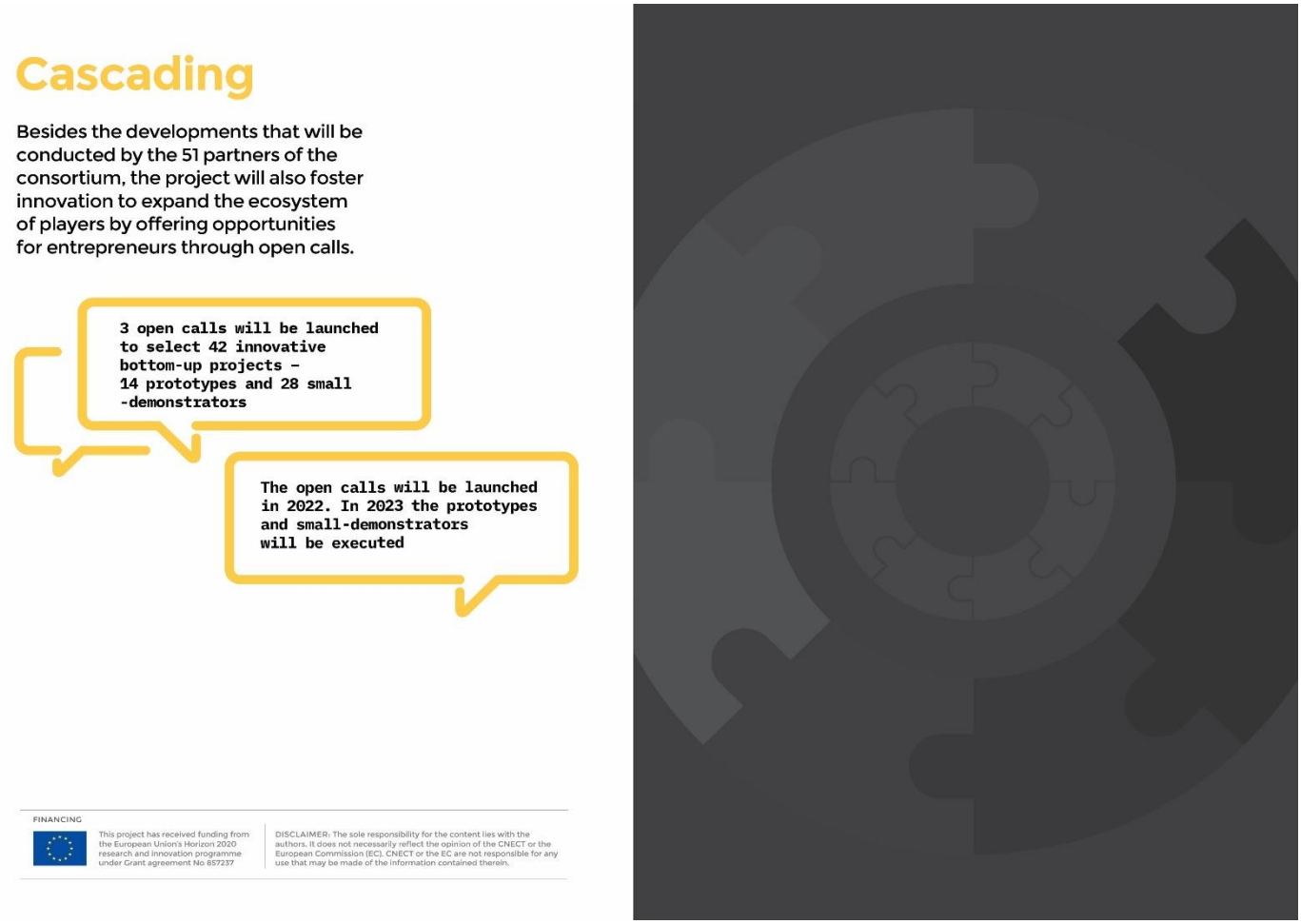

FIGURE 29 – PROJECT BOOKLET (PART VIII)

ANNEX 3 – PROJECT ROLL-UP

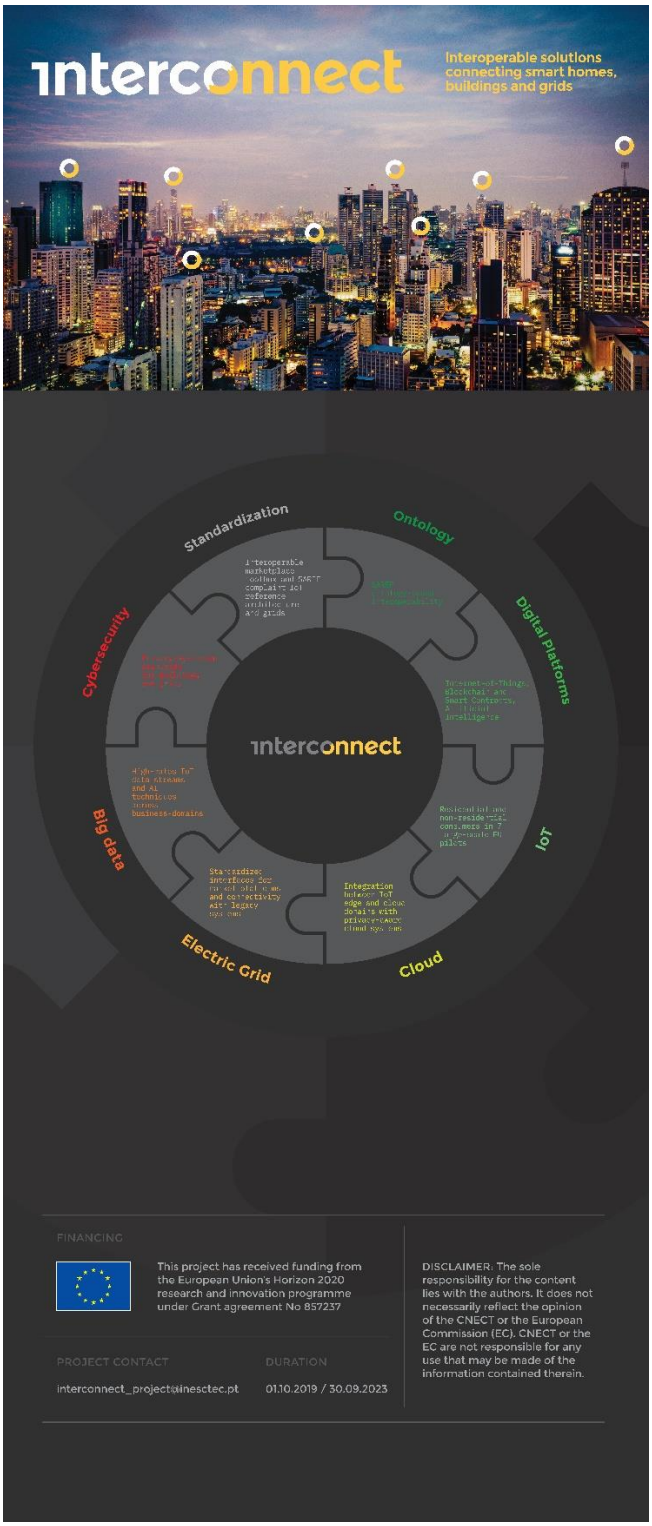

FIGURE 30 – PROJECT ROLL-UP

ANNEX 4 – 1ST PROJECT NEWSLETTER

Welcome to InterConnect!

Interoperable solutions connecting smart homes, buildings and grids

InterConnect is a European project which aims to develop and demonstrate advanced solutions for the digitalisation of the electricity sector.

FIND OUT MORE

"The project places the foundation for the future of smart energy management solutions.
All the 51 partners are committed to create the necessary tools and methodologies to actually go for interoperable solutions to connect smart homes, buildings and grids."

David Rua, Project Leader

NEWS & EVENTS

The InterConnect project has started!

InterConnect participation in EUW'19

VIEW ALL

BLOG

Interoperability as a requirement for the participation of consumers in the efficient management of energy

READ BLOG

ON THE MEDIA

Energie & Management | Interconnect verbindet Gebäude und Netze intelligent miteinander

Real.gr | Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας

kierunekenergetyka.pl | Integracja inteligentnych budynków i sieci energii elektrycznej w Europie z udziałem ponad 50 partnerów projektu

ECO: Economia Online | InterConnect: Portugal lidera projeto europeu de 36 milhões

READ NEWS

MULTIMEDIA

Institutional video

WATCH VIDEOS

UPCOMING EVENTS

21/01/2020 | Workshop: Data Driven Services for Energy Consumers Workshop

29/01/2020 | Workshop on Policies to Support Open Data Marketplaces

FIGURE 31 – 1ST PROJECT NEWSLETTER

ANNEX 5 – 1ST GENERAL PRESS RELEASE

The digital convergence of smart homes and electricity grid has started in Europe with over 50 entities

The future of smart energy management solutions will start by testing 7 connected large-scale pilots across Europe

InterConnect (*Interoperable Solutions Connecting Smart Homes, Buildings and Grids)* is the name of the project that gathers 51 European entities to develop and demonstrate advanced solutions for connecting and converging digital homes and buildings with the electricity sector. The main goal? Bringing efficient energy management within reach of the end-users by interoperable Solutions Connecting Smart Homes, Buildings and Grids.

The project, which was approved by the European Commission under the Horizon 2020 programme, places the foundation for the future of smart energy management solutions by seven connected large-scale test-sites in Portugal, Belgium, Germany, the Netherlands, Italy, Greece and France.

Eleven European countries are involved – Austria, Belgium, France, Germany, Greece, Italy, Poland, Portugal, Serbia, Slovenia and the Netherlands - in this 36 M€ project that will last four years.

The solutions developed within the scope of InterConnect will allow a digitalisation of homes, buildings and electric grids based on an Internet of Things (IoT) architecture. By including digital technologies (artificial intelligence, Blockchain, Cloud and Big Data) based on open standards, such as SAREF, it will guarantee the interoperability between equipment, systems and privacy/cybersecurity of user data. Energy users in buildings, either residential or non-residential, manufacturers, distribution grid operators and the energy retailers will have the opportunity to take advantage of these solutions.

The InterConnect project will focus on eight major domains: standardisation, ontology, digital platforms, IoT, cloud, electric grid, big data and cybersecurity.

"At the end of the project, several outcomes are expected, such as a domain interoperable IoT reference architecture; interoperable functional components for residential and non-residential buildings; improved customer energy management; digital marketplace & interoperability toolkit; interoperable and replicable distributed system operators interface and business use cases for new energy and non-energy services", explains David Rua from INESC TEC, the R&D Portuguese institution that is leading the InterConnect project.

Regulators and policymakers, end-users (home/ building owners), developers (SMEs and start-ups) and integrators will benefit from the advanced solutions that will be available in the demonstrators throughout the project and afterwards generally available in the market by 2023.

Besides the developments that will be conducted by the 51 partners of the consortium, the project will also foster innovation to expand the ecosystem of players by offering opportunities for entrepreneurs through open calls. Three open calls will be launched by the project, from its second year, to select 42 innovative bottom-up projects – 14 prototypes and 28 small-demonstrators.

Led by INESC TEC, and with the Dutch R&D institution TNO as the technical innovation coordinator, the InterConnect consortium is composed by partners with different profiles: R&D and consultancy, manufacturers and associations, IoT/ ICT providers, DSOs, retailers and end-users.

The following partners are part of the InterConnect consortium: INESC TEC (Portugal), EEBUS (Germany), TNO (the Netherlands), VITO (Belgium), EDPD (Portugal), VizLore (Serbia), Th!nk E (Belgium), FundingBox (Poland), Wings ICT Solutions (Greece), SONAE (Portugal), Fraunhofer IEE (Germany), VolkerWessel iCITY (the Netherlands), Planet Idea (Italy), GridNet (Greece), YNCREA Mediterranee (France), Athens University of Economics and Business – Research Center (Greece), Elektro Ljubljana (Slovenia), ThermoVault (Belgium), TRIALOG (France), Domótica SGTA (Portugal), Schneider Electric Portugal Lda (Portugal) Vrije Universiteit Brussel (Belgium), IMEC (Belgium), DuCoop (Belgium), 3E (Belgium), CORDIUM CVBA (Belgium), Stichting VU (the Netherlands), HERON (Greece), COSMOTE (Greece), ENEDIS (France), ENGIE (France), SENSINOV (France), Whirlpool (Italy), RSE SPA (Italy), POLIMI (Italy), cyberGRID (Austria), RDGfi (Belgium), E.DSO (Belgium), OpenMotics (Belgium), KEO GMBH (Germany), ABB (Belgium), UNI KASSEL (Germany), DFKI (Germany), Fh-Dortmund (Germany), Bosch Thermotechnik (Germany), BSH (Germany), Miele (Germany), Wirelane GmbH (Germany), Vaillant GmbH (Germany), Daikin Europe (Belgium) and KNX (Belgium).

The InterConnect project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 857237.

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FIGURE 32 – 1ST GENERAL PRESS RELEASE (ENGLISH VERSION)

ANNEX 6 – PRESS RELEASE PER COUNTRY (PORTUGAL)

Portugal lidera projeto europeu de 36M€ para digitalização do sistema elétrico

É o maior projeto colaborativo europeu, até ao momento, coordenado por uma entidade portuguesa

Chama-se InterConnect, o projeto com liderança portuguesa que acaba de ser aprovado pela Comissão Europeia, ao abrigo do programa Horizonte 2020, para desenvolver e demonstrar soluções avançadas para a digitalização do setor elétrico. A coordenação deste projeto, que vai contar com um financiamento de 36 milhões de euros, fica a cargo do Instituto de Engenharia de Sistemas e Computadores, Tecnologia e Ciência (INESC TEC). O INESC TEC é um Centro de Interface (CIT) reconhecido pelo Ministério da Economia e apoiado pela ANI – Agência Nacional de Inovação.

O InterConnect é assim, o maior projeto colaborativo Europeu, até ao momento, coordenado por uma entidade portuguesa no âmbito dos programas quadro de investigação e inovação

As soluções desenvolvidas no âmbito do InterConnect vão permitir uma digitalização do sistema elétrico baseada numa arquitetura internet das coisas (IoT) que, contemplando tecnologias digitais (Inteligência artificial, *Blockchain, Cloud* e *Big Data*), garanta a interoperabilidade entre equipamentos, sistemas e a privacidade/cibersegurança dos dados dos utilizadores. Vão poder usufruir destas soluções os utilizadores de energia em edifícios, sejam eles residenciais ou de serviços, os operadores da rede de distribuição e os comercializadores de energia.

O concurso lançado pela Comissão Europeia, e intitulado "Digitising and transforming European industry and services (DT)" no tópico "Interoperable and smart homes and grids", mobilizou 140 entidades europeias, que se dividiram por três consórcios. Depois de analisadas as três candidaturas submetidas, um painel de peritos internacional atribuiu a melhor pontuação (14 em 15 pontos) à proposta liderada pelo INESC TEC.

O InterConnect, que inclui a participação de 56 entidades de 11 países europeus, terá uma duração de 4 anos. Os participantes nacionais são, para além do INESC TEC, a EDP Distribuição, a SONAE, a Domótica SGTA, e a Schneider Electric Portugal, que juntos captaram 3,6 milhões de euros de financiamento comunitário.

Sobre o INESC TEC: O INESC TEC conta com mais de 30 anos de experiência em I&D e transferência de tecnologia. Com 300 doutorados, entre 700 investigadores, o INESC TEC agrega 13 centros com competências complementares e vocacionadas para o mercado internacional. No INESC TEC, o saber e os resultados gerados na investigação fundamental são tipicamente aplicados em projetos de transferência de tecnologia, garantindo relevância social acrescentada e imediata. Mais informações em: http://www.inesctec.pt/

Sobre a ANI: A ANI — Agência Nacional de Inovação, tem por objeto o desenvolvimento de ações destinadas a apoiar a inovação tecnológica e empresarial em Portugal, contribuindo para a consolidação do Sistema Nacional de Inovação (SNI) e para o reforço da competitividade da economia nacional nos mercados globais. A ANI tem como visão "contribuir para posicionar Portugal no grupo de países fortemente inovadores da União Europeia até ao final da próxima década". Mais informações em: www.ani.pt

FIGURE 33 – 1ST PORTUGUESE PRESS RELEASE (PORTUGUESE VERSION)

Portugal leads EUR 36M European project for the digitalisation of the power system

So far, this is the biggest European collaborative project that is coordinated by a Portuguese entity

InterConnect, the project under Portuguese leadership, has just been approved by the European Commission, under the Horizon 2020 programme, to develop and demonstrate advanced solutions for the digitalisation of the electricity sector. The Institute for Systems and Computer Engineering, Technology and Science (INESC TEC) will be responsible for the coordination of this project, which will have a funding of EUR 36 million. INESC TEC is an Interface Centre (CIT) that is recognised by the Ministry of Economy and supported by the Portuguese National Innovation Agency (ANI).

This way, InterConnect is, so far, the biggest European collaborative project coordinated by a Portuguese entity under the research and innovation framework programmes

The solutions developed within the scope of InterConnect will allow a digitalisation of the power system based on an Internet of Things (IoT) architecture which, by including digital technologies (artificial intelligence, Blockchain, Cloud and Big Data), ensures the interoperability between equipment, systems and privacy/cybersecurity of user data. The energy users in buildings, whether residential or of services, the operators of the distribution grid and the energy distributors will have the opportunity to take advantage of these solutions.

The competition launched by the European Commission, entitled "Digitising and transforming European industry and services (DT)" in the topic "Interoperable and smart homes and grids", mobilised 140 European entities, which were divided by three consortia. After analysing the three submitted applications, a panel of international experts gave the best score (14 out of 15) to the proposal led by INESC TEC.

InterConnect, which includes the participation of 56 entities from 11 European countries, will run for four years. Besides INESC TEC, the national participants are EDP Distribuição, SONAE, Domótica SGTA, and Schneider Electric Portugal, which together received EUR 3.6 million of community funding.

About INESC TEC: INESC TEC has more than 30 years of experience in R&D and technology transfer. With 300 doctorates among 700 researchers, INESC TEC aggregates 13 centres with complementary competences that are focused on the international market. At INESC TEC, the knowledge and the results created in the fundamental research are usually applied to technology transfer projects, ensuring added and immediate social relevance. More information on: http://www.inesctec.pt/

About ANI: The Portuguese National Innovation Agency (ANI) aims at developing actions oriented to support the technological and entrepreneurial innovation in Portugal, thus contributing to the consolidation of the National Innovation System (SNI) and to the strengthening of the competitiveness of the national economy in global markets. ANI's vision is "to contribute to the positioning of Portugal in the group of highly innovative countries of the European Union by the end of the next decade". More information on: www.ani.pt

FIGURE 34 – 1ST PORTUGUESE PRESS RELEASE (ENGLISH VERSION)

InterConnect – é o nome do maior projeto europeu alguma vez liderado por uma instituição portuguesa

A digitalização do sistema elétrico europeu começa com €36M e 51 entidades

Sete demonstradores de larga escala vão ser instalados em Portugal, Bélgica, Alemanha, Holanda, Itália, Grécia e França

InterConnect – é o nome do projeto europeu que acaba de arrancar e que reúne 51 entidades europeias que juntas vão desenvolver e testar soluções avançadas para a digitalização do sistema elétrico. São 36 milhões de euros que estarão disponíveis, neste que é o maior projeto europeu alguma vez liderado por uma instituição portuguesa. A liderança fica a cargo do Instituto de Engenharia de Sistemas e Computadores, Tecnologia e Ciência (INESC TEC) e são mais quatro as instituições portuguesas que participam, a EDP Distribuição, a SONAE MC, a Schneider Electric Portugal e a Domótica SA.

Estão onze países europeus envolvidos no InterConnect – Alemanha, Áustria, Bélgica, Eslovénia, França, Grécia, Holanda Itália, Polónia e Portugal – e são sete os demonstradores de larga escala que vão ser instalados na Europa, neste que é um projeto aprovado pela Comissão Europeia ao abrigo do programa H2020. Os demonstradores vão ser instalados em Portugal, Bélgica, Alemanha, Holanda, Itália, Grécia e França a partir de 2021.

Com uma duração de quatro anos, o projeto divide-se em oito grandes áreas de atuação: edifícios e redes elétricas, big data, cibersegurança, estandardização, ontologia, plataformas digitais, IoT e cloud.

O InterConnect vai desenvolver soluções para uma digitalização dos edifícios e do sistema elétrico baseada em arquiteturas para a internet das coisas (IoT) que, através de diversas plataformas digitais, e utilizando uma ontologia universal chamada SAREF, garanta a interoperabilidade entre equipamentos e sistemas, ao mesmo tempo que assegura a privacidade e a cibersegurança dos dados dos diferentes utilizadores.

Reguladores e decisores políticos, utilizadores finais (domésticos e proprietários de edifícios), desenvolvedores (PME e startups) e integradores vão beneficiar destas soluções avançadas que vão estar disponíveis nos demonstradores ao longo do projeto e depois deste terminar, a partir de 2023, no mercado.

Para além dos desenvolvimentos tecnológicos que vão ser realizados pelos 51 parceiros que compõem o consórcio, o projeto vai potenciar também expandir o ecossistema de inovação a outros *players*, ao oferecer oportunidades a empreendedores através de *Open Calls*. O projeto vai lançar três *calls* ao longo

do projeto para que 42 projetos inovadores sejam selecionados – 14 protótipos e 28 demonstradores de pequena escala – para cooperarem com o projeto na missão de criar soluções interoperáveis para utilizadores, edifícios e para a rede elétrica.

Liderado pelo INESC TEC, e com a coordenação técnica de inovação da instituição de I&D holandesa TNO, o consórcio do InterConnect é composto por seis tipologias diferentes de parceiros: I&D e consultoria, fabricantes e associações, fornecedores de serviços de IoT /ICT, operadores de rede elétrica (DSOs), retalhistas e utilizadores finais.

Das instituições de I&D do projeto fazem parte o coordenador, INESC TEC (PT), e o coordenador técnico e de inovação, a TNO (NL), mas também IMEC (BE), VITO (BE), Athens University of Economics and Business (GR), Vrije Universidade de Bruxelas (BE), Fraunhofer IEEE (DE), Yncréa (FR), Politécnico de Milão (IT), RSE SpA – Research on Energy System (IT), Universidade de Kassel (DE), Vrije Universidade de Amesterdão (NL), German Research Center for Artificial Intelligence – DFKI (DE) e University of Applied Sciences and Arts, Studieren in Dortmund – UASD (DE). No grupo das consultoras parceiras do projeto estão: 3E (BE), Th!nk-E (BE), Gfi (BE), Trialog (FR) e FundingBox (PL). Ao grupo dos fabricantes pertencem: Schneider Electric (PT), ABB (BE), Whirpool (IT), Bosch Siemens (DE), Bosch Termoteknik (DE), Wirelane (DE), Vaillant (DE), OpenMotics (BE), Daikin (BE), Miele (DE) e ThermoVault (BE). As associações que fazem parte do consórcio são: KNX (BE), EEBUS (DE) e EDSO for Smart Grids (BE). Os parceiros do InterConnect pertencentes à tipologia fornecedores de serviços IoT e/ou ICT são: WINGS ICT Solutions (GR), cyberGRID (AT), Sensinov (FR), GridNet (GR), VizLore (SRB), Cosmote (GR), KEO (DE), DuCoop (BE) e Domótica SGTA (PT). Os DSOs que fazem parte do projeto são: EDP Distribuição (PT), Elektro Ljubljana (SL) e ENEDIS (FR). São três os parceiros que pertencem à categoria retalhista: SONAE (PT), HERON (GR) e ENGIE (FR). Na categoria utilizadores finais inserem-se quatro parceiros, sendo que a portuguesa SONAE se insere também nesta tipologia e não apenas na de retalhista, são eles: PlanetIdea (IT), iCity (NL) e Cordium (BE)

Este projeto recebeu financiamento do programa de investigação e inovação Horizonte 2020 da União Europeia ao abrigo do acordo número 857237.

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FIGURE 35 – 2ND PORTUGUESE PRESS RELEASE (PORTUGUESE VERSION)

InterConnect – is the name of the biggest European project ever led by a Portuguese institution

The digitalisation of the European power system starts with EUR 36 million and 51 entities

There are seven large-scale demonstrators that will be installed in Portugal, Belgium, Germany, the Netherlands, Italy, Greece and France

InterConnect – is the name of the European project that has just started and which brings together 51 European entities that will develop and test advanced solutions for the digitalisation of the power system. There will be EUR 36 million available for this project, which is the biggest European project ever led by a Portuguese institution. The Institute for Systems and Computer Engineering, Technology and Science (INESC TEC) will be responsible for the project and four other Portuguese institutions, like EDP Distribuição, SONAE MC, Schneider Electric Portugal and Domótica SA., will participate in it.

There are eleven European countries involved in InterConnect - Germany, Austria, Belgium, Slovenia, France, Greece, the Netherlands, Italy, Poland and Portugal – and there are seven large-scale demonstrators that will be installed in Europe in this project, which was approved by the European Commission under the H2020 programme. The demonstrators will be installed in Portugal, Belgium, Germany, the Netherlands, Italy, Greece and France from 2021.

The project, which will last for four years, is divided into eight fields of action: buildings and power grids, big data, cybersecurity, standardisation, ontology, digital platforms, IoT and cloud.

InterConnect will develop solutions for a digitalisation of buildings and of the power system based on architectures for the Internet of Things (IoT) which, with the help of several digital platforms and by using a universal ontology called SAREF, will ensure the interoperability between equipment and systems while preserving the privacy and cybersecurity of data of different users.

Regulators and political decision-makers, end users (home and building owners), developers (SMEs and startups) and integrators will benefit from these advanced solutions that will be available in the demonstrators throughout the project and after its completion will be available on the market, from 2023.

Besides the technological developments that will be conducted by the 51 partners of the consortium, the project will also foster the innovation ecosystem to other players, by offering opportunities to entrepreneurs through Open Calls. The project will launch three calls to select 42 innovative projects – 14 prototypes and 28 small-scale demonstrators – in order to cooperate with the project in the mission of creating interoperable solutions for users, buildings and the power grid.

InterConnect's consortium, which is led by INESC TEC and with the technical innovation coordination of the Dutch R&D institution TNO, will be composed of six different partners: R&D and consulting, manufacturers and associations, IoT/ICT service providers, Distribution System Operators (DSOs), retailers and end users.

The project's R&D institutions include the coordinator INESC TEC (PT), and the technical and innovation coordinator, TNO (NL), but also IMEC (BE), VITO (BE), Athens University of Economics and Business (GR), Vrije Universiteit Brussel (BE), Fraunhofer IEEE (DE), Yncréa (FR), Politecnico di Milano (IT), RSE SpA – Research on Energy System (IT), Universität Kassel (DE), Vrije Universiteit Amsterdam (NL), German Research Center for Artificial Intelligence – DFKI (DE) and the University of Applied Sciences and Arts, Studieren in Dortmund – UASD (DE). The project's consulting companies are composed of 3E (BE), Th!nk-E (BE), Gfi (BE), Trialog (FR) and FundingBox (PL). The following entities are part of the manufacturer group: Schneider Electric (PT), ABB (BE), Whirpool (IT), Bosch Siemens (DE), Bosch Termoteknik (DE), Wirelane (DE), Vaillant (DE), OpenMotics (BE), Daikin (BE), Miele (DE) and ThermoVault (BE). The associations that are part of this consortium are KNX (BE), EEBUS (DE) and EDSO for Smart Grids (BE). The InterConnect partners belonging to the IoT and/or ICT service provider typology are WINGS ICT Solutions (GR), cyberGRID (AT), Sensinov (FR), GridNet (GR), VizLore (SRB), Cosmote (GR), KEO (DE), DuCoop (BE) and Domótica SGTA (PT). The DSOs that are part of this project are EDP Distribuição (PT), Elektro Ljubljana (SL) and ENEDIS (FR). Three partners belong to the retail category: SONAE (PT), HERON (GR) and ENGIE (FR). In the end user category, there are four partners, in which the Portuguese company SONAE is also included in this typology and not only on the retail one. PlanetIdea (IT), iCity (NL) and Cordium (BE)

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Porto, 30 October 2019

FIGURE 36 – 2ND PORTUGUESE PRESS RELEASE (ENGLISH VERSION)

ANNEX 7 – PRESS RELEASE IMPACT ASSESSMENT PER COUNTRY (PORTUGAL)

News pieces title	Media name	AAV (*Automatic Advertising Value*)	Media Type	Link	Date
InterConnect: Portugal lidera projeto europeu de 36 milhões	ECO - Economia Online	5000€	Web	https://eco.sapo.pt/2019/05/15/interconnect-portugal-lidera-projeto-europeu-de-36-milhoes-para-digitalizacao-do-sistema-eletrico/	2019-05-15
InterConnect. Portugal lidera projeto europeu para revolucionar sistema elétrico	Diário de Notícias Online	4500€	Web	https://www.dn.pt/dinheiro/interior/interconnect-portugal-lidera-projeto-europeu-para-revolucionar-sistema-eletrico-10899428.html	2019-05-15
InterConnect. Portugal lidera projeto europeu para revolucionar sistema elétrico	Dinheiro Vivo Online	4500€	Web	https://www.dinheirovivo.pt/economia/1346860/	2019-05-15
INESC TEC vai coordenar projeto de 36MEUR para digitalização do sistema elétrico	Ambiente Online	121€	Web	http://www.ambienteonline.pt/canal/detalhe/inesc-tec-vai-coordenar-projeto-de-36m-para-digitalizacao-do-sistema-eletrico	2019-05-15
Portugal lidera projeto europeu de 36 milhões para digitalização do sistema elétrico	Ambiente Magazine Online	138€	Web	https://www.ambientemagazine.com/portugal-lidera-projeto-europeu-de-36-milhoes-para-digitalizacao-do-sistema-eletrico/	2019-05-15
Portugal com projeto para a digitalização do setor elétrico	Revista O Instalador Online	103€	Web	https://oinstalador.com/noticia/id/2465/Portugal-com-projeto-para-a-digitalizacao-do-setor-eletrico	2019-05-16
Portugal lidera projecto para digitalizar o sector eléctrico	Edifícios e Energia Online	117€	Web	http://www.edificioseenergia.pt/pt/noticia/interconnect-2005-portugal	2019-05-20
Os 3D do futuro	Expresso - Economia	33927€	Press		2019-06-01
CE aprova projecto 36 milhões euros liderado por INESC TEC	Falar de Tecnologia Online	102€	Web	http://falardetecnologia.com/?n=4708	2019-06-02
Portugal com projeto para a digitalização do setor elétrico	Revista O Instalador	163.1€	Press	https://eco.sapo.pt/2019/05/15/interconnect-portugal-lidera-projeto-europeu-de-36-milhoes-para-digitalizacao-do-sistema-eletrico/	2019-06-30

TABLE 13 – 1ST PORTUGUESE PRESS RELEASE IMPACT ASSESSMENT

News pieces title	Media name	AAV	Media Type	Link	Date
INESC TEC integra projeto europeu para digitalizar "sistema elétrico" de edifícios	Viva!Porto Online	133€	Web	https://www.viva-porto.pt/inesc-tec-integra-projeto-europeu-para-digitalizar-sistema-eletrico-de-edificios/	2019-11-04
A digitalização do sistema elétrico europeu começa com EUR36 milhões e 51 entidades	Revista O Instalador Online	105€	Web	https://oinstalador.com/Artigos/258263-A-digitalizacao-do-sistema-eletrico-europeu-comeca-com-36-milhoes-e-51-entidades.html	2019-11-04
Digitalização do sistema elétrico europeu começa com EUR36M e 51 entidades	Port.Com Online	108€	Web	http://www.revistaport.com/noticia/6/7019	2019-11-04
Instituto do Porto em projeto de 36ME para digitalizar sistema elétrico	Notícias ao Minuto Online	15298€	Web	https://www.noticiasaominuto.com/economia/1351706/instituto-do-porto-em-projeto-de-36me-para-digitalizar-sistema-eletrico	2019-11-04
A digitalização do sistema elétrico europeu começa com EUR36M e 51 entidades	e-Global - Notícias em Português Online	304€	Web	https://e-global.pt/noticia/vida/a-digitalizacao-do-sistema-eletrico-europeu-comeca-com-e36m-e-51-entidades/	2019-11-04
INESC TEC lidera consórcio europeu para desenvolver soluções de digitalização do sistema elétrico	Ambiente Online	112€	Web	http://www.ambienteonline.pt/canal/detalhe/inestec-lidera-consorcio-europeu-para-desenvolver-solucoes-de-digitalizacao-do-sistema-eletrico	2019-11-04
Digitalização do sistema elétrico europeu começa com EUR36M e 51 entidades	Rádio Online TunetRadio	103€	Web	https://www.tunetradio.com/2019/11/13/digitalizacao-do-sistema-eletrico-europeu-comeca-com-e36m-e-51-entidades/	2019-11-13
Digitalização do sistema elétrico europeu começa com EUR36M e 51 entidades	MaisTecnologia Online	265€	Web	https://www.maistecnologia.com/digitalizacao-do-sistema-eletrico-europeu-comeca-com-e36m-e-51-entidades/	2019-11-15
INESC TEC lidera projecto de 36 milhões para "digitalizar" sistema eléctrico europeu	Edifícios e Energia Online	104€	Web	https://edificioseenergia.pt/noticias/interconnect1911/	2019-11-19

TABLE 14 – 2ND PORTUGUESE PRESS RELEASE IMPACT ASSESSMENT

ANNEX 8 – PRESS RELEASE PER COUNTRY (GERMANY)

Pressemitteilung von EEBUS

Europaweite Pilotprojekte mit über 50 Partnern aus elf Ländern: Gebäude und Stromnetze wachsen digital zusammen.

Inhalt dieser Pressemitteilung:

- Groß angelegte Projekte zu smartem Energiemanagement mit 51 Partnern aus 11 Europäischen Ländern
- EEBUS federführend in der Entwicklung interoperabler Anwendungsfälle für die Vernetzung von Geräten, Gebäuden und Stromnetzen
- Flexible Stromtarife für Privatkunden, vernetzte Ladetechnik in großen Parkgaragen: Zwei Projekte mit vielen EEBUS-Partnern in Deutschland

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Köln/Brüssel, 03.12.19

Das Projekt **InterConnect** (Interoperable Solutions Connecting Smart Homes, Buildings and Grids) steht für die Vernetzung von Smart Homes, Gebäuden und Stromnetzen. An dem im Rahmen des EU-Programms „Horizon 2020" geförderten Projekt nehmen 51 Europäische Unternehmen und Forschungseinrichtungen teil. Erklärtes Ziel: InterConnect soll in ganz Europa ein effizientes, interoperables Energiemanagement und den netzverträglichen Einsatz von Energieverbrauchern in Smart Homes und gewerblichen Gebäuden ermöglichen.

51 Partner aus elf Ländern für die vernetzte Energiewelt

An sieben miteinander verbundenen Teststandorten in Portugal, Belgien, Deutschland, den Niederlanden, Italien, Griechenland und Frankreich legt InterConnect in den kommenden vier Jahren den Grundstein für die Zukunft intelligenter Energiemanagement-Lösungen. Insgesamt sind 51 Partner aus elf europäischen Ländern an dem 36 Millionen Euro-Projekt beteiligt: Aus Österreich, Belgien, Frankreich, Deutschland, Griechenland, Italien, Polen, Portugal, Serbien, Slowenien und den Niederlanden.

Die breite Teilnehmerbasis gewährleistet die Interoperabilität zwischen Geräten und Systemen über Sektoren- und Herstellergrenzen hinweg, ebenso wie Datensicherheit und den Schutz von Benutzerdaten nach europäischen Standards. Neben den Technologien für ein vernetztes Energiemanagement soll im Rahmen von InterConnect auch ein digitaler Marktplatz für Anwendungen und Dienstleistungen rund um die effiziente Nutzung von Energie entstehen.

Alle Hersteller, Verteilnetzbetreiber und Energieversorger können diese Lösungen künftig nutzen. Endkunden wiederum leisten damit Ihren Beitrag zur Energiewende ganz ohne Komforteinbußen – dafür sorgen die zu entwickelnden Energiemanagementsysteme.

InterConnect setzt in seinen Pilotprojekten die folgenden acht Schwerpunkte:

- Offene Standardisierung der entwickelten Lösungen
- Eine gemeinsame Beschreibungssprache (Ontologie) für alle energierelevanten Systeme als Garant für Interoperabilität zwischen Sektoren und Herstellern
- Die Nutzung offener digitaler Plattformen
- Einsatz von Internet of Things-Technologien
- Serviceangebote über Cloud-Anwendungen
- Eine Entlastung der Stromnetze als vorrangiges Ziel

- Anwendung von Big Data zur großflächigen Effizienzsteigerung
- Besonderer Fokus auf die Cybersicherheit in vernetzten Anwendungen

Alle im Rahmen von InterConnect entwickelten Lösungen nutzen Technologien auf Basis offener Standards wie etwa dem europäischen SAREF (Smart Appliances Reference Framework).

EEBUS leitet die Definition der Use Cases

Die EEBUS Initiative bringt ihre Expertise in der Definition hersteller- und branchenübergreifender Use Cases für Energie-Anwendungen in das Projekt mit ein. Josef Baumeister, der Geschäftsführer der EEBUS Initiative, erläutert die Hintergründe des europaweiten Projektes: „Die EEBUS Initiative hat im November 2017 eine Live Demonstration ihrer Kommunikationstechnik bei der EU Kommission vorgestellt und damit maßgeblich dazu beigetragen, InterConnect als das bis dato größte Einzelprojekt ins Leben zu rufen." Baumeister ergänzt: „Wir sind stolz darauf, unsere Expertise aus der langjährigen Arbeit an interoperablen Lösungen für die Energiewende hier in einem breiten europäischen Kontext einzusetzen. Im Rahmen des InterConnect Projekts werden die EEBUS Use Cases in vielfältigen Praxiseinsätzen auf die Probe gestellt."

Die standardisierten EEBUS Spezifikationen sind bereits heute Teil des europäischen SAREF4ENER Frameworks. Gemeinsam mit ihren beteiligten Mitgliedsfirmen bringt die EEBUS Initiative diese Use Cases und die zugehörigen Kommunikationsstandards in das Projekt ein. Mit seinen vielfältigen Anwendungen bietet InterConnect die Chance, die EEBUS Use Cases gemeinsam mit den Partnern um neue Ansätze für die effiziente Vernetzung energierelevanter Systeme und Geräte zu ergänzen und zu erproben.

Zwei Deutsche Pilotprojekte für flexible Stromtarife und Netzstabilisierung

Die Stadtwerke Norderstedt erproben im Rahmen des Projektes NEW 4.0 bereits seit über einem Jahr den Einsatz flexibler Stromtarife. Damit soll der wechselhaft verfügbare Windstrom möglichst vollständig genutzt werden, ohne Windkraftanlagen abregeln zu müssen. Im Rahmen von InterConnect werden hier 50 Haushalte zusätzlich mit übergreifend vernetzten Energiemanagern sowie mit smarten Hausgeräten, Wärmepumpen und E-Auto-Ladestationen ausgerüstet. Damit wird erprobt, wie variable Tarife und mögliche Leistungsbegrenzungen aus dem Netz die Nutzung des regionalen Windstroms weiter optimieren. Das Projekt soll auch zeigen, wie der flexible Energieeinsatz die zusätzliche Belastung durch E-Auto-Ladestationen ohne große Netzausbauten ausgleichen kann.

Neben den Stadtwerken Norderstedt sind an diesem Projekt der Energiemanager-Hersteller TQ-Systems gemeinsam mit den Software-Spezialisten der KEO GmbH beteiligt. Außerdem liefern die EEBUS-Mitglieder Bosch, Siemens und Miele sowie Whirlpool smarte Hausgeräte. Wärmepumpen für die 50 Pilot-Haushalte kommen von den EEBUS-Mitgliedsfirmen Bosch, Daikin und Vaillant, E-Auto-Ladestationen liefert der Hersteller Wirelane.

Im zweiten deutschen Projekt geht es um das flexible Laden von Elektroautos in den Garagen von insgesamt 15 Hotels und Gewerbegebäuden in ganz Deutschland. Über eine gemeinsame Cloud-Plattform sollen die geparkten E-Autos über ihre Standzeit hinweg möglichst günstig und netzverträglich geladen werden. Für den Verteilnetzbetreiber stellt die Gesamtheit der geparkten Autos einen relevanten Pufferspeicher dar, sofern er die Ladeleistung je nach Netzauslastung beeinflussen kann. Andererseits können etwa Hotels von dieser Flexibilität profitieren, indem sie ihren Gästen den Kostenvorteil des

Energiemanagements in Form einer vergünstigten Lademöglichkeit als zusätzlichen Service anbieten.

In diesem Pilotprojekt tritt das Fraunhofer IEE Institut aus Kassel als Verteilnetzbetreiber auf und entwickelt auch den übergeordneten Tarif- und Netz-Marktplatz. Die Energiemanager in den Gebäuden kommen wie in Norderstedt von TQ-Systems, die Elektroauto-Ladestationen von Wirelane. Interessierte Betreiber von Hotelgaragen und anderen Gewerbegebäuden können sich für das Projekt bewerben.

Partner aus der Forschung für KI, Datenmodelle und Systemarchitektur

Zu den InterConnect Partnern zählt auch das Deutsche Forschungszentrum für Künstliche Intelligenz (DFKI). Es ist verantwortlich für die Weiterentwicklung einer gemeinsamen Ontologie für semantische Web-Services und deren Implementierung in Smart Homes und Gebäuden.

Das Institut für Kommunikationstechnik und angewandte Signalverarbeitung an der Fachhochschule Dortmund unterstützt InterConnect im Bereich der System- und Netzwerk-Architektur. Es sammelt die Daten über IoT-Anwendungen zwischen Verbrauchern, cloudgestützten Services sowie Netzbetreibern und wertet diese aus.

Pilotprojekte mit marktreifen und marktnahen Produkten

In allen InterConnect-Pilotprojekten kommen marktreife und seriennahe Produkte zum Einsatz. Aufsichtsbehörden, politische Entscheidungsträger, Endkunden, Entwickler und Integratoren können so bereits während der vierjährigen Projektlaufzeit von den eingesetzten Lösungen profitieren. Spätestens zum Projektabschluss 2023 sollen alle eingesetzten Technologien auf den Markt verfügbar sein.

Neben den Entwicklungen der 51 Partner des InterConnect-Konsortiums soll sich das Ökosystem durch Ausschreibungen für weitere innovative Unternehmen öffnen. Ab dem zweiten Jahr werden drei Ausschreibungen für 42 innovative Bottom-up-Projekte veröffentlicht – für 14 Prototypen und 28 kleine Live-Demonstrationen.

InterConnect wird aus dem Forschungs- und Innovationsprogramm Horizon 2020 der Europäischen Union im Rahmen der Finanzhilfevereinbarung Nr. 857237 finanziert.

Bildmaterial und Bildunterschriften:
Honorarfrei nutzbare Grafiken und Fotos: http://bit.ly/2Lj9CV5
Bildquelle: InterConnect

InterConnect-Pilotes.png
Europäisch vernetzt: Die 51 Partnerunternehmen und Forschungseinrichtungen führen insgesamt zwölf Pilotprojekte in sieben EU-Staaten durch. Gemeinsames Ziel: Interoperable, vernetzte Dienstleistungen für den europäischen Energiemarkt der Zukunft zu entwickeln und zu erproben.

InterConnect-Domains.png
Vielfältig: Das InterConnect-Projekt im Rahmen des EU-Programms „Horizon 2020" verfolgt vor allem diese acht Schwerpunkt-Themen, um das international vernetzte, netzverträgliche Energiemanagement voran zu bringen.

InterConnect-meeting-34, -186.jpg
BU: Anlässlich eines Treffens aller Projektpartner in Porto/Portugal fiel der Startschuss für das InterConnect-Projekt.

InterConnect-meeting-68.jpg
BU: Die EEBUS Initiative ist für die Definition der Use Cases für ein vernetztes, netzverträgliches Energiemanagement verantwortlich. EEBUS-Geschäftsführer Josef Baumeister stellte im Rahmen der Kick-Off-Veranstaltung die Entwicklung und Systematik der EEBUS Use Cases vor. Diese fließen in die InterConnect-Projekte mit ein und werden bei Bedarf erweitert oder ergänzt.

Video-Tipp:
Der YouTube-Kanal von InterConnect zeigt Videos mit Erläuterungen der Ziele und Methoden des Projektes. Hier erklärt etwa EEBUS-Geschäftsführer Josef Baumeister die Entwicklung der Use Cases und Services: https://youtu.be/Nh7cRjg6asY

Über EEBUS:
Der EEBUS Initiative e.V. ist ein unabhängiger Verein. Seine Mitglieder sind überwiegend führende europäische Hersteller aus den Bereichen E-Mobility, Energiemanagement, Erneuerbare Energie, Metering sowie Heizung, Smart Home und vernetzte Haustechnik. Gemeinsam mit den Mitgliedern entwickelt der Verein den offenen EEBUS-Standard – die globale Sprache für Energie im Internet der Dinge. Mit ihr können speicherfähige Geräte und Systeme von der E-Mobility über Heizungssysteme bis zu Hausgeräten herstellerunabhängig über den effizienten, netzverträglichen Einsatz von Energie kommunizieren. Alle erarbeiteten Spezifikationen werden international standardisiert und sind frei zugänglich. Weitere Informationen und eine aktuelle Mitgliederliste finden Sie unter www.eebus.org.

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FIGURE 37 – 1ST GERMAN PRESS RELEASE (GERMAN VERSION)

ANNEX 9 – PRESS RELEASE IMPACT ASSESSMENT PER COUNTRY (GERMANY)

News pieces title	Media name	Media Type	Link	Date
Interconnect verbindet Gebäude und Netze intelligent miteinander	Energie und Management Powernews	Web	https://www.energie-und-management.de/nachrichten/suche/detail/interconnect-verbindet-gebaeude-und-netze-intelligent-miteinander-134234	2019-12-03
Ein Energiemanagement für Europa	Zeitung für kommunale Wirtschaft	Web	https://www.zfk.de/artikel/ein-energiemanagement-fuer-europa-2019-12-03/	2019-12-03
InterConnect: Europaweite Pilotprojekte mit über 50 Partnern aus elf Ländern - Gebäude und Stromnetze wachsen digital zusammen	Pressebox	Web	https://www.pressebox.de/inaktiv/eebus-initiative-ev/InterConnect-Europaweite-Pilotprojekte-mit-ueber-50-Partnern-aus-elf-Laendern-Gebaeude-und-Stromnetze-wachsen-digital-zusammen/boxid/984505	2019-12-03
Europa forciert Smart-Grid-Forschung	Energate Messenger	Web	https://www.energate-messenger.de/news/198032/europa-forciert-smart-grid-forschung	2019-12-04

TABLE 15 – 1ST GERMAN PRESS RELEASE IMPACT ASSESSMENT

ANNEX 10 – PRESS RELEASE PER COUNTRY (POLAND)

Integracja inteligentnych budynków i sieci energii elektrycznej w Europie z udziałem ponad 50 partnerów projektu

7 połączonych ze sobą wielkoskalowych projektów pilotażowych jako krok w przyszłość inteligentnego zarządzania energią w Europie

InterConnect (*Interoperable Solutions Connecting Smart Homes, Buildings and Grids)* to nazwa projektu, w którym uczestniczy 51 partnerów z krajów europejskich. Zadaniem projektu jest opracowanie i demonstracja zaawansowanych rozwiązań łączących inteligentne budynki z sektorem energii elektrycznej. Celem głównym jest umożliwienie użytkownikom końcowym efektywnego zarządzania energią poprzez zastosowanie inteligentnych systemów w domach mieszkalnych i innych budynkach zintegrowanych z siecią energii elektrycznej (Solutions Connecting Smart Homes, Buildings and Grids).

Projekt InterConnect, zatwierdzony przez Komisję Europejską w ramach programu „Horyzont 2020", kładzie podwaliny pod rozwiązania w zakresie inteligentnego zarządzania energią. Obejmuje siedem połączonych centrów wielkoskalowego testowania zlokalizowanych w Portugalii, Belgii, Niemczech, Holandii, Włoszech, Grecji oraz Francji.

Okres trwania projektu to 4 lata, budżet przedsięwzięcia wynosi 36 milionów euro, a uczestniczy w nim jedenaście krajów europejskich – Austria, Belgia, Francja, Niemcy, Grecja, Włochy, Polska, Portugalia, Serbia, Słowenia oraz Holandia.

Rozwiązania opracowanie w ramach projektu InterConnect pozwolą na instalowanie inteligentnych systemów w domach mieszkalnych i innych budynkach oraz ich integrację z siecią energii elektrycznej w oparciu o architekturę internetu rzeczy (IoT). Technologie cyfrowe (takie jak sztuczna inteligencja, blockchain, chmura czy big data) oparte na otwartych standardach (np. SAREF) zapewnią współdzialanie między sprzętem i systemami, spełniając jednocześnie wymogi dotyczące prywatności/bezpieczeństwa i ochrony danych. Nowe rozwiązania posłużą zarówno odbiorcom w domach mieszkalnych i innych budynkach, jak również producentom, operatorom i dostawcom energii energii elektrycznej.

Projekt InterConnect będzie koncentrował się na następujących obszarach: standaryzacja, ontologia, platformy cyfrowe, internet rzeczy , chmura, sieć energii elektrycznej, big data oraz cyberbezpieczeństwo.

"Oczekujemy, że projekt przyniesie kilka wymiernych efektów, takich jak współdziałające rozwiązania w zakresie architektury referencyjnej IoT oraz elementów funkcjonalnych dla domów mieszkalnych i innych budynków, usprawnienie zarządzania energią przez klientów, zestaw narzędzi dla rynków cyfrowych oraz interoperacyjności usług, współdziałający i powtarzalny interfejs operatorów systemów rozproszonych oraz przypadki użycia dla usług w sektorze energetycznym oraz sektorach nieenergetycznych" - wyjaśnia David Rua z INESC TEC, portugalskiej jednostki badawczo-rozwojowej, która prowadzi projekt.

Organy regulacyjne, decydenci, użytkownicy końcowi (właściciele nieruchomości), programiści (MŚP i start-upy) oraz integratorzy systemów będą mogli skorzystać z zaawansowanych

ZASTRZEŻENIE: Za powyższą treść w całości odpowiadają autorzy. Powyższa treść niekoniecznie odzwierciedla opinię CNET lub Komisji Europejskiej (KE), a CNECT oraz KKE nie ponoszą odpowiedzialności za przedstawione informacje.

rozwiązań, które w trakcie projektu dostępne będą w demonstratorach technologii, a następnie – do roku 2023 - zostaną ogólnie udostępnione na rynku.

Poza pracą nad nowymi rozwiązaniami prowadzoną przez 51 partnerów konsorcjum, projekt będzie również wspierał innowacje i rozbudowywał ekosystem poprzez ogłoszenie naborów otwartych skierowane do przedsiębiorców. W drugim roku trwania projektu przeprowadzone zostaną trzy nabory wniosków, które pozwolą wyłonić 42 innowacyjne projekty – 14 prototypów oraz 28 niewielkich demonstratorów technologii.

Konsorcjum InterConnect, prowadzone przez INESC TEC wraz z holenderską jednostką rozwojowo-badawczą TNO – koordynatorem innowacji technicznej/ technicznych/ technologicznej/ technologicznych, tworzą partnerzy o różnych profilach: są to podmioty o charakterze rozwojowo-badawczym i konsultingowym, producenci, zrzeszenia, dostawcy usług w zakresie IoT/ ICT providers, DSOs, detaliści oraz użytkownicy końcowi.

W skład Konsorcjum InterConnect wchodzą: INESC TEC (Portugalia), EEBUS (Niemcy), TNO (Holandia), VITO (Belgia), EDPD (Portugalia), VizLore (Serbia), Th!nk E (Belgia), FundingBox (Polska), Wings ICT Solutions (Grecja), SONAE (Portugalia), Fraunhofer IEE (Niemcy), VolkerWessel iCITY (Holandia), Planet Idea (Włochy), GridNet (Grecja), YNCREA Mediterranee (Francja), Athens University of Economics and Business – Research Center (Grecja), Elektro Ljubljana (Słowenia), ThermoVault (Belgia), TRIALOG (Francja), Domótica SGTA (Portugalia), Schneider Electric Portugal Lda (Portugalia) Vrije Universiteit Brussel (Belgia), IMEC (Belgia), DuCoop (Belgia), 3E (Belgia), CORDIUM CVBA (Belgia), Stichting VU (Holandia), HERON (Grecja), COSMOTE (Grecja), ENEDIS (Franja), ENGIE (Francja), SENSINOV (Francja), Whirlpool (Włochy), RSE SPA (Włochy), POLIMI (Włochy), cyberGRID (Austria), RDGfi (Belgia), E.DSO (Belgia), OpenMotics (Belgia), KEO GMBH (Niemcy), ABB (Belgia), UNI KASSEL (Niemcy), DFKI (Niemcy), Fh-Dortmund (Niemcy), Bosch Thermotechnik (Niemcy), BSH (Niemcy), Miele (Niemcy), Wirelane GmbH (Niemcy), Vaillant GmbH (Niemcy), Daikin Europe (Belgia) oraz KNX (Belgia).

Projekt InterConnect otrzymał środki z programu UE w zakresie badań naukowych i innowacji „Horyzont 2020" zgodnie z warunkami określonymi w umowie o udzielenie dotacji nr 857237.

Dalszych informacji udziela:

Osoba odpowiedzialna za kontakt z prasą (Joana Desport Coelho)

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Nr telefonu (00351 22 209 4297)

FIGURE 38 – 1ST POLISH PRESS RELEASE (POLISH VERSION)

ANNEX 11 – PRESS RELEASE IMPACT ASSESSMENT PER COUNTRY (POLAND)

News pieces title	Media name	Media Type	Link	Date
Integracja inteligentnych budynków i sieci energii elektrycznej w Europie z udziałem ponad 50 partnerów projektu	KIERUNEK ENERGETYKE	Web	https://www.kierunekenergetyka.pl/artykul,69629,integracja-inteligentnych-budynkow-i-sieci-energii-elektrycznej-w-europie-z-udzialem-ponad-50-partnerow-projektu.html	14-10-2019

TABLE 16 – 1ST POLISH PRESS RELEASE IMPACT ASSESSMENT

ANNEX 12 – PRESS RELEASE PER COUNTRY (GREECE)

Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας

Δυναμική είναι η παρουσία της Ελλάδας στο ερευνητικό έργο InterConnect (*Interoperable Solutions Connecting Smart Homes, Buildings and Grids)* με τη συμμετοχή πέντε Ελληνικών φορέων: GRIDNET, COSMOTE, WINGS ICT Solutions, ΗΡΩΝ και Οικονομικό Πανεπιστήμιο Αθηνών (ΟΠΑ). Το έργο διάρκειας τεσσάρων ετών εμπίπτει στο πρόγραμμα Horizon 2020 και θέτει τα θεμέλια για την ψηφιοποίηση λύσεων έξυπνης διαχείρισης ενέργειας. Το InterConnect επικεντρώνεται σε οκτώ κύριες τεχνολογίες: ψηφιακές πλατφόρμες, Internet of Things, cloud, ενεργειακά δίκτυα, big data, κυβερνοασφάλεια (cybersecurity), οντολογία και προτυποποίηση.

Συνολικά πάνω από 50 φορείς από τους τομείς της ενέργειας, των τηλεπικοινωνιών, της βιομηχανίας και της έρευνας από 11 Ευρωπαϊκές χώρες θα συνεργαστούν για να αναπτύξουν καινοτόμες λύσεις ψηφιοποίησης και διασύνδεσης έξυπνων σπιτιών, κτιρίων και δικτύων ενέργειας, αξιοποιώντας τεχνολογίες αιχμής όπως Τεχνητή Νοημοσύνη, Blockchain και το πλέον προηγμένο πρωτόκολλο SAREF για άμεση δικτύωση των οικιακών συσκευών και αισθητήρων με τα ενεργειακά δίκτυα.

Η Ελλάδα αποτελεί μία από τις 7 χώρες που οι λύσεις αυτές θα εφαρμοστούν πιλοτικά. Τα ευέλικτα επιχειρηματικά μοντέλα που θα αναδειχθούν, θα υλοποιηθούν από τους φορείς που εμπλέκονται στη λειτουργία των ενεργειακών δικτύων, προς όφελος των καταναλωτών και του περιβάλλοντος. Παράλληλα θα υποστηριχθεί η δραστηριοποίηση νεοφυών επιχειρήσεων μέσω 3 ανοικτών προσκλήσεων για την επιλογή και χρηματοδότηση 42 καινοτόμων ιδεών.

Το έργο InterConnect έχει λάβει χρηματοδότηση από την Ευρωπαϊκή Επιτροπή στο πλαίσιο του προγράμματος Horizon 2020 (Grant Agreement no. 857237).

FIGURE 39 – 1ST GREEK PRESS RELEASE (GREEK VERSION)

ANNEX 13 – PRESS RELEASE IMPACT ASSESSMENT PER COUNTRY (GREECE)

News pieces title	Media name	Media Type	Link	Date
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	Newsbeast	Web	https://www.newsbeast.gr/greece/arthro/5796876/i-ellada-kainotomei-ston-eyropaiko-dromo-tis-energeiakis-diacheirisis-se-exypna-spitia-kai-diktya-energeiasl	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	Real.gr	Web	https://www.real.gr/oikonomia/arthro/h_ellada_kainotomei_ston_europaiko_dromo_tis_energeiakis_diaxeirisis_se_eksypna_spitia_kai_diktya_energeias-595845/	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	Axianews	Web	http://axianews.gr/2019/12/19/%ce%b7-%ce%b5%ce%bb%ce%bb%ce%ac%ce%b4%ce%b1-%ce%ba%ce%b1%ce%b9%ce%bd%ce%bf%cf%84%ce%bf%ce%bc%ce%b5%ce%af-%cf%83%cf%84%ce%bf%ce%bd-%ce%b5%cf%85%cf%81%cf%89%cf%80%ce%b1%cf%8a%ce%ba%cf%8c-%ce%b4%cf%81/	19-12-2019
Η Ελλάδα καινοτομεί σε έξυπνα σπίτια και δίκτυα ενέργειας	Sofokleousin	Web	https://www.sofokleousin.gr/i-ellada-kainotomei-ston-eyropaiko-dromo-tis-energeiakis-diaxeiri	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	Toponktiki	Web	http://www.topontiki.gr/article/358619/i-ellada-kainotomei-ston-eyropaiko-dromo-tis-energeiakis-diaheirisis-se-exypna-spitia	19-12-2019
Η Ελλάδα καινοτομεί στον ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	Parapolitika	Web	https://www.parapolitika.gr/ellada/article/1029114/i-ellada-kainotomei-ston-europaiko-dromo-tis-energeiakis-diaheirisis-se-exupna-spitia-kai-diktua-energeias/	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	Tanea	Web	https://www.tanea.gr/2019/12/19/market/i-ellada-kainotomei-ston-eyropaiko-dromo-tis-energeiakis-diaxeirisis-se-eksypna-spitia-kai-diktya-energeias/	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης	Economistas	Web	https://www.economistas.gr/epiheiriseis/22498_i-ellada-kainotomei-ston-eyropaiko-dromo-tis-energeiakis-diaheirisis	19-12-2019
ΗΡΩΝ: Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης	Liberal	Web	https://www.liberal.gr/economy/iron-i-ellada-kainotomei-ston-europaiko-dromo-tis-energeiakis-diacheirisis/278849	19-12-2019
Η Ελλάδα καινοτομεί στον ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης	Fmvoice	Web	http://www.fmvoice.gr/index.php/epixeiriseis/mi-eisigmenes/item/234330-i-ellada-kainotomei-ston-evropaiko-dromo-tis-energeiakis-diaxeirisis	19-12-2019

Η Ελλάδα καινοτομεί στον ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης	Capital	Web	https://www.capital.gr/market-news/3400397/i-ellada-kainotomei-ston-europaiko-dromo-tis-energeiakis-diaxeirisis	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	Dailypost	Web	https://www.dailypost.gr/epikairotita/h-ellada-kainotomei-ston-eyrwpaiko-dromo-ths-energeiakhs-diaxeirisis-se-eksypna-spitia-kai-diktya-energeias/	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα	Marketnews	Web	http://marketnews.gr/article/2453766/h-ellada-kainotomei-ston-eyrwpaiko-dromo-ths-energeiakhs-diaxeirishs-se-eksypna-spitia-kai-diktya	19-12-2019
ΗΡΩΝ: Η Ελλάδα καινοτομεί στην ενεργειακή διαχείριση	Insider	Web	https://www.insider.gr/epiheiriseis/energeia/127479/iron-i-ellada-kainotomei-stin-energeiaki-diaheirisi	19-12-2019
ΗΡΩΝ: Η Ελλάδα καινοτομεί στην ενεργειακή διαχείριση	Palo	Web	http://www.palo.gr/episthmonika-nea/interconnect-kainotomia-stin-energeiaki-diaxeirisi-se-eksypna-spitia-kai-diktya-energeias/23398257/	19-12-2019
Η Ελλάδα καινοτομεί στον Ευρωπαϊκό δρόμο της ενεργειακής διαχείρισης σε έξυπνα σπίτια και δίκτυα ενέργειας	inewsgr	Web	https://www.inewsgr.com/27/i-ellada-kainotomei-ston-evropaiko-dromo-tis-energeiakis-diacheirisis-se-exypna-spitia-kai-diktya-energeias.htm	19-12-2019
InterConnect: Συμμετοχή της ΗΡΩΝ στο πρόγραμμα καινοτομίας για την ενεργειακή διαχείριση	Energypress	Web	https://energypress.gr/news/interconnect-symmetohi-tis-iron-sto-programma-kainotomias-gia-tin-energeiaki-diaheirisi	19-12-2019
ΗΡΩΝ: Η Ελλάδα καινοτομεί στην ενεργειακή διαχείριση	B2green	Web	https://www.b2green.gr/el/post/76011/iron-i-ellada-kainotomei-stin-energeiaki-diacheirisi	19-12-2019
InterConnect: Καινοτομία στην ενεργειακή διαχείριση σε έξυπνα σπίτια και δίκτυα ενέργειας	Euro2day	Web	https://www.euro2day.gr/news/economy/article/1711746/interconnect-kainotomia-sthn-energeiakh-diaheirish.html	19-12-2019
Δυναμικό παρών της Ελλάδας στο έργο InterConnect - Συμμετοχή 5 ελληνικών φορέων	worldenergynews	Web	http://worldenergynews.gr/index.php?id=40866	19-12-2019

TABLE 17 – 1ST GREEK PRESS RELEASE IMPACT ASSESSMENT

ANNEX 14 – PRESS RELEASE PER COUNTRY (BELGIUM)

Naar een digitalisatie van de Europese elektriciteitssector

In het InterConnect (Interoperable Solutions Connecting Smart Homes, Buildings and Grids) zullen 51 Europese entiteiten samenwerken om oplossingen voor de digitalisatie van de elektriciteitssector te realiseren. Er zullen ook zeven grootschalige pilots geïnstalleerd worden in zeven Europese landen, waaronder ook in België. Het project werd goedgekeurd door de Europese Commissie onder het Horizon2020 programma.

De oplossingen ontwikkeld in het kader van InterConnect zullen de digitalisering van huizen, gebouwen en elektrische netten mogelijk maken op basis van een Internet of Things of IoT-architectuur. Dankzij het gebruik van digitale technologieën (artificiële intelligentie, blockchain, cloud en big data) op basis van open standaarden, zoals SAREF, wordt de interoperabiliteit gegarandeerd tussen apparatuur, systemen en privacy of cyberbeveiliging van gebruikersgegevens gegarandeerd. Deze oplossingen zullen zowel energiegebruikers in gebouwen, zowel residentiële als niet-residentiële, fabrikanten, distributienetbeheerders en de energiehandelaars ten goede komen.

Het InterConnect-project kan worden verdeeld in acht hoofddomeinen: standaardisatie, ontologie, digitale platforms, IoT, cloud, elektrisch netwerk, big data en cybersecurity.

"Aan het einde van het project verwachten we verschillende resultaten, waaronder een IoT-referentiearchitectuur; functionele componenten voor residentiële en niet-residentiële gebouwen; verbeterd energiebeheer van klanten; een digitale marktplaats & interoperabiliteitstoolkit; een repliceerbare gedistribueerde systeembeheerdersinterface en zakelijke gebruikscasussen voor nieuwe energie- en niet-energiediensten. Dit alles met oog voor interoperabiliteit", aldus David Rua van INESC TEC, de Portugese R&D-instelling die het InterConnect-project leidt.

Regelgevers en beleidsmakers, eindgebruikers (eigenaars van huizen/gebouwen), ontwikkelaars (KMO's en startups) en integratoren zullen profiteren van de geavanceerde oplossingen die gedurende het hele project in de pilots beschikbaar zullen zijn en die daarna tegen 2023 algemeen op de markt beschikbaar zullen zijn. De pilots worden geïnstalleerd in zeven landen: Portugal, België, Duitsland, Nederland, Italië, Griekenland en Frankrijk.

Naast de activiteiten van de 51 partners van het consortium, zal het project ook innovatie stimuleren om het ecosysteem van spelers uit te breiden door ondernemers te ondersteunen via 'open calls'. Vanaf het tweede jaar worden drie open calls gelanceerd om 42 innovatieve bottom-up projecten te selecteren - 14 prototypes en 28 kleine demonstratiemodellen.

Onder leiding van INESC TEC en met de Nederlandse R&D-instelling TNO als coördinator van technische innovatie, bestaat het InterConnect-consortium uit partners met

verschillende profielen: R&D en consultancy, fabrikanten en verenigingen, IoT/ICT-providers, DSO's, retailers en eindgebruikers.

Over InterConnect

De volgende partners maken deel uit van het InterConnect consortium: INESC TEC (Portugal), EEBUS (Duitsland), TNO (Nederland), VITO/EnergyVille (België), EDPD (Portugal), VizLore (Servië), Th!nk E (België), FundingBox (Polen), Wings ICT Solutions (Griekenland), SONAE (Portugal), Fraunhofer IEE (Duitsland), VolkerWessel iCITY (Nederland), Planet Idea (Italië), GridNet (Griekenland), YNCREA Mediterranee (Frankrijk), Athens University of Economics and Business – Research Center (Griekenland), Elektro Ljubljana (Slovenië), ThermoVault (België), TRIALOG (Frankrijk), Domótica SGTA (Portugal), Schneider Electric Portugal Lda (Portugal) Vrije Universiteit Brussel (België), IMEC (België), DuCoop (België), 3E (België), CORDIUM CVBA (België), Stichting VU (Nederland), HERON (Griekenland), COSMOTE (Griekenland), ENEDIS (Frankrijk), ENGIE (Frankrijk), SENSINOV (Frankrijk), Whirlpool (Italië), RSE SPA (Italië), POLIMI (Italië), cyberGRID (Oostenrijk), RDGfi (België), E.DSO (België), OpenMotics (België), KEO GMBH (Duitsland), ABB (België), UNI KASSEL (Duitsland), DFKI (Duitsland), Fh-Dortmund (Duitsland), Bosch Thermotechnik (Duitsland), BSH (Duitsland), Miele (Duitsland), Wirelane GmbH (Duitsland), Vaillant GmbH (Duitsland), Daikin Europe (België) and KNX (België).

Het project ontving steun van het Horizon 2020 onderzoek- en innovatieprogramma van de Europese unie, onder subsidieovereenkomst nummer 857237. Het project zal vier jaar lopen en kreeg voor 36M€ aan steun.

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FIGURE 40 – 1ST BELGIUM PRESS RELEASE (DUTCH VERSION)

ANNEX 15 – PRESS RELEASE PER COUNTRY (SPAIN)

La interoperabilidad digital entre los hogares inteligentes y la red eléctrica ha comenzado en Europa con más de 50 entidades involucradas

El futuro de las soluciones de gestión inteligente de la energía comenzará con la prueba de 7 proyectos piloto a gran escala en toda Europa

InterConnect (Interoperable Solutions Connecting Smart Homes, Buildings and Grids) es el nombre del proyecto que reúne a 51 entidades europeas para desarrollar y demostrar soluciones avanzadas de conexión e interoperabilidad de viviendas y edificios con el sector eléctrico. ¿El objetivo principal? Poner la gestión eficiente de la energía al alcance de los usuarios finales mediante soluciones interoperables que conectan hogares, edificios y redes inteligentes.

El proyecto, co-financiado por la Comisión Europea en el marco del programa Horizonte 2020, sienta las bases para el futuro de las soluciones de gestión energética inteligente, demostrando su funcionamiento en siete áreas de prueba a gran escala en Portugal, Bélgica, Alemania, los Países Bajos, Italia, Grecia y Francia.

Las soluciones desarrolladas en el marco de InterConnect permitirán una digitalización de los hogares, edificios y redes eléctricas basada en una arquitectura de Internet de las Cosas (IoT). La inclusión de tecnologías digitales (por ej. inteligencia artificial, Blockchain, Cloud y Big Data) basadas en estándares abiertos, como SAREF, garantizará la interoperabilidad entre equipos y sistemas y, al mismo tiempo, la privacidad y ciberseguridad de los datos de los usuarios. Los consumidores energéticos en edificios (residenciales o no residenciales), los fabricantes, los operadores de la red de distribución y los minoristas de energía tendrán la oportunidad de aprovecharse de estas soluciones.

El proyecto InterConnect se centrará principalmente en ocho áreas: Normalización de datos, ontologías, plataformas digitales, IoT, soluciones en la nube, gestión inteligente de la red eléctrica, grandes datos (Big data) y ciberseguridad.

"Al final del proyecto, se esperan varios resultados, como una arquitectura de referencia de IoT ; componentes funcionales interoperables para edificios residenciales y no residenciales; una mejor gestión de la energía de los clientes; un mercado digital y un conjunto de herramientas de conectividad energética; interfaces interoperables y replicables para los operadores de sistemas de distribución eléctrica y casos de uso para la provisión de nuevos servicios energéticos y no energéticos", explica David Rua de INESC TEC, la institución portuguesa de I+D que lidera el proyecto InterConnect.

Los reguladores energéticos y las autoridades política, los usuarios finales (propietarios de viviendas o edificios) y los desarrolladores de soluciones IT (PYMEs, start-ups e integradores)se beneficiarán de las soluciones innovadoras que se probarán en los proyectos piloto a lo largo de todo el proyecto y que, posteriormente, estarán disponibles de forma general en el mercado de aquí a 2023.

Además del trabajo que llevarán a cabo los 51 socios del consorcio, el proyecto también fomentará la innovación ampliando el número de actores, ofreciendo oportunidades de participación a nuevas entidades a través de convocatorias abiertas. El proyecto lanzará tres de

estas convocatorias a partir de su segundo año, y seleccionará 42 proyectos innovadores: 14 prototipos y 28 demonstraciones a escala pequeña.

Con un coste total de 36 millones de euros, de los cuales 30 millones los financia la CE, el proyecto durará cuatro años.

Liderado por INESC TEC, y con la institución holandesa de I+D TNO como coordinador de innovación técnica, el consorcio InterConnect está compuesto por socios de once países europeos con diferentes perfiles: I+D y consultoría, fabricantes y asociaciones, proveedores de IO/TIC, gestores de redes de distribución, minoristas y usuarios finales.

Las entidades que forman parte del consorcio InterConnect son: INESC TEC (Portugal), EEBUS (Alemania), TNO (Países Bajos), VITO (Bélgica), EDPD (Portugal), VizLore (Serbia), Th!nk E (Bélgica), FundingBox (Polonia), Wings ICT Solutions (Grecia), SONAE (Portugal), Fraunhofer IEE (Alemania), VolkerWessel iCITY (Países Bajos), Planet Idea (Italia), GridNet (Grecia), YNCREA Mediterranee (Francia), Universidad de Ciencias Económicas y Empresariales de Atenas - Centro de Investigación (Grecia), Elektro Ljubljana (Eslovenia), ThermoVault (Bélgica), TRIALOG (Francia) y Domótica SGTA (Portugal), Schneider Electric Portugal Lda (Portugal) Vrije Universiteit Brussel (Bélgica), IMEC (Bélgica), DuCoop (Bélgica), 3E (Bélgica), CORDIUM CVBA (Bélgica), Stichting VU (Países Bajos), HERON (Grecia), COSMOTE (Grecia), ENEDIS (Francia), ENGIE (Francia), SENSINOV (Francia), Whirlpool (Italia), RSE SPA (Italia), POLIMI (Italia), cyberGRID (Austria), Realdolmen – Grupo Gfi Informática (Bélgica y Francia), E.DSO (Bélgica), OpenMotics (Bélgica), KEO GMBH (Alemania), ABB (Bélgica), UNI KASSEL (Alemania), DFKI (Alemania), Fh-Dortmund (Alemania), Bosch Thermotechnik (Alemania), BSH (Alemania), Miele (Alemania), Wirelane GmbH (Alemania), Vaillant GmbH (Alemania), Daikin Europe (Bélgica) y KNX (Bélgica).

El proyecto InterConnect ha recibido financiación del programa de investigación e innovación Horizonte 2020 de la Unión Europea en virtud del acuerdo de subvención nº 857237.

Para más información, póngase en contacto con nosotros:

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FIGURE 41 – 1ST SPANISH PRESS RELEASE

ANNEX 16 – STRATEGIC MEDIA

Media Name	Type of Media	Country
APA	News agency	Austria
Die Presse	Daily newspaper	Austria
Kurier	Daily newspaper	Austria
Die Macher	B2B magazine	Austria
Industriemagazin	B2B magazine	Austria
BELGA	News agency	Belgium
Het Belang van Limburg	Online and printed newspaper - general	Belgium
Bouwkroniek	Online and printed magazine dedicated to construction subjects	Belgium
De Morgen	Online and printed newspaper - general	Belgium
De Standaard	Online and printed newspaper - general	Belgium
De Tijd	Online and printed newspaper - general	Belgium
Energeia	Magazine dedicated to energy subjects	Belgium
Engineeringnet	Online news about engineering technologies	Belgium
EOS	Online and printed magazine – scientific subjects	Belgium
Flux Energie	Magazine dedicated to energy subjects	Belgium
Het Laatste Nieuws	Online and printed newspaper - general	Belgium
Het Nieuwsblad	Online and printed newspaper - general	Belgium
Kanaal Z	National TV	Belgium
New Scientist	Online and printed magazine – scientific subjects	Belgium
Radio 1	National radio	Belgium
Radio 2	National radio	Belgium
Susanova	Online and printed magazine – construction subjects	Belgium

Knack	Online and printed magazine - general	Belgium
VRT NWS	National TV	Belgium
VTM	National TV	Belgium
Wolters Kluwer	Online and printed magazine – scientific subjects	Belgium
Elektrowirtschaft	Electric / Building / Energy B2B Media	Germany
Dpa	News agency	Germany
Frankfurter Allgemeine Zeitung	National Daily Newspaper	Germany
Süddeutsche Zeitung	National Daily Newspaper	Germany
Die Welt	National Daily Newspaper	Germany
Handelsblatt	Daily Economic Newspaper	Germany
VDI Nachrichten	Technology Economic newspaper	Germany
Markt + Technik	Economic, Technology B2B (print)	Germany
Elektronik.net	Economic, Technology B2B (online)	Germany
Smarterworld	Economic, Smart Technology B2B (print/online)	Germany
Energie + Management	Energy Economic Magazine / print & Online media	Germany
Energate Messenger	Energy Economic Online media	Germany
Zeitung für Kommunale Wirtschaft	Energy Economic Magazine / Online media	Germany
PV-Magazine	Renewables Technolgy Magazine	Germany
Automobilwoche	Automotive / Emobility B2B Magazine	Germany
ATZ Elektronik	Automitiv Technology, B2B Magazine	Germany
Emobilserver / Emobil Journal	Automotive / Emobility B2B Online Media	Germany
Deutsche Bauzeitung	Housing / Building / Eenrgy Technology B2B magazine	Germany
Die Wohnungswirtschaft	Housing / Building / Eenrgy Technology B2B magazine	Germany
Heizungsjournal	Energy, HVAC Technology & Business magazine	Germany
SBZ	Energy, HVAC Technology & Practical magazine	Germany

Αθηναϊκό - Μακεδονικό Πρακτορείο Ειδήσεων (amna.gr)	News - Press Agency	Greece
bankingnews.gr	Economic online media	Greece
bankwars.gr	Economic online media	Greece
banks.com.gr	Economic online media	Greece
bigbusiness.gr	Economic - Energy online media	Greece
businessenergy.gr	Energy online media	Greece
capital.gr	Economic online media	Greece
dealnews.gr	Social - Business online media	Greece
newsbreak.gr	Social online media	Greece
documento.gr	Social - Business - Economic online media	Greece
koutipandoras.gr	Social - Business - Economic online media	Greece
economistas.gr	Social - Business - Economic online media	Greece
economico.gr	Business - Economic online media	Greece
efsyn.gr	Journalist Press	Greece
eleftherostypos.gr	Social - Business - Economic online / printed media	Greece
emea.gr	Business online media	Greece
enallaktikos.gr	Social online media	Greece
eretikos.gr	Political - Social online media	Greece
ethnos.gr	Online / printed newspaper	Greece
fmvoice.gr	Business - Economic online / printed media	Greece
iefimerida.gr	Social - News - Economic online media	Greece
kathimerini.gr	Online / Printed newspaper	Greece
lykavitos.gr	Social - News - Economic online media	Greece
tokarfi.gr	Social - News - Economic - political online/printed media	Greece

matrix24.gr	Social - News - Economic - political online media	Greece
mononews.gr	Social - News - Economic - political online media	Greece
paraskhnio.gr	Social - News - Economic - political online media	Greece
protagon.gr	Social - News - Economic - political online media	Greece
reporter.gr	Business - Economic - News online media	Greece
slpress.gr	Journalist online media	Greece
sofokleousin.gr	Business - Economic - News online media	Greece
thepresident.gr	Business - Economic - News online media	Greece
theTOC.gr	Social - News - Economic online media	Greece
tromaktiko.gr	Social - News - Economic - Political online media	Greece
worldenergynews.gr	Social - News - Economic - Political - Energy online media	Greece
zougla.gr	Social - News - Economic - Political online media	Greece
liberal.gr	Social - News - Economic - Political online media	Greece
Παραπολιτικά FM	National Radio	Greece
Ρυθμός	National Radio	Greece
Ant1 Δυτικής Κρήτης	National Radio	Greece
Ευβοϊκή γνώμη	Social - News - Economic online/printed media	Greece
Fpress.gr	Economic - Business online media	Greece
Real	National Radio	Greece
Star Κεντρικής Ελλάδας	National Television	Greece
Dailypost.gr	Social - News - Economic - Political online media	Greece
Energyin.gr	Energy online media	Greece
North FM	National Radio	Greece
Insider.gr	Social - News - Economic - Business online media	Greece
energia.gr	Energy online media	Greece

e-mc2.gr	Energy online media	Greece
energyinvest.gr	Energy / Invest online media	Greece
energypress.gr	Energy online media	Greece
euro2day.gr	Business - News - Economic - Political - Energy online media	Greece
24media.gr	Business - News - Economic - Political online media	Greece
Πρώτο Θέμα	Printed media / newspaper	Greece
Αυγή	Newspaper	Greece
Βραδυνή	Newspaper	Greece
Ελεύθερος Τύπος	Newspaper	Greece
Fortune Magazine	Magazine	Greece
Εφημερίδα των συντακτών	Newspaper	Greece
Ναυτεμπορική	Newspaper	Greece
Το Βήμα	Newspaper	Greece
Σκαϊ	National Television / Radio	Greece
Τα Νεα	Online paper	Greece
athensvoice.gr	Online newspaper	Greece
Bankier.pl	Business Online Media	Poland
Biznes Onet	Business Online Media	Poland
Brief	Business Online Media	Poland
Ceo.com.pl	Business Online Media	Poland
Fundusze Europejskie	Magazine about European funds	Poland
Dziennik Gazeta Prawna	Business Online Media	Poland
Egospodarka.pl	Business Online Media	Poland
Forsal.pl	Business Online Media	Poland
Infor.pl	Business Online Media	Poland

INN Poland	Business Online Media	Poland
Technologia.wp.pl	Technology Online Media	Poland
Next.gazeta.pl	Business Online Media	Poland
Startup Insider	Business Online Media	Poland
Dziennik.pl	Business Online Media	Poland
ISB News	Business Online Media	Poland
Lubelskie.strefabiznesu.pl	Business Online Media	Poland
Inwerstycje.pl	Business Online Media	Poland
Nf.pl	Business Online Media	Poland
Parkiet.com	Business Online Media	Poland
Pomorskie.strefabiznesu.pl	Business Online Media	Poland
Puls biznesu	Business Online Media	Poland
Qbusiness.pl	Business Online Media	Poland
Wielkopolskie.strefabiznesu.pl	Business Online Media	Poland
Wyborcza.biz	Business Online Media	Poland
Gazeta Stołeczna	Business Online Media	Poland
Gazeta Wyborcza	Generalist Online Media	Poland
Gazeta finansowa online	Business Online Media	Poland
Wgospodarce.pl	Business Online Media	Poland
Polish Business Magazine	Business Online Media	Poland
Businessman	Business Online Media	Poland
Business Magazine Manager	Business Online Media	Poland
Administartor24.info	Business Online Media	Poland
Archimania.pl	Architecture Online Media	Poland
Budowa.org	Architecture Online Media	Poland

Budnews.pl	Architecture Online Media	Poland
Egospodarka.pl	Business Online Media	Poland
Ekologia.pl	Ecology Online Media	Poland
Infoarchitekta.pl	Architecture Online Media	Poland
Muratorplus.pl	Architecture Online Media	Poland
Propertynews.pl	Architecture Online Media	Poland
Wnp.pl	Economical Online Media	Poland
Archivolta	Architecture Online Media	Poland
Architektura & Biznes	Architecture Online Media	Poland
ATB – aktualności techniki budowy	Architecture Offline Magazine	Poland
Budujemy Dom	Architecture Offline Magazine	Poland
Builder	Architecture Offline Magazine	Poland
Ekologia I Rynek	Architecture Online Magazine	Poland
Energetyka	Architecture Online Magazine	Poland
Eurobuild Central & Eastern Europe	Architecture Offline Magazine	Poland
Geodeta	Architecture Online Magazine	Poland
Inżynier Budownictwa	Engineering Offline Magazine	Poland
Nowoczesne budownictwo inżyneryjne	Engineering Offline Magazine	Poland
Nowy przemysł	Architecture Offline Magazine	Poland
Ogólnoposki Dwutygodnik Budowlany PROFILE	Architecture Offline Magazine	Poland
Przegląd budowlany	Architecture Online Magazine	Poland
Kierunek Energetyka	Energy Online Magazine	Poland
Budowa.org	Constructor Online Magazine	Poland
BTA – Budownictwo, Technologie, Architektura	Architecture, Technology, Construction Online Magazine	Poland

Polska Gazeta	Generalist Online Media	Poland
Business Journal	Business Online Media	Poland
CEO	Business Online Media	Poland
Interia.pl	Generalist Online Media	Poland
Money.pl	Business Online Media	Poland
Mycompanypolska.pl	Business Online Media	Poland
Natemat.pl	Generalist Online Media	Poland
Newseria.pl	Generalist Online Media	Poland
Newsline.pl	Business Online Media	Poland
Ngo.pl	CSR/Business Online Media	Poland
Nowoczesnafirma.pl	CSR/Business Online Media	Poland
Odpowiedzialnybiznes.pl	CSR/Business Online Media	Poland
Wirtualnemedia.pl	Generalist Online Media	Poland
Bezpieczny Magazyn	CSR/Business Online Media	Poland
Ekologia	CSR/Business Online Media	Poland
Innews	CSR/Business Online Media	Poland
Wprost.pl	Generalist Online Media	Poland
Tarnowska.pl	Generalist Online Media	Poland
Salon24.pl	Generalist Online Media	Poland
Energetyka.wnp.pl	Energy Online Media	Poland
Teraz-srodowisko.pl	CSR/Business Online Media	Poland
MamBiznes.pl	Business Online Media	Poland
Startup Magazine	Business Online Media	Poland
Magazynprzemyslowy.pl	Business Online Media	Poland
Thereview.pl	Business Online Media	Poland

Markertingibiznes.pl	Marketing/Business Online Media	Poland
Gazeta Krakowska	Generalist Online Media	Poland
Generacja Smart	Business Online Media	Poland
Lusa	News agency	Portugal
Jornal Económico	Economic online media	Portugal
Jornal de Negócios	Economic printed media	Portugal
Vida Económica	Economic printed media	Portugal
Eco	Economic online media	Portugal
Dinheiro Vivo	Economic online media	Portugal
Jornal de Notícias	Generalist printed media	Portugal
Diário de Notícias	Generalist printed media	Portugal
Público	Generalist printed media	Portugal
Jornal I	Generalist printed media	Portugal
Observador	Generalist online media	Portugal
Expresso	Generalist printed media	Portugal
Visão	Generalist magazine	Portugal
Sábado	Generalist magazine	Portugal
RTP	National Television	Portugal
SIC	National Television	Portugal
TVI	National Television	Portugal
Porto Canal	Local Television	Portugal
Antena 1	National Radio	Portugal
TSF	National Radio	Portugal
Rádio Renascença	National Radio	Portugal
Exame Informática	Magazine + Television program dedicated to technology subjects	Portugal
PC Guia	Magazine dedicated to technology subjects	Portugal

Sapo Tek	Online media dedicated to technology subjects	Portugal
Ambiente Magazine	Magazine dedicated to environmental subjects	Portugal
Ambiente online	Magazine dedicated to environmental subjects	Portugal
Renováveis Magazine	Magazine dedicated to energy subjects	Portugal
Edifícios e Energia	Magazine dedicated to energy subjects	Portugal
Radio Televizija Vojvodine	National Television	Serbia
Dnevnik	Generalist printed and online media	Serbia
Politika	Generalist printed and online media	Serbia
Mondo	Generalist online media	Serbia
Portal 021	National radio and generalist online portal	Serbia
Balkan Green Energy News	Online media dedicated to energy subjects	Serbia
Energetski Portal	Online media dedicated to energy subjects	Serbia
PC Press	Online media dedicated to technology subjects	Serbia
Netokracija	Online media dedicated to technology subjects	Serbia
E-Kapija	Online media dedicated to technology subjects	Serbia
Naš stik	Magazine dedicated to energy subjects	Slovenia

TABLE 18 – STRATEGIC MEDIA PER COUNTRY

ANNEX 17 – NEWS PIECES PUBLISHED ON ONLINE PLATFORMS

News pieces title	Link	Associated partner	Typology	Date
INESC TEC lidera projeto europeu de 36M€ para digitalização do sistema elétrico	http://bip-archive.inesctec.pt/204/destaque.html	INESC TEC	Institutional Newsletter	May 2019
INESC TEC leads EUR 36M European project for the digitalisation of the power system	http://bip-archive.inesctec.pt/en/204/destaque.html	INESC TEC	Institutional Newsletter	May 2019
A step in effective energy management	https://cordis.europa.eu/project/rcn/224148/factsheet/en	EC (all partners)	EC institutional platform (Cordis)	June 2019
INESC TEC lidera projeto europeu de 36M€ para digitalização do sistema elétrico	https://www.inesctec.pt/pt/noticias/inesc-tec-lidera-projeto-europeu-de-36m-para-digitalizacao-do-sistema-eletrico#intro	INESC TEC	Institutional Website	June 2019
INESC TEC leads EUR 36M European project for the digitalisation of the power system	https://www.inesctec.pt/en/news/inesc-tec-leads-eur-36m-european-project-for-the-digitalisation-of-the-power-system	INESC TEC	Institutional Website	June 2019
HORIZON 2020 PlatOne, FLEXPLAN, and INTERCONNECT on the starting line	http://www.rse-web.it/notizie/HORIZON-2020-PlatOne-FLEXPLAN-and-INTERCONNECT-on-the-starti.page	RSE	Institutional Website	October 2019
Interoperable Solutions Connecting Smart Homes, Buildings and Grids	https://www.cyber-grid.com/innovation-and-development/	cyberGRID	Institutional Website	October 2019
Arrancou o maior projeto europeu liderado por uma entidade portuguesa	http://bip.inesctec.pt/noticias/arrancou-o-maior-projeto-europeu-liderado-por-uma-entidade-portuguesa/	INESC TEC	Institutional Newsletter	October 2019
The biggest European project led by a Portuguese entity has started	http://bip.inesctec.pt/en/noticias/the-biggest-european-project-led-by-a-portuguese-entity-has-started/	INESC TEC	Institutional Newsletter	October 2019
InterConnect	https://vizlore.com/labs/#interconnect	VizLore Labs Foundation	Institutional Website	October 2019
Two new E.DSO project kick-offs	No link available (Figure 42)			
InterConnect – more efficient energy management for all users	https://www.cyber-grid.com/interconnect-more-efficient-energy-management-for-all-users/	cyberGRID	Institutional Website	November 2019
Tecnologias INESC TEC para o setor da Energia apresentadas em Paris	http://bip.inesctec.pt/noticias/tecnologias-inesc-tec-para-o-setor-da-energia-apresentadas-em-paris/	INESC TEC	Institutional Newsletter	November 2019

INESC TEC technologies for the energy sector presented in Paris	http://bip.inesctec.pt/en/noticias/inesc-tec-technologies-for-the-energy-sector-presented-in-paris/	INESC TEC	Institutional Newsletter	November 2019
INESC TEC technologies for the energy sector presented in Paris	https://www.inesctec.pt/en/news/inesc-tec-technologies-for-the-energy-sector-presented-in-paris	INESC TEC	Institutional Website	November 2019
Tecnologias INESC TEC para o setor da Energia apresentadas em Paris	https://www.inesctec.pt/pt/noticias/tecnologias-inesc-tec-para-o-setor-da-energia-apresentadas-em-paris	INESC TEC	Institutional Website	November 2019
The biggest European project led by a Portuguese entity has started	https://www.inesctec.pt/en/news/the-biggest-european-project-led-by-a-portuguese-entity-has-started	INESC TEC	Institutional Website	November 2019
Arrancou o maior projeto europeu liderado por uma entidade portuguesa	https://www.inesctec.pt/pt/noticias/arrancou-o-maior-projeto-europeu-liderado-por-uma-entidade-portuguesa	INESC TEC	Institutional Website	November 2019
German Press release	https://www.eebus.org/interconnect-europaweite-pilotprojekte-mit-ueber-50-partnern-aus-elf-laendern-gebaeude-und-stromnetze-wachsen-digital-zusammen/	EEBUS	Institutional Website	December 2019
Započet projekat digitalne integracije pametnih kuća i električnih mreža u Evropi	https://www.energetskiportal.rs/zapocet-projekat-digitalne-integracije-pametnih-kuca-i-elektricnih-mreza-u-evropi/	VizLore Labs Foundation	Online media dedicated to energy subjects	December 2019
Towards a digitalisation of the European electricity sector	https://www.energyville.be/en/news-events/towards-digitalisation-european-electricity-sector	EnergyVille	Institutional Website (also shared on social media and December newsletter)	December 2019
Naar een digitalisatie van de Europese elektriciteitssector	https://www.energyville.be/nieuws-events/naar-een-digitalisatie-van-de-europese-elektriciteitssector	EnergyVille	Institutional Website (also shared on social media and December newsletter)	December 2019
NEW PROJECT! InterConnect: Towards a digitalisation of the European electricity sector	https://mobi.research.vub.be/en/new-project-interconnect-towards-a-digitalisation-of-the-european-electricity-sector	VUB	Institutional Website, social media and newsletter	December 2019
German Press Release public platform	https://www.pressebox.de/inaktiv/eebus-initiative-ev/InterConnect-Europaweite-Pilotprojekte-mit-ueber-50-Partnern-aus-elf-Laendern-Gebaeude-und-Stromnetze-wachsen-digital-zusammen/boxid/984505	EEBUS	Press Archive	Dec. 2019

TABLE 19 – NEWS PIECES PUBLISHED ON ONLINE PLATFORMS

Two new E.DSO project kick-offs

In October two new projects with E.DSO onboard have celebrated their kick-off.

The first one is H2020 Project PlatOne, led by RWTH Aachen, which answers to the ES-1 call on flexibility and retail market options for the distribution grid. With demonstrations sites in Germany, Greece and Italy, the project aims at developing and testing a two-layer platform for distribution and market operation allowing for the integration of local prosumers in an open market structure. In addition to significant contributions to dissemination and communication tasks, E.DSO will lead the work package dedicated to DSO operation strategies and harmonization. The project, which will run for four years counts also E.DSO members ARETI, E.ON and HEDNO among its participants.

A few weeks later it was time for the kick-off of Interconnect, the largest project under H2020 disposing over a 36M euro budget. The project aims to make use of fully interoperable digital platforms integrating devices, systems, building and communities, to exploit smart energy management systems and enable the participation of consumers and energy communities in the energy market. During the four project years, E.DSO will contribute to dissemination and communication, as well as to the work package on smart grids framework for an interoperable energy system. You can learn more about Interconnect at the European Utility Week where they will be among the presenters in the project zone.

FIGURE 42 – E.DSO INSTITUTIONAL NEWSLETTER (OCTOBER 2019)

ANNEX 18 – EVENTS ATTENDED BY THE CONSORTIUM

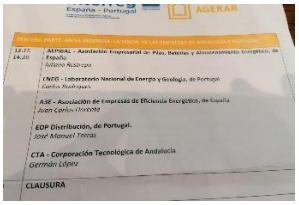
Event name	Location	Date	Associated partner	WP relation	Type	Photo
Southeast - International Innovation & Commerce Summit	Charlotte, North Carolina, USA	10 and 11 September 2019	INESC TEC	All project	Presentation	
European Utility Week	Paris, France	12-14 November 2019	INESC TEC, EEBUS, Trialog, Yncréa, EDP Distribuição, Thermovault, Gfi, ENEDIS, VizLore Labs, cyberGRID, VUB, VITO EnergyVille, ENGIE and KEO	All project	Project stand at the EC booth (video + leaflet) and keynote speech from the project leader (David Rua, INESC TEC) at "Connected Spaces session"	  
AGERAR Project Meeting	Sevilla (Spain)	19 November 2019	EDP	All project	Presentation of the project as a whole and the fit of InterConnect Project in the EDPD´s technology and innovation roadmap.	 

TABLE 20 – EVENTS ATTENDED BY THE CONSORTIUM