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D5.1 - Communication and Dissemination plan

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Deliverable 5.1 – Communication and Dissemination plan

TwInSolar

(Improving Research and Innovation to achieve a massive integration of Solar renewables)

Organisation: Conference of the Peripheral Maritime Regions of Europe (CPMR)

Main author: Claire HELLY

Contributors: All partners

This document has been developed as part of the project titled "**TwInSolar – Improving research and innovation to achieve a massive integration of solar renewables**"

The TwInSolar project (September 2022 - August 2025) has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 10107647

Document information

Deliverable:	D 5.1
Work Package:	WP5 – Dissemination, outreach & exploitation of results
Task:	T5.1 – Implementation of Communication/Dissemination Strategy
Author:	Claire Helly
Document type:	Report
Dissemination level:	Public
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Revision

Version	Date	Author	Description of changes
V1	01/02/2023	Claire Helly	First draft
V2	10/02/2023	Mathieu David, Evelyne Tarnus, Claire Helly	Consolidation of inputs from the main partners involved in communication
V3	02/03/2023	Claire Helly	Integration of the inputs of all the project's partners
V4	20/03/2023	Claire Helly, Chloé Durif	Minor modifications

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Executive summary

The present document intends to define the communication and dissemination strategy for the TwInSolar project and aims to be a document of reference for all partners' communication and dissemination efforts during the project, through:

- defining a strategic framework to structure and target these activities towards relevant audiences for the project,
- providing concrete tools to implement that strategy, ie. tailored messages, adequate channels, and a timeline of activities,
- organizing the monitoring and evaluation of communication and dissemination activities, and defining the resources allocated to these efforts.

This document builds on all partners' expertise on communication and dissemination activities targeted to different audiences. As a public deliverable of TwInSolar, it will allow future project managers to benefit from these inputs as well.

The communication and dissemination plan (D5.1) will be updated two to three months after its submission, and then on a yearly basis.

Introduction

A) About TwInSolar

TwInSolar aims at strengthening the innovation and research capacities of the research laboratory Physics and Mathematical Engineering for Energy, the Environment and Buildings – PIMENT at the University of La Reunion, France, with a focus on the massive integration of solar energy production in La Reunion and other insular territories.

Led by the University of La Reunion, the project uses a twinning approach to foster good practices and knowledge exchanges between the University of La Reunion, the Technical University of Denmark (DTU), and the Fraunhofer Institute for Solar Energy Systems, which are both internationally renowned research institutes in the field of solar energy. The participation of La Reunion's Regional Research and Innovation Agency – Nexa, and the Islands Commission of Conference of Peripheral Maritime Region (CPMR), will ensure the large dissemination of the projects' results and its replicability, at a regional, European and international levels.

1. List of projects' partners

Legal name	*Short name*	*Country*
Université de la Réunion	UR	FR
Fraunhofer Gesellschaft zur Forderung der Angewandten Forschung EV	Fraunhofer	DE
Danmarks Tekniske Universitet	DTU	DK
NEXA – Agence Régionale de Développement, d'Investissement et d'Innovation	Nexa	FR
Conférence des Régions Périphériques Maritimes d'Europe	CPMR	FR

The TwInSolar project will last 3 years (September 2022 to August 2025) and is funded by the European Commission under the Horizon Europe program, as part of the Widening Participation and Spreading Excellence actions, for a total amount of 1 488 250€.

Within the project, CPMR is responsible for the work package 5 on "Dissemination, outreach and exploitation of results" and will as such be coordinating, monitoring, and evaluating the overall implementation of this strategy and the production of the related deliverables.

B) Definitions

Often used together, communication and dissemination however encompass different logics, targets, and activities. The online manual of the Horizon Europe programme and the programme guide provide the following definitions:

- **Dissemination** means the public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.
- **Communication** measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society, show the activities performed, and the use and the benefits the project will have for citizens.

In the context of TwInSolar, these definitions will be used to identify the specific targets and channels regarding each type of activity.

C) Methodology

Partners' inputs on communication and dissemination have been gathered through an online survey, an in-person collaborative workshop, and partners' contributions and feedbacks on the document.

Organized during the week consortium meeting in La Reunion, the in-person collaborative workshop collected the inputs of all partners on the communication and dissemination strategy for the project. Following a presentation of a consolidated second draft version, partners were asked to provide their views on the following questions, for each of the project's target audiences:

- Who – precise the target audiences and start a mapping
- What – further define tailored key messages for each target audience
- How – Any other relevant tool to reach the target audience? Please precise the channels and identify any specific challenges to take into account.

An overview of the results of this workshop is available as an annex.

Following this fruitful exchange, these inputs have been integrated, taking into account their relevance with regards to the objectives, resources, and timeline of the project.

This document will be updated 2 to 3 months after the submission of the deliverable, and then annually to integrate the lessons learnt throughout the project and the other relevant changes.

D) Terminology used

In French, Reunion Island is named "La Réunion", the "La" being not just an article but part of its name; as such, it is always written with a capital letter. As no official English denomination exists for Reunion Island, **the term "La Reunion" will be preferred in this document and in all communication supports from the TwInSolar project.**

I. Strategy for Communication and Dissemination

A) From project's objectives to communication objectives

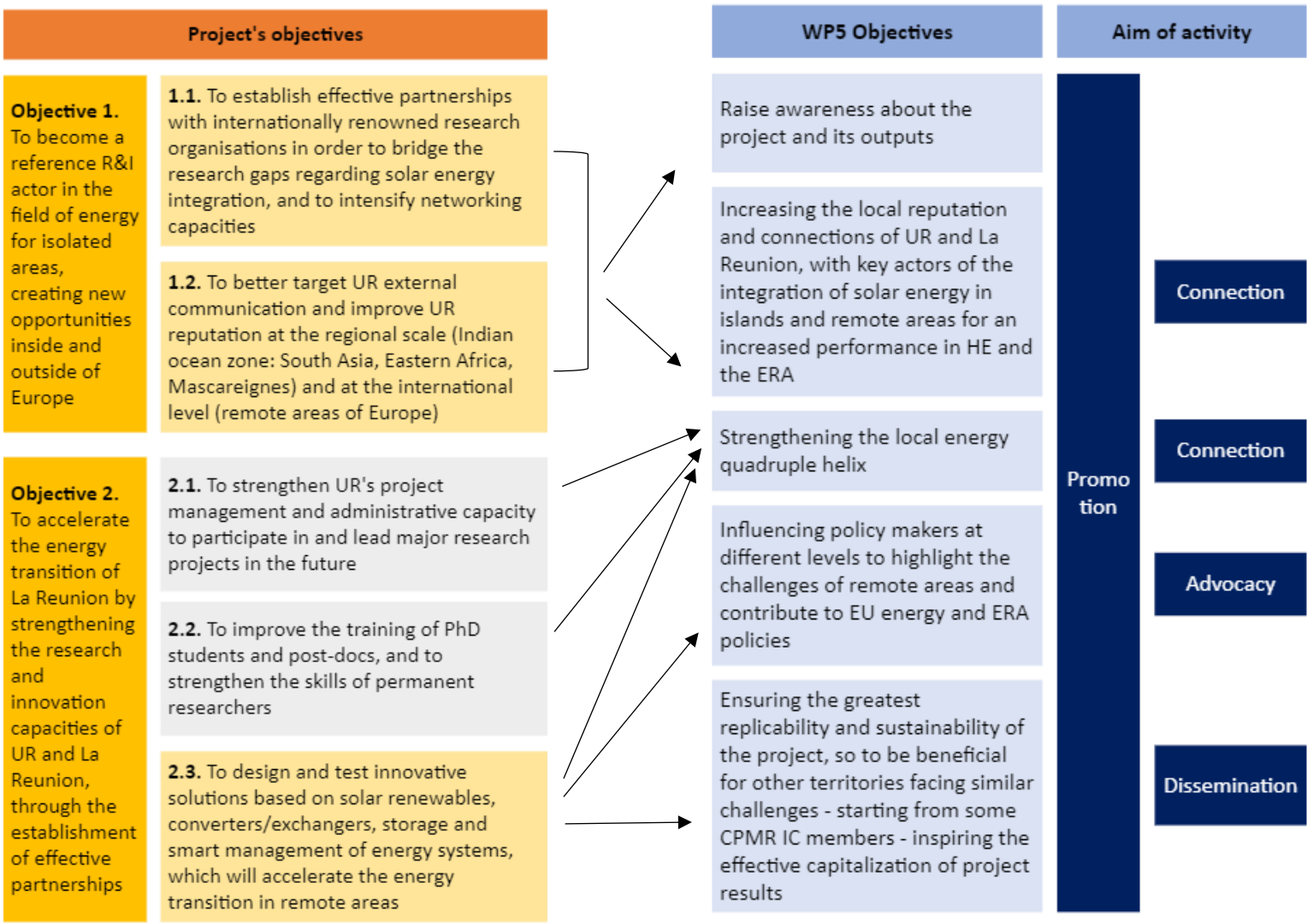
TwInSolar aims to address two general objectives:

- **Objective 1: to become a reference Research & Innovation actor in the field of energy for isolated areas, creating new opportunities inside and outside of Europe.**
    - To establish effective partnerships with internationally renowned research organisations in order to bridge the research gaps regarding solar energy integration, and to intensify networking capacities;
    - To better target UR external communication and improve UR reputation at the regional scale (Indian ocean zone: South Asia, Eastern Africa, Mascareignes) and at the international level (Remote areas of Europe).

- **Objective 2: To accelerate the energy transition of La Reunion by strengthening the research and innovation capacities of UR and La Reunion, through the establishment of effective partnerships.**
    - To strengthen UR's project management and administrative capacity to participate in and lead major research projects in the future;
    - To improve the training of PhD students and post-docs, and to strengthen the skills of the permanent researchers;
    - To design and test innovative solutions based on solar renewables, converters/exchangers, storage and smart management of energy systems, which will accelerate the energy transition in remote areas.

These general objectives are further detailed in the work packages objectives. The figure below shows how the project's objectives (in yellow) translate into more detailed work package objectives (in blue). **While promotion appears as a cross-cutting activity throughout the project, communication efforts will also aim at fostering connections, developing advocacy, and implementing dissemination efforts.**

2. TwInSolar's general objectives in relation to communication objectives



B) Target audiences

As stated in the project's objectives and the application form, four main target audiences can be identified:

- The scientific community
- Business and industry
- Policy makers
- General public and civil society

TwInSolar aims to reach and to engage with stakeholders at different geographical levels:

- La Reunion's level,

- La Reunion's regional level (Indian Ocean zone: South Asia, Eastern Africa, Mascareignes)
- Other outermost regions and islands level,
- European level.

A non-exhaustive mapping of the project's target audiences is in development, integrating partners' inputs, and will serve as a starting point to implement the communication of the project. It will be updated throughout the project.

3. Non-exhaustive mapping of the target audiences of the project

Scientific community				
Sub-categories	Geographical levels			
	La Réunion	Indian Ocean	Other OR and EU islands	Europe
Researchers	X	X	X	X
Post-doctoral researchers	X	X	X	X
PhD students	X	X	X	X
Master students	X	X	X	X
Young engineer and science associations	X	X	X	X
Network of experts in the field of energy	X	X	X	X
Other top international research organizations		X	X	X
Other Horizon 2020 or Horizon Europe projects	X	X	X	X
MAESHA (Horizon 2020)		X	X	X

Business and Industry				
Sub-categories	Geographical levels			
	La Réunion	Indian Ocean	Other OR and EU islands	Europe
TSO	X			
Local DSO	X			
EDF	X			
Large companies active in the field of energy and sustainable transition	X	X	X	X
Entrepreneurs in the field of energy and sustainable transition	X	X	X	X
PV panels developers	X	X	X	X
Grid operators	X	X	X	X
Sidelec	X			
Networks connecting science and business	X	X	X	X
EIT Climate-KIC				X
Large investors and investments funds				X

Policy makers				
Sub-categories	Geographical levels			
	La Réunion	Indian Ocean	Other OR and EU islands	Europe
Regional authorities and agencies	X			
Région Réunion	X			
SPL Horizon	X			
CESER	X			
Local authorities	X			
Intercommunal electives	X			
State authorities and agencies	X	X		
Préfecture	X			
ADEME Océan Indien	X	X		
Other Islands and Outermost Regions from the CPMR network			X	
Think tanks and relevant networks active in the field of insularity and energy		X	X	X
Clean Energy 4 EU Islands			X	

Greening the Islands			X	
European Institutions				X
European Commission – DG ENER				X
European Commission – DG REGIO				X
European Parliament – REGI Committee				X
European Parliament – ITRE Committee				X

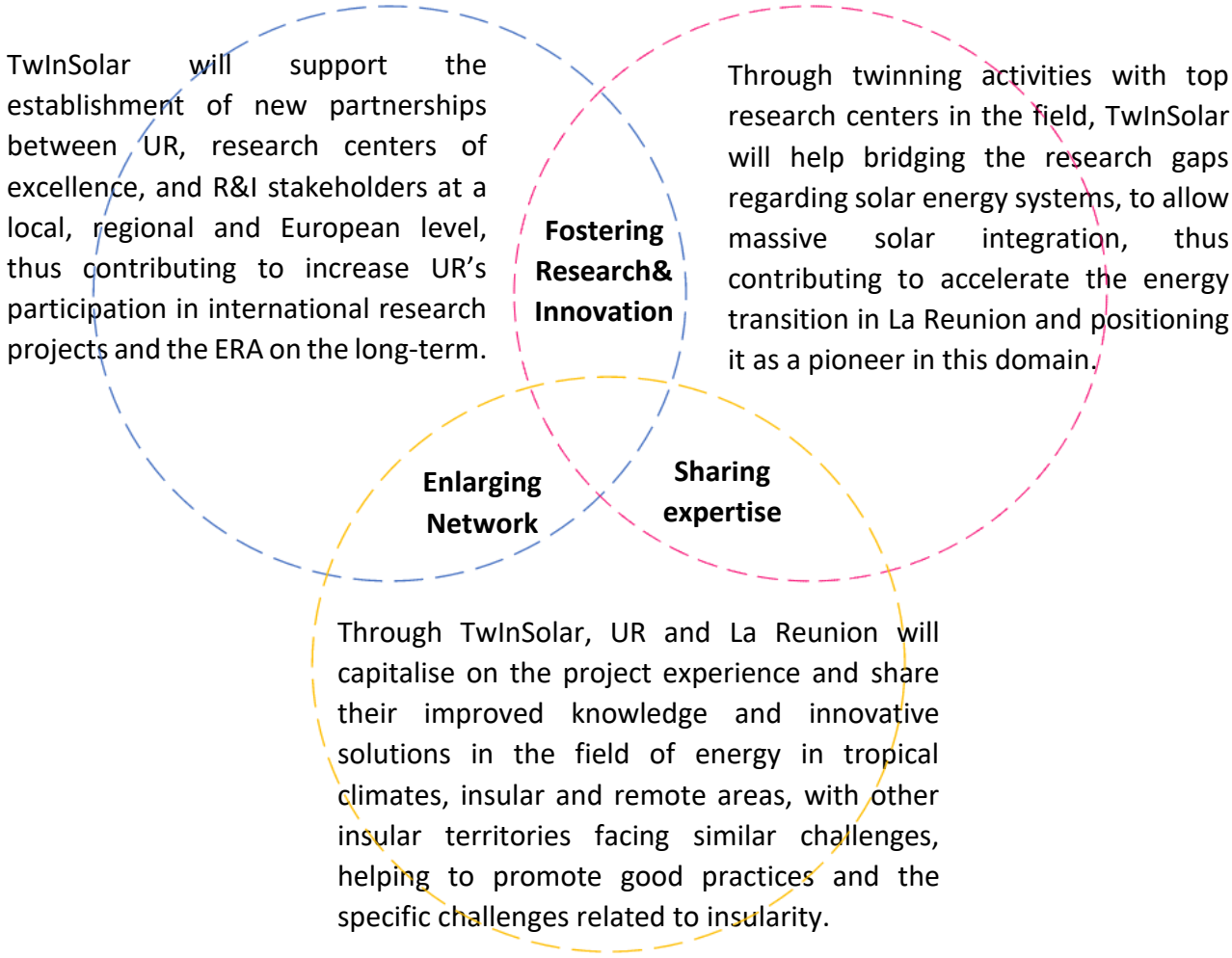
General public and civil society				
Sub-categories	Geographical levels			
	La Réunion	Indian Ocean	Other OR and islands	Europe
Citizens	X			
Schools and Rectorat	X			
Local energy communities	X			
NGOs	X	X	X	
Funding agencies for development and cooperation		X		
AFD – Direction régionale de l'Océan indien	X	X		

C) Key messages

1. General key messages

Key messages refer to the overall story about the project. They derive from the objectives previously described to provide a clear overview of the purpose of the project:

4. TwInSolar's key messages



2. Identified challenges

Considering the topics the project addresses and the diversity of the target audiences, these messages will be adapted in terms of **relevance, languages and technicity** to the different audiences they intend to reach:

- Communication materials should be popularized according to the level of knowledge of technical details by the audience (especially when reaching to the general public and to some extent, to the Policy makers).
- In addition, communication materials should be translated into French when oriented towards La Reunion's stakeholders (general public and Policy makers). When relevant, a translation to Creole can also be proposed.

In addition, it is important to take into account the specificities of the local contexts when designing communication messages.

When addressing to La Reunion's stakeholders, one should take into account the lack of awareness from the wide public and the citizens on the R&I efforts made by local researchers on key topic for La Réunion. Most of Policy makers often don't prioritize Research and Innovation in regional investments (number); there is, therefore, an issue of improving the visibility of the added value of R&I-related investments.

Similarly, when addressing to European stakeholders, the following points should be considered:

- Some prejudices and a lack of knowledge exist on La Reunion's research ecosystem, which in turn suffers from a certain invisibility.
- La Réunion being an Outermost Region, remoteness represents a challenge, which limits the possibilities of on-site activities when engaging European and international stakeholders.

3. Tailored key messages

- General key messages should be translated into tailored key messages, to ensure their relevance to the different stakeholders they intend to reach. The following paragraphs detail the main messages to emphasize when addressing to each category of target audiences:
- **Reaching the Research community:**
    - UR and Reunion work with internationally leading research institutes in the domain of energy.
    - UR and La Reunion are a reference for tropical climates, and insular and remote areas.
    - The project is developing and making available relevant data regarding solar energy in tropical, insular and remote environments.

- **Reaching the Business and industry's stakeholders:**

- La Reunion offers an ideal testing environment for solar energy solutions, in terms of climate, infrastructure and skills.
- The project is developing and making available relevant data regarding solar energy in tropical, insular, and remote environments.

- **Reaching the Policy makers:**
  - La Reunion acts as a pioneer for the massive integration of solar energy in its Energy mix.
  - La Reunion is developing innovative solutions for the massive integration of solar energy in insular, remote and tropical areas, which can be replicated in other European islands facing similar challenges.

- **Reaching the General public and civil society:**
  - La Reunion acts as a pioneer for the development of solar energy, for a more sustainable and decarbonized energy.
  - The University of La Réunion is collaborating with top research institutes.
  - The University of La Réunion is engaged in developing innovative solutions for solar energy, to fight climate change.

II. Communication and dissemination activities

Communication objectives, key messages and target audiences translate into a range of communication and dissemination activities, which will be described in this section.

Note: for each activity, a short name (ie. WEB for Website) is indicated and should be used for continuous reporting purposes.

A) Rules and requirements

All communication and dissemination materials and activities must comply with the requirements set in the Grant agreement.

It notably includes the following elements:

- ***Acknowledgment of EU support*** *(article 17.2):* all communication and dissemination materials "must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)" (Article 17.2). The emblem can be downloaded in different formats and colours on the dedicated page of the European Commission. Information and examples of how to display and use the EU emblem can be found in the guidelines provided by the European Commission on the use of the EU emblem in the context of EU programmes 2021-2027.

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- ***Disclaimer*** *(article 17.3):* When communication and dissemination materials share information on the project, the following disclaimer should be included, translated into local languages when appropriate:
  "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them."

- ***Confidentiality*** *(article 13):* As stated, "the parties must keep confidential any data, documents or other material (in any form) that is identified as sensitive in writing ('sensitive information') – during the implementation of the action and for at least until the time-limit set out in the Data Sheet". In the framework of TwInSolar, this only applies to deliverable 5.5 (Exploitation and IRP plan), as all other deliverables are public.

- ***Open Science*** *(Annex 5 related to article 17 of the GA):* Partners must ensure that their dissemination activities comply with the open science requirements described in the Grant Agreement, notably the FAIR principles *(findability, accessibility, interoperability* and *reusability)* for the project's results.

B) Tools and Channels

1. Visual identity and templates

Communication tools must comply with the graphic charter of the project.

Templates are provided to partners and are available in the common shared folder of the consortium. An overview of these templates is available as an appendix of this document. They include the following documents:

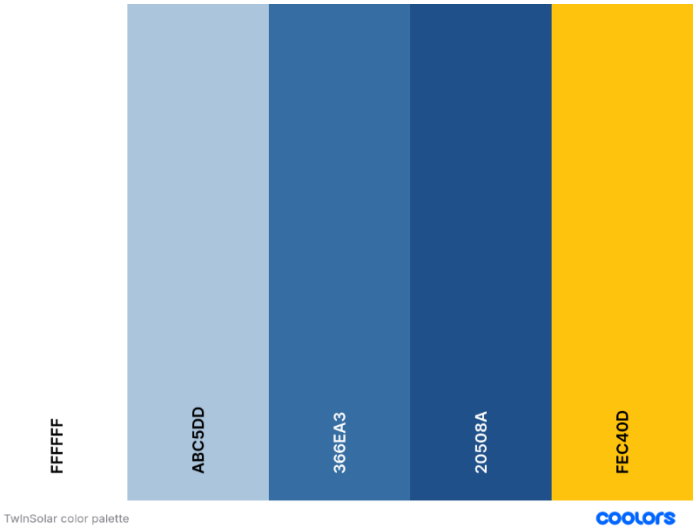
- Deliverables - *available*
- PowerPoint presentation - *available*
- Press releases – *available*
- Minutes – *in definition*
- Event invitation – *in definition*
- Registration form – *in definition*
- Event attendance form (including consent form for image rights) – *in definition*
- Consent form for image rights – *in definition*

This list can be updated throughout the project.

5. **Project's Logo**

As previously stated, the logo should be accompanied by the EU emblem on every communication and dissemination material.

6. **TwInSolar's color palette**



The color palette of the project should be used as much as possible, always using relevant font colors in order to maintain appropriate contrast for readability (as shown on the color palette).

2. Promotional materials (PM)

The project will develop the following promotional materials, aiming to support communication actions:

- **A poster** will be designed by the consortium members and printed, in order to have a visual support when presenting TwInSolar during events, press conferences, etc.
- **One short promotional video** will be made by the consortium members, in order to promote the project online and during events. It will use images from the different online and onsite activities of the project, as well as interviews of the stakeholders involved in the project. In this process (images shooting, video editing), the project will benefit from the support of the DAMAN service from the University of La Reunion.

- **One final video** will be made at the end of the project to support the sharing of the results after the end of the project.

3. Online communication materials

Various tools will be developed to support the online communication of the project.

- **Project website (WEB)**

A website will be developed for the project, with the following objectives:

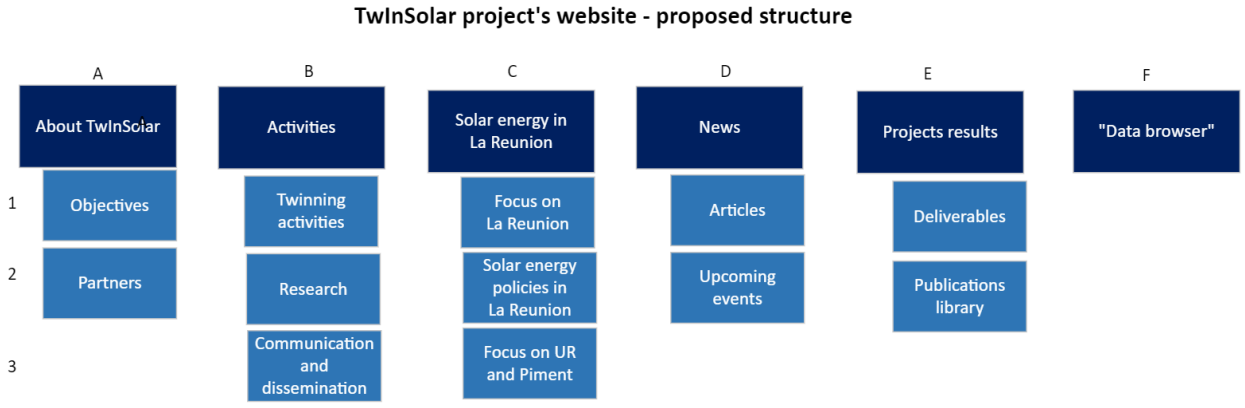
- To communicate on the project and its partners:
  - To raise awareness on the projects' activities and generate engagement from the target audiences;
  - To position La Reunion as a pioneer for solar energy integration and to increase the Region and the University's attractivity;
- To disseminate the results of the project to target audiences.

Accordingly, the website will be engaging, through interactive features and visuals (pictograms, pictures, videos). It will allow the easy access, sorting and downloading of data.

It will provide information and resources and will be divided into several main sections:

- General description of the project: with its objectives and a presentation of the partners
- Activities implemented during the project: research activities, twinning activities; communication and dissemination activities;
- A focus on solar energy in La Reunion, as part of the objective of increasing its attractivity;
- News, including articles and an events calendar; links to social media accounts
- Results of the project, where deliverables and scientific publications will be downloadable free of charge;
- A Data tool, allowing the user to access, sort and download data from the project.

7. TwInSolar's project website – proposed structure



Website developers will be subcontracted by UR, and the website development will be overviewed by the partners involved in communication.

The website's content will be available into English and French (except for the data browsing section). All partners will be responsible for providing the necessary content to draft articles, translations and updates on the website. A specific roadmap/planning will be released to coordinate the production of content between partners for the website.

A call for tender has been released, with an expected launch of the website by May-June 2023.

- **Social media (SM)**

Partners have identified Twitter and LinkedIn as relevant social media channels to further deliver the key messages of the project. A Twitter (@TwInSolar_HE) has been created and a LinkedIn page will also be launched.
These accounts will allow the project's partners to promote the project and its results and to engage with the scientific community, the business and industry stakeholders, the policy makers, and other similar projects.
They will promote news and articles, with redirection to the website. The Twitter account will also be used for live twitting of relevant events.

The CPMR will oversee the animation of these accounts. However, as for the website, all partners will be responsible for providing the relevant content. Specific communication roadmaps will be shared with the partners prior to the events, to ensure the coordination and production of content and its quality.

The mapping of the target audiences will integrate the relevant social media accounts and will be updated throughout the project.

- **Partners' own channels**

To maximise the impact of communication, projects' partners are expected to take part in communication efforts by relaying project materials and publications on their own relevant channels and networks.

- **Newsletter (NWL)**

A biannual newsletter of the project will be shared via email and on the website. Its aim will be to provide a general update on the project. The listing will be elaborated through a subscription form on the website. The collected contact details shall comply with the GDPR rules and the UR will act a as Data Policy Officer (DPO).

- **Press releases (PR)**

Press releases will be elaborated to communicate on specific events and activities of the project, when relevant. They will be released after the events and will be sent to media on Reunion Island and at a European level (web and written press, radio, TV media), and to the press contacts of each partner when relevant.

4. Events

- **Project's own events (OEVE)**

Various events, workshops and seminars will be organized as part of the knowledge exchange activities in the project and will be open to participants outside the consortium. As such, they will not be solely dedicated to the promotion of the project and the dissemination of its results, but they represent key opportunities to do so.

To attract as many people as possible, they should be promoted using the above-mentioned online communication tools.

- **Participation to external events (PEVE)**

Project partners will seek to participate in external events to share widely the results of the project. This will be facilitated by networking efforts and a mapping of relevant events, which will be regularly updated throughout the project. While these events will be mostly addressed to the research community, the business and industry stakeholders and the policy makers, partners will engage punctually in other opportunities oriented towards citizens and the wide public, such as the Science festival ("Fête de la Science").

5. Dissemination activities

- **Communications in conferences (CONF)**

Partners involved in scientific activities will disseminate the project's results through taking part in conferences, with a particular focus on conferences at an international level, in line with the project's objectives.

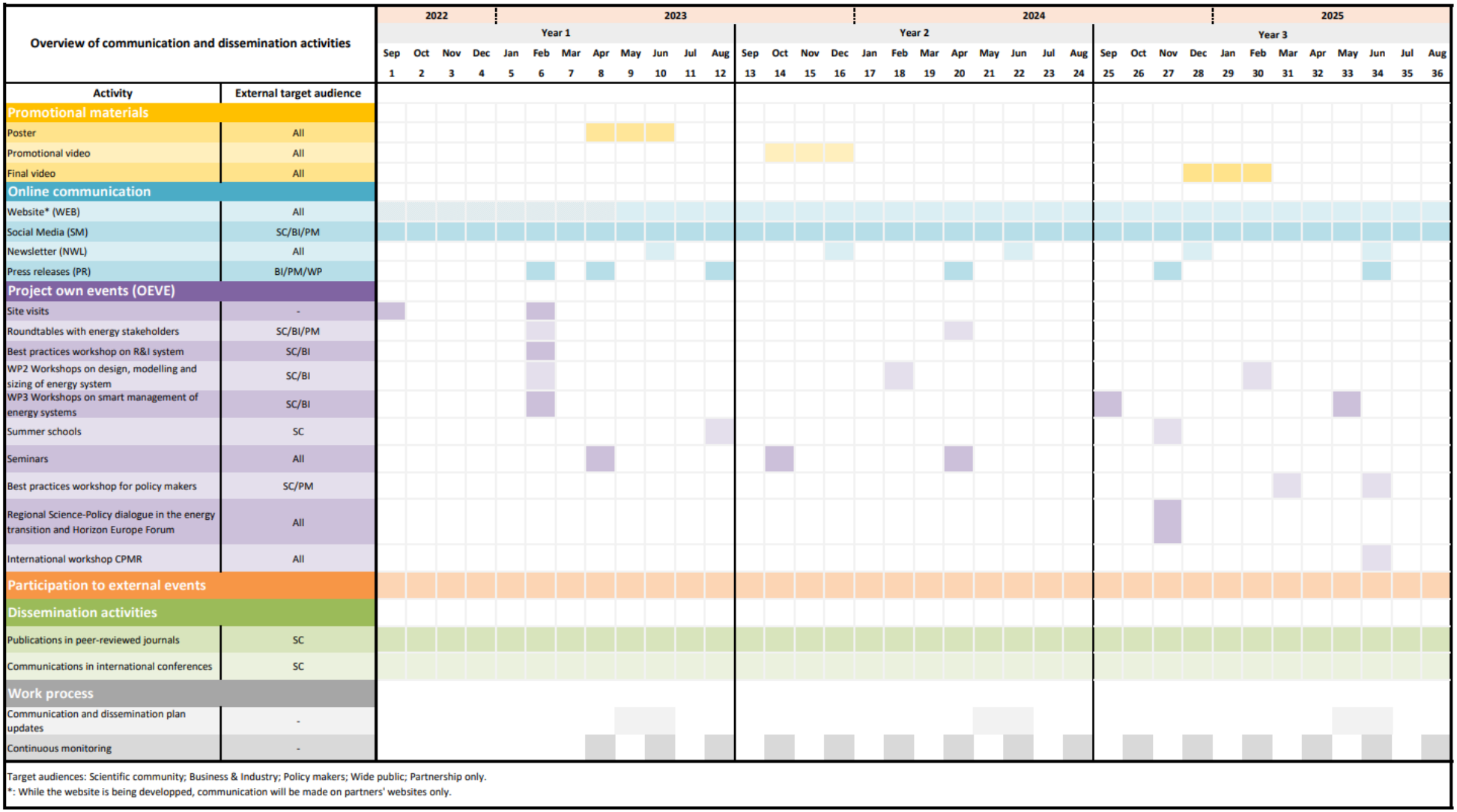
As this activity is closely connected to research, the partners involved in such activities will be responsible for monitoring and applying to the relevant conferences.

- **Publications (PUBLI)**

In addition, partners involved in scientific activities will seek to publish in relevant journals, always in open access. As this activity is closely connected to research, the partners involved in such activities will be responsible for monitoring and applying to the relevant journals.

C) General timeline of activities

8. General timeline of activities



Target audiences: Scientific community; Business & Industry; Policy makers; Wide public; Partnership only.
*: While the website is being developped, communication will be made on partners' websites only.

D) Overview of the related deliverables

Documents such as guides and reports will be produced as deliverables of the project (see figure 5 below). These documents will be shared as widely as possible, using the above-mentioned tools, in order to ensure the dissemination of the project's results.

9. **Overview of the related deliverables**

Deliverable number	Deliverable name	Communication/ Dissemination	Work Package	Due date (months)
D1.2	Representative case studies	D	WP1	6
D1.3	Best practice guide	D	WP1	18
D2.1	Current and emerging trends relative to solar technologies, design and simulations of energy systems	D	WP2	30
D3.1	Current and emerging trends relative to forecasting and monitoring of PV power and smart management of renewable energy systems	D	WP3	33
D4.1	Consolidate micro-grid data	D	WP4	12
D4.2	Micro-grid design	D	WP4	36
D4.3	Predictive control of the microgrid	D	WP4	36
D5.2	Best practice online workshops (R&I and energy transition policymakers)	C/D	WP5	31
D5.3	Policy brief	D	WP5	34
D5.4	Horizon Europe Forum & International final workshop	C/D	WP5	36

III. Monitoring and follow-up throughout the project

A) Monitoring and evaluation

1. Methodology

The partners will keep track of their communication and dissemination activities, and their impact in a dedicated tracking document. This document will use defined indicators to monitor and evaluate quantitatively and qualitatively the communication and dissemination activities implemented, and their impact.

Such monitoring will be realized every two months and will be coordinated by the CPMR and implemented by all the partners involved in communication and dissemination activities. A reminder will be sent by the communication lead partner before reporting periods.

2. Indicators

The list of the indicators used for the monitoring and evaluation can be found below.
For each category, partners will indicate in the tracker if the activity relates to communication and/or dissemination efforts.

These indicators can be re-evaluated on a yearly basis to better fit with the project's evolutions.

- **Website (WEB)**

Indicator 1.1: Visits on the website per month.
Target: 50/per month

Indicator 1.2: Number of news published on the website
Target: At least 1 news/activity

The news published on the website will be monitored according to the following categories: Number; title; date of publication; associated activity; the language used; and the target audience(s).

Regarding the monitoring of digital tools such as the website, social media accounts and the newsletter, the data will be measured using the analytics tool.

- **Social media (SM)**

Indicator 2.1: Number of followers of the Twitter account
Target: 80 at the end of year 1; 130 at the end of year 2; 180 at the end of year 3

Indicator 2.2: Number of followers of the LinkedIn account
Target: 80 at the end of year 1; 130 at the end of year 2; 180 at the end of year 3

The number of followers will be monitored every two months and evaluated per year.

Indicator 2.3: Number of published posts
At least one post/activity

The posts published on Twitter and LinkedIn, whereas on the project's account or on the partners', will be monitored according to the following categories: number, topic, platform, account, date of publication, associated activity and target audiences.

- **Newsletters (NWL)**

Indicator 3.1: Number of subscriptions to the project's newsletter
Target: 20 at the end of year 1; 50 at the end of year 2; 80 at the end of year 3

The number of subscriptions will be monitored biannually (except for year 3, when it will occur only once) and considered annually.

Indicator 3.2: Number of newsletters sent
Target: 2 a year (except for year 3: only once)

The newsletters will be monitored according to the following categories: number, title, date, language, and target audiences.

- **Press releases (PR)**

Indicator 4.1: Number of press releases per year
Target: at least one per year

The number of sent press releases will be monitored every two months, and will keep track of the name, the topic, the date, the language(s) used and the target audiences.

Indicator 4.2: Number of media coverage
Target: at least 5 per year

The media coverage of the project will be monitored through a press review every two months and will also cover the following categories: name of the article; name of the media (newspaper, radio…); date; language(s) used; and the target audiences. It will also keep track of the link to the article.

- **Own Events (OEVE)**

Indicator 5.1: Number of events organised
Target: 18 by the end of the project

The target number is based on the activities foreseen in the grant agreement. It includes events which don't have a communication purpose (i.e. research seminars) but which are open to external attendees, and therefore represent a good opportunity to communicate on the project and to disseminate its results.

Indicator 5.2: Number of attendees
No target: depending on the type and size of the events, the number of attendees will vary.

Indicator 5.3: Variety of target audiences attending the events
No target: depending on the type of events, targets will vary.

The number and variety of attendees will be monitored after each event through the attendance and registration lists.

Indicator 5.4: Satisfaction of the attendees after the event
Target: at least 75% of attendees are satisfied with the event

Satisfaction will be evaluated through a quick survey, which will be circulated preferably at the end of each event, to ensure a satisfying rate of answers.

- **Participation in External Events (PEVE)**

Indicator 6.1: Number of participations in external events
No target set: depending on opportunities

Participation in external events to promote the project will be monitored with the following elements: name of event, type of event, organizer, date, location, language(s) used in the event and the estimated target audiences of the event.

Important note: conferences in events will be monitored in the following section.

- **Communications in conferences (CONF)**

Indicator 7.1: Number of communications in conferences
No target set

Indicator 7.2: Number of communications in international conferences
Target: 8 communications in international conferences by the end of the project

The number of conferences in which the project's results have been shared through a scientific communication, will be monitored every two months. This monitoring includes the name of the communication, the conference and its geographical reach, the organizer, the date, the location, and the target audiences reached through this communication.

- **Publications (PUBLI)**

Indicator 8.1: Number of publications in peer-reviewed journals

Target: 6 articles published in peer-reviewed journals by the end of the project

Partners will monitor the number scientific publications related to the project and will keep track of the type and title of the publication, the author(s), the title of the journal, whereas the publication is peer-reviewed and in open-access, the target audiences, and finally the DOI which will contain all other relevant information on the publication.

B) Exploitation of results

The modalities of the exploitation of the project's results will be defined by the University of La Reunion in the Exploitation and IRP Plan (deliverable 5.5 – due on month 35). As it will contain sensitive information, its access will be restricted.

IV. Financial and human resources dedicated to communication and dissemination

A) Human resources

The partners' involvement in communication is organized as follow:

10. **Staff effort per participant – work package 5**

Staff effort per participant – WP5	
UR	2
Fraunhofer	1
DTU	0,5
NEXA	6
CPMR (WP coordinator)	14
Total Person-Months	23.5

As previously detailed, as work package coordinator the CPMR will coordinate all communication and dissemination efforts, with the support of the project's partners, according to the foreseen staff effort.

B) Financial resources

Aside from personal costs, partners will support their purchase costs (including travel and subsistence and other goods, works and services) related to communication and dissemination as defined in the Grant agreement (Part B p20) – identified in bold below:

11. **Purchase costs per partners**

Partners	Travel and subsistence		Other goods, works and services		Total
UR	Expert visits at DTU and Fraunhofer (6p), staff exchanges (5p), workshops (1 at Fraunhofer and 2 at DTU) (8p), **conferences EUPVSEC and IEEE PVSC conferences** (4p), EERA events (2p), IEA Task meetings (2p)	85 000€	On-site project meeting costs (i.e catering, etc), **communication supports, 2 publication fees (open access), 4 conference attendance fees,** registration to EERA, financial certificates (CFS)	53 500€	138 500€
Fraunhofer	Project meetings: Denmark (2p), La Reunion (2p), 2 workshops in La Reunion (2p), expert visit in La Reunion (1p), training in La Reunion (1p), IEA Task meeting (1p), **EUPVSEC Conference including attendance fees (1p)**	29 100€	2x Cameras/Sensors and 1x Heliometer for Solar Sensor Station, On-Site ISE Project Meeting Costs (i.e. Catering, etc.), **Fees for Journal publication (Open Access),** Transport/Freight Costs	12 500€	41 600€
DTU	10 travels: 8 to La Reunion for visit and staff exchanges, summer schools and **2 conferences**	30 000€	**1 publication fees, 2 conference registrations**	3 000€	33 000€
CPMR	3 to 4 travels linked to the participation of 1 CPMR staff member to relevant twinning activities (like workshops, roundtables,	11 000€	**Organization of 1 online workshop with online translations, organization of the final international workshop**, 3 to 4 travels of	25 000€	36 000€

Partners	Travel and subsistence		Other goods, works and services		Total
	summer schools) + **2 to 3 staff members for the final international workshop (Brussels)**		CPMR members interested in taking part in some specific twinning activities workshop		
NEXA	4 travels: visits of DTU and Fraunhofer	15 105€	-	-	15 105€
	Total travel and subsistence	170 205€	Total other goods, works and services	94 000€	264 205€

Annexes

1. Extract from the tracking document

Monitoring of Communication and Dissemination activities - TWINSOLAR

1. Website (WEB)

1.1 Visits on the website/month — *Target: 50/month*

March 2023	April 2023	May 2023	June 2023	July 2023	Aug 2023	Sept 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	March 2024	April 2024	May 2024	June 2024	July 2024	Aug 2024	S

1.2 Number of news published on the website — *Target: At least 1 news/activity*

Number	Title of the news	Date of publication	Language(s)	Target audience(s) *Put "X" in the relevant box(es)*											Please tick the relevant box(es)	
				Industry	Innovators	Investors	EU Institutions	National authorities	Regional authorities	Local authorities	Civil society	Citizens	Research community	Specific user communities (if ticked please specify)	International organisation (UN body, OECD…)	**Communication**	**Dissemination**
1																	
2																	
3																	
4																	
5																	

Monitoring of Communication and Dissemination activities - TWINSOLAR

2. Social media (SM)

2.1 Number of followers of the project's Twitter account — *Target: 80 at the end of year 1; 130 at the end of year 2; 180 at the end of year 3*

Total year 1			Total year 2						Total year 3						
0			0						0						
March 2023	May 2023	July 2023	September 2023	November 2023	Jan 2024	March 202	May 2024	July 2024	Sept 2024	Nov 2024	Jan 2025	March 2025	May 2025	July 2025	August 2025

2.2 Number of followers of the project's Linked In account — *Target: 80 at the end of year 1; 130 at the end of year 2; 180 at the end of year 3*

Total year 1			Total year 2						Total year 3						
0			0						0						
March 2023	May 2023	July 2023	September 2023	November 2023	Jan 2024	March 202	May 2024	July 2024	Sept 2024	Nov 2024	Jan 2025	March 2025	May 2025	July 2025	August 2025

2.3 Number of published posts — *Target: at least one post per activity*

Number	Topic	Platform *(drop down list)*	Account *(drop down list)*	Date of publication	Associated activity (what is the news intending to promote)	Target audience(s) *Put "X" in the relevant box(es)*											Please tick the relevant box(es)	
						Industry	Innovators	Investors	EU Institutions	National authorities	Regional authorities	Local authorities	Civil society	Citizens	Research community	Specific user communities (if ticked please specify)	International organisation (UN body, OECD…)	**Communication**	**Dissemination**
1																			
2																			
3																			
4																			
5																			

The complete tracking document is available in the shared workspace of the project.

2. Survey collecting the inputs of partners on communication

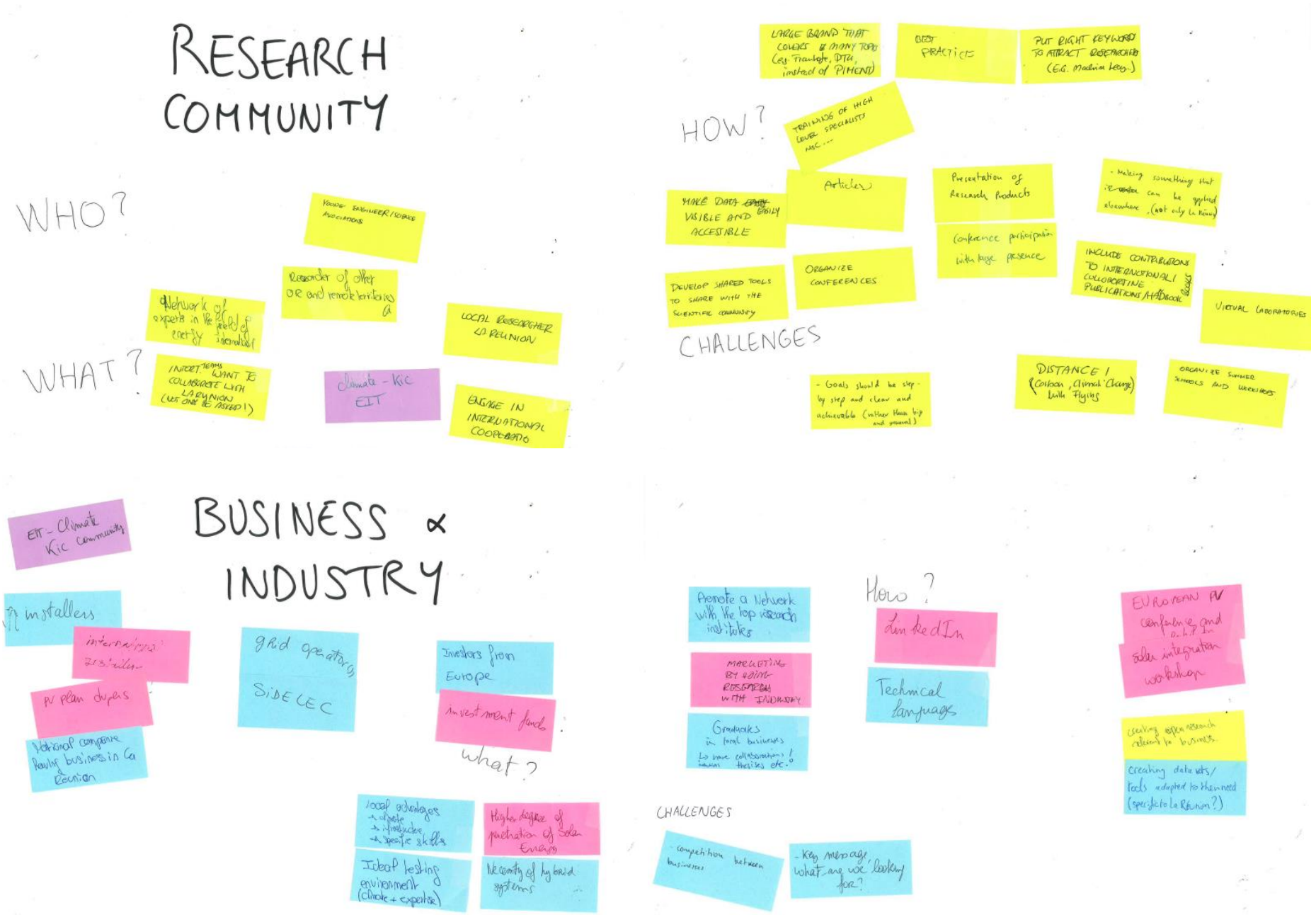
	Your organisation		Channels used by your organisation (in English)			
Submission Date	**Your organisation**	**Your position**	**Social media account(s)**	**Website(s)**	**Participation in event(s)**	**Other**
23-Dec-22	Technical University of Denmark	Chief Scientific Officer	LinkedIn: DTU Electro LinkedIn: DTU Wind and Energy Systems	www.dtu.dk https://electro.dtu.dk/ https://wind.dtu.dk/	**EUPVSEC PVSC International Hybrid Power Plants & Systems Workshop**	
Dec 7, 2022	UR	Head of Laboratory PIMET	Twitter (@Univ_Reunion), Linkedin (universite-de-la-reunion), Facebook (@univreunion), Instagram (@univ_reunion or #univreunion), Youtube (@universitedelareunion4333 and @laboratoirepimentuniversit2396)	https://www.univ-reunion.fr, https://piment.univ-reunion.fr	**Scientific congresses (ISES SWC, WREC, EUPVSEC), ISES webinars, IEA PVPS task 16**	
Dec 7, 2022	Fraunhofer ISE	Project Management and Acquisition Assistant	https://twitter.com/FraunhoferISE, https://www.linkedin.com/company/fraunhofer-ise-freiburg/, https://www.youtube.com/channel/UCSXRQLUtU3WhmVBj4Bv0YQg and facebook ise.fraunhofer.de	https://www.ise.fraunhofer.de/	**InterSolar,**	

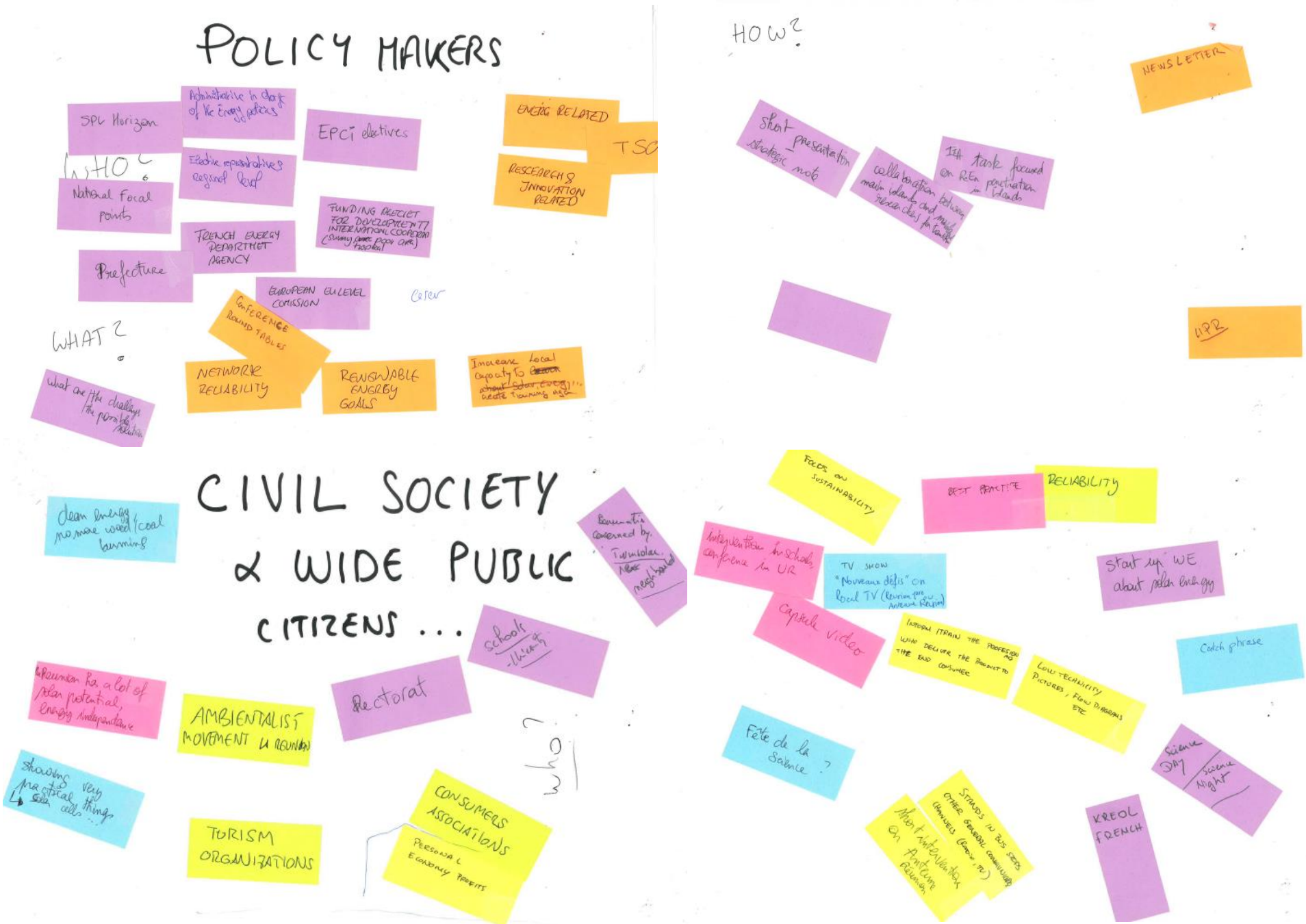
Research community and students				Business and Industry			
What are the specific research institutions/research group/researchers, TwInSolar should target?	What are the key messages you would like to deliver to this community?	What are the scientific event(s) during which TwInSolar should be promoted?	What are the channels this community usually use, according to you?	What are the specific industrial partners/federations/corporations/business clusters, TwInSolar should target?	What are the key messages you would like to deliver to this community?	What are the Industry/business events event(s) during which TwInSolar should be promoted?	What are the channels this community usually use, according to you?
We usually disseminate through our **publications** and at **conferences** where we show our work. The research work in the project should be used for making such publications and conference contributions to show that there is also a real added value to the scientific community by the collaboration which will ensure new research projects can be realized. Other routes to added value can be identified but the dissemination strategy has to be tied to added value streams to the target users.	This is yet to be denied. We have to define the "value creation" and how it exactly looks before we can make a strategy on how to disseminate it. If the research community can expect e.g. a dataset from ReUnion Island or a subset of a hybrid system from UR – that UR, Fraunhofer and DTU have worked on creating and backed up by research publications and conference contributions then the community have something that would have their interest which they can look forward to and read our tweets, homepages, conferences contributions etc. while they are waiting for the end product/service.	This could be **EUPVSEC PVSC International Hybrid Power Plants & Systems Workshop** We could also create course programs together – like a summer school or something else that created value to the research community which they can hook on at get value from.	for internal events it is **direct marketing, Linked In and addressing "interest organisations"** which that has the stakeholder having the customers as members For the overall message it can be SoMe For the research contributions **its papers and conferences.**	This is not defined yet – at least from DTU perspective since the added value for stakeholders have not been identified.	This is not defined yet – at least from DTU perspective since the added value for stakeholders have not been identified.	This is not defined yet – at least from DTU perspective since the added value for stakeholders have not been identified.	for internal events it is direct marketing, **Linked In** and addressing "interest organisations" which that has the stakeholder having the customers as members
Mainland Europe: **researchers of top universities and research institutes in the field of energy field, European Outermost Regions, Indian Ocean area and Reunion: universities (Master students) and research labs related to energy transition**	**UR and Reunion work with internationally leading research institutes in the domain of energy. UR and Reunion are a reference for tropical climates and insular/remote areas.**	**International congresses in the field of solar and renewable energy (EUPVSEC, WREC, SWC, IEEE PVSC, etc.), any scientific events related to energy hosted by OR or Indian Ocean Islands, Masters degrees of UR**	**E-mails, websites, newsletters, webinars**	**Reunion: Temergie, ADIR, Indian Ocean islands: COI, club des électriciens, OR: ??, mainland Europe: EERA**	**UR is an internationally renown research institute in the field of energy with focus on tropical climate and large remote communities. UR is able to support R&I of private companies in the field of energy.**	**PVSEC for mainland Europe,** any **technological related events** in OR and Indian Ocean islands	**E-mails, websites, linkedin**

Policy makers				General public	
What are the specific policy-makers, TwInSolar should target?	**What are the key messages you would like to deliver to this community?**	**What are the policy-making event(s) during which TwInSolar should be promoted?**	**What are the channels this community usually use, according to you?**	**What are the key messages you would like to deliver to this community?**	**What are the channels this community usually use, according to you?**
This is not defined yet – at least from DTU perspective since the added value for policy maker stakeholders have not been identified.	This is not defined yet – at least from DTU perspective since the added value for policy maker stakeholders have not been identified.	This is not defined yet – at least from DTU perspective since the added value for policy maker stakeholders have not been identified.	Policy making is a long and heavy process where a very clear message needs to be defined and taken to the policy makers through especially the industry organisations or DTU top management who have a voice in this.	This is not defined yet – at least from DTU perspective since the added value for stakeholders have not been identified. It all comes back to question 3 – what will be the end products/services and value addition that the general public or civil society can get from the project and see a progress towards during the project and therefor be interested in getting information about	This is very much dependent on the overall story of the project and the added value.
Europe: European Commission policy makers, OR and Indian Ocean islands: regional authorities in the field of energy, Reunion:	**UR can manage ambitious R&I projects in the field of energy. Reunion has cutting-edge a R&I actors in the field of energy. UR is a key actor to develop innovative solutions and product for the energy transition of insular territories.**		**Phone, general public media (e.g. press release)**	**Join UR if you want to play a role in the energy transition of Reunion island and Indian Ocean area. Reunion is at the forefront in the field of energy.**	**Press release, short video on YouTube**

Website			
7) Do you wish to add any specific feature to the website?	**7) If you ticked "Other", please specify below:**	**8) Any successful example of website in mind? Please share them below:**	**9) Please share with us any insights about communication and dissemination:**
Data viewing and downloading Maps Video Other: please specify at next question	To specify the above it would be great if we define the added value – and the story – we can use these kind of tools to get to disseminate and the datasets could be one of the end products that the scientific community could hook on to and be interested in.		It's all about being clear about the end goals and the added value for the users – or they will not tune in to our channel.
Data viewing and downloading Video			

3. Results of the workshop on Communication and Dissemination (February 2023)




POLICY MAKERS
SPL Horizon
Administrative in charge of the Energy policies
EPCI electives
ENERG RELATED
TSO
WHO?
Elective representatives regional level
National Focal points
RESEARCH & INNOVATION RELATED
FUNDING AGECIET FOR DEVELOPMENT / INTERNATIONAL COOPERATION
FRENCH ENERGY DEPARTMET AGENCY
Prefecture
EUROPEAN EU LEVEL COMISSION
Cerer
CONFERENCE ROUND TABLES
WHAT?
NETWORK RELIABILITY
RENEWABLE ENERGY GOALS
Increase local capacity to create training
what are the challenges the possible solution
HOW?
NEWSLETTER
Short presentation strategic note
collaboration between main islands and main researchers for tandem
IEA task focused on ReEn penetration in islands
UPR
CIVIL SOCIETY & WIDE PUBLIC CITIZENS ...
clean energy no more wood/coal burning
Renewable Reunion has a lot of solar potential, energy independence
AMBIENTALIST MOVEMENT LA REUNION
Rectorat
schools
showing very practical things
TURISM ORGANIZATIONS
CONSUMERS ASSOCIATIONS
PERSONAL ECONOMY PROFITS
who?
FOCUS ON SUSTAINABILITY
BEST PRACTITE
RELIABILITY
intervention in schools, conference in UR
TV SHOW "Nouveaux défis" on local TV
Start up WE about solar energy
Capsule video
INFORM ITRAIN THE PROFESSION AD WHO DELIVER THE PRODUCT TO THE END CONSUMER
LOW TECHNICITY PICTURES, FLOW DIAGRAMS ETC
Catch phrase
Fête de la Science ?
Science DAY
Science Night
STANDS IN BUS SEDS OTHER GENERAL COMMUNICATIONS CHANNELS
short intervention on Antenne Réunion
KREOL FRENCH

4. Templates overview

Templates will be elaborated throughout the project and will be available in the shared workspace of the project.

a. Deliverables template (extract)

DX.X – Name of the deliverable

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Deliverable X.X – Name of the deliverable

Deliverable X.X – Name of the deliverable

TwInSolar

(Improving Research and Innovation to achieve a massive integration of Solar renewables)

Organisation: Name of the organisation

Main author: Name

Contributors: (insert Lead partner + other contributing partners)

2

This document has been developed as part of the project titled "TwInSolar – Improving research and innovation to achieve a massive integration of solar renewables"

The TwInSolar project (September 2022 - August 2025) has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 10107647

Document information

Deliverable:	D X.X
Work Package:	WPX – Name
Task:	TX.X – Name
Author:	Name
Document type:	Type
Dissemination level:	Public
Copyright:	Copyright © 2023, TwInSolar Consortium – All right reserved

Revision

Version	Date	Author	Description of changes
V1		Author	First draft

Contents

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A) Template 5
I. Template 6
A) Template 6
Annexes 7
Index 8

Introduction

This is a template.

A) Template

This is a template.

1. Example of lay-out for charts

Legal name	*Short name*	*Country*
Université de la Réunion	UR	FR
Fraunhofer Gesellschaft zur Forderung der Angewandten Forschung EV	Fraunhofer	DE
Danmarks Tekniske Universitet	DTU	DK
NEXA – Agence Régionale de Développement, d'Investissement et d'Innovation	Nexa	FR
Conférence des Régions Périphériques Maritimes d'Europe	CPMR	FR

Deliverable X.X – Name of the deliverable

I. Template

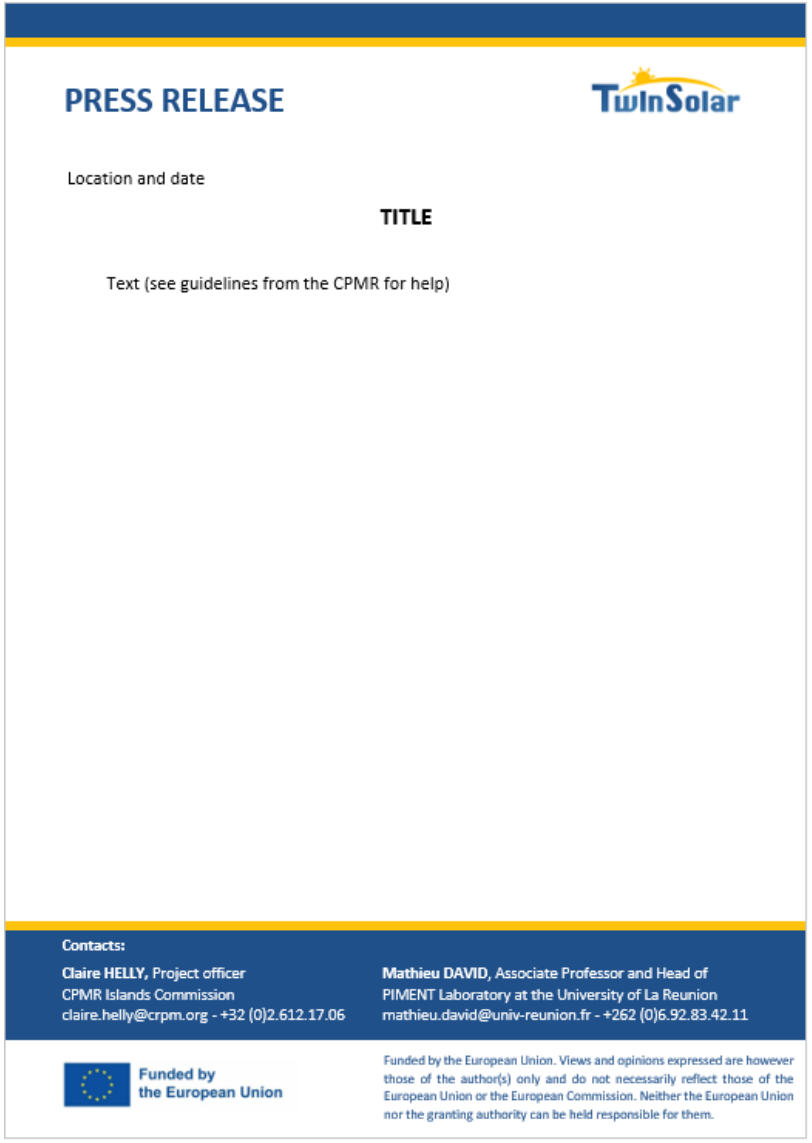
A) Template

This is a template.

1. Template

b. Template for Powerpoint presentation (extract)

c. Templates for press releases (in English and French)



PRESS RELEASE

Location and date

TITLE

Text (see guidelines from the CPMR for help)

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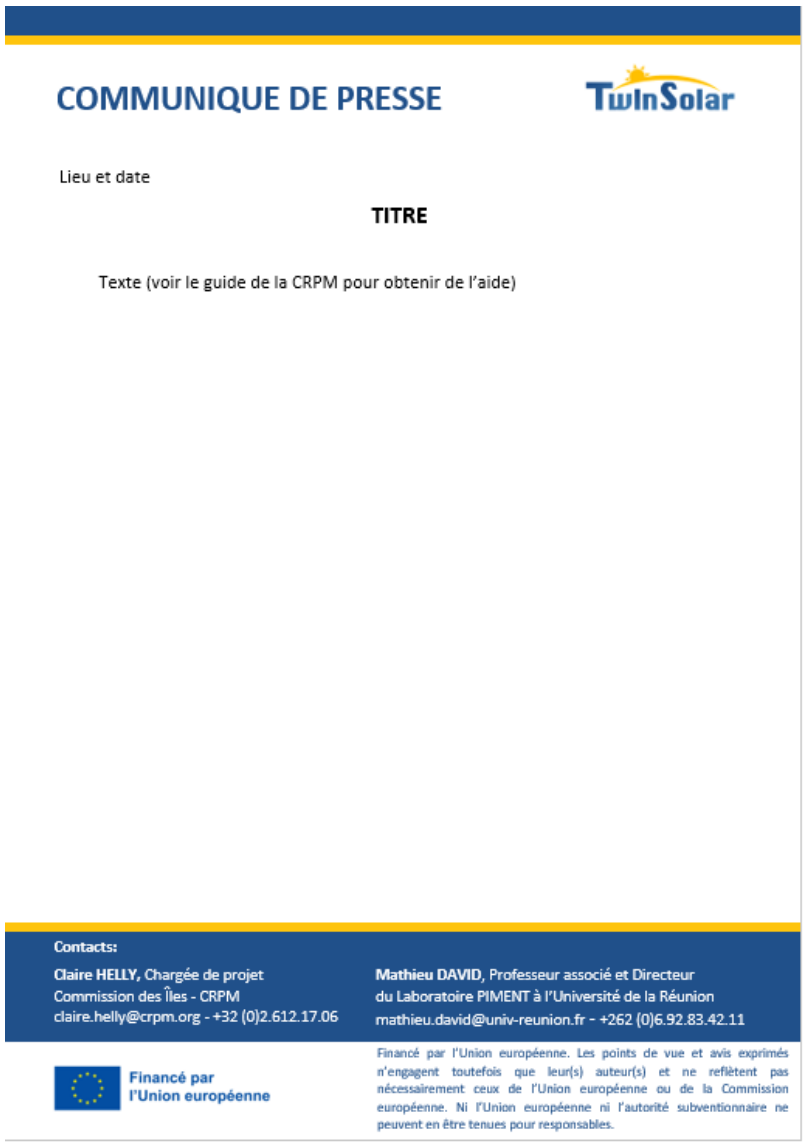

COMMUNIQUE DE PRESSE

Lieu et date

TITRE

Texte (voir le guide de la CRPM pour obtenir de l'aide)

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