

# REEFLEX

## COMMUNICATION & DISSEMINATION PLAN AND MATERIALS (I)





*REplicable, interoperable, cross-sector solutions and Energy services for  
demand side FLEXibility markets*

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**Abbreviations and Acronyms**

<b>Acronym</b>	<b>Description</b>
CA	Consortium Agreement
CC	Communication Committee
EC	European Commission
GA	Grant Agreement
PC	Project Coordinator
PMC	Project Management Committee
PO	Project Officer
PS	Project Secretariat
QM	Quality Management
SoMe	Social Media
TMT	Technical Management Team
TL	Task Leader
ToC	Table of Contents
WP	Work Package
WPL	Work Package Leader

## Executive summary

This deliverable outlines the communication and dissemination strategy for the REEFLEX project, serving as the framework for effective dissemination and communication activities. By adhering to this strategy, the project aims to generate a profound impact on the energy industry, as well as society at large, while engaging all stakeholders involved.

This document elucidates the strategic and tactical approaches necessary to foster awareness and engagement within the REEFLEX project. To this end, a range of tools and activities have been delineated, which will establish enduring connections with the project's beneficiaries, participants, and external stakeholders.

In addition to detailing the various tools and activities, this deliverable also expounds upon the internal communication plan, facilitating the active participation of all project partners in the dissemination and communication process. Furthermore, it explains relevant files, the reporting procedure, contribution guidelines, and other relevant information necessary for the Communication Committee to effectively execute communication and dissemination activities.



# 1 Introduction

## 1.1 Purpose and scope of the document

This document serves as the framework for the communication and dissemination activities of the project, encompassing the establishment of a comprehensive Communication and Dissemination (C&D) strategy. The strategy includes a clear communication vision, well-defined communication and dissemination objectives, a set of communication and dissemination tools, as well as an internal communication plan, among other vital components. This strategy will undergo annual reviews and revisions, utilizing statistics and feedback from Key Performance Indicator (KPI) measurements and communication and dissemination activities to make improvements and necessary adjustments.

The primary objective of the document is to present the C&D strategy alongside the project's visual identity, the internal communication plan, printing materials, tools for communication and dissemination, KPIs for measuring the effectiveness of defined tools and activities, etc. The document is closely linked to Task 8.3. (Dissemination and communication actions) and Task 8.4 (Exploitation of synergies with other projects and initiatives, including BRIDGE), highlighting planned C&D activities and collaboration with other projects and initiatives. The execution of the strategy outlined in this deliverable will be detailed and explained in D8.6 and D8.7, as well as in the periodic reports.

## 1.2 Structure of the document

In Chapter 2 of this document, the communication vision is explained, outlining the desired outcome of the communication efforts. Chapter 3 delves into the communication and dissemination objectives, along with the strategies devised to accomplish them. Moving forward, Chapter 4 introduces the communication and dissemination strategy, encompassing an internal communication plan established to facilitate effective collaboration with project partners. This chapter provides comprehensive details on utilising the Communication Committee, a key component in ensuring the success of the communication and dissemination strategy. Chapter 5 presents an overview of communication and dissemination tools, highlighting their intended usage in raising awareness and disseminating the project. In Chapter 6, a brief overview is provided regarding the recognition of EU funding and the regulations for using EU flags and disclaimer. Lastly, Chapter 7 explains how the effectiveness of the communication and dissemination efforts will be measured, specifically focusing on the tools discussed in the preceding chapters.

## 2 Communication Vision

In addition to the overarching project vision, REEFLEX also encompasses a communication vision. This document highlights various methodologies and tools that will be employed to realize this vision. The communication vision will serve as a guiding framework for the dissemination and communication activities throughout the project's duration.

The communication vision of the REEFLEX project is articulated as follows:

- Ensuring extensive audience outreach: The primary objective of communication and dissemination endeavours is to effectively engage a wide-ranging audience, encompassing both specialists and the general public. This necessitates employing varied communication and dissemination approaches tailored to each targeted stakeholder group's specific needs and interests.
- Facilitating effective communication of tangible impacts and outcomes: In the pursuit of supporting, enriching, and broadening the influence of project impacts and outcomes, the communication and dissemination strategy seeks to analyse information and establish an efficient means of conveying it to target audiences, transcending the mere restating of project data and general results. In addition to offering specific action items for partners to enhance or implement, the communication and dissemination strategy will emphasize long-term value, presenting opportunities for future actions and delivering precise directives for partners to enhance or execute.
- Ensuring everyone gets their voice heard and comprehensive profiling of each partner: To achieve this, the vision encompasses two primary objectives: 1. Disseminating information about the REEFLEX project, including updates and outcomes, to foster sustained engagement after the end of the project. 2. Highlighting and promoting the project's esteemed partners to enhance their visibility and recognition.

### 3 Communication and Dissemination Objectives

The communication and dissemination strategy of the REEFLEX project will centre around three primary objectives:

- **raising awareness** which serves as a critical first step in the process of informing, educating, and engaging a target audience.
- **information distribution** which plays a crucial role in the effective transmission of information to the intended audience or target group.
- **exploitations enhancement** for maximizing the utilization, replication, and impact of the project results by effectively reaching and engaging target audiences.

Each of these objectives will receive varying emphasis at different stages of the project's lifecycle. These objectives are closely aligned with the project's communication vision outlined in Chapter 2.

Furthermore, the successful execution of these objectives necessitates the active involvement of the Communication Committee (CC) (formed by at least one representant of each partner), which will be responsible for carrying out the communication and dissemination activities detailed in this document. Therefore, a collaboration between the WP8 leader (SIN) and the remaining partners (CC members) is essential.

Based on these objectives, communication, and dissemination strategy of the REEFLEX project will focus on three distinct areas:

1. In the first year, the project's primary focus will be to raise awareness and enhance understanding of its scope, objectives, and planned activities. The goal is to attract stakeholders and maintain their interest in the project.
2. Throughout the second and third years, the project will externally showcase the achieved outcomes. This effort aims to keep stakeholders engaged and gather valuable input.
3. In the final year, the project's emphasis will shift towards ensuring the project's continuity and replicability beyond the funding period. Efforts will be directed at supporting the accomplishments made during the project's lifespan and facilitating their long-term sustainability.

## 4 Communication and Dissemination Strategy

The communication and dissemination strategy aims to develop comprehensive activities to establish a cohesive and engaging narrative for the REEFLEX project. It will also serve as a valuable resource for the project participants and consortium members, guiding them in delivering speeches, participating in events, and engaging in other forms of project representation.

The communication and dissemination strategy of the REEFLEX project has been developed based on Lasswell's model of communication[2], which involves identifying the target audiences, defining key messages, selecting appropriate communication channels, and implementing a well-planned schedule. The strategy encompasses the following components:

- Identification and classification of stakeholders involved in the REEFLEX project, focusing on those specifically targeted.
- Careful consideration of project values, taking into account the target groups, messages, actions, channels, timing, and tools required to achieve the intended impact (T8.3).
- Adherence to dissemination procedures outlined in both the EC GA (Grant Agreement) and the CA (Consortium Agreement).
- Clearly defined roles, responsibilities, and conditions related to the communication and dissemination activities among the project partners.
- Establishment of a systematic process to ensure the proper dissemination of project results, with particular attention given to matters of confidentiality, publication, and utilization of knowledge generated within the project (T8.2).

By incorporating Lasswell's model[2] and addressing these various elements, the communication and dissemination strategy aims to enhance professionalism and effectiveness in conveying information to relevant stakeholders and maximizing the impact of the REEFLEX project.

### 4.1 Difference between Communication and Dissemination

While the deliverable is titled "Communication and Dissemination Plan and Materials" [3], it is important to acknowledge the distinctions between these activities (Figure1). Communication activities focus on enhancing the project's public visibility and outcomes through accessible (user-friendly) language. Conversely, dissemination activities employ scientific language to ensure accuracy, facilitating the availability of the project's results to the scientific community, policymakers, and stakeholder groups.

	DISSEMINATION	COMMUNICATION
Objectives	Public disclosure of results	Promotion of the project and its results
Audience	Target groups, such as scientific communities, industry stakeholders, policy-makers, etc.	General public, including EU citizens, civil society and mass media
Language	Scientific language	Non-specialised language
Channels	Peer-review journals, scientific conferences, online repository of results, etc.	TV channels, radio, newspapers, generalist website, newsletters, etc.

Figure 1: Difference between C&D

Hence, diverse tools and channels will be employed in varying capacities to facilitate effective communication and dissemination activities. The following list provides a comprehensive compilation of activities and channels, categorized based on the criteria above (Figure2).

	Activities		Channels	
	Communication	Dissemination	Communication	Dissemination
Publications	Non scientific Publications	Scientific publications	Press release e-Newsletter News sites articles Blogs	Articles in scientific magazines and blogs
Events	Events for the general public	Stakeholders events	Open Doors Public talks	Market showcase B2B networking
Online	Online promotion	Online disclosure of results	Generalist website Social media	Online repository of results Social media
Meetings	Two-way exchanges with citizens	Stakeholders engagement	Citizens Blog and Prizes Photo contest Surveys Interviews	Feedback sessions Industrial events Training sessions
Media	Mass media campaign	Presentations in scientific conferences	Newspapers Local TVs Radios	Scientific conferences, workshops and seminars
Materials	Promotional material	Conferences proceedings	Leaflet Brochure Poster	Publication of proceedings

Figure 2: Difference between C&D activities

## 4.2 Target audience

The initial phase of Laswell's model of communication entails the identification and classification of targeted stakeholders for communication and dissemination strategy. The REEFLEX project places great importance on incorporating stakeholder feedback throughout all stages of the design and development process. Therefore, it was imperative to consider the stakeholders initially identified in the GA [3] and subsequently supplement and expand upon these with input from the partners' perspective.

Thus, the starting point for stakeholder identification was categorising those listed in the GA. After it, a stakeholder survey was created and distributed to all partners in order to ensure the comprehensive identification of all relevant stakeholders in the energy sector (For reference, the stakeholder survey issued to the partners can be found in Appendix A and on the projects [SharePoint](#)). Considering all perspectives not only ensures no stakeholder is missed but also provides essential information on the details of stakeholders, which are crucial for a successful C&D strategy. While the identification and classification of targeted stakeholders was the main goal of the survey, it also sought both to identify pertinent key messages and determine the most appropriate communication and dissemination tools for each stakeholder group. Thus, based on the collected results, the target audience (Table 1) for the communication and dissemination strategy of the REEFLEX project was identified.

Target Audience	Main Goal	Key Results to Disseminate	Main Channels
Technical and Scientific Community	To provide insights on technical performances and overall REEFLEX solutions capabilities, thus promoting knowledge exchange and facilitating further innovation activities	Main outcomes from WP3 to 5 (D3.2, D3.4, D4.3, D5.1, D5.2, D5.3)	<ul style="list-style-type: none"> <li>• Webinars &amp; conferences</li> <li>• Scientific articles</li> <li>• Direct contacts &amp; networks</li> <li>• SoMe, website</li> <li>• Newsletter</li> </ul>
Technology providers and equipment manufacturers	To provide key information on the project advantages to foster the deployment of REEFLEX innovations and supporting the development of a suitable regulatory	Key deliverables and results from WP6 to WP8 (D6.1, D6.3, D6.4, D7.1, D7.2 and D8.5)	<ul style="list-style-type: none"> <li>• Webinars, workshop &amp; conferences</li> <li>• Direct contacts &amp; networks</li> </ul>

	and standardization landscape		<ul style="list-style-type: none"> <li>• Press Releases</li> <li>• SoMe, website</li> <li>• Newsletter</li> </ul>
Main energy actors	To increase the general public acceptance, thus building a strong energy culture for the replication of REEFLEX	The project solutions and prototypes	<ul style="list-style-type: none"> <li>• Webinars, workshop &amp; conferences</li> <li>• Direct contacts &amp; networks</li> <li>• Press Releases</li> <li>• SoMe, website</li> <li>• Newsletter</li> </ul>
Policymakers/Local authorities	To ensure a regulatory and standardisation framework required for widespread adoption of the REEFLEX solutions	The regulatory framework and policy recommendations	<ul style="list-style-type: none"> <li>• Webinars &amp; conferences</li> <li>• Site Showcases</li> <li>• Direct contacts &amp; networks</li> <li>• SoMe, website</li> <li>• Newsletter</li> </ul>
Energy Consumers/Communities	To provide key information on the project advantages to foster the deployment of REEFLEX innovations.	The project solutions, prototypes, all public deliverables, and main project learnings	<ul style="list-style-type: none"> <li>• Site Showcases</li> <li>• SoMe, website</li> <li>• Newsletter</li> <li>• Non-scientific articles</li> <li>• Videos</li> </ul>

			<ul style="list-style-type: none"> <li>• Printing materials</li> </ul>
Main EU innovation actors/ Sister projects	To contribute to unite technical, regulatory and standardization requirements for new solutions enabling a common, fair, secure and cost-efficient EU energy system	All public deliverables and main project learnings	<ul style="list-style-type: none"> <li>• BRIDGE network</li> <li>• Webinars, workshop &amp; conferences</li> <li>• Direct contacts &amp; networks</li> <li>• SoMe, website</li> <li>• Newsletter</li> </ul>
General Public	To increase awareness and social acceptance of the project	All public deliverables and main project learnings	<ul style="list-style-type: none"> <li>• Site Showcases</li> <li>• SoMe, website</li> <li>• Newsletter</li> <li>• Non-scientific articles</li> <li>• Videos</li> <li>• Printing materials</li> </ul>

Table 1: Target Audience

This table will be continually evaluated throughout the project's lifespan, as the relative importance of the stakeholders may evolve over time. Some stakeholders may become more significant, while others may become less relevant as the project progresses.

#### 4.3 Keywords and messages

The communication and dissemination strategy incorporates the strategic deployment of keywords and key messages to effectively facilitate the process of creating awareness, distributing information, and enhancing the exploitation of the REEFLEX project. By leveraging these essential elements, the following benefits can be realized:

- Facilitating the widespread dissemination of the project's objectives and core messages.



- Amplifying the awareness surrounding how research and innovation can effectively address emerging challenges and produce positive societal impacts. It is complemented by highlighting the role of EU Horizon and EU-funded research in achieving these objectives.
- Informing and showcasing the societal and economic benefits generated by REEFLEX to diverse audiences beyond the project's primary target groups.
- Effectively communicating the project's outcomes and success stories, while evoking positive emotions by demonstrating the social value created, social welfare enhancement, and social added value generated.

Keywords represent descriptive and informative terms associated with the project, serving to highlight its distinctive characteristics and enhance its visibility. Furthermore, keywords play a crucial role in online settings, where search engines direct users towards relevant projects based on these specific terms.

Within the REEFLEX project, keywords serve the additional purpose of facilitating the identification, attracting stakeholders, and distinguishing the project from others.

The project has been assigned the following fixed EC keywords [3]: *Electrical engineering, Electronic engineering, Information engineering, Energy, fuels and petroleum engineering*

The project has further been assigned the following additional keywords: *REEFLEX, flexibility, replicability, interoperability, cross-sector solutions, energy services, demand side markets.*

The following keywords will undergo further development in collaboration with the Communication Committee to accurately represent the most up-to-date status of the REEFLEX project. These keywords should be consistently utilized when promoting the REEFLEX project across various platforms, including:

- Social Media: when generating hashtags for posts related to the project.
- Printing materials: for promotional and informative purposes.
- Website articles: these keywords should be incorporated into articles as recurring elements and also serve as searchable keywords for enhanced discoverability.
- Scientific papers: these keywords are crucial for the entirety of the paper as well as the designated keyword section.

Key messages play a pivotal role in enhancing effective collaboration among partners and serve as the crucial pieces of information that stakeholders need to be acquainted with. By incorporating key messages, essential project-related details can be effectively highlighted, ensuring consistency and coherence in stakeholder interactions.

Initially, it is essential to distinguish between two distinct categories of key messages: those intended for industry experts and those aimed at the general public across Europe. The formulation of this message will be a collaborative effort involving all partners, facilitated by the Communication Committee. The key messages can be adjusted as the project progresses and the demo site starts implementing the developed technologies and strategies.

**For industry experts:**

The REEFLEX project empowers SMEs and start-ups by creating niches of opportunities in demand-side flexibility markets while increasing the participation of energy consumers. Through an interoperability platform, AI-driven intelligence, and distributed ledger technologies, the project fosters transparency, reduces barriers, and delivers personalized services, enabling consumers to control their assets and unlock new revenue streams.

**For general public:**

The solutions developed by REEFLEX aim to improve the lives of residents and families in the distribution area and throughout Europe. By empowering small and medium-sized enterprises (SMEs), start-ups, and energy consumers, the project benefits society with innovative, human-centric control of energy assets and contributes to a better quality of life now and in the future.

**4.4 Internal Communication**

This chapter outlines the collaboration between the WP8 leader and the REEFLEX partners in terms of communication and dissemination activities. WP8 leader, namely SIN, will take the lead in coordinating these activities with the support of the partners.

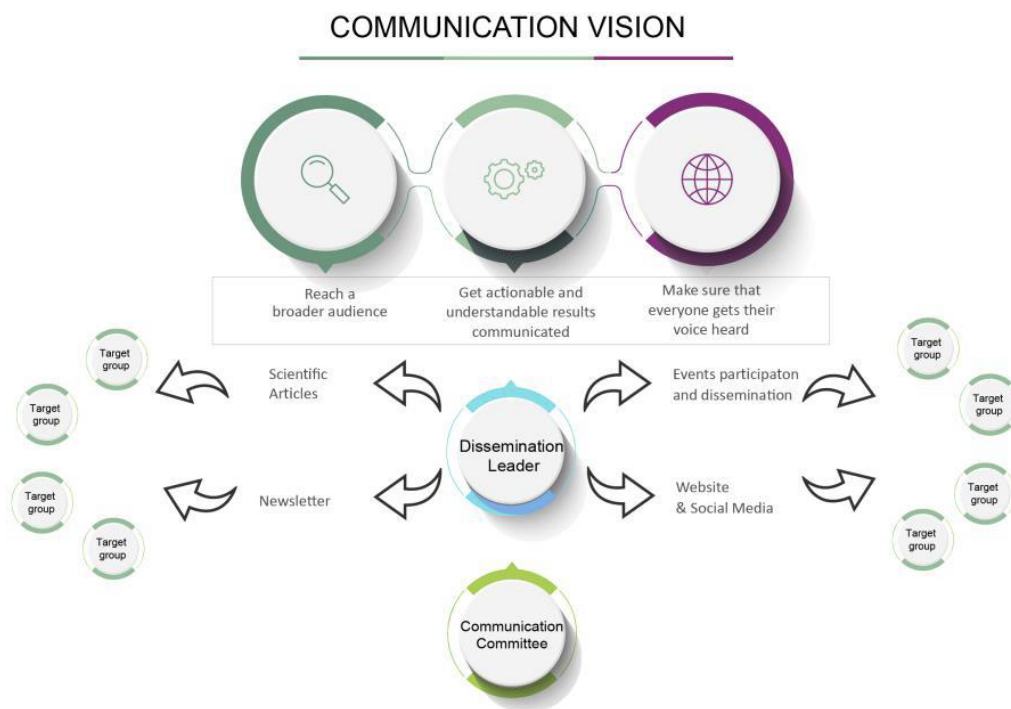


Figure 3: Internal Communication

REEFLEX has established a Communication Committee, which plays a pivotal role in raising awareness about the project. This committee will act as a dedicated unit to facilitate communication and dissemination efforts, and each partner has designated a representative for this purpose. These representatives are responsible for:

1. selecting and engaging members or experts from their respective organizations to contribute to specific tasks such as creating news content, scientific papers, newsletters, etc.
2. gathering information and input, which will be transmitted and shared by the WP8 leader through digital and physical communication and dissemination platforms, from their respective organizations.

The Communication Committee is assigned the following tasks:

- Assisting in writing and editing articles for external newsletters of REEFLEX.
- Regularly updating the events list, including international, national, and local events, to maintain a clear understanding of participant involvement and ensure necessary communication materials are prepared in advance.
- Providing the WP8 leader with two pieces of content for publication on the project's website, newsletters, or social media channels, following the Content Creation Schedule and Content Creation Guideline. The WP8 leader will establish a new Content Creation Schedule for the Communication Committee members on an annual basis.
- Providing input on the development of visual materials for the project.
- Assisting in the creation of scripts for the project videos.

To ensure effective coordination, the Communication Committee will hold monthly meetings. These meetings will involve the WP8 leader and the other members from each partner.

## 5 Communication and Dissemination Tools

### 5.1 Visual Identity of the Project

#### 5.1.1 Logo

The concept driving the design of the REEFLEX logo (see Figure 4) encapsulates the integration of sustainability, flexibility, and the future of energy markets. The chosen colour palette for the logo deliberately reflects the project's commitment to sustainability and electric energy, employing shades of green and blue. The flexibility icon has been used as the supporting element to the typeface to depict the flexibility aspect of the project. Furthermore, the logo features two additional colour variations, namely white and black, further enhancing its versatility and adaptability.

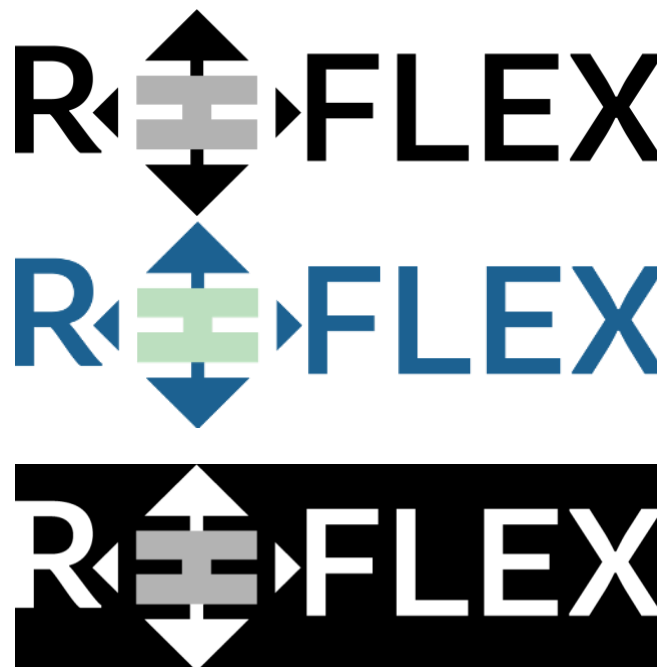


Figure 4: Project Logos

#### 5.1.2 Typeface

The primary graphic typeface utilized in the project is *Dosis*. *Manrope* is the preferred web font and body text. Additionally, *Calibri* serves as the designated work font for applications such as Word, Excel, PPT, and similar software. (See Figure 5)

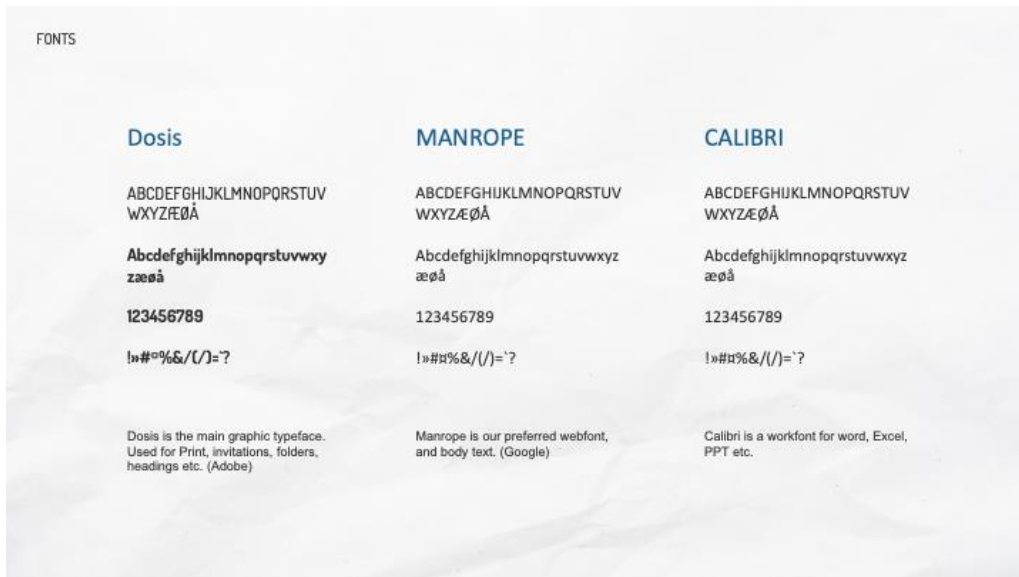


Figure 5: Project Typeface

### 5.1.3 Colours

The main colour utilized in the visuals of the REEFLEX project is *Lapis Lazuli* (#1e6192), complemented by the secondary colour *Turquoise Green* (#bde0c0). The alternate background colour employed is identified as *Mint Cream* (#f1f8f2). To provide a contrasting element, *Flirt* (#941e63) and *Illuminating Emerald* (#1e9477) are chosen as contrast colour, with their respective black counterpart being *Jet* (#303030). For a more comprehensive illustration, kindly refer to Figure 6 displayed below.



Figure 6: Project Colours

### 5.1.4 Templates

Following the project's graphical layout guideline, a series of templates have been developed to serve various purposes, primarily aimed at ensuring consistency in communication style and

messaging and facilitating the creation of project-related communication materials. The templates encompass the following formats:

- **Deliverable Templates (Public/Private):** These templates have been designed to streamline the creation of project deliverables, both for public dissemination and internal circulation.
- **PowerPoint Presentation Template:** This template offers a standardized format for creating project presentations.
- **Minutes of Meeting (MoM) Template:** The MoM template provides a structured framework for documenting the proceedings and outcomes of project meetings.

These templates have been distributed to all members of the Consortium via email and are also accessible in the REEFLEX Repository. If additional templates are deemed necessary for specific project-related requirements, they can be developed and provided accordingly.

## 5.2 Website

### 5.2.1 Overview

The REEFLEX website, accessible via the URL [www.reeflexhe.eu](http://www.reeflexhe.eu), will serve as the primary platform and a pivotal tool for accessing pertinent information and updates concerning the project. The website aims to provide a comprehensive overview of the project's objectives, anticipated impacts, and significant outcomes.

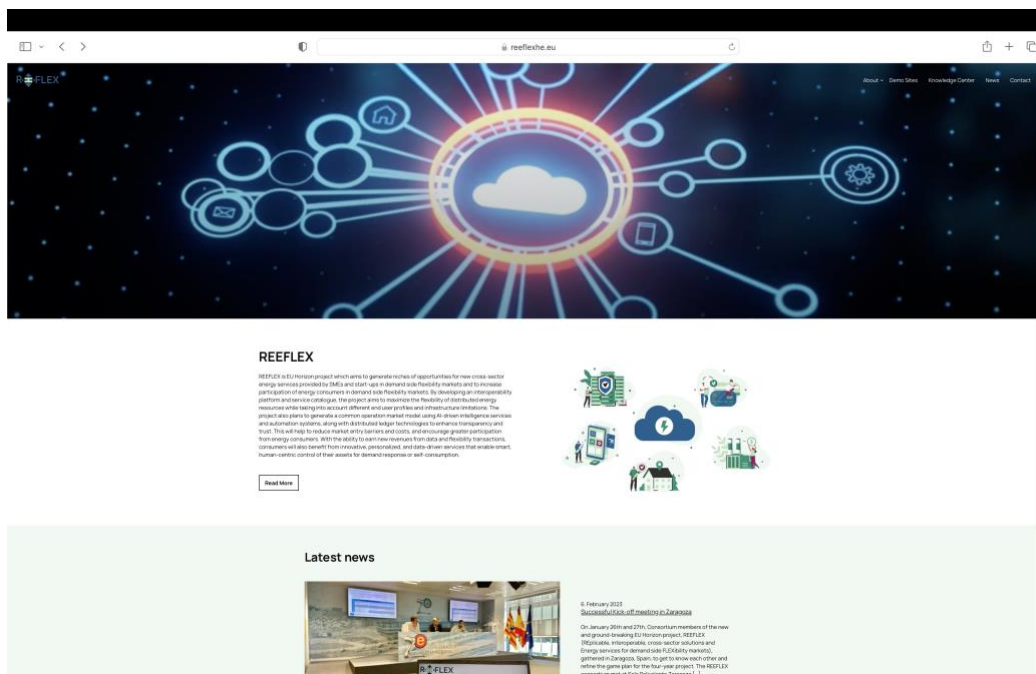


Figure 7: Project Website

The website encompasses the following features:

- Executive Summary: an overview that succinctly summarizes the project.
- Presentation of Project Partners: a section dedicated to introducing the consortium members of the project.
- Presentation of Demo Sites: a showcase of the demonstrators and replicators where the project will be implemented.
- Dissemination of Project Materials: a repository for sharing project outcomes, communication materials, scientific publications and deliverables with the broader audience.
- Promotion of Project Progress: a platform dedicated to showcasing the ongoing progress and advancements made within the project.
- Social Media Integration: links to official Social Media pages, facilitating wider engagement and interaction.
- Newsletter Subscription: an option for visitors to subscribe to the project newsletter.

Continuous updates and enhancements will be applied to the website to align with the project's progress. Furthermore, upon the project's conclusion, the website will serve as a digital archive showcasing the project's objectives, outcomes, and impactful contributions.

### 5.2.2 Structure

The website has been developed on the WordPress platform, utilizing customized SIN templates as the primary theme. English is the designated official language of the website. The website's structure is visually depicted in Figure 8.

The hosting of the website is as follows:

- **Homepage:** This section serves as the initial point of contact, aiming to create a favourable impression of the project and encourage user engagement. The webpage offers an overview of the project and convenient access to various sections, including Demo Sites, Knowledge Centre, News, and Contact webpages.
- **About:** This section provides comprehensive information about the project. Within the dropdown menu under the "About" button, users will find an additional button labelled "Partners." Clicking on this button will present the consortium members, showcasing their logos, company names, and website links.
- **Demo Sites:** This section showcases four key demonstrators and three replicators associated with the project, where visitors can access concise descriptions of each Demo Site. For more detailed information about a particular Demo Site, visitors can click the "Read More" button, which will direct them to a new webpage dedicated to that site.
- **Knowledge Centre:** This section serves as a repository for project-related materials, including public deliverables, communication materials, scientific publications, newsletters, and more. Visitors have the option to download these files in PDF format.

- **News:** This section aims to provide visitors with the most recent public news and updates from the project.
- **Contacts:** This section facilitates communication between website visitors and key individuals involved in the project, such as the project manager, project coordinator, and C&D leader. Visitors can directly send an email to the relevant individual.

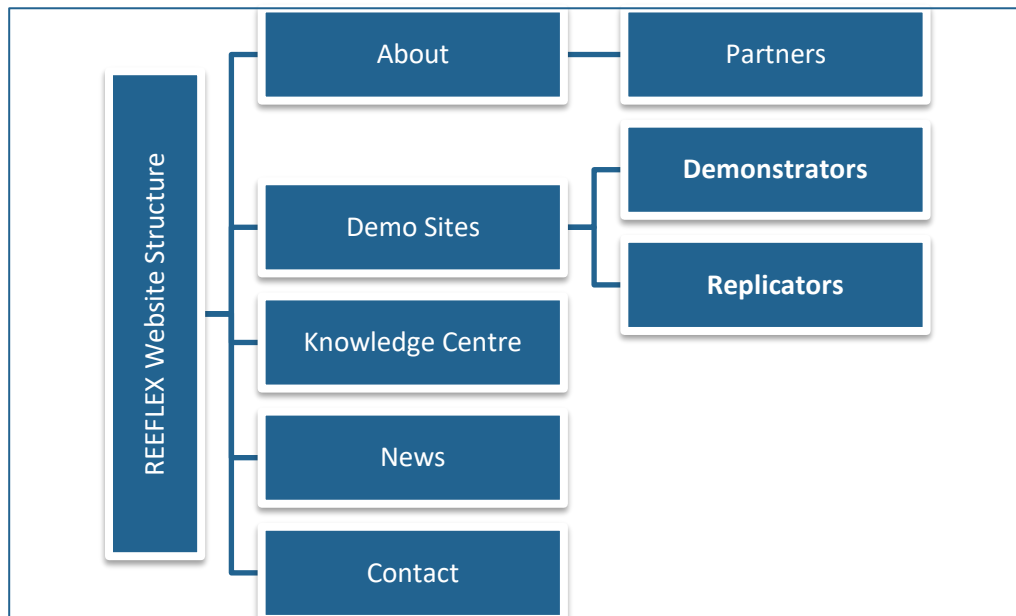


Figure 8: Website Structure

Furthermore, as the project progresses, additional pages can be incorporated to reflect updates and milestones. Additionally, webpages can be reorganized to better align with the REEFLEX brand and vision.

### 5.3 Social Media Channels

One of the most effective methods to reach a broader audience is utilizing digital marketing tools. Alongside the project website, another crucial digital marketing tool to be employed throughout the project's duration is social media channels. These channels will serve the purpose of both communication and dissemination, aligning with the Programme Guidance on social media by European Commission (refer to Figure 9). This section will provide an overview of the social media channels, present a strategy for their utilization, and outline specific roles for each partner involved.



COMMUNICATION	DISSEMINATION
Covers the <b>whole project</b> (including results)	Covers project <b>results only</b>
Starts at the <b>outset</b> of the project	Happens only once <b>results are available</b>
<b>Multiple audiences</b> Beyond the project's own community, including the media and general public. Multiplier effect.	<b>Specialist audiences</b> Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers
<b>Informing and engaging with society</b> , to show how it can benefit from research	Enabling the <b>take-up and use of results</b>
<i>Legal reference</i> Grant Agreement Article <b>38.1</b>	<i>Legal reference</i> Grant Agreement Article <b>29</b>

Figure 9: Social Media Guidance

The REEFLEX project will actively establish a prominent presence on three major social media platforms: Twitter, LinkedIn, and YouTube. Through these channels, followers will be informed of significant project updates, fostering stakeholder awareness and engagement.

The project has established a **LinkedIn page** with the following URL: <https://www.linkedin.com/company/90926374/admin/> . The LinkedIn account will primarily target businesses and stakeholders, serving as the principal social media channel for communicating and disseminating project activities and updates.

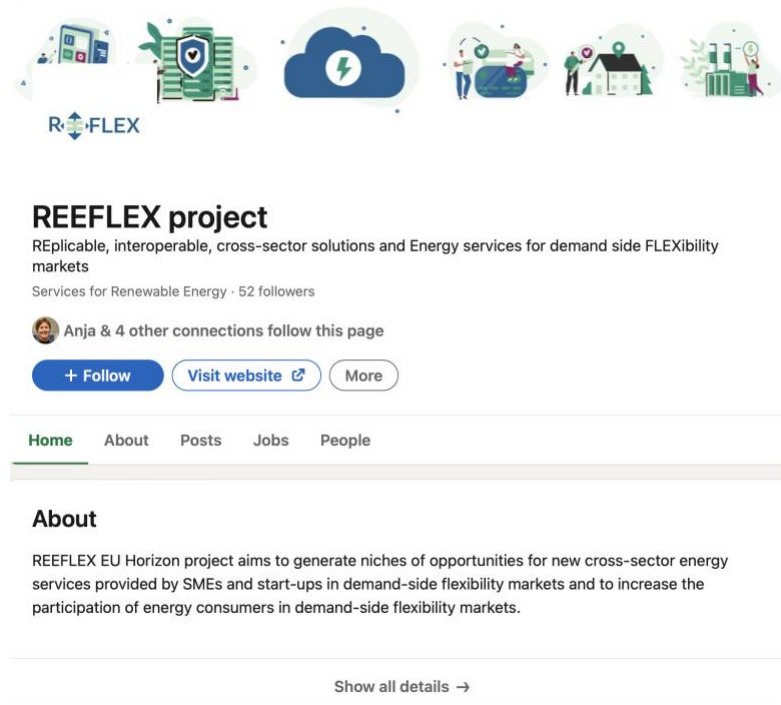


Figure 10: LinkedIn Page

- The REEFLEX **Twitter account** has been created to cover ongoing news and updates from the consortium partners and facilitate information gathering. The account can be accessed via the URL: <https://twitter.com/Reeflexproject> . Twitter will enable stakeholders to actively engage in live discussions during workshops or events, fostering direct involvement.
- Additionally, REEFLEX will have a dedicated **YouTube channel** which will serve as the central hub for all project-related videos.

The social media strategy employed by the project will adhere to a structured approach consisting of four key stages: collection, sharing, engagement, and measurement. In the collection phase, every partner will be responsible for gathering pertinent information encompassing events, updates, milestones, and noteworthy news, which can subsequently be disseminated. The compiled material will then be shared with the designated leader of Work Package 8 (WP8), who bears the responsibility of effectively propagating the information. Active participation from all partners involved is expected during the engagement process, wherein they are encouraged to contribute through actions such as sharing, liking, and commenting on the content. Ultimately, the WP8 leader will evaluate and quantify the impact of communication and dissemination efforts across various social media platforms.

Moreover, hashtags will be employed in each social media post to augment discoverability and enhance engagement. These hashtags may consist of keywords about the shared content or align with the predefined keywords associated with the project's objectives.

#### 5.4 Newsletter

Per the GA, a series of eight newsletters is scheduled for release to effectively inform and engage stakeholders regarding the project's progress, activities, and outcomes. These newsletters will be made available to subscribers through the REEFLEX website, with the email list being populated by individuals voluntarily opting in on the designed platform (Figure 11). The distribution of the newsletters will be facilitated through a marketing tool, adhering to a release timeline established jointly by WP8 and the Communication Committee.

The Communication Committee will play an instrumental role in creating, editing, and publishing the content within the newsletters. During the monthly meetings of the Communication Committee, discussions will take place to determine the topics to be included in each newsletter. It is the responsibility of each committee member to propose a subject matter, event, update, or project milestone that holds relevance to the project's overall objectives.



### Join Our Community

Take the next step on your sustainability journey and subscribe to our newsletter. By clicking the SUBSCRIBE button, you agree to let REEFLEX store and process your data as well as to send you information about the REEFLEX project.

Email Address

First Name

Last Name

Subscribe

Figure 11: Newsletter

Furthermore, opting in for the newsletter and the ability to unsubscribe from the subscription will strictly adhere to the guidelines outlined by the EU General Data Protection Regulation (GDPR). Compliance with GDPR ensures that the collection and management of personal data remain in full accordance with established privacy standards.

## 5.5 Press Kit

A comprehensive press kit will be developed to assist partners in developing their press releases or to aid journalists in creating articles about REEFLEX. The press kit will include the following components:

- **Project Description:** a written description of the project that can be used for various purposes and requirements.
- **Press Release:** Detailed information about the project presented in a format suitable for press distribution, providing more in-depth insights than the written project description.
- **General Presentation:** A PowerPoint presentation describing the project tailored for effective engagement on social media platforms.
- **Key Messages:** Concise and impactful messages highlighting the key aspects and achievements of the project.
- **Frequently Asked Questions (FAQs):** A compilation of commonly asked questions and their corresponding answers designed to address inquiries from the general public.
- **Copyright-Free Photographs:** High-quality images provided by partners that can be utilized by anyone without any copyright restrictions.

Partners will be kindly requested to share any instances of REEFLEX featuring in the press, such as television, newspapers, radio, websites, and more, with WP8 leader. WP8 leader will collect all the contributions to create a comprehensive final report that consolidates the outcomes of the dissemination efforts.

## 5.6 Promotional Materials

Project promotional material will be developed to promote the project during selected events effectively, providing comprehensive information and initial findings to both technical and non-technical audiences. These materials will include a professionally designed a roll-up banner (Figure 12) and leaflet (Figure 13).



Figure 12: Rollups

Two versions of the project leaflet will be released throughout the project's implementation. The initial version will offer a general overview and introduction to the project, while the final version will compile and present the conclusive results. All the printouts will be digitally uploaded to the project's website, ensuring easy accessibility for downloading.

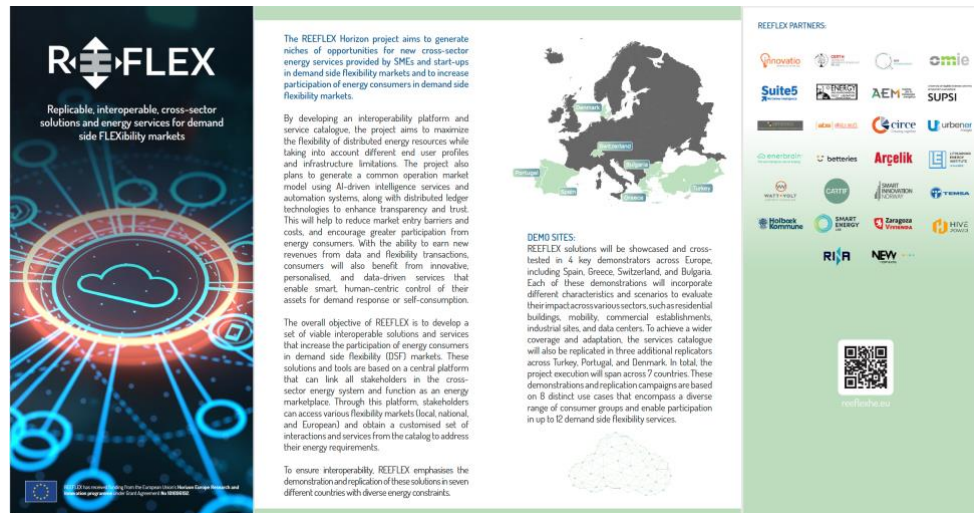


Figure 13: Leaflet

Moreover, printable versions of the materials will be uploaded to the project's repository, serving as supporting documents for various events such as fairs, congresses, forums, and workshops. It will enable project partners to utilize these resources effectively and present project updates in a professional manner.

### 5.6.1 Videos

Throughout the project, a series of videos will be generated to facilitate the communication and dissemination efforts. These videos will effectively convey the overarching messages of the project while aligning with the defined objectives. As per the initial plan, two videos have been slated for production. The first video is scheduled for completion during the project's second year, while the second video will be developed in its concluding year. The primary aim of the initial video is to provide an introductory overview of the project, highlighting its objectives, vision, and mission. Conversely, the second video will showcase the project's progress and ultimate outcomes. It is worth noting that the number of videos may be subject to change contingent upon the project's allocated budgetary resources.

### 5.7 Scientific and Technical Publications

In addition to disseminating information through online articles in our newsletter, website, and social media channels, REEFLEX should leverage specific publications to effectively reach a wider audience. These publications will be published in esteemed scientific journals and presented at relevant conferences that focus on research and innovation activities, as this will enable us to directly or indirectly engage with scientific communities associated with REEFLEX.

To maximize our outreach efforts, two distinct types of publications are proposed.

- The first category comprises *scientific publications* tailored for conferences and journals specifically targeting our primary audience. These publications will delve into technical aspects and cater to the scientific community directly involved in the project.

- The second category involves *publications aimed at the general public*, intended to reach a secondary audience comprising non-technical stakeholders. These publications will serve as a means to effectively convey the project's key messages. By employing this dual approach, we can establish a strong project image and brand, foster cross-project liaisons, and effectively communicate with diverse stakeholders.

To ensure the consistent production of scientific articles, a timeline will be established in collaboration with the Communication Committee. This timeline will facilitate the timely delivery of papers and guide our strategic decision-making regarding future topics to pursue.

The reporting and updating of scientific publications will be managed using the Scientific Publications file. Each communication representative from our consortium partners will be responsible for recording and maintaining the relevant information in this file.

By adopting this professional and systematic approach to scientific dissemination, REEFLEX will enhance its visibility, broaden its impact, and effectively engage with various stakeholders.

## 5.8 Events

One of the supplementary methods of dissemination is participation in events and/or their organization. Thus, throughout the project's duration, the partners will engage in conferences, panels, workshops, roundtables, and similar activities. These activities will serve the following purposes:

- Sustain and enhance the level of commitment among the target audience.
- Share the project's progress and outcomes.
- Boost the project's visibility through various means such as presentations, publications, interviews, debates, and panels.
- Foster new collaborations while nurturing existing alliances.

Concerning event participation, the project will utilize the "Event List" file to track each partner's involvement in events. This document also includes a compilation of relevant events scheduled for the current and upcoming years, with additions contributed by partners through the Communication Committee. It should be noted that this list is not exhaustive, as event dates and specifics may undergo changes in the future. The "Event List" must be regularly updated based on partners' suggestions and the European Union's event calendar. Furthermore, the responsibility of maintaining the list of local events lies with each member of the Communication Committee. The partner will have the autonomy to decide on their event participation if they utilize their own budget. However, if the utilization of the WP8 (SIN) budget is required, the final decision on event participation will rest with the WP8 leader. The event selection and participation process will be deliberated during monthly Communication Committee meetings, as necessary. The "Event List" is accessible in the REEFLEX internal repository, and its upkeep will be overseen by the WP8 leader, who should notify relevant updates to the team.

Partners are encouraged to request additional communication materials tailored to specific events (e.g., brochures, flyers, infographics, video presentations) at least two weeks prior to the event. Such requests should be directed to the WP8 leader.

## **5.9 Demo Sites**

The REEFLEX initiative encompasses seven Demo Sites situated across various locations. These sites will be accessible to the general public, permitting agencies, students, and other stakeholders who express interest on a regular basis. The open days will foster meaningful dialogues with experts on various REEFLEX-related topics and provide insights into the plans implemented at each demonstration site and the ensuing socio-economic benefits resulting from the project. As such, the Demo Sites not only serve as invaluable testing grounds for the project's endeavours but also facilitate extensive networking opportunities, enabling the exchange of experiences and knowledge. Moreover, the Demo Sites play a crucial role in promoting the wide dissemination of the project's outcomes, thereby enhancing awareness, and fostering active engagement. Consequently, these efforts are anticipated to culminate in the successful implementation and replication of the project's achievements.



## 6 Recognition of EU funding

The European Union has established obligatory communication requirements that outline the appropriate methods for recognizing and visualizing EU funding in all communication and dissemination materials and activities.

### 6.1 EU Emblem and Funding Statement

The following statement, concerning EU funding, must be prominently displayed on all communication and dissemination materials to ensure public visibility:



*REEFLEX has received funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement No 101096192. This output reflects only the author's view, and the European Union cannot be held responsible for any use that may be made of the information contained therein.*

The emblem is available for download in various sizes and formats through the following webpage: [https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en). When presenting the EU emblem, it is imperative to adhere to the following guidelines [1]:

- The EU emblem shall have a minimum height of 1 cm, as per regulations.
- The statement "Funded by the European Union" or "Co-funded by the European Union" must always be fully spelled out and placed adjacent to the emblem. Translation into local languages should be provided as necessary.
- When used alongside the EU emblem, the typeface must be simple and easily legible. The recommended typefaces for this purpose are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu, and Verdana.
- Underlining and other font effects are strictly prohibited.
- The positioning of any text in relation to the EU emblem should not interfere with the emblem in any way. The specific guidelines outline the appropriate placement of the funding statement.
- The font colour should be Reflex Blue, which matches the blue colour of the European flag. Alternatively, white, or black fonts may be used depending on the background.
- The font size should be proportionate to the size of the emblem.
- Adequate contrast must be ensured between the EU emblem and the background. In the event that a coloured background is unavoidable, a white border equal to one 25th of the height of the rectangle should be placed around the emblem.



- In cases where multiple operations are occurring at the same location and are supported by the same or different funding instruments, or where additional funding is provided for the same operation at a later date, only one plaque or billboard should be displayed.

## 7 Communication and Dissemination impact/efficiency

This chapter aims to elucidate the ways of measuring the impact and effectiveness of dissemination and communication tools. The following Table 2 showcases the initial Key Performance Indicator (KPI) targets, which have been mutually agreed upon in the Grant Agreement [3]. As the project advances, more targets may be included to track progress.

Target description		Target Goal
Website	N° of page visits to the website	5000 - 10000
Newsletter	N° of subscribers	75-150
	Mail-outs & downloads of newsletters (per release)	200-500
Project promotional materials	N° of flyer/leaflet distribution	1000 - 2500
	N° of views on the video	800-1500
Conferences, workshops, and events	N° of conference presentations	6-8
	N° of participants at the webinars	50-100
	N° of participants project final conference	10
Press materials	N° of press releases	10-25
Scientific and technical publications	N° of paper submitted	5-8
	Technical project publication downloads	30-70
On-field demo site showcases	N° of showcases	3-7

Table 2: KPI List

Thus, KPIs will be diligently tracked using the table provided, along with the utilization of Google Analytics, a comprehensive web analytics service, and HubSpot, a powerful marketing tool. In the event that the KPIs fail to meet the predefined objectives, the following three strategies will be implemented:

- Implementation of Digital Marketing Tools: Leveraging various digital marketing tools such as website optimization, social media posts, and targeted advertisements to enhance visibility and engagement.

- Collaboration with EU Projects: Establishing strong connections and engaging in cooperative activities with other European Union projects. This includes leveraging their websites and social media channels to expand outreach and amplify our message.
- Alliance with the BRIDGE Community: Utilizing an existing partnership with the esteemed BRIDGE community which will enable us to leverage their expertise, resources, and networks to further enhance our impact and achieve our targets.

## 8 Conclusion

This document presents the Communication and Dissemination Strategy for the REEFLEX project, including a comprehensive set of tools, guidelines, and key performance indicators (KPIs). The successful implementation of this strategy relies on the collective effort of all project partners, with a particular emphasis on the Communication Committee. The committee has been entrusted with various support tasks throughout the process.

In addition to the strategic plan, this deliverable outlines the tools and activities that will be employed to effectively engage the project's target audiences and achieve its goals. To maximize the impact and raise awareness about the project, these tools and activities will be utilized to their full potential.


The execution of the communication and dissemination strategy is already underway, with active utilization of digital marketing tools such as the project website and social media channels. The immediate focus for these channels is to increase their follower base in the upcoming months. The C&D leader and members of the Communication Committee will start to meet in monthly meetings after M8. In January, the first project newsletter will be published for the REEFLEX community, summarizing the project's first year. Subsequently, planning for the second project newsletter will commence. The progress of this strategy and the collaboration between the C&D leader and the Communication Committee will be detailed in D8.6, scheduled for submission in M18.

## References

- [1] European Union. (2021). *The Use of the EU Emblem in the Context of EU Programmes 2021-2027*. Retrieved from [https://commission.europa.eu/system/files/2021-05/eu-emblem-rules\\_en.pdf](https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf).
- [2] Laswell, H. D. (1948). *The structure and function of communication in society. The communication of ideas.*
- [3] REEFLEX GA. (2022). *The REEFLEX project, Grant Agreement.*

# APPENDIX

## Appendix A



Target Audience for Communication & Dissemination Strategy

Thank you for participating in this survey aimed at conducting a stakeholder analysis for the Communication & Dissemination Strategy of the REEFLEX project. Your input is essential in establishing an effective C&D strategy for the project. Please take a few minutes to provide your valuable insights and opinions. All responses will be treated confidentially.

Please provide your name and surname \*

Please provide your email \*

Please provide the name of your company and occupation \*

Please provide your role and WP in the REEFLEX project \*

Which communication channels and methods do you believe are most effective in engaging with the identified stakeholders? (Please select all that apply) \*

- Project website (<https://reeflexhe.eu>)
- Social media platforms (e.g., Twitter, LinkedIn)
- Newsletters
- In-person meetings and workshops
- Webinars and online presentations
- Printed materials (brochures, pamphlets, etc.)
- Press releases and media outreach
- Other (please specify)

In your opinion, what are the key messages or information that should be communicated to each stakeholder group? Please provide specific details for each stakeholder group if possible.

Technical & scientific community \*

Technology providers and equipment manufacturers \*

Who do you consider to be the primary stakeholders of the REEFLEX project?(Please select all that apply) \*

- Technical & scientific community
- Technology providers and equipment manufacturers
- Main energy actors
- Main EU innovation actors/ Sister projects
- Policymakers
- General Public

On a scale of 1 to 5, rate the importance of the following stakeholders to the success of the REEFLEX project, with 1 being "not important" and 5 being "extremely important."

Technical & scientific community \*

Technology providers and equipment manufacturers \*

Main energy actors \*

Main energy actors \*

Main EU innovation actors/ Sister projects \*

Policymakers \*

General Public \*

Others (if any)

Policymakers \*

General Public \*

Are there any additional stakeholders that you believe should be considered for the REEFLEX project? If yes, please provide their details and explain why they should be included.

Which category does your company belong to? (Please select all that apply) \*

- Technical & scientific community
- Technology providers and equipment manufacturers
- Main energy actors
- Main EU innovation actors/ Sister projects
- Policymakers

General Public \*

Others (if any)

Are there any additional comments or suggestions you would like to provide regarding stakeholder analysis and communication strategy for the REEFLEX project?

Thank you for your participation! Your feedback is greatly appreciated and will be instrumental in shaping the C&D strategy for the REEFLEX project.

Figure 14: Target Audience Survey