

NRG4CAST
FP7-2012-NMP-ENV-ENERGY-ICT-EeB
Contract no.: 600074
www.nrg4cast.org

NRG4CAST

Deliverable D8.2

Dissemination material

Editor:	Simon Mokorel, Envigence;
Author(s):	Simon Mokorel, Sandi Fon, Envigence; Jasna Skrbec, JSI; Martin Birkmeier, FIR;
Deliverable Nature:	Report (R)
Dissemination Level: (Confidentiality) ¹	Public (PU)
Contractual Delivery Date:	November 2013
Actual Delivery Date:	November 2013
Suggested Readers:	NRG4CAST consortium
Version:	0.5
Keywords:	NRG4CAST papers, brochures, newsletter and other material produced for the dissemination

¹ Please indicate the dissemination level using one of the following codes:

• **PU** = Public • **PP** = Restricted to other programme participants (including the Commission Services) • **RE** = Restricted to a group specified by the consortium (including the Commission Services) • **CO** = Confidential, only for members of the consortium (including the Commission Services) • **Restreint UE** = Classified with the classification level "Restreint UE" according to Commission Decision 2001/844 and amendments • **Confidentiel UE** = Classified with the mention of the classification level "Confidentiel UE" according to Commission Decision 2001/844 and amendments • **Secret UE** = Classified with the mention of the classification level "Secret UE" according to Commission Decision 2001/844 and amendments

Disclaimer

This document contains material, which is the copyright of certain NRG4CAST consortium parties, and may not be reproduced or copied without permission.

All NRG4CAST consortium parties have agreed to full publication of this document.

The commercial use of any information contained in this document may require a license from the proprietor of that information.

Neither the NRG4CAST consortium as a whole, nor a certain party of the NRG4CAST consortium warrant that the information contained in this document is capable of use, or that use of the information is free from risk, and accept no liability for loss or damage suffered by any person using this information.

Copyright notice

© 2012-2015 Participants in project NRG4CAST

Executive Summary

NRG4Cast basic idea is to provide a generic service that will be able to monitor and forecast any distribution network that will provide enough data about the network status and demand. This is why we will develop open adapters that will be easily configurable to different information sources as well as library of knowledge extraction, machine learning and prediction methods that can be used to plug in the NRG4Cast pipeline to cover potential distinct scenarios. The inclusion of different entities like storage, renewables, producers, aggregators, virtual plants, etc., in NRG4Cast would mean to adapt necessary adapters and to automatically learn the new model by using machine learning techniques.

This document describes the activities related to formulating a concrete dissemination strategy for promoting the project objectives and preparing the relevant dissemination material.

This document sets out the plan to raise awareness, share knowledge, attract potential users, and explore future commercial use in the context of the NRG4CAST project, through various means, including the NRG4CAST website, the distribution of dissemination material, the publications in journals, and the participation in conferences and other relevant events.

The current document describes and associates the NRG4CAST 'products' to be disseminated to the targeted audiences and their dissemination means. It provides an overview of all identified events and publications that were found suitable for presenting the project and promoting its goals, and reports on the dissemination activities that have already been performed. The candidate dissemination actions are continuously monitored and accordingly updated, so this version provides an overview of what is known and planned at the timing of the document preparation.

Finally, the website and the produced dissemination material are briefly presented.

Table of Contents

Executive Summary	3
Table of Contents	4
List of Figures.....	5
List of Tables.....	6
Abbreviations.....	7
1 Introduction	8
2 Dissemination Strategy	9
2.1 Objectives.....	9
2.2 Dissemination Products	9
2.3 Target Groups for Dissemination.....	10
2.4 Source of Dissemination Activities.....	10
2.5 Means for Communicating with Dissemination Target Groups.....	11
2.6 Summary of Dissemination Strategy.....	12
3 Planned and Performed Relevant Activities.....	14
3.1 Planned Dissemination Activities.....	14
3.2 Performed Dissemination Activities.....	14
4 Conclusions	17
5 References.....	18
6 Annexes.....	19
6.1. NRG4CAST Logo	19
6.2. Project Web Site	20
6.2.1. Screenshot of the Public Area	20
6.2.2. Screenshot of the Community Area	21
6.2.3. Screenshot of the Private Area	22
6.3. Project Dissemination Material	23
6.3.1. Project Internal Document Template.....	23
6.3.2. Project Leaflet/Poster Template	23
6.4. NRG4CAST Presentations Template	24
6.4.1. First Page.....	24
6.4.2. Inner Pages.....	24

List of Figures

Figure 1: Market segments.....	12
Figure 2: Project's logos.....	19
Figure 3: Project's web page.	20
Figure 4: Project's web page - Get Involved subpage.	21
Figure 5: Project's intranet web page.....	22
Figure 6: Project's documents template.	23
Figure 7: Project's leaflet.	23
Figure 8: Project's presentations template - first page.....	24
Figure 9: Project's presentations template - presentation pages.	24

List of Tables

Table 1: Dissemination strategy.	12
Table 2: Planed activities.	14
Table 3: Project publications	14
Table 4: NRG4CAST project presentations.	14
Table 5: Participation to Events and other Dissemination Activities.	15

Abbreviations

NRG4CAST – energy forecasting

DSM – Demand side Management

1 Introduction

This deliverable consists of the plan for the dissemination of knowledge arising from the NRG4CAST project, a report of the activities performed in the first 12 months of the project, towards the aforementioned purposes, as well as a list of planned activities.

The NRG4CAST dissemination plan will be used by consortium members, but also by EC or other third parties, for acquiring a complete picture of the most important activities undertaken or scheduled on the future route to full dissemination of the NRG4CAST products and knowledge.

More specifically, the document is structured as follows:

- Section 2 includes the NRG4CAST dissemination strategy, describing the products (services, tools main platform or individual results) to be disseminated, the target audiences and the means for communicating with them.
- Furthermore, Section 3 presents the planned and performed dissemination activities (as a mixture of online and offline actions), including events, conferences, scientific journals, the project website, the project fact sheet, press releases, various dissemination materials (brochures, leaflets, etc) as well as online dissemination activities, using social community networks and blogosphere community, and potential liaison activities.
- Section 4 provides some concluding remarks.

It should be noted that this deliverable is an evolving document that will be regularly updated to give a cumulative overview of the project's undertaken and planned activities.

2 Dissemination Strategy

Following the guidelines stated in DOW of the NRG4CAST project, in the context of NRG4CAST, the dissemination strategy has been designed as a forerunner activity to Marketing, regarded as a two way dynamic and interactive process, which should be continuous and evolving. Dissemination will be effected at both the consortium level and the partners' level.

In order for the dissemination strategy to be effective and provide tangible results, a well-structured methodology should be adopted in terms of:

- Defining the objectives of the dissemination actions
- Defining what will be disseminated; the dissemination "products"
- Identifying the target groups for dissemination
- Establishing the appropriate source for the dissemination activities (in terms of roles and responsibilities)
- Raising public awareness on the project achievements through the most suitable means for communicating with the respective target groups

The above are elaborated in the next paragraphs.

2.1 Objectives

The main objective, guiding the dissemination activities, should be the provision of appropriate and reliable information to the interested parties about the NRG4CAST scope, expected results and benefits of the products (services and tools), so as to enable exploitation beyond the end of the project. Ensuring the proper awareness towards the project motivation and the rationale behind producing the specific results is a crucial step, which offers insight on what the NRG4CAST project is about, who would benefit from it and how.

Proper awareness means understanding. There is no point in making the addressed target groups aware of what the project is, if this is not comprehensive and customizable to their specific needs and interests. Thus, one of the primary goals of the NRG4CAST dissemination activities is to instantiate and to demonstrate the relevant products to different target groups, aiming at higher penetration and ultimately exploitation of the underlying concepts and technologies to these groups. All these activities will be in line with the ones performed by D8.5 and D8.7, which also aims to tailor, update and understand both the users' needs and expectation and how to address them in the best way.

The particular dissemination actions are deemed to be meaningful, if they succeed in spreading the technological achievements and knowledge of the NRG4CAST project to the target industry domains, including the Energy sphere – as potential users.

2.2 Dissemination Products

NRG4CAST dissemination aims at promoting the tools and methods proposed for the energy sector. More specifically, the NRG4CAST dissemination "products" are as follows:

- Energy consumption monitoring and predictions
- Fault prediction
- Demand prediction
- Energy prices predictions

More detailed product description are provided in D8.5

2.3 Target Groups for Dissemination

The target audiences for these general dissemination activities are the following:

- Energy providers
- Energy consumers
- Industrial associations with members in the field of energy production, trade and distribution
- Cities/ municipalities
- Projects/initiations focusing on energy efficiency in urban environments
- Associations and other interested parties.

General dissemination activities will target mainly groups 1, 2, and 3 above. It is apparent that all the NRG4CAST achievements are to be disseminated extensively to the wide energy sector, as well as the EC and ICT community, so that academics, researchers and other relevant stakeholders in the fields of energy are informed about the technological advances and concepts introduced by NRG4CAST. It must be noted that the project plans for general dissemination activities, which will easily explain the project to any of the above groups, and to more detailed/focused ones, which will be enabled through the preparation of materials addressing mainly the first three groups.

2.4 Source of Dissemination Activities

The NRG4CAST consortium comprises of highly skilled and experienced partners capable of disseminating project results to the targeted groups. All partners have been activated to transfer the knowledge being gained throughout the project to their internal and external communication links. Based on the identified dissemination target groups, as described in the previous section, each partner involved in the dissemination process has been assigned with the task to approach certain target groups.

More specifically:

Academic/Research Partners: NRG4CAST academic and research partners (JSI, NTUA, FIR) will disseminate project results on a research level. All these partners have extensive knowledge on the state-of-the-art technologies addressed in NRG4CAST and experience in participating in major events and conferences with remarkable scientific contribution. These partners will guide the project dissemination activities, in order to target the research groups with potential interest in the project scientific achievements.

Industrial Partners: NRG4CAST technical partners (CRES, CSI, IREN, Envigence, Singular Logic) will lead the dissemination activities to communicate project knowledge and products to the markets targeted for potential exploitation. The scope of this level of the dissemination process is to promote the tangible assets inherited from the project implementation to the target audiences for communication activities referring to the business sector and also the industrial community. Thus, the enhanced features of the NRG4CAST services and tools will be disseminated to the customer base of these partners, addressing the energy sector, so that new products could benefit from the innovative technologies.

Other partners – Business Users: Representative institutions in the areas of energy producing and distribution are an important part of the dissemination strategy of the NRG4CAST results. They will target wide business oriented audiences, but also the wider public through their communication channels.

Concerning the dissemination to the EC – ICT community, JSI as the project coordinator, ensures the establishment of the communication channel with the EC staff. On the other hand, all partners of the project consortium are in touch with ICT projects of similar targets and objectives, mainly taking advantage of their participation also in these projects. Further to the above, NRG4CAST project manager will guide all dissemination issues, being responsible for coordinating and monitoring all activities related to the dissemination of NRG4CAST related information to all audiences.

2.5 Means for Communicating with Dissemination Target Groups

Dissemination is seen to be effective when multiple communication channels are considered. In that respect, NRG4CAST has identified the following means for disseminating and communicating the project achievements to the identified target groups (comprising both online and offline activities):

- Setting up of the project Website, available under the www.nrg4cast.org domain. The website will be continuously updated to reflect project evolution.
- Press releases targeting various media to inform about the start and ongoing achievements of the project.
- Ongoing announcement in partners' newsletters to provide short updates on the project development.
- Definition of common dissemination "images" among all partners, such as the project logo and the project presentation, ensuring uniformity of the NRG4CAST appearance to third parties.
- Production of promotional material. This includes brochures, leaflets, posters, etc. to be sent to all partners for further distribution through their communication channels and networks.
- Presentation of the project and its results as they become available at relevant thematic events, workshops and conferences.
- Participation in related events organised by the EC.
- Articles in various media and blogs interested in new technologies and media
- Establishment of close links with other projects active in the same areas as NRG4CAST or similar.
- Publications in scientific and industrial journals.
- Exploitation of the capabilities offered by social networks (such is LinkedIn) for spreading the NRG4CAST knowledge to wide audiences.
- Use of project results for educational purposes to be exploited by academic partners
- Participation in several competitions and challenges that are being organised in the research areas

Similarly to the above general dissemination means, the project has planned a number of relevant communication activities, which although incorporate the above dissemination actions, they extend them, through the following means:

- Business Plan, listing the exploitation and commercialisation opportunities of the NRG4CAST advances
- Production of 'communication' versions of promotional material (brochures, posters, other), as significant results are made available by the project
- Maintaining of an Industry Advisory Board with representatives from each targeted market: These will be exploited through the formulation of an advisory board comprising of representatives from key industry players (outside the project) who will provide guidance and feedback on the project evolution, in a way that no additional financial resources are expected to be necessary
- Participation in major commercial exhibitions controlled programme to market targeted press releases on both national and regional scales. These will be tied to key milestones in the project and will target primarily energy sector

	Network devices Monitoring	Energy consumption monitoring	Fault prediction	Demand prediction	Prices prediction
Demand side (NRG4Cast service model)					
Municipality authority, Major/energy manager	X	X	X	X	X
The neighbourhood authority	X	X		X	X
Home owner		X		X	X
Building director (public buildings)	X	X	X	X	X
Energy manager (Industries)	X	X	X	X	X
Distribution/production side (NRG4Cast commercial license model)					
Energy producer		X		X	
Energy operator/distributor	X	X	X	X	
Infrastructure maintenance organisation	X		X		
Energy marketer		X		X	X
Energy transmission operator		X		X	X
Regulators and Policy makers (NRG4Cast service model)					
Governmental institutions		X		X	X
International organisations		X		X	X

Figure 1: Market segments.

More details about the actual dissemination means employed and planned for NRG4CAST are provided in Section 3.

2.6 Summary of Dissemination Strategy

The following table summarises the NRG4CAST dissemination strategy.

Table 1: Dissemination strategy.

Dissemination product	Target group	Source of dissemination	Means
General project description	The industrial community The Scientific community, The Industrial Community. Municipalities	All partners	Website – promotional material – thematic events, workshops and conferences – events organised by the EC

	The energy sphere	All partners, but mainly business ones	Website – press releases – partners websites – promotional material
	The wider public	All partners	Website – press releases – partners websites – promotional material
The NRG4CAST services and tools	The industrial community The Scientific community, The Industrial Community, Municipalities	Technical, Industrial and Business partners	Website – promotional material – thematic events, workshops and conferences – events organised by the EC

NOTE: Specific events and energy sector which are targeted both for academic and industrial audiences along with the associated time plan are detailed in the next section.

3 Planned and Performed Relevant Activities

3.1 Planned Dissemination Activities

The project partners performed a thorough analysis of activities to be held within the next short period from the submission of the present document that might be suited for dissemination purposes. These include events, conferences, workshops, and journals, which are selected, according to their relevance to the individual project results, and are listed in the following. It must be noted that it is not feasible to perform all these activities, as well as that additional ones can be identified during the project lifetime.

Table 2: Planned activities.

Planned date and location	Title	Relevant data
15.03.2014 Brdo pri Kranju - Slovenia	Zlati kamen	www.zlatikamen.com
15.01.2014	Presentation at JARSE	www.agen-rs.si

3.2 Performed Dissemination Activities

This section summarises the dissemination activities that have already been performed by the NRG4CAST partners during the first 12 months of the project. The relevant events are split into the following 3 categories:

- Project Publications (containing publications to scientific and business journals)
- Project Presentations (including conferences presentations, demonstrations and project related announcements)
- Participation to events and other dissemination activities (including the release of the NRG4CAST Web Site, social community groups and other dissemination material)

Table shows the project publications that have already been performed by the NRG4CAST partners:

Table 3: Project publications .

Date	Type	Type of Audience	Countries Addressed	Size of Audience	Partner Responsible/Involved
7.10.2013	Conference Proceedings	Conference participants	EU	/	JSI

Presentation of the research work on the project to academic society at Conference on Data Mining and Data Warehouses (SiKDD 2013) (Ljubljana, Slovenia, October 7th, 2013): KENDA, Klemen, ŠKRBEČ, Jasna, ŠKRJANC, Maja. Usage of the Kalman filter for data cleaning of sensor data. In: GAMS, Matjaž (ur.), PILTAVER, Rok (ur.), MLADENIČ, Dunja (ur.), GROBELNIK, Marko (ur.), NOVAK, Franc (ur.), BLAŽICA, Bojan (ur.), BOHAK, Ciril (ur.), ČEHOVIN, Luka (ur.), HERIČKO, Marjan (ur.), KORDEŠ, Urban (ur.), KURINČIČ, Zala (ur.), MARJANOVIČ, Katarina (ur.), STRLE, Toma (ur.), FOMICHOV, Vladimir (ur.), FOMICHOVA, Olga S. (ur.), RAJKOVIČ, Vladislav (ur.), URBANČIČ, Tanja (ur.), BERNIK, Mojca (ur.), BRODNIK, Andrej (ur.). Zbornik 16. mednarodne multikonference Informacijska družba - IS 2013, 7.-11. October 2013 [Ljubljana, Slovenija] : book A : volume A. Ljubljana: Institut Jožef Stefan, 2013, pp. 172-175.

Table 4: NRG4CAST project presentations.

Date	Type	Type of Audience	Countries Addressed	Size of Audience	Partner Responsible/Involved
15/05/20013	Project	SODO –	Slovenia	10	Envigence

	presentation	Slovenian national electricity distributor			
05.11.2013	Project presentation	Elektro Primorska – regional electricity distributor	Slovenia	5	Envigence

Envigence introduced the NRG4CAST tools to the SODO and Elektro Primorska. Main focus of the presentation was how to integrate the NRG4CAST tools with DSM systems.

Table 5: Participation to Events and other Dissemination Activities.

Date	Type	Type of Audience	Countries Addressed	Size of Audience	Partner Responsible/Involved
20.12.2012	Project logo	General public	World-wide	/	Envigence
21-22.2.2013	VoCamp	Event participants	EU	/	JSI
12-13.3.2013	Energy-efficient Buildings – event	Event participants	EU	/	JSI
15.3.2013	Zlati kamen – municipality conference – smart cities	Mayors	Slovenia	100	Envigence
1.5.2013	Project web site	General public	World-wide	/	Envigence
24-28.6.2013	INIT/AERFAI summer School	Summer school participants	EU	/	JSI
9-11.10.2013	Environmental Software Systems - symposium	Simposium participants	EU	/	JSI
23-25.10.2013	6th European Conference on ICT 4 Transport Logistics	Conference	EU	/	FIR

Presentation of the project on different workshops in areas connected to the project:

- Impact of the Energy-efficient Buildings PPP (Brussels, Belgium, March 12 - 13, 2013): JSI presented NRG4Cast project in the session called ICT for energy-efficient buildings, in the group of ten projects under group's name ICT for energy-positive neighbourhoods. Workshop was organised with intention to engage participants in different projects to collaborate with other similar projects.
- International Symposium on Environmental Software Systems (Vienna, Austria, October 9 - 11, 2013): JSI had presentation with title "NRG4Cast - Energy forecasting for electrical cars, municipalities and city districts" on Environmental Information Systems and Services - Infrastructures and Platforms 2013 workshop, on its part called ENVIP for Environmental Service Composition and Data Fusion.
- "VoCamp" (Vocabulary Camp) around eeBuildings Data Models (Brussels, Belgium, February 21 - 22, 2013): JSI presented NRG4Cast project in second Vocabulary Camp workshop, which was organised under Adapt4ee project.
- Presentation of the project's work with a poster on the poster session and searching for new ideas to include into the

- project at INIT/AERFAI Summer School on MACHINE LEARNING (Benicassim, Spain, June 24 - 28 , 2013)
- FIR introduced the project at the “6th European Conference on ICT 4 Transport Logistics”, at 23rd to 25th October 2013, in the Aragon Institute of Technology (ITA) Zaragoza, Spain. The main focus of the speech was project Oscar but within its connection to Energy tracking, NRG4Cast was explained and the interdependencies and possibilities were discussed.
 - At the event "Zlati kamen", which take place at Brdo pri Kranju on 15. March 2013, Envigence introduced the option of upgrading product ELN with tools that will be developed in the project NRG4CAST. The main presentation was, how much additional savings and what benefits can be expected by using tools from the project NRG4CAST on managing street lights network.

4 Conclusions

This paper presents the basic elements of the NRG4CAST project dissemination activity. Content parts, miscellaneous articles, presentation materials, posters, leaflets will be designed to suit different audiences and according to the needs of each partner. All documents and presentation will be accessible to a wider audience through web site.

5 References

1. NRG4CAST deliverables (D8.5 and D8.7)
2. Performed and planned activities from NRG4CAST partners
3. Sally J. Patterson, Janel M. Radtke: 8. Step Six: Advancing the Plan: Vehicles and Dissemination Strategies

6 Annexes

All documents and dissemination material will be stored on the NRG4CAST page.

6.1. NRG4CAST Logo

Color NRG4CAST Logo



BW NRG4CAST Logo



Negative BW NRG4CAST Logo



Negative Color NRG4CAST Logo

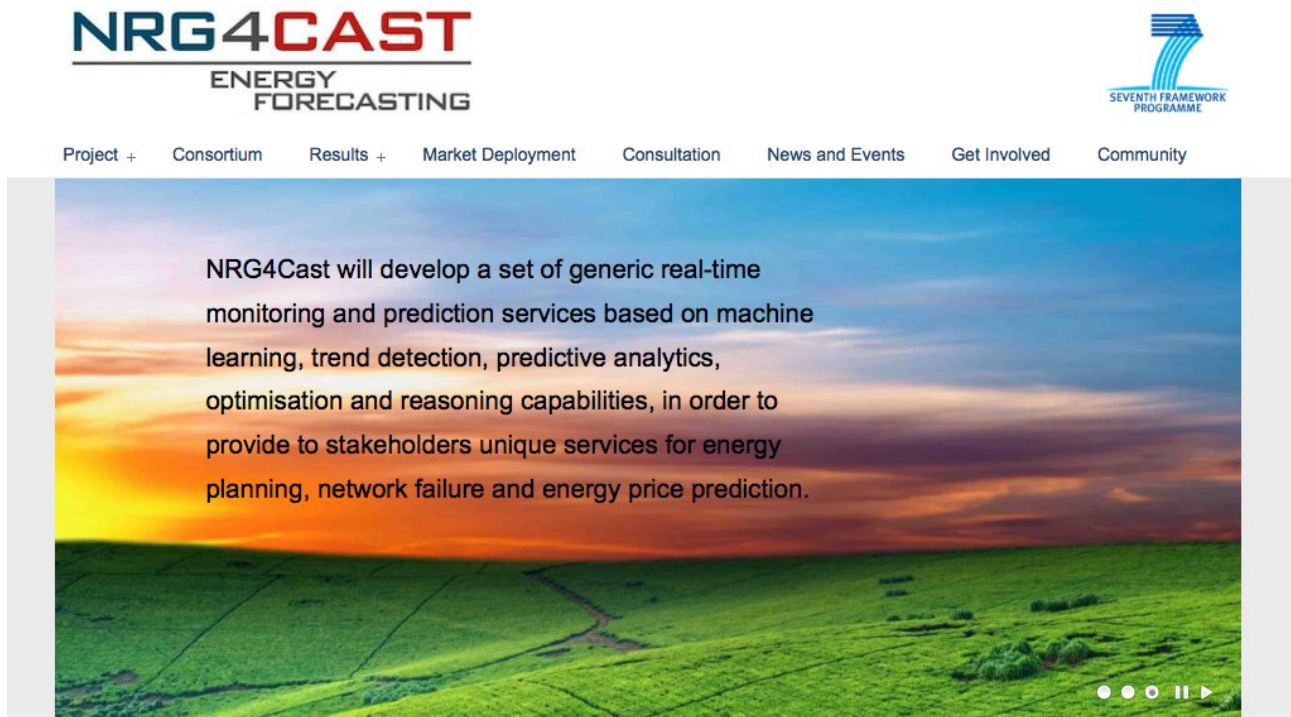


Figure 2: Project's logos.

6.2. Project Web Site

Web site was detailed presented in D8.1.

6.2.1. Screenshot of the Public Area



Project

NRG4Cast is developing real-time management, analytics and forecasting services for energy distribution networks in urban/rural communities. We are analysing information regarding network topology and devices, energy demand and consumption, environmental data and energy prices data.

The services that will be integrated in a software module pipeline providing prediction and the decision support system based on network monitoring, anomaly detection, route cause analysis, trend detection, planning and optimisation. These services will be using advanced knowledge technologies in particular machine learning, data and text mining, stream mining, link analysis, information extraction, knowledge formalisation and reasoning. The platform will be tested in the two orthogonal case studies energy efficiency in municipalities and energy efficiency in city districts. The two case studies will be complemented with the additional energy networks operated by project partners; electric vehicles network, public lighting system and energy positive buildings.

The project concentrates on electric power networks through the development of a generic framework that will be able to control, manage, analyse and predict behaviour in an extensible manner on other energy networks like gas distribution, heat water distribution and alternative energy distribution networks. For these reasons a generic toolkit

Figure 3: Project's web page.

6.2.2. Screenshot of the Community Area

NRG4CAST
ENERGY FORECASTING

SEVENTH FRAMEWORK PROGRAMME

Project + Consortium Results + Market Deployment Consultation News and Events Get Involved Community

Home → Get Involved

Join as community partner

NRG4CAST offers the opportunity for organizations to become community partners of the NRG4CAST network.

The operation of NRG4Cast community has a significant role in validation activities and dissemination of the project's results and getting a broader user's feedback on them.

Members of the community will cover the whole spectrum of NRG4Cast stakeholders:

- Energy providers
- Energy consumers
- Industrial associations with members in the field of energy production, trade and distribution
- Cities/ municipalities
- Projects/initiations focusing on energy efficiency in urban environments
- Associations and other interested parties.

Rights of Community Partners:

- Access to research, and data provisioning and management results
- Ability to participate in training, dissemination and community building events
- Access to open training infrastructure
- Early access to ongoing NRG4CAST results through participation in NRG4CAST meetings
- Partner logo listed on NRG4CAST website
- Opportunity to shape the results and topics of the NRG4CAST programs through contribution of requirements and use cases
- Ability to submit proposals to NRG4CAST programs

Address: NRG4CAST - IJS - Maja Škrjanc
Jamova11, 1000 Ljubljana

Please use the form below to send us an email:

Name *(required, at least 2 characters)*

Figure 4: Project's web page - Get Involved subpage.

6.2.3. Screenshot of the Private Area

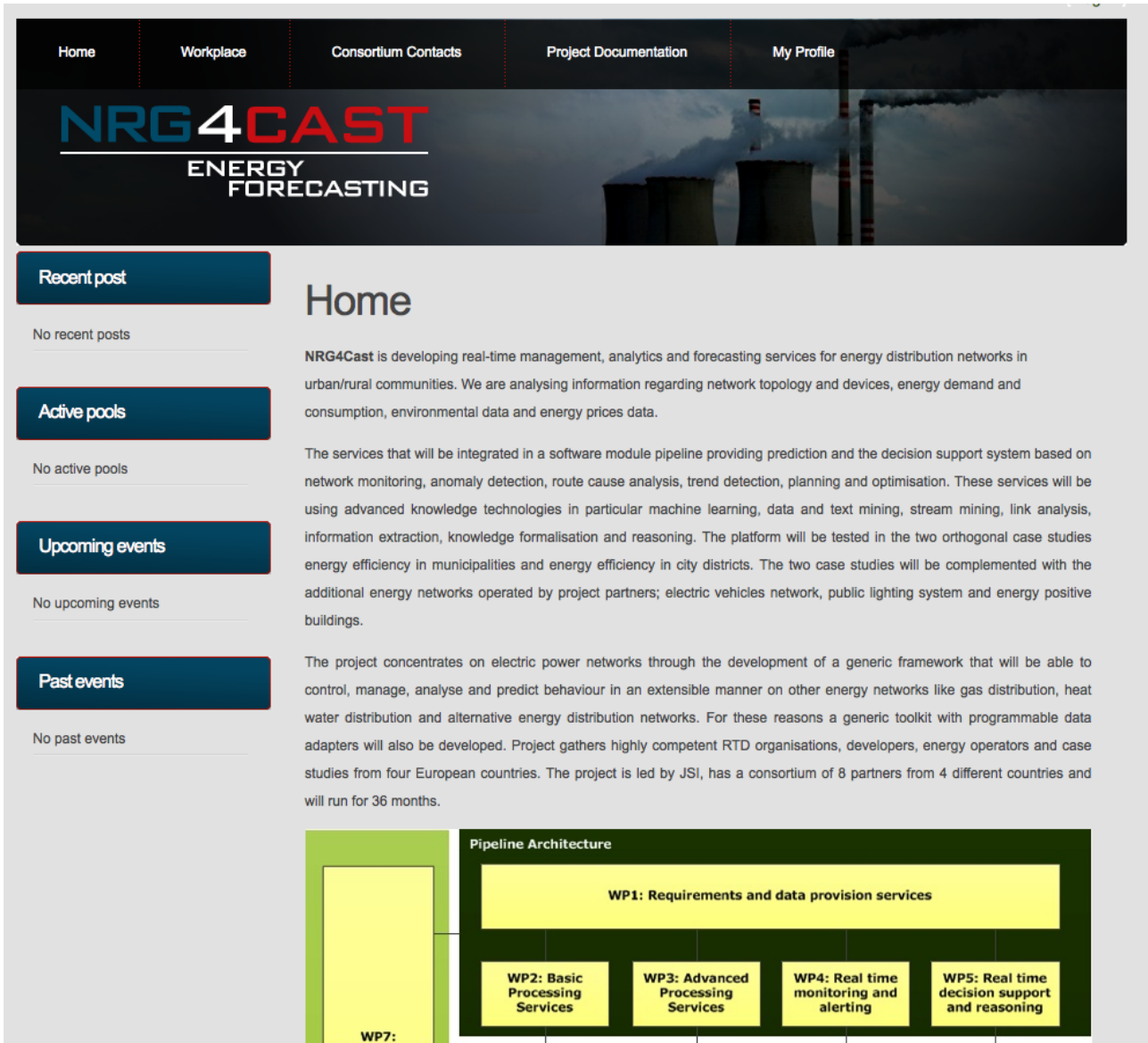


Figure 5: Project's intranet web page.

6.3. Project Dissemination Material

6.3.1. Project Internal Document Template

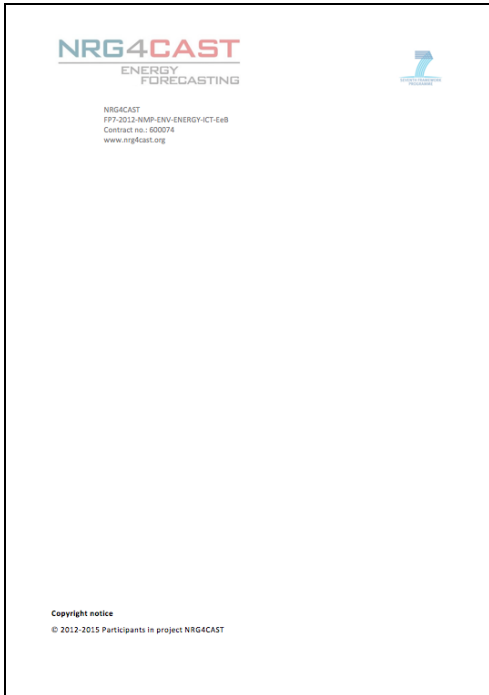


Figure 6: Project's documents template.

6.3.2. Project Leaflet/Poster Template



Figure 7: Project's leaflet.

6.4. NRG4CAST Presentations Template

6.4.1. First Page



Figure 8: Project's presentations template - first page.

6.4.2. Inner Pages

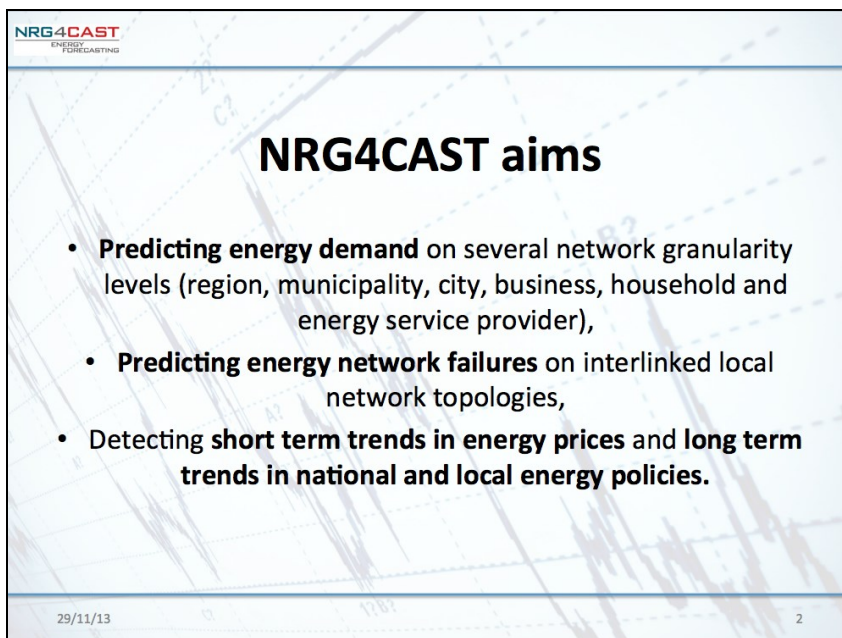


Figure 9: Project's presentations template - presentation pages.