A holistic and Scalable Solution for research, innovation and Education in Energy Transition

D5.3 ASSET Dissemination and communication activities report

Work Package	WP5 - Dissemination, communication and sustainability
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Quality Reviewer(s)	Georgia Papadimitriou, Nikolaos Agiotis (OTEA); Ferdinanda Ponci (RWTH)
Version	Final
Due Date	30 April 2020
Submission Date	30 April 2020
Deliverable type/ Dissemination Level	Public

Document History

Version	Date	Change editors	Changes
0.1	12/03/2020	Wen Guo (LS)	Initial draft
0.2	23/03/2020	Wen Guo and Walter Cariani (LS), Sara Diez Minguez (ATOS)	Document structure
0.3	17/04/2020	Wen Guo and Walter Cariani (LS), Dmitriy Pap (ATOS)	Pre-final version uploaded in repository for peer review of OTEA and RWTH, and for revisions of other partners
0.4	21/04/2020	Wen Guo (LS), Dmitriy Pap (ATOS)	Integrating ASSET Community Analytics
0.5	28/04/2020	Wen Guo (LS)	Updated based on the comments of ENOSTRA, ATOS, UNIWA, and reviewers RWTH and OTEA
0.6	29/04/2020	Wen Guo, Walter Cariani (LS)	Pre-final version sent for quality check
1.0	29/04/2020	Sara Diez (ATOS)	FINAL VERSION TO BE SUBMITTED

Executive Summary

This document is the deliverable D5.3 – Dissemination and communication activities Report of the ASSET project, funded by the European Commission under the Horizon 2020 Research and Innovation Programme (H2020).

In order to maximize the effectiveness, achieve the highest possible impact of its dissemination activities and get targeted stakeholders' involvement, ASSET's dissemination-communication strategy not only aims at raising the general public awareness of the project but specially targets key stakeholders having a relevant role in the energy transition process.

This deliverable builds on the D5.2 which outlined ASSET communication-dissemination strategy and on the DoA which establishes the baseline for monitoring the performance of the implementation. Through various sections, the document reports the communication-dissemination activities implemented by the project team during the reporting period. The details of the achievements are highlighted; the efforts made by consortium during the first year have **brought very good results**.

The performance monitoring of the communication-dissemination activities in year 1 has been carried out on basis of the KPIs defined in the DoA. The vast majority of the targeted KPIs values has been either already achieved or is well on track.

Furthermore, it is necessary to remark that the consortium had to cancel some activities planned for year 1 due to the COVID-19 emergency. Based on the achievements in year 1 the comprehensive dissemination and communication plan for year 2 has been revised, aiming to reach all the project KPIs.

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List of Acronyms

Abbreviation / acronym	Description
AIDA	Attention, Interest, Desire and Action
AIS	Association for Information Systems
COVID19	Coronavirus 2019
Comp	Campaign
DoA	Description of Action
INEA	Innovation & Networks Executive Agency
MOOC	Massive Open Online Course
KPI	Key Performance Indicator
POS	Public Outreach Strategy
RIE	Research, Innovation and Education
WP	Work Package

1. Introduction

1.1 Context and Scope

ASSET communication-dissemination activities (WP5) extend over the whole project lifetime, this deliverable reports the activities carried out during the first year of the project. The WP5 consists of 3 tasks addressed to communication-dissemination:

- Task 5.1 - Communication and dissemination strategy
- Task 5.2 - Project website and communication channels and materials
- Task 5.3 - Dissemination and communication campaigns

The implementation of dissemination- communication activities of each task is reported in this document; moreover, this deliverable includes the detailed description of the results achieved during the reporting period.

1.2 Structure

This deliverable has been structured in four chapters and several sections for each chapter.

Chapter 1 is the introduction of this report where the structure of the document is setup.

In **Chapter 2**, the first section briefs the dissemination-communication strategy of the project (defined in D5.2 ASSET Communication plan and materials), indicating ASSET audience, audience-based communication plans and the related channels to be used; while the second section provides the detailed description of the implementation of **general communication-dissemination actions** through each communication-dissemination channel created and the corresponding results achieved during the reporting period.

The **specific ASSET dissemination – communication activities** are reported in **Chapter 3**. The periodic monitoring of ASSET targeted communication-dissemination activities' progress has been performed at the end of year 1, the monitoring results, with reference to the KPIs defined in the DoA, are given in the same Chapter.

Last **Chapter 4** provides the conclusions of the report.

1.3 Relation to other WPs

Work package 5, particularly Task 5.1 "Communication and dissemination strategy" was carried out in synergy with WP1 (ASSET ecosystem and networking). ASSET stakeholder mapping has been carried out in WP1 - Task 1.1 "Network identification and outreach strategy"; the definition of ASSET communication key messages and channels was made jointly with WP1, since target-based key messages and channels are main components of the ASSET Public Outreach Strategy (POS) developed in WP1 to attract and engage major project stakeholders in ASSET community.

Moreover, WP5 is a cross-cutting work package that coordinates communication activities foreseen in other work packages. ASSET communication campaigns receive the inputs from technical work packages WP2-WP4.

2. Dissemination - Communication strategy and activity progress towards objectives

ASSET Dissemination – Communication activities have been carried following the strategy defined in "D5.2 ASSET Communication plan and materials", developed in Task 5.1 "Communication and dissemination strategy", in which the following elements related to communication-dissemination, as well as the division of tasks between partners were defined in detail.

Figure 1: ASSET communication and dissemination strategy

This report has been prepared with reference to each element included in the strategy. In order to fully comprehend ASSET communication-dissemination activity progress, section 2.1 briefs the ASSET dissemination-communication strategy.

2.1 Dissemination-communication strategy

One essential component of a dissemination strategy is the communication audience. The audience of ASSET communication-dissemination includes different relevant stakeholders involved in energy transition process. As described in D5.2 main ASSET stakeholders have been mapped and identified, who can be clustered into 6 major groups based on their needs, goals and expectations:

- Universities, research centres and training actors
- Students (university) and new employees
- Policy makers, authorities, public administrations, market regulators
- Societal actors (NGOs, consumers' associations, professional associations, trade unions, industrial associations, chambers of commerce)
- Companies from the energy sector
- Energy citizens (Communities, Prosumers and Cooperatives)

2.1.1 Dissemination activities and communication channels

The objective of ASSET Dissemination – Communication strategy is to define the activities and communication tools (channels) to be used for implementing those activities. To ensure the best impact of project results, it's necessary that ASSET communication and dissemination actions are organized based on audience's interests and needs; two different dissemination-communication action plans are included in the strategy:

- a general communication plan (aiming to stimulate interest, focusing on actors' engagement and local markets/communities) and
- a specific communication action plan to underpin the dissemination and exploitation activities addressed to ASSET stakeholders.

Regarding to this last communication action plan, specific communication campaigns activities have been planned based on ASSET targeted stakeholder groups' interests and needs.

The common dissemination activities defined for both plans include:

- Designing a comprehensive set of communication tools: project logo and project document template to ensure an easy identification of the project and a major exposure.
- Preparing project dissemination materials: project brochure, poster, leaflets, videos and newsletters.

- Organising project events and participating in workshops/webinars, conferences, and international/EC meetings.
- Promoting project and disseminating project results through partner websites.

Both online and offline communication tools have been selected in ASSET dissemination – communication strategy; the ASSET forum has been foreseen for facilitating the dialog among ASSET stakeholders, especially between Academia and Industry. Additionally, social medias (Twitter, LinkedIn and Facebook) have been selected also by ASSET to allow the broadest diffusion. Figure 2 below shows in detail the communication channels indicated in ASSET dissemination strategy for two ASSET communication plans.

	project website/ poster/ leaflet	news-letters	workshops/ dedicated events	webinar	social media	general press	scient. papers	project videos/spot	e-MOOC-BOOK booklet	e-Good practice booklet	ASSET Forum	Partner websites	Road-show	Materials for events	Final event
General public audience	Continuous	Periodic		Periodic	Continuous	Periodic		Periodic	Continuous	Continuous					
Targeted audience	Continuous	Periodic	Periodic	Periodic	Continuous	Periodic	Periodic	Periodic	Continuous	Periodic	Continuous	Continuous	Periodic	Periodic	Periodic

Figure 2: ASSET communication channels

- Continuous communication
- Periodic communication

Section 2.2 and 2.3 report in detail the general and specific communication activities carried out through each communication channel during the reporting period.

2.2 General dissemination-communication activity progress and achievements

As a major part of ASSET general dissemination and communication plan, T5.2 "project website and communication channels and dissemination materials" has created online communication tools and prepared offline dissemination materials aimed at promoting ASSET objectives, project activities and disseminate project achievements among all types of audiences. This section describes all the activities carried out within T5.2, as well as the performance of each communication channel until the end of April 2020.

2.2.1 ASSET logo and graphic identity

The logo of ASSET project has been designed to give the project a distinctive identity. By using the same colour of the logo, a set of templates have been prepared to ensure the consistency of the ASSET visual identity through the whole project lifetime. These templates include:

- a template for project deliverable and any project communication purpose
- a template of PowerPoint for ASSET project presentation
- a set of templates (PowerPoint) for ASSET courses

The templates for ASSET course are uploaded in the project repository accessible to all partners. Figure 3 shows one of three templates proposed for ASSET course.
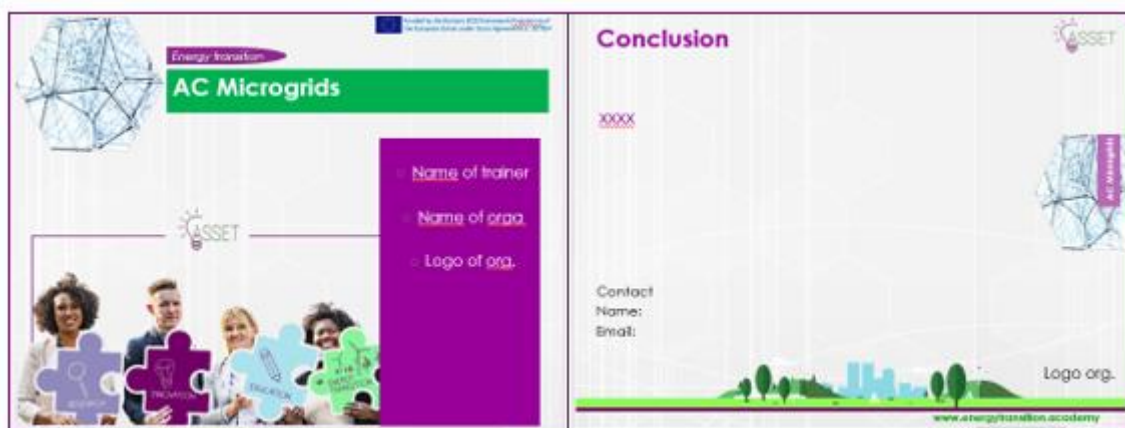
Figure 3: One of the templates proposed for ASSET courses (seminar)

2.2.2 ASSET website and its analytics

− **ASSET website**

The ASSET website is a key element of dissemination and communication strategy and the visible face of the project, its main objectives have been defined in ASSET communication and dissemination plan The website was released at the end of the second month of the project lifetime (**June 2019**) with the main domain https://energytransition.academy which has also the role of a primary domain.

Additionally, for ASSET project the consortium use the secondary or additional domain http://www.asset-project2020.eu which is the subset of the existing primary domain and includes the name of the project for reaching a better position in the different search services. More detailed information about technical issues has been described in D5.1 "ASSET Project Website and Social Media Channels" (July 2019).

The deliverable D5.1 describes ASSET website, including the structure and the different functions of the website. However, the project website is updated continuously, up to April 2020, the main sections included in the website are:

- **Menu "HOME"**
  - o **Main Goals** – description of the main goals
  - o **Stay Tuned** – link with the subscribers form to receive the project newsletter
  - o **Latest News** – description of the latest news and updates
  - o **Next Events and Tweets** – presents future events with the date and updated window with the latest tweets
  - o **About Us** – list of the consortium team and additional information of each partner

- **Menu "ABOUT"**
  - o Approach
  - o Objectives
  - o Benefits
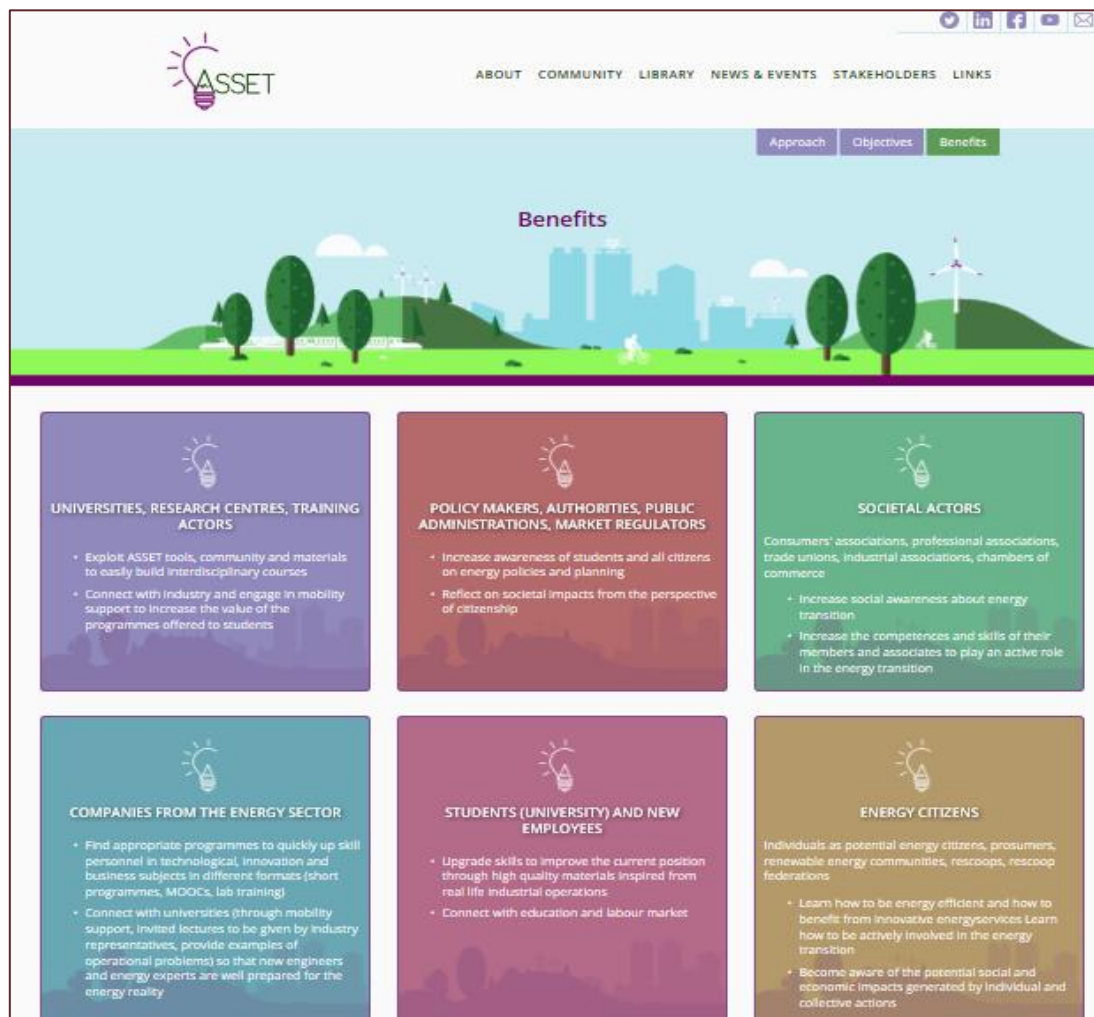
Figure 4: ASSET website - Value propositions for project stakeholders

ASSET website is used not only to promote the project and disseminate project results, but also provides ASSET research, innovative and educational (RIE) services on energy transition. Through the **Menu "COMMUNITY"**:

- o Forum
- o Courses

it is possible to:

- ▪ deliver learning courses, search for educational programmes and place ad-hoc requests for the preparation of educational programmes on new skills and competences needed to accomplish the energy transformation model (through **ASSET marketplace**);
- ▪ design educational programmes by means of an innovative tool – **ASSET Learning Graph**.
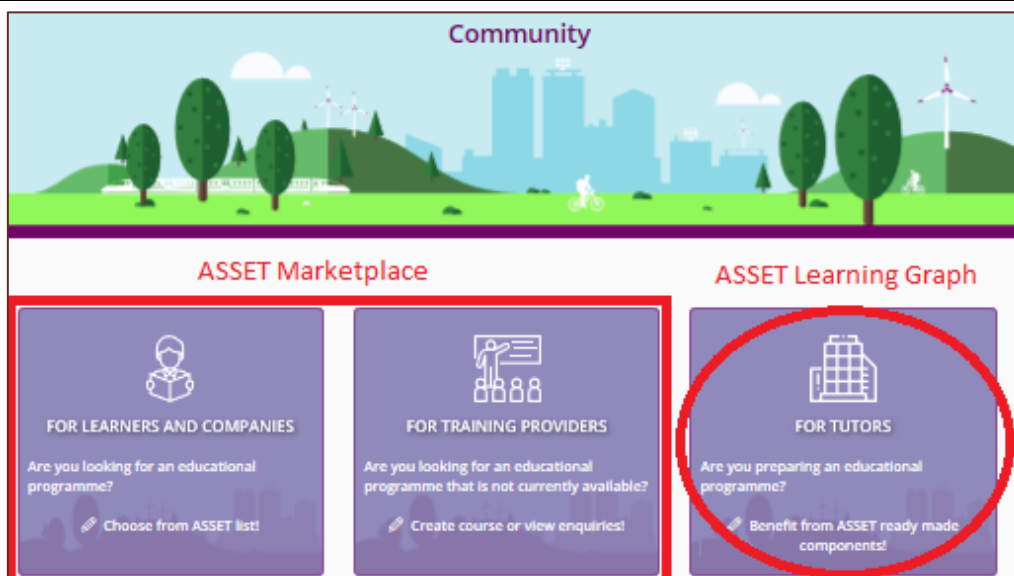
Figure 5: ASSET website - "Community" menu

There are other menus in the website:

- **Menu "LIBRARY"**
  - o Deliverables
  - o Newsletter
  - o Publications
- **Menu "NEWS & EVENTS"**
  - o News & Events – List of all relevant news, events, and reports

- **Menu "STAKEHOLDERS"**
  - o **Ambassadors** – list of ambassadors with additional information (Figure 6)
  - o **Partners** - list of project partners with links to their own website

- **Menu "LINKS"**
  - o Useful Links – list of useful links
  - o Related Projects - list of related projects with the links
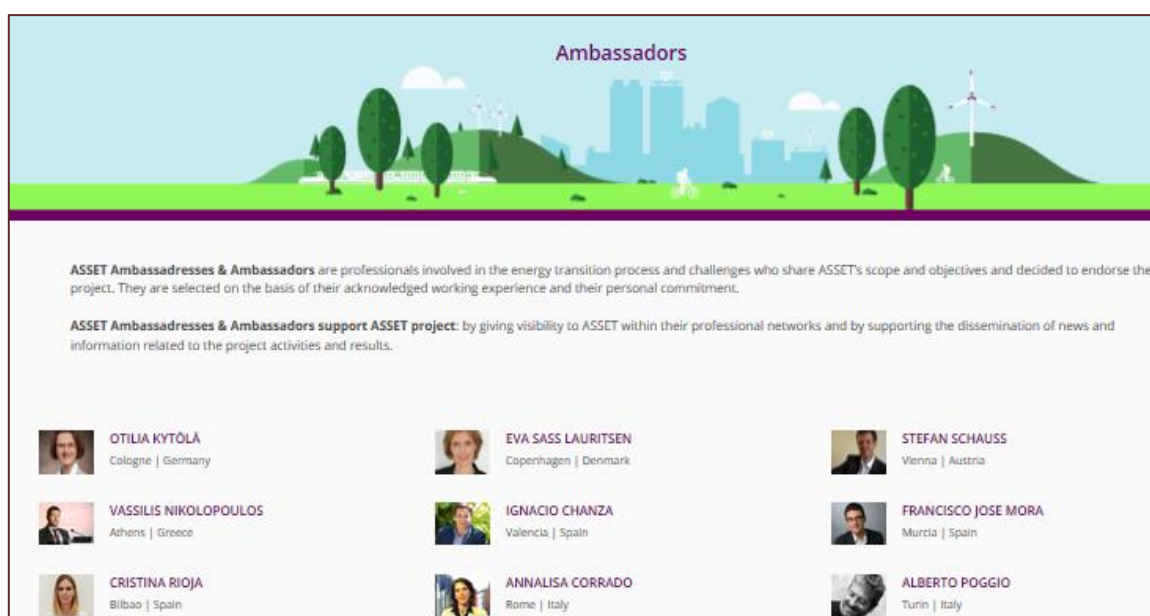
Figure 6: ASSET website - "Ambassadors" page

The creation, management and updating of ASSET website have been carried out by T5.2 leader **ATOS**, with contributions of all project partners.

- **ASSET web analytics**

In order to monitor the activity and the audience reached by the project website, Google Analytics free service is used.

ASSET website has been registered in the Google Analytics tool, provided by Google. This service is free of costs and provides us the numerous benefits in terms of measure and analyze our website visitors' trafic. This tool helps us to collect valuable insights, facilitates the possibility of managing the website traffic and report the results in different aspects:

- See the global results
- Add numerous metrics to analyze
- Segmentation of our users per age, gender, location or interests

The following Figure 7 illustrates the metrics of how many users engaged our website weekly throughout the first year of the project lifetime.
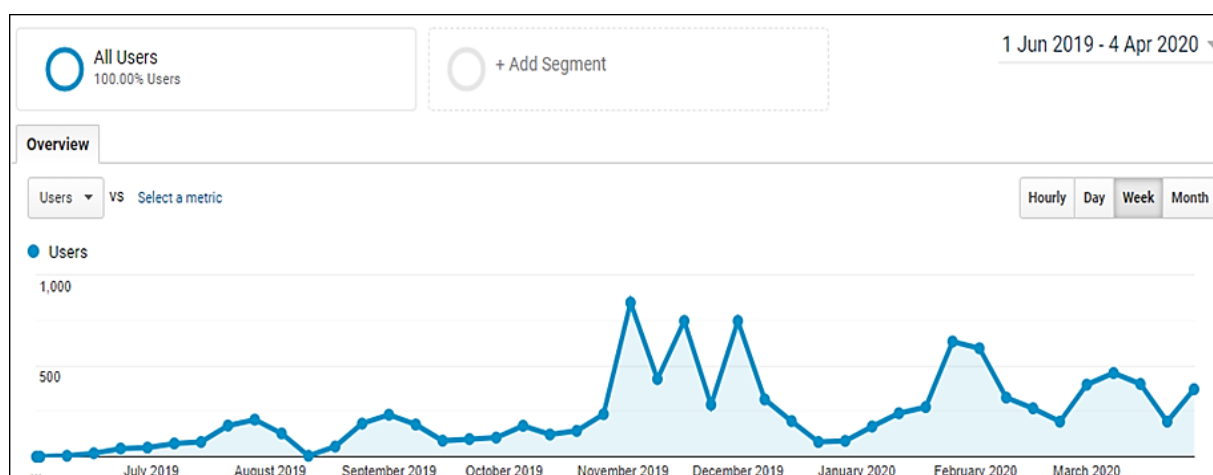
Figure 7: ASSET website visitors per month

Figure 8 shows visitors' activity on the ASSET website from 01/07/2019 until 04/04/2020.
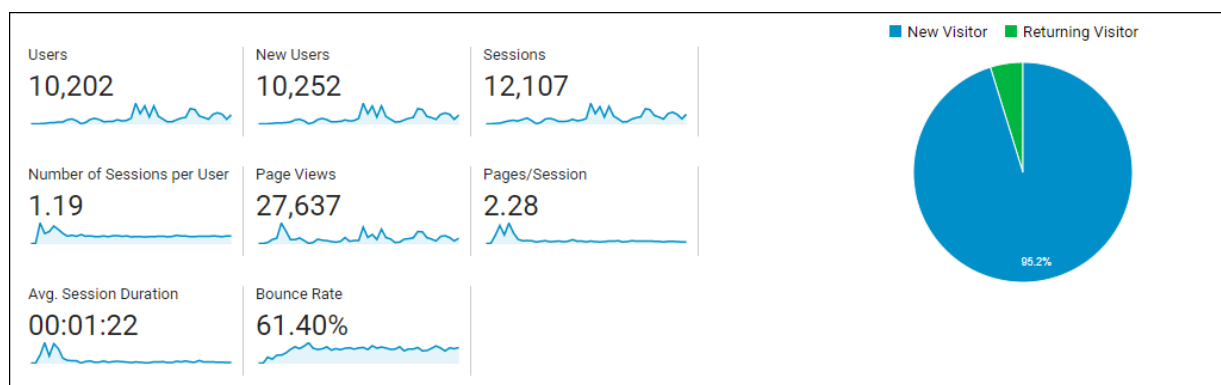
Figure 8: ASSET website - visitors activity analysis

It provides the following information:

- **10,195** users who have initiated at least one session during the date range

- **10,244** first-time users during the selected date range
- **12, 095** this number shows the sessions within the date range. A session is the period time a user is actively engaged with the ASSET web.
- **00:01:23** - the average length per session
- **27,615** - total result of pageviews is the total number of pages viewed.

Figure 9 provides detailed information about the country of origin of the web visitors. Spain is the first country in terms of web visitors while Denmark is the country where less users have visited the website during the reporting period.

Country	Users	% Users
1. Spain	4,164	40.40%
2. Italy	1,616	15.68%
3. Netherlands	989	9.60%
4. France	831	8.06%
5. Greece	540	5.24%
6. Belgium	396	3.84%
7. United States	254	2.46%
8. United Kingdom	219	2.12%
9. Germany	213	2.07%
10. Denmark	132	1.28%

Figure 9: ASSET website - Number of visitors per country

Further analysis show that the top channels metrics in terms of:
- Organic Search (4%), number of users visits from unpaid search results
- Direct (81%), number of users who navigated directly the website URL
- Referral (10%), number of users clicked a link from another site
- Social (4%), number of users from social networks

Summarising:
- the results show that the KPI target values (such as Project website views >2000) have been reached in terms of accessed users, sessions and total page views.
- having the complete ASSET offerings (courses, marketplace, and learning graph tool are ready) available (envisaged at the beginning of Year 2), the number of returning visitors will increase in the second year.
- the geographical distribution also shows interesting result as: high numbers of visitors are from the countries where the ASSET roadshows were organized.

2.2.3 ASSET social media channels and their analytics

- **ASSET social media channels**

Besides the project website, in order to permit the consortium to reach a wider spread audience with their dissemination activities, ASSET social media channels (Twitter, Facebook and LinkedIn) have been set-up and populated. One of the main objectives of these services is to support and promote the project campaigns. A comprehensive description of the campaigns will be given in section 2.3.

ASSET social media channels were created in the first months of the project lifetime, since then we have posted ASSET project news on Facebook, Twitter, and LinkedIn. Although all the project communication campaigns will run throughout the whole duration of the project, we have defined three phases during which the emphasis moves among target groups:

- **Phase I (Month M1-M6)**: Focus on communication activities with businesses, public and private organization and local/regional/national authorities and policymakers
- **Phase II (Month M7-M18)**: Focus on communication with students/ trainees/ citizens
- **Phase III (Month M18-M24)**: Focus on communication with Universities and Training Actors.

Table 1 shows ASSET communication social channels.

ASSET Communication channel	Creation date	Link
website	May 2019	www.energytransition.academy
Twitter	May 2019	twitter.com/ProjectAsset
LinkedIn	May 2019	www.linkedin.com/comany/asset-project-h2020
Facebook	June 2019	www.facebook.com/AssetH2020Project

Table 1: ASSET social media channels

Figure 10 - 12 show examples of posts published in ASSET social media accounts.

Figure 10: ASSET twitter
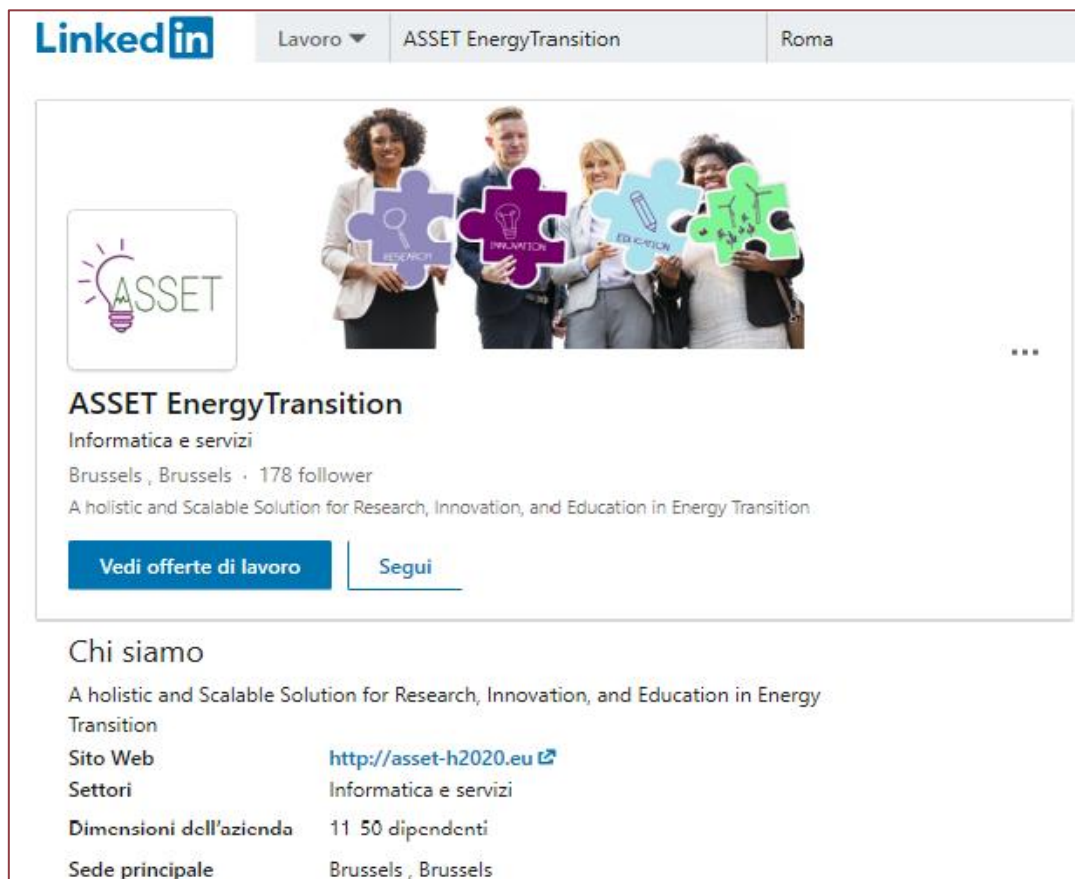
Figure 11: ASSET LinkedIn

Figure 12: ASSET Facebook

All project partners contributed, to a greater or lesser extent, to the set-up and use of ASSET social channels. The envisaged engagement of ASSET partners in ASSET social media activity is given in Table 2.

Social media	Partner										
	ATOS	UNINA	RWTH	OTEA	AAU	UWA	UPV	LS	ENOSTRA	ECOPOWER	EASE
Twitter (T)	x										
Facebook (F)		x	x	x	x	x	x		x		
LinkedIn (L)								x	x	x	x
Topics related	EC news	campaign 2	campaign 4	campaign 2	campaign 2	Campaign 4	campaign 4	campaign 1	campaign 3	Campaign 3	campaign 1

Table 2: Planned involvement of ASSET partners in ASSET social media activity

A monthly calendar for news posting has been prepared, in average news was posted on each ASSET social channel twice per week.

During the reporting period, the ASSET social media activities made by ASSET partners for general ASSET promotion/dissemination are listed in Table 3.

Social media	ATOS
Twitter (T)	156
Facebook (F)	51
LinkedIn (L)	47

Table 3: ASSET social media publications made by ASSET partners

ASSET social medias have engaged a wide number of followers. The analytic results of ASSET social channels are reported below.

— **ASSET social media analytics**

Twitter

Twitter is one of the most recognized names in social media channels with millions of active users around the world. This network provides numerous benefits for our project in terms of community building, publishing relevant content and increasing the website traffic.

Twitter analytics tools are used to evaluate the impact of the ASSET twitter communication activities. These tools can track growth, content performance and progress of this communication channel.

The project Twitter account was created in May 2019. The following Table 4 summarizes the short information and the relevant performance indicators of the actual ASSET Twitter channel (up to April 2020).

Project Account	ASSET EnergyTransition | @Project_Asset
First Publication	07-05-2019
Key Hashtags	#AssetProject, #H2020, #Energy, #EnergyTransition, #Education
Related Accounts	@EU_H2020, @EU_Commission
Followers	**220**
Tweets	**150**

Table 4: status of ASSET Twitter account (April 2020)

The data analysis (Figure 13) confirms the continuous growth of ASSET twitter followers, around 20 new followers per month, and more than 12 tweets per month. The figure shows the values achieved every third month. The 64K of tweet impressions means the number of times the ASSET tweet were showed up for some users.
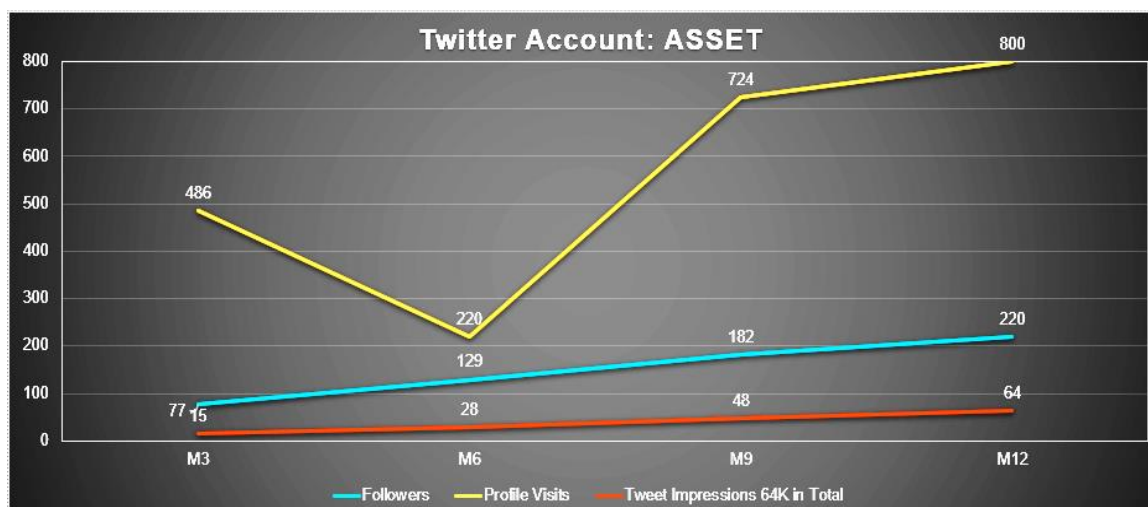
Figure 13: ASSET Twitter analytics

Facebook

ASSET Facebook account was opened by ATOS also in May 2019 as a company page. Table 5 reports the actual status of the project account.

Project Account	ASSET EnergyTransition | @Project_Asset
First Publication	07/05/2019
Key Hashtags	#AssetProject, #H2020, #Energy, #EnergyTransition, #Education
Related Accounts	@EU_H2020, @EU_Commission
Followers	**1078**

Table 5: status of ASSET Facebook account (April 2020)

Facebook is a huge communication service with more than a billion of daily active users, especially young users. Facebook is being used to promote ASSET project to a specific target audience – students and citizens.

Data in table 5 shows that, up to April 2020, ASSET project has more than **1000 Facebook followers**. Analyzing statistics data given in Figure 14, it can be observed that the percentage of male followers is around 60%, while women reaches 40% with the medium age from 25 to 44, the majority coming from Italy.

Country	Your Fans	City	Your Fans	Language	Your Fans
Italy	606	Naples, Italy	203	Italian	606
Pakistan	181	Lahore, Pakistan	113	English (US)	252
Georgia	36	Cava de' Tirreni, Italy	49	English (UK)	98
Denmark	34	Molfetta, Italy	46	French (France)	15
Greece	17	Tbilisi, Georgia	36	Greek	14
United States of America	16	Rome, Italy	28	Georgian	13
United Kingdom	15	Aalborg, Denmark	27	Urdu	9
Saudi Arabia	12	Milan, Italy	19	Spanish (Spain)	8
France	11	Athens, Greece	16	Spanish	7

Figure 14: ASSET Facebook analytics

LinkedIn

In contrast to Facebook and Twitter, LinkedIn is the biggest social platform that caters directly to business professionals. This service helps ASSET team to specifically address professional users.

The ASSET LinkedIn account was created in May 2019, its actual status (up to April 2020) is summarized in Table 6 below which shows that currently the ASSES account has obtained more than 172 followers.

Project Account	ASSET EnergyTransition | company/project-asset-h2020
First Publication	09/05/2019
Key Hashtags	#AssetProject, #H2020, #Energy, #EnergyTransition, #Education
Related Accounts	@EU_H2020, @EU_Commission
Followers	172

Table 6: status of ASSET LinkedIn account (April 2020)

In table 7 below is possible to get detailed information of ASSET LinkedIn followers in terms of location, job functions, seniority and professional sector; all data is provided by LinkedIn analytics tool and include only available information which users show in their profile.

Top 5 by Location	# followers
Milan Area, Italy	17
Northern Region, Denmark	10
Valencia Area, Spain	5

Madrid Area, Spain	4
Brescia Area, Italy	4
Top 5 by Job function	**# followers**
Education	39
Research	25
Engineering	14
Business Development	13
Operations	12
Top 5 by Seniority	**# followers**
Senior	62
Entry	49
Training	13
Manager	9
Director	8
Top 5 by Industry	**# followers**
Research	38
Higher Education	37
Renewables & Environment	24
Government Administration	10
Electrical/Electronic Manufacturing	8

Table 7: ASSET LinkedIn followers

Analysing our audience on LinkedIn, as a result, the majority connections are from Italy, Denmark, and Spain, representing research and education sectors with the established senior and middle job profiles.

2.2.4   ASSET promotional videos

Infographic videos are also a very effective way to communicate. As one of general ASSET dissemination materials, the production of promotional videos was envisaged in ASSET work plan. The first ASSET promotional video was delivered in Nov 2019.

The storyboard of the video includes mainly:

- o   current scenario of energy consumption and production in Europe;
- o   the meaning of energy transition;
- o   the challenges to be faced in energy transition process;
- o   the objectives of ASSET orientated to give a significant contribution to energy transition;
- o   the expected offers derived from ASSET project.

Some frames of the video are illustrated in Figure 15. The video is diffused through ASSET website (https://energytransition.academy/about) and ASSET YouTube account (https://www.youtube.com/channel/UCwd3RSQjfaKmlWqv4GYraiw).

ASSET YouTube channel was created in July 2019. YouTube is the largest video sharing platform with people from hundreds of countries, watching and sharing billions of hours of videos every month in more than 50 different languages. This channel has been selected to inform users about last project updates, provide the tutorials to reach ASSET audience and share the content on the project website and social media networks.
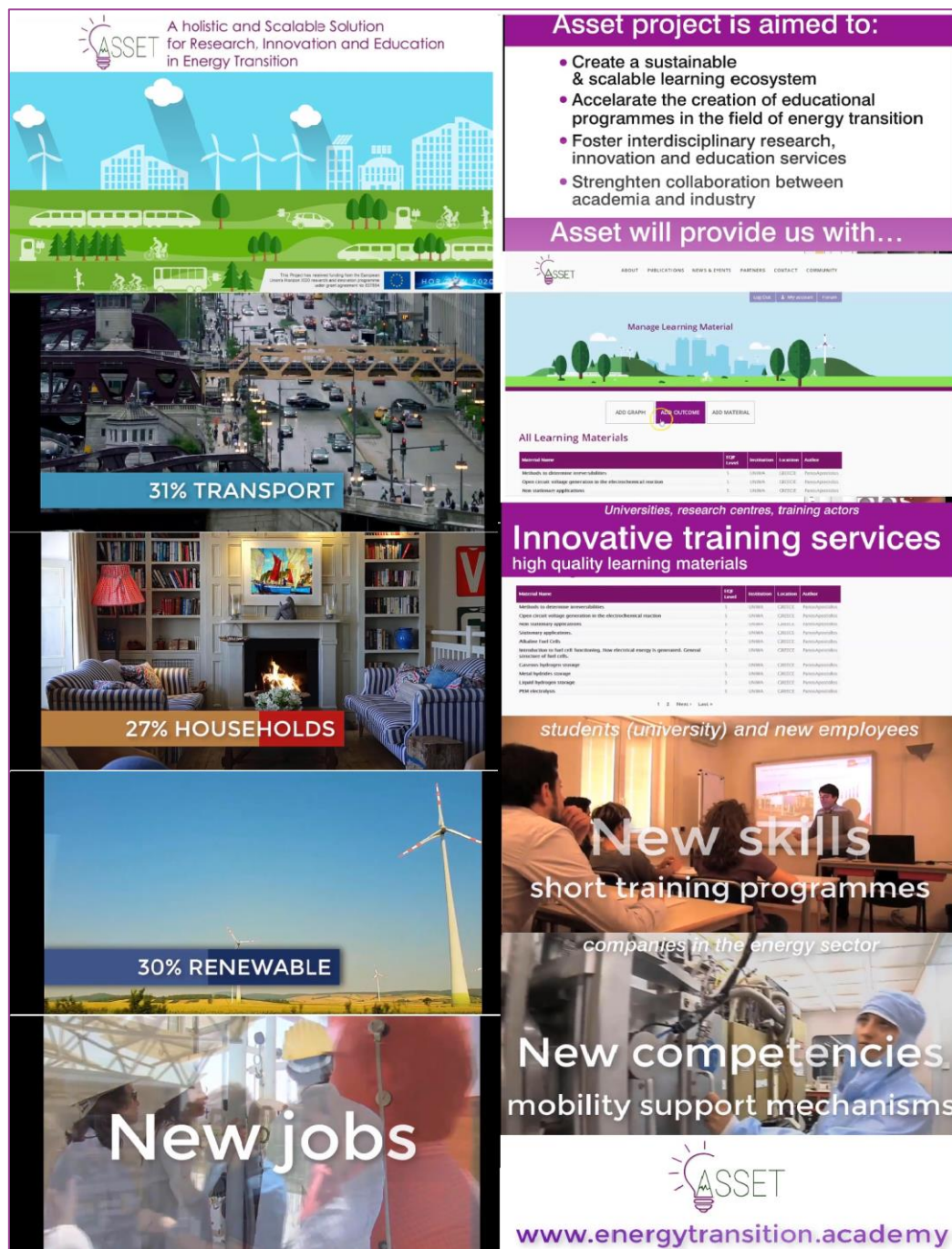
Figure 15: Some frames of ASSET promotional video

Table 8 lists the videos produced and published by ASSET project up to now. In April 2020, 5 videos have been published with more than 26 min of content.

Title of video and Link	Date of Publication	Views until 15/04/2020
ASSET Project https://www.youtube.com/watch?v=u83kHHTNLDg&t=19s	15-Jan-2020	116
ASSET Marketplace (Tutorial) https://www.youtube.com/watch?v=hKSxOlLKtn4&t=190s	10-Mar-2020	22
ASSET Learning Graph Tool Presentation https://www.youtube.com/watch?v=Wf0Ro9ock3Y&t=197s	01-Apr-2020	10

ASSET Learning Graph Tool & Start Creating (Tutorial) https://www.youtube.com/watch?v=LXbrZfYEEI0&t=323s	01-Apr-2020	15
ASSET MOOC promotion https://www.youtube.com/watch?v=tYA3cRuaoPU&feature=youtu.be	06-Apr-2020	22

Table 8: Videos published on ASSET YouTube account up to April 2020

A total of **185 video views** have been reached in ASSET YouTube channel during the first 12 month of the project.

2.2.5   Community analytics

One of ASSET objectives is to create an ecosystem (ASSET Community) which includes all energy transition and education stakeholders such as universities, businesses, policymakers and citizens to enable: a) continuous bottom-up creation of research, innovation, and educational services and b) capacity pooling. The website has been extended to host the ASSET community and works as the access point of ASSET community.

Various dissemination activities, together with ASSET ambassadors' endorsement (ASSET POS), make people more aware of ASSET project and raising interest in the project RIE services. Currently **139 persons joined the ASSET community**, of which 45 are from partner organisations.

Any user who wants to join the ASSET Community must fill in the project registration form. This form requests some information which allows the consortium to classify community users by categories, such as:

- Which are your specific fields of interest related to the energy transition process?
- In which group do you identify yourself?

They must accept a disclaimer and terms and conditions informing about privacy and data protection.
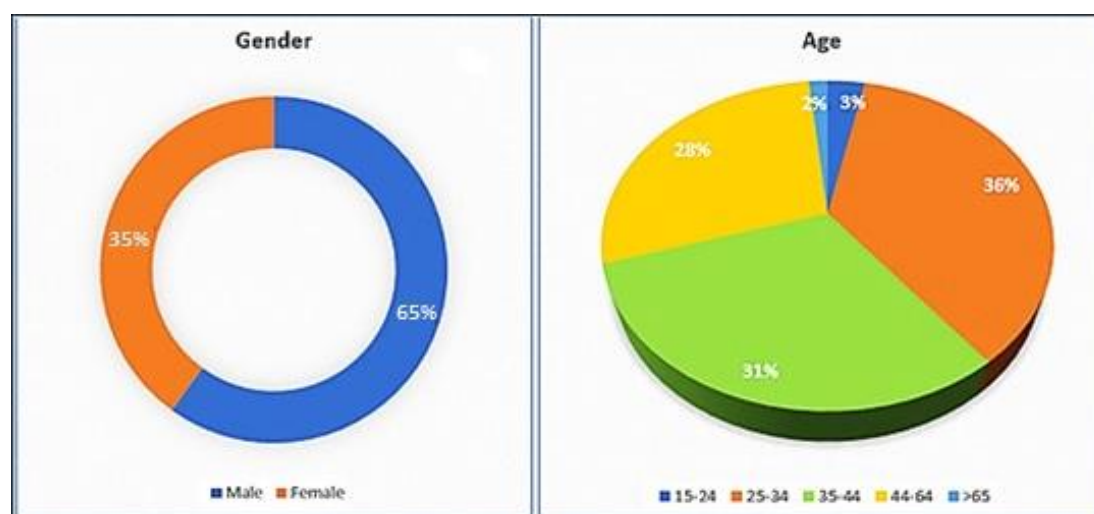
Figure 16: ASSET community information

We can see that:

- 65% of the registered users are male and 35% are female.
- regarding the range of age, 36% is young people under 34, around 30% determined by people from 35-44 and 28% for 45-64s.

The analysis of the registration forms shows that: the total number of countries represented by at least one member is 28; the majority of members are from Italy and Spain, which was expected since 5 out of 11 ASSET partners (ATOS, UPV, Logical Soft, Unina, ènostra) are located in these 2 countries. The

following table shows the top 7 countries by Community member number. It is curious to note that every single continent is represented in the Community.

Country	# Members
Italy	44
Spain	24
Greece	11
Denmark	10
Belgium	9
Germany	7
India	6
Other countries	Less than 5

Table 9: Top 7 countries represented in ASSET Community

Possible values for the job position field are: "Teacher/Lecturer", "Researchers", "Office workers", "Middle manager" and other employed workers. The following Table illustrates the analysis of community users in terms of "job position". Ranked first **"Teachers/Lecturers"** with 37 members.

Top 5 Job position by Community member number	# Members
Teacher/Lecturer	37
Researcher	18
Office worker	14
Other employed worker	11
Middle manager	10
Business owner/Entrepreneur, Company director/CEO, Registered freelance professional, Students or Unemployed	Less than 10

Table 10: ASSET Community members per job position

Regarding specific fields of interest, the most common replies are renewable energy, economic aspects, energy storage, smart and flexible energy systems. In relation to the question about "identity group" the most frequent answers were research & education, companies from the energy sector and energy citizens.

2.2.6 ASSET Community Forum

To support ASSET community members' communication, a dedicated Forum has been created for facilitating members' dialogue. ASSET Community Forum can be accessed through the project website (https://community.energytransition.academy/forum). The figure below shows the Forum page inside the **COMMUNITY** Menu of ASSET website.
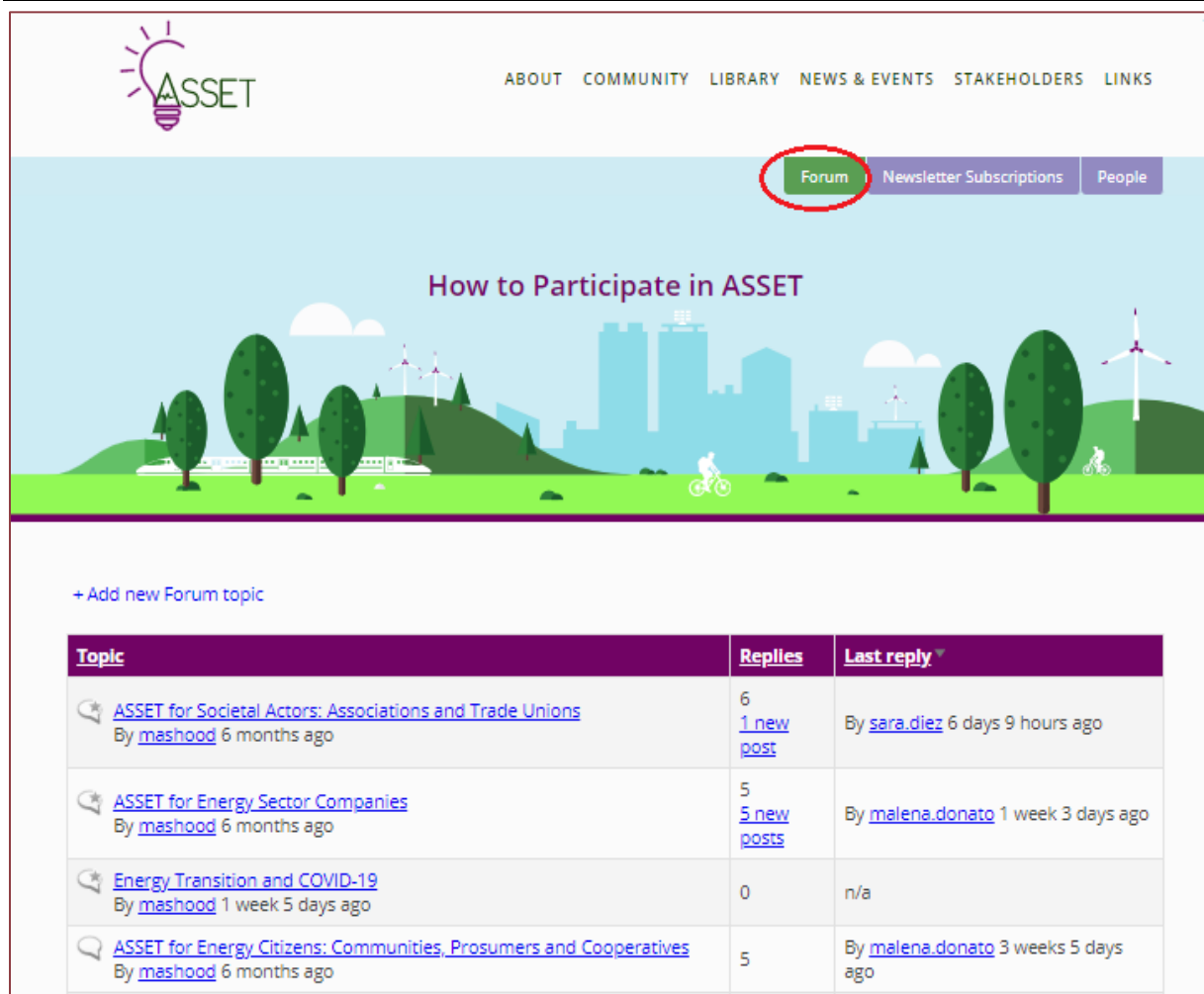
Figure 17: ASSET forum

The ASSET Forum was created in October 2019. The topics discussed in the forum are presented in the table below.

ASSET Forum target group	Topics
Welcome to ASSET Forum: An Introduction to our Community, Vision, and Objectives	• Be an energy transition driver!
ASSET for Societal Actors: Associations and Trade Unions	• How Social Sciences, Humanities and Engineering can be combined under ASSET Umbrella? • How ASSET can help NGO's working for the climate change and decarbonization of Society? • How ASSET can help the standardization of energy-efficient equipment and practices?
ASSET for Energy Citizens: Communities, Prosumers and Cooperatives	• HOW MOOCs and seminars can help to create energy awareness among citizens? • How ASSET can train and encourage the citizen for efficient energy usage and energy conservation practices?

ASSET Forum target group	Topics
ASSET for Students (University) and New employees	• How students can participate and be benefitted from the ASSET? • What are the major skills, competencies and knowledge areas where ASSET can help students through MOOCS, class-based and Lab-based Training? • How students can be provided opportunities for Internships, and collaborative educational programs through ASSET? • How ASSET can provide a platform for discussion among Students, employees of energy companies and Citizens regarding energy issues?
ASSET for Policy Makers, Authorities, Public Administrations and Regulators	• How ASSET can benefit to the policy-making Institutes? • What are the key parameters and energy areas where policy recommendations are needed? • How ASSET can help in the estimation of future trends and energy needs? • How ASSET can involve citizens, academia, and Industry in providing guidelines for effective policymaking?
ASSET for Universities, Research Centers and Training Actors	• How ASSET can benefit to academic institutes, universities, research centers, and training actors? • What are the barriers, challenges and key knowledge areas for the green energy transition and How ASSET can help Universities, Research Centers and Training actors in addressing these core challenges? • How can ASSET catalyze the Industry-academia Mobility? • How training the trainers through ASSET can help expedite the energy transition?
ASSET for Energy Sector Companies	• How ASSET can benefit to Industry and Energy companies? • How ASSET can help an energy company to build, manage or enhance its energy portfolio? • What are the key knowledge, skills, and competencies required for the Human resource of future energy companies? • What are the on-demand training and skillset that you need for the employees of your energy company? • How MOOCs and certifications can enhance the competencies and skilled workers for future energy markets?

Table 11: ASSET Community Forum: target group and questions

2.2.7 ASSET offline dissemination-communication

2.2.7.1 ASSET brochure/poster

– **ASSET brochure**

According to ASSET dissemination-communication plan, ASSET project was produced at the end October 2019. The picture of the first ASSET brochure is shown in the figure below. As the first issue of ASSET promotional brochure, the content focused on the objectives, the value propositions and expected results.

The brochure is diffused online (https://energytransition.academy/) and printed only when necessary to be handed out at events. Hundreds paper brochures (600 copes) were printed to be disseminated during different events. The Italian version of the brochure is also available.

Up to April 2020, the total number of the brochure downloads from ASSET website is 166.
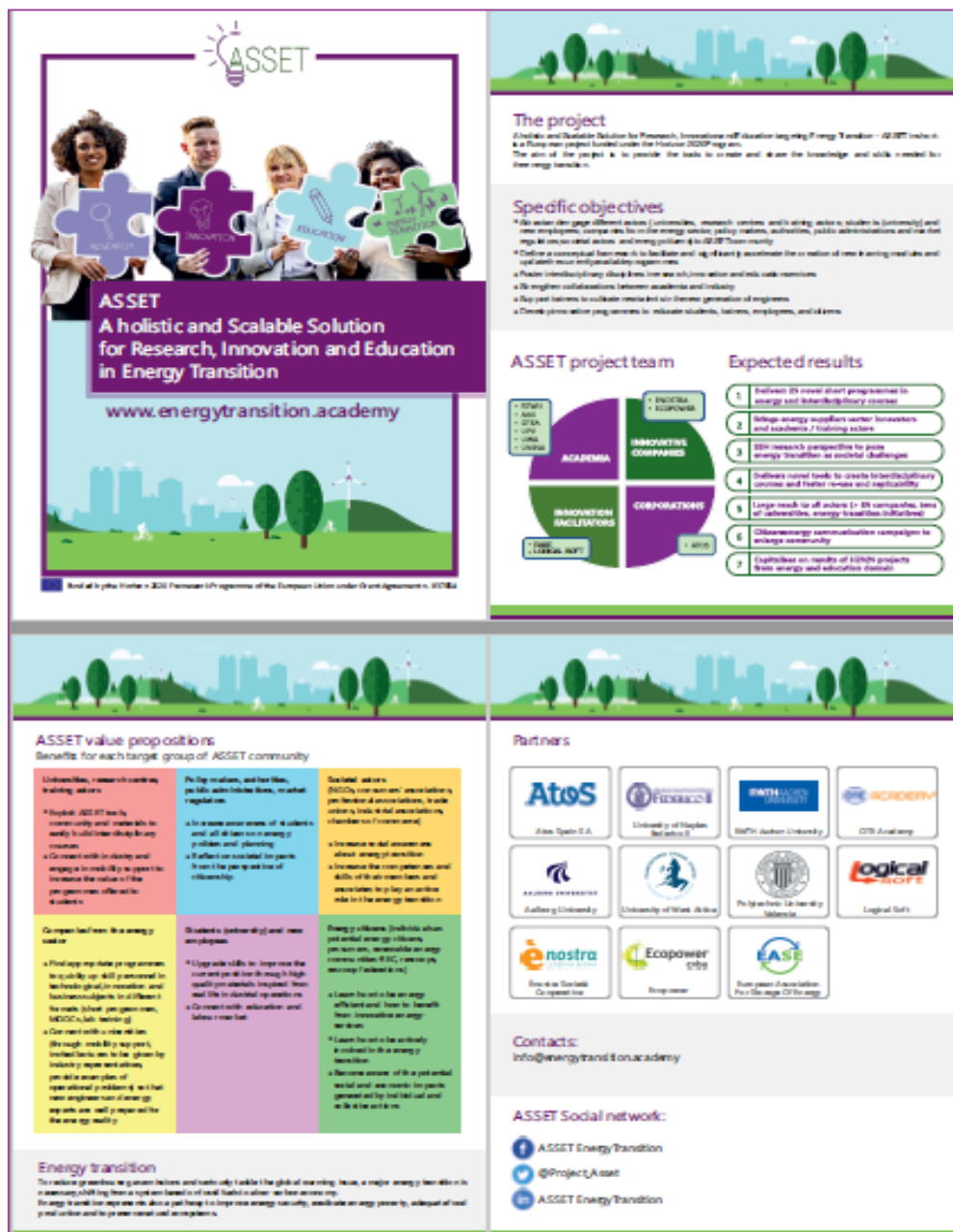
Figure 18: First issue of ASSET brochure

−   **ASSET poster**

To raise initial awareness on the project, a poster has been prepared in both English and Italian languages to be printed out and exposed in partners institutional location or ASSET event venues.

As ASSET brochure, the ASSET poster can be downloaded from the project web.
https://energytransition.academy/content/asset-poster-1.
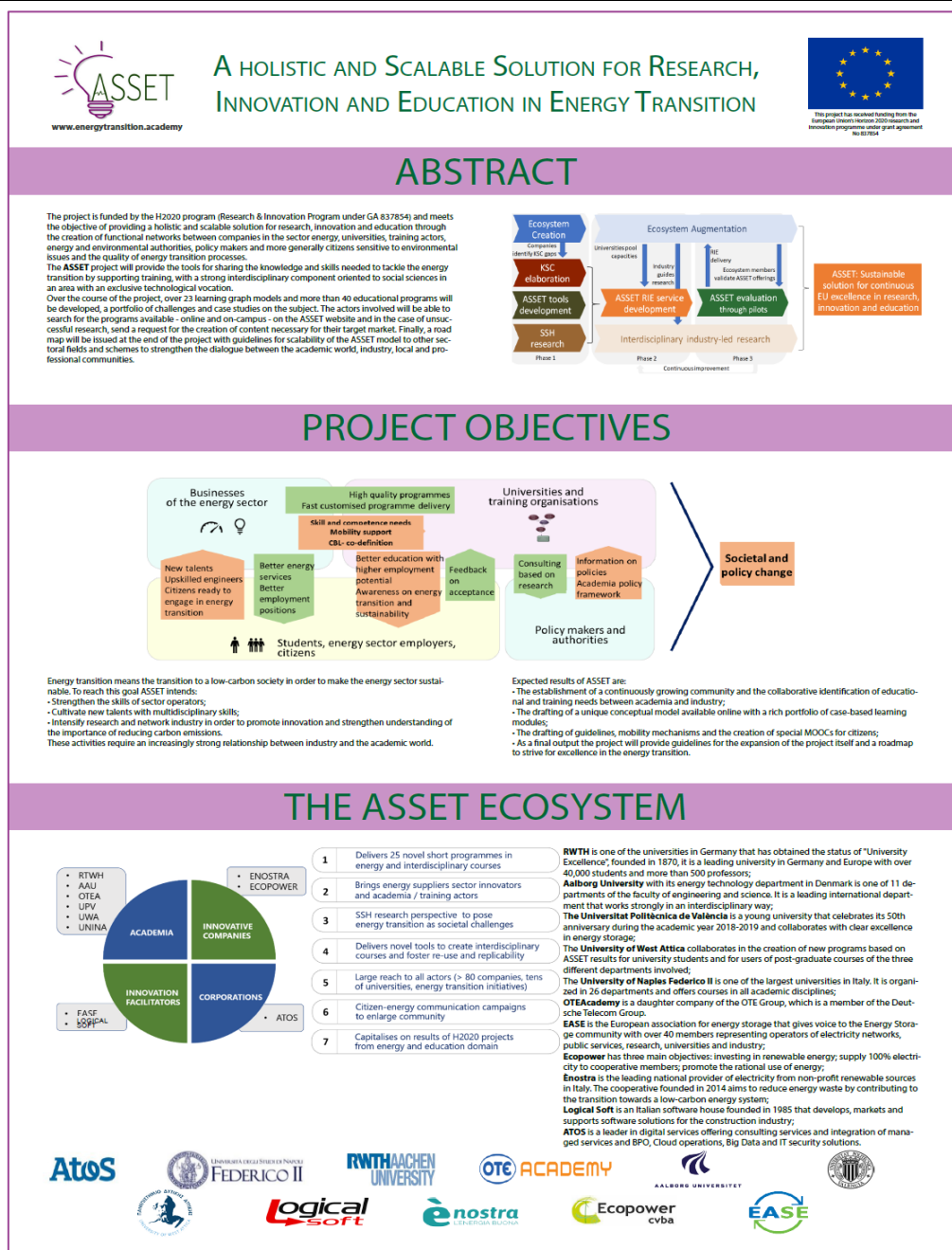
Figure 19: ASSET poster

2.2.7.2 ASSET periodic newsletters

Three ASSET periodic newsletters (quarterly issue) have been prepared and issued August 2019, November 2019 and February 2020, all project partners contributed to the newsletters. The main purposes of ASSET project newsletters are to connect with ASSET audience, inform about project last news and updates, increase the traffic of our website and boost the social medias. In particular,

- Issue 1 - August 2019. It was produced in PDF format (link here) and included a short introduction to the project, the main objectives, and team members. The total number of downloads from our website is 94 times.

- Issue 2 - November 2019. It was produced in PDF format (link here) and e-format for all subscribers and sent as a campaign in the "Mailchimp" service to 74 Recipients with more than 50% of openings. The total number of downloads from ASSET website is 81 times.

- Issue 3 - February 2020. This issue, as the previous one had two versions: PDF (link here) and e-format in the "Mailchimp" with the total numbers of 116 Recipients and more than 100 total openings.

After each issue we analyze the data obtained in terms of successful deliveries, total openings and top locations by opens. See Figure 20 below.
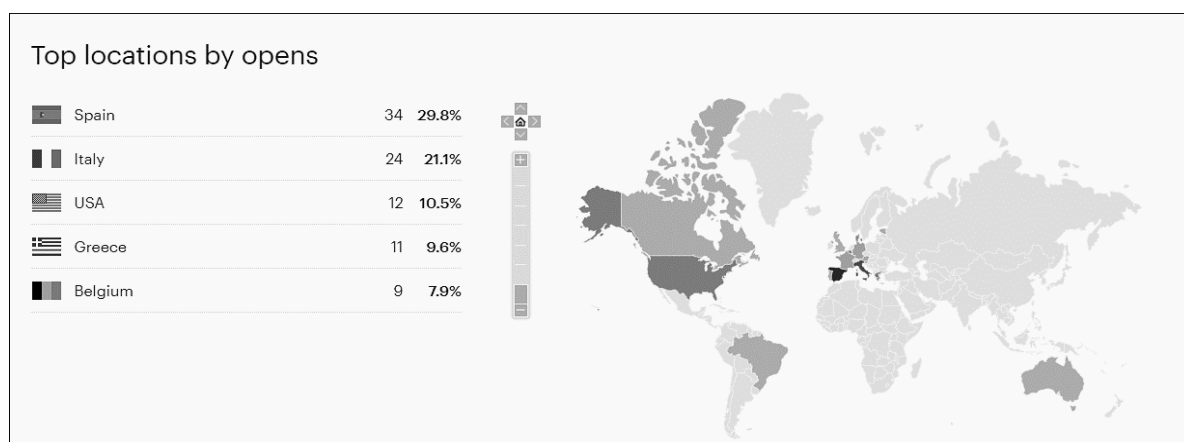
Figure 20: Top locations by opening ASSET periodic newsletter (example)

Figure 21: ASSET newsletters

At this moment the total number of Newsletter subscribes exceeds 130 people. The next edition is programed for May 2020, it will be a special edition addressed to academia as target stakeholder of the campaign 4.

2.2.7.3 ASSET promotion/dissemination through events

During the reporting period, ASSET partners organised/participated in various events (workshops, conferences, invited talks, seminars, webinars) to raise the visibility of the project.

The events organised/participated by ASSET partners for general ASSET promotion/dissemination are summarised in the following Table.

| Place & date	Partner	Activity	Type	Target groups
Brussel 19/06/19	ECOPOWER	European Union Sustainable Energy Week - Gender equality in the energy transition	Event - ASSET Promotion	general audience
Salerno 09/2019	UNINA	National conference of environmental sociologist − printing out the ASSET brochure for promoting the project during the Salerno Conference − presenting the Asset project to the Salerno Conference − prepared a press release for the newsletter to promote Asset through the conference on Sociology of Environment in Salerno	Event – ASSET presentation	general audience, mainly Univ, Research, Training Actors
Aachen 24-29/09/19	RWTH	Project desk at the IEEE AMPS 2019 conference; Surveys distributed to conference attendees.	Event - ASSET Promotion	general audience
Brussel 27/09/19	UNINA, RWTH	Workshop organised by INEA on the role of Social Sciences and Humanities (SSH) in the different H2020 projects dealing with the Energy Transition	Event – ASSET presentation	general audience
Brussel 24-26/9/19	EASE	European Research and Innovation Days (https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en)	Event - ASSET Promotion	All stakeholders
Brussel 26/09/19	EASE	Participation in an ENABLE.EU (a H2020 project) event (http://www.enable-eu.com/register-now-for-the-enable-eu-final-conference/)	Event - ASSET Promotion	general audience
Milan 25/10/19	Ènostra	Interview on Radio Popolare within "C'è Luce" program (https://podcasts.apple.com/it/podcast/ce-luce-di-ven-25-10/id1294625431?i=1000454866567)	AASET Promotion on radio	general audience
Bonn 6-7/11/19	RWTH	Keynote at Franhofer FIT innovation and Networking Days	Event - ASSET Promotion	general audience
Brussel 20/11/19	EASE	Attended a Workshop: Making the best use of SSH for the energy transition at European Commission premises (https://www.eera-set.eu/invitation-to-the-workshop-making-the-best-use-of-social-sciences-and-humanities-ssh-in-the-clean-energy-transition/)	Event - ASSET Promotion	general audience
Sassari 9-10/12/19	UNINA	presenting ASSET project in the Conference: Un vento nuovo: culture locali e «traduzione» dell'eolico, Convegno Nazionale AIS Territorio "Il ruolo della cultura nel governo del territorio", Università di Sassari.	Event - ASSET Promotion	general audience
Naples 19-20/12/19	UNINA	Public Eco Entrepreneurship in the Anthropocene: 'Green' innovation as local ideology and practice, Workshop "Digital Futures. Entrepreneurship, Work and Action in the Anthropocene" Department of Social Science, University of Napes, Federico II	Event - ASSET Promotion	general audience

Place & date	Partner	Activity	Type	Target groups
Brussel 06/02/20	EASE	Attended the Energising the Green Deal Conference organised by the Jacques Delors Institute (https://institutdelors.eu/evenement/energising-the-green-deal-leading-ambitious-climate-action-with-social-justice-and-innovation/)	Event - ASSET Promotion	general audience
Madrid 24/02/2020	ATOS	ATOS presented ASSET project to Madrid Foundation for Excellence, a non-profit organization of the Community of Madrid.	Event - ASSET presentation	civil servants

Table 12: Events organised/attended by ASSET partners

- **ASSET news & events**

News related to ASSET project or external events are published in ASSET website and partners' own website. There is a specific page in the project website for "news & events" (https://energytransition.academy/news_and_events)

All partners contribute to the content of this page.
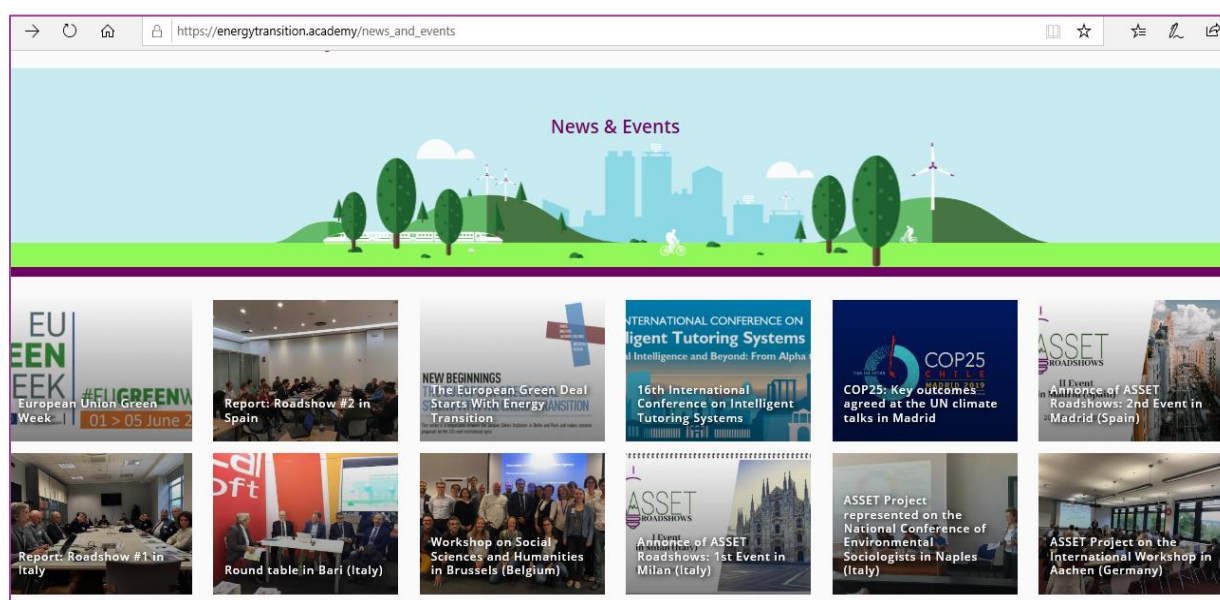
Figure 22: News and events in the project web

2.3 Specific ASSET communication – dissemination activity

One of the main goals of ASSET's communication activities is to stimulate the interest of relevant stakeholders involved in energy transition and engage them in ASSET community, by delivering top level messages about the project to all identified and relevant stakeholders/recipients.

ASSET relevant stakeholders have been divided into four groups and targeted by the four project communication campaigns.

- group 1: businesses (industrial), public and private organization and local/ regional/ national authorities and policy makers
- group 2: students/ employees of the energy sector
- group 3: energy citizens
- group 4: universities, research community (academia in general), and training actors

Four tailored communication campaigns have been planned, each of them addressed to a specific target audience. In this section the activities carried out in the framework of each communication campaign are reported.

2.3.1 Communication Campaign 1

This campaign is addressed to businesses, public and private organization as well as local/regional/national authorities and policy makers. It is led by EASE.

Within this campaign the foreseen communication – dissemination activities include:

− participating in major <u>industrial and trade events</u> to give presentations and distribute project dissemination material, specifically events with a potentially interested large audience targeted;
− preparing communication material such as press releases and articles for dissemination;
− preparing campaign leaflet addressed to authorities and policy makers;
− preparing campaign 1 promotional video
− providing contributions for the content of a modern and regularly updated website;
− organizing 3 roadshows in Italy, Spain and Brussels
− organizing a final event in Brussels to attract all the relevant stakeholders, aiming to further promote the ecosystem and strengthen its role as the project comes to an end.

To stimulate the interests of target stakeholders, in particular, a key tool of the ASSET engagement strategy is the three ASSET roadshows which shall be organized, in combination with ASSET communication Campaign 1, respectively in Italy (Milan), Spain (Madrid) and Belgium (Brussels), by the consortium's local partners.

Jointly through WP1 and WP5, the first two ASSET roadshows in Italy and in Spain were organized on 18 November 2019 and 20 February 2020. Ènostra was in charge of the organization of the event in Italy, while ATOS for the one in Spain. EASE, as the leader of the Campaign 1, coordinated the roadshow organization activity. News about the roadshows have been published in ASSET website.

A round table was organised with Italian regional authorities, industrial association in energy sector and economic operators on 26 Sep. 2019 in Bari (Italy) within the international building sector fair, the event news was reported in ASSET newsletter #2 and web.

Figure 23: Round table with Italian local public authorities and industrial association in energy sector, 26 Sep. 2019, Bari (Italy

Figure 24: Milan ASSET roadshow

Figure 25: Madrid ASSET roadshow

The table below provides the information on Campaign 1 activities during the reporting period.

Place & date	Partner	Activity	Type	Target groups
Bari 26/10/19	LS	Round table within the international fair SAIE (Salone Internazionale dell'Edilizia)	Event organisation	Regional policy-makers, industrial associations, economic operators
Milan 18/11/19	Ènostra, UNINA, LS, EASE	1° roadshow in Italy	Event organisation	all stakeholders
Madrid 20/02/20	ATOS UPV	2º roadshow in Spain	Even organisation	all stakeholders
Aachen 7/10/19	RWTH	Outreach, in person, to different sectoral associations	Outreach ASSET community	Societal Actors: Associations and Trade Unions
Madrid 7/10/19	RWTH	Outreach to new blueprint project EDDIE (Aachen is the pilot of EDDIE). Advertisement of ASSET and ASSET Roadshow in Milan at EDDIE's kick-off	Other - other EU projects	Energy Sector Companies
Milan 12/02/20	Ènostra	Internal meeting with ènostra "technical services" members (consultants, energy companies)	Event - ASSET Promotion	Energy Sector Companies
Athens 20/02/20	OTEA UNIWA	Meeting with Industry (Chief Director R&D of Protergia-Energy Provider)	Event - ASSET Promotion	Energy Sector Companies
Athens 28/02/20	OTEA UNIWA	Meeting with Industry (Chief Director R&D of Protergia-Energy Provider)	Event - ASSET Promotion	Energy Sector Companies

Table 13: Campaign 1 activities

2.3.2 Communication Campaign 2

ASSET Campaign 2 is addressed to students and employees in the energy sector. It is led by UNINA with the support of all ASSET academic partners.

The implementation of this campaign follows the AIDA approach, which stands for creating Attention, Interest, Desire and Action, in particular,

o a first action to reach students/trainees and citizens: to disseminate ASSET value proposition through the universities' websites, by contacting students' communities and by promoting the project in several academic events.

o canvas and posts devoted to the EMMA community in order to inform, through Emma social channels, of new opportunities and therefore increase ASSET Audience.

o a newsletter sent to the Emma subscribers to inform and engage on the Asset project.

o one-minute targeted spot to be specifically realized and published both on institutional website and social media for a larger audience.

o video materials to be solicited from all partners in order to popularize their job, interest and get closer to the students' world, language, use of networks.

o preparing project leaflet addressed to students /employees of the energy sector.

This campaign includes a series of announcements to activate the enrolment process of ASSET online and offline courses, in collaboration with partners for translating announcements in their language and shared as much as they can promo-materials through institutional as well as personal networks.

Since ASSET started in May 2019, UNINA has been very active in promoting the project in the academic and professional contexts. During the reporting period, the ASSET project was presented to the academic community of the Department of Social Science of UNINA and other stakeholders.

ASSET academic and training providing partners (and some other partners) have created a dedicated webpage in their own websites, to promote the project. The website links are listed in Table 14 below.

Partner	website page link
AAU	https://www.et.aau.dk/research-programmes/microgrids/activities/asset/
RWTH	https://www.rwth-aachen.de/cms/root/Forschung/Projekte/EU-Projekte/EU-Projekte-in-Horizon/~cnyql/ASSET/?lidx=1
UNINA	http://www.unina.it/-/19522744-la-federico-ii-partner-del-progetto-asset-
UPV	https://innovacion.upv.es/es/proyectos-h2020/
UNIWA	https://consert.eee.uniwa.gr/category/projects/, http://www.idpe.uniwa.gr/research/erevnitika-erga/asset
OTE	https://oteacademy.gr/article/i-oteacademy-symmetechei-os-partner-sto-paneyropaiko-ergo-asset/
ATOS	http://booklet.atosresearch.eu/content/public-administration-0

Table 14: ASSET partners' website pages referring to ASSET

On 2 and 23 April 2020, in combination with ASSET Campaign 3 the first two Italian national webinars were organized by UNINA and Ènostra. Both webinars were hold online and fully succeeded in attracting students interested, more than 170 people (mainly university students) took part in the first event and around 240 for the second one. ASSET project and topics related to energy transition were illustrated during the webinars; some pictures of the two webinars are shown in Figure 26.

First ASSET webinar on 2 April 2020

Second ASSET webinar on 23 April 2020
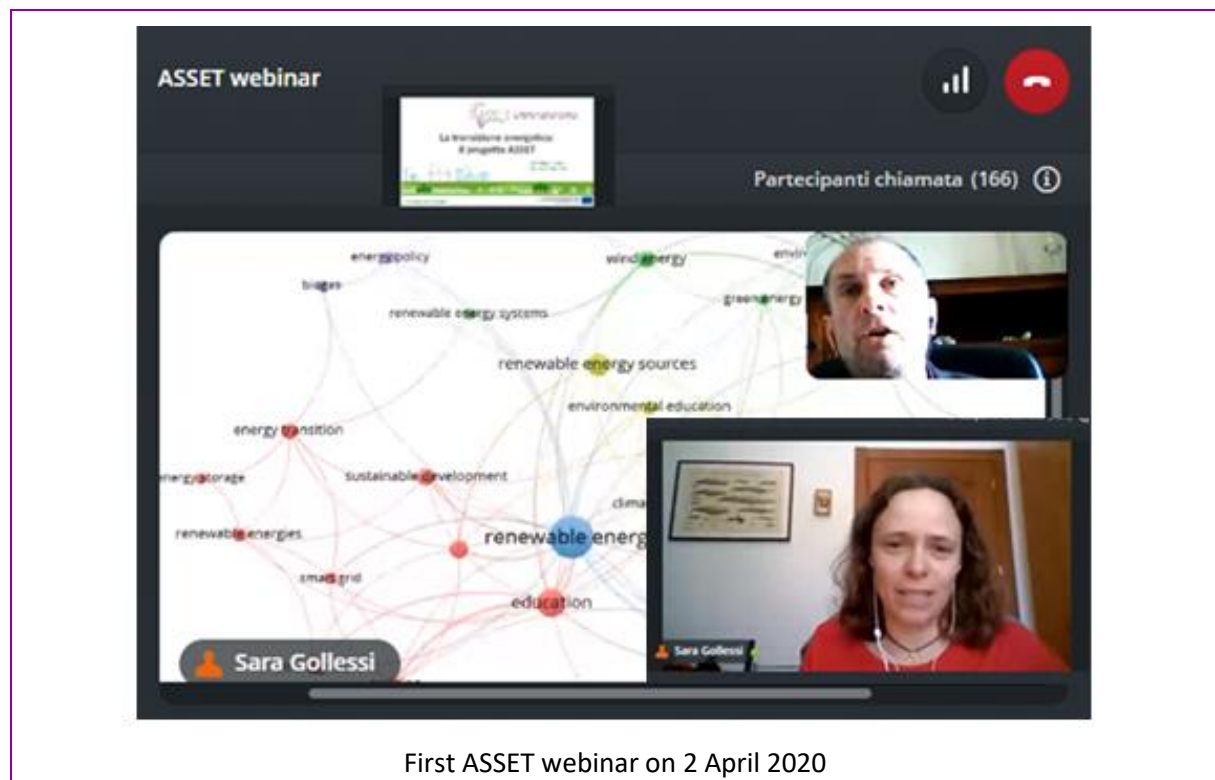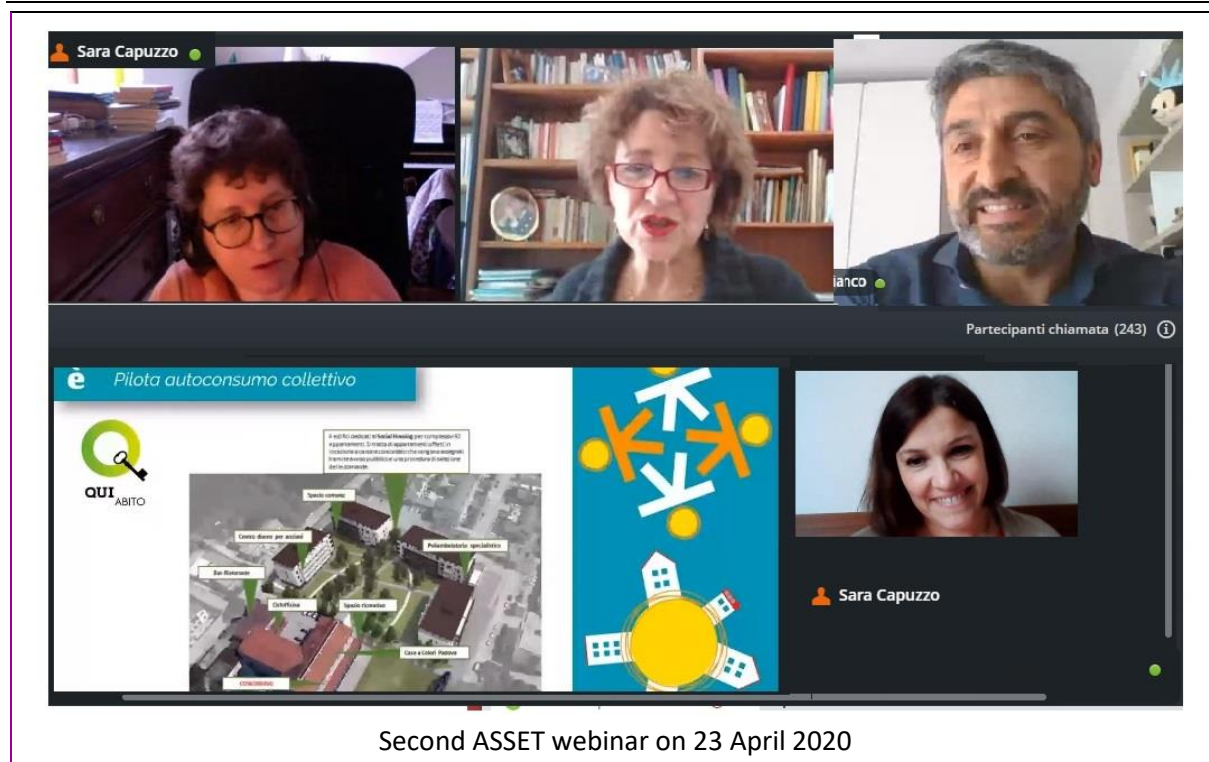
Figure 26 ASSET online webinars

Figure 27 illustrates the announcement of the second ASSET Italian webinar, which addressed energy transition in terms of research, innovation, competences and capacity building.

Figure 27: Announcement of the second ASSET webinar

To promote MOOC courses a digital MOOC-BOOK catalogue has been produced by UNINA to inform students and employees of the energy sector companies of this amazing opportunity of free education. The catalogue is available on both ASSET website and EMMA platform:

Figure 28: Examples of ASSET MOOC catalogue

A promotional video clip has also been produced to launch ASSET MOOCs, some frames of the video are shown in Figure 29. The video is available on ASSET website.

Figure 29: Some frames of the ASSET MOOC promotional video clip

Campaign 2 activities implemented in year 1 are summarised in Table 15.

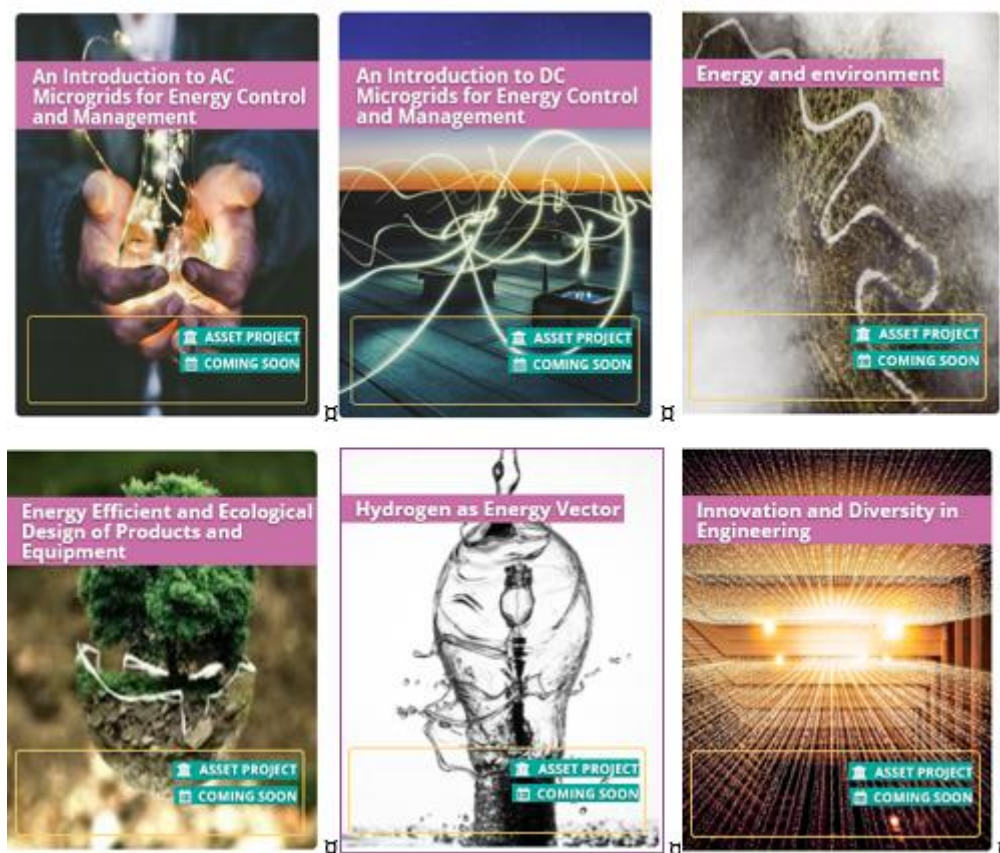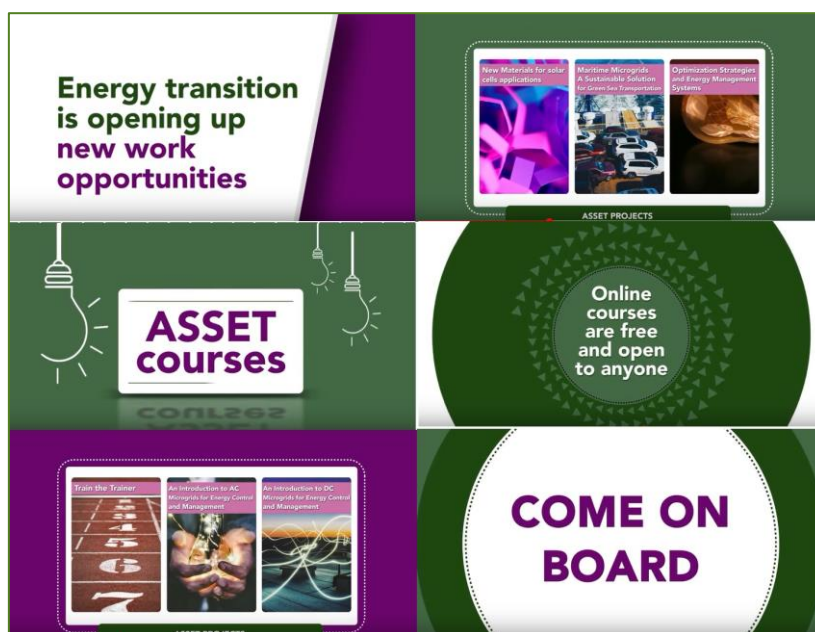| Place & date	Partner	Activity	Type	Target groups
Aalborg 12/02/20	AAU	ASSET presentation in Center for Research on Microgrids (CROM) Annual Workshop	Event - ASSET promotion	students (University) and New employees, professors
Naples 02/04/20	UNINA Ènostra LS, RWTH	First ASSET Italian national webinar	Even organisation	Students (University) and citizens
	UNINA UPV, AAU, UNIWA, OTEA	Populating ASSET Facebook by posting > 30 news on energy transition issues and launching ASSET MOOC	Social media	Students (University) and New employees
April 2020	UNINA	Preparing MOOC promotional video clip	Dissemination material	Students (University) and New employees
Naples 23/04/20	UNINA Ènostra	Second ASSET Italian national webinar "Un approccio olistico alla transizione energetica. Ricerca, Innovazione e Formazione accademica"	Event organisation	Students (University) and citizens
23/04/ 2020	UNINA	Flyer for the second Italian ASSET webinar	Dissemination material	Students (University) and New employees
	OTEA	Populating our OTEA Facebook page by Introducing ASSET and our collaboration on a first step and Inviting People for Registration on a second phase.	Social media	Students (University) and New employees

Table 15: Campaign 2 activities

2.3.3 Communication Campaign 3

The ASSET Communication Campaign 3 is targeted to energy citizens. As the campaign leader, partner ÈNOSTRA coordinated the campaign implementation, with the collaboration of ECOPOWER.

The main objective of this campaign is to raise awareness and engage citizens in the transition process from "consumers" to "prosumers" (e.g. becoming members of energy communities). At the same time, this campaign aims to make citizens' voice heard in the EU and national energy debate, with special reference to the national implementation of the new RES Directive.

The planned actions to be carried out through this campaign include:

o multimedia communication campaign to the general public on the topic of energy transition (social media, press, events);
o information kit of good practices: understanding the process, changing behaviour, potential benefits.
o Campaign leaflets addressed to energy citizens

Campaign activities addressed to identify specific topics and messages include

o Analysis of the individual motivations and interest of energy citizens by literature review and survey to members of REScoop (European Federation of renewable energy cooperatives).
o Assessment in pilot experiences (energy communities) of the effectiveness and potential of individual and collective actions.

Campaign 3 has been carried out mainly through ASSET medias, such as the news posted in ASSET Facebook shown in Figure 30 as an example. Some foreseen events have been cancelled or postponed due to the COVID-19.

It is worth to highlight that ASSET pays attention to the role of women in the energy transition. Campaign 3 leader has reached an Agreement with GWNET (Global Women Network for Energy

Transition) for a joint social media communication campaign on the role of Women in the energy transition, the collaboration will start as soon as the COVID-19 emergency is over.
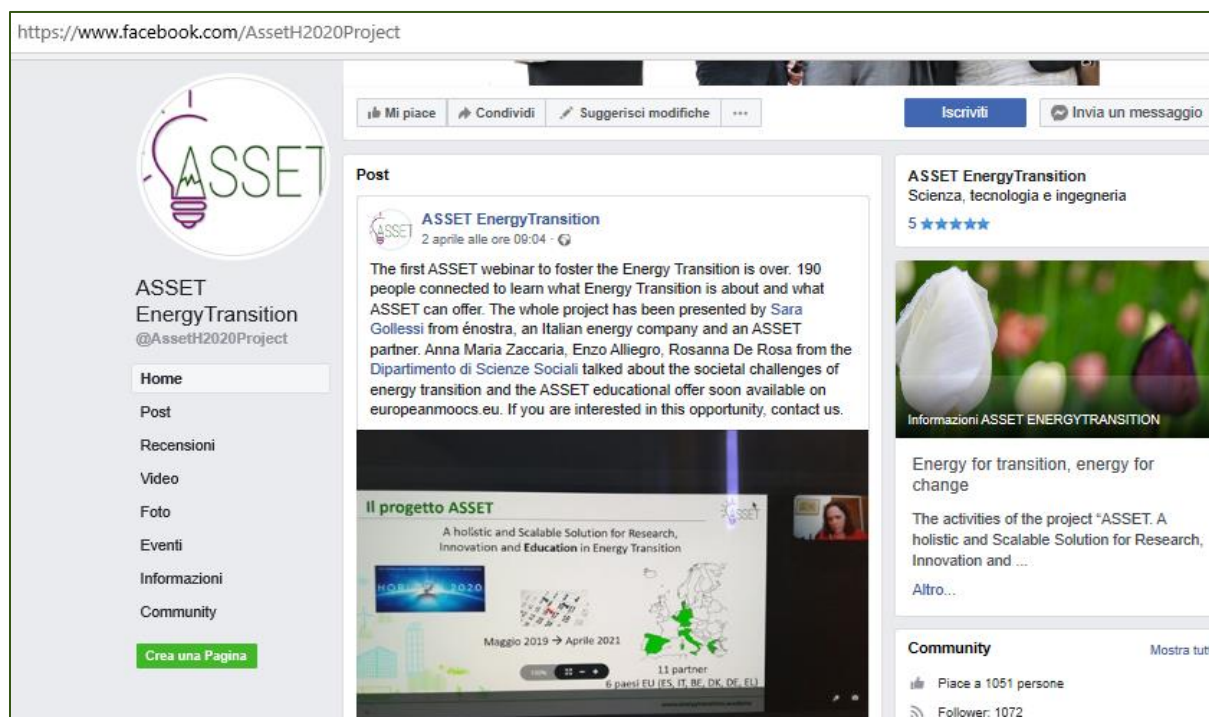

Figure 30: Energy transition issues posted on ASSET Facebook

Table 16 reports Campaign 3 activities implemented by ASSET partners during the reporting period.

Partner	Activity
Ènostra	Populating Facebook by posting 10 news about energy transition plus 2 news on LinkedIn
Ènostra	Agreement with GWNET (Global Women Network for Energy Transition) for a joint social media communication campaign on the role of Women in the energy transition
Ènostra, Ecopower	Agreed a collaboration with RESCoop (European Federation of renewable energy cooperatives) for a joint social media communication campaign on the role of citizens in the energy transition
Ènostra	Populating Facebook by posting 6 news about the role of citizens and women in the energy transition
Ènostra, Ecopower	Survey on existing studies and/or EU policy documents on the role of citizens and women in the energy transition in order to define suitable messages for the communication campaign and the specific leaflet (under preparation, the outcome of the survey: information kit of good practices)
Ènostra, Ecopower	Research and identification of possible concrete case studies for the assessment in pilot experiences of the effectiveness and potential of individual and collective actions to generate social impacts and economic benefits (ènostra already selected a study case in Padova).
Ecopower	Call on the website of Rescoop.eu to join ASSET community
Ecopower	Call in the newsletter of Rescoop.eu to take part in the survey and to promote ASSET
AAU	Populating Facebook by posting 5 news and Linkedin by 3 news about energy transition

Table 16: Campaign 3 made/ envisaged activities

2.3.4 Communication Campaign 4

Campaign 4 addresses universities and training actors. This campaign is led by RWTH, with the support of all academic partners

The primary objective of this campaign is to disseminate the results of the project through academic channels with special focus on learning needs, results from social sciences research strands and learning experience modelling for efficient inter- and intra-discipline programme creation.

This campaign has been organised based on an "Academic exploitation-dissemination Roadmap" which includes:

o preparing 2 yearly horizontal newsletters and 1 promotional video addressed to academia and training actors

o creating a live database of events for the use of all partners

o identifying possible dissemination activities

o organization of workshops and roundtables, demos, on interdisciplinary research where the participant publicly references ASSET and delivery of demonstrations of how the ASSET environment works (community, marketplace, EMMA, material, etc) (at least 1 event/country)

o publication in conferences and journals

o preparing keynotes in conferences

o obtaining invited lectures in universities, research institutions and companies

– **Live database of academic events**

A database of events has been created and updated by RWTH for the use of all partners. The database includes:

- 24 events (international workshops/ conferences) having education focus
- 8 events (international workshops/ conferences) with technical focus

– **ASSET Learning graph tool and ASSET Marketplace**

UNIWA and **OTEA** have developed the video tutorials of ASSET learning graphs tool and ASSET marketplace. They demonstrate how the ASSET environment works. Demo events will be organised in year 2. Some frames of two video are shown below.
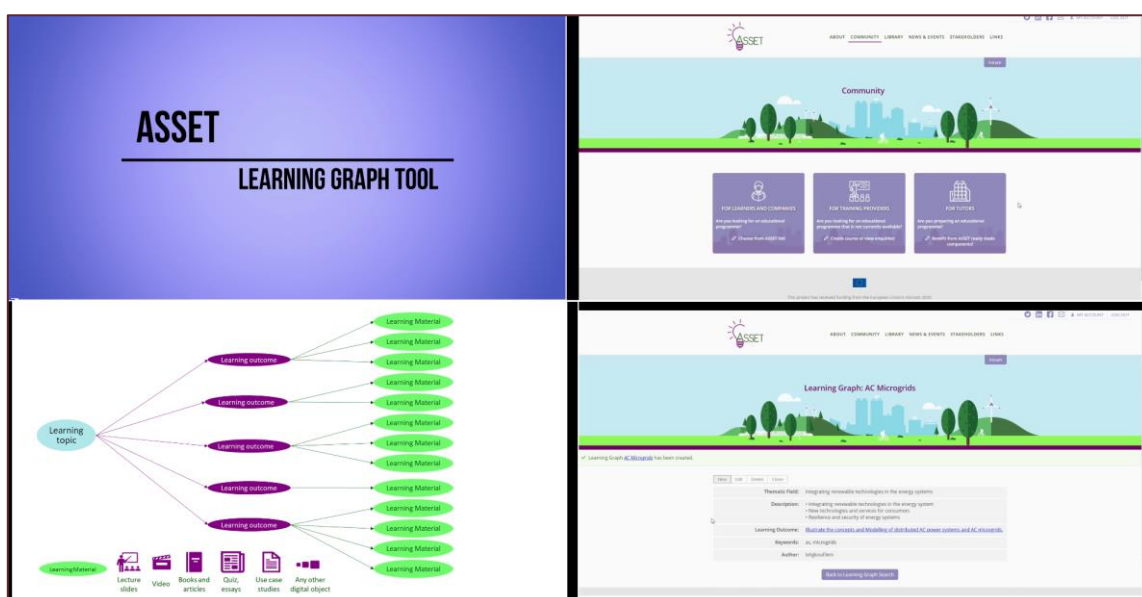

Figure 31: Frames extracted from the ASSET learning graph tool presentation video
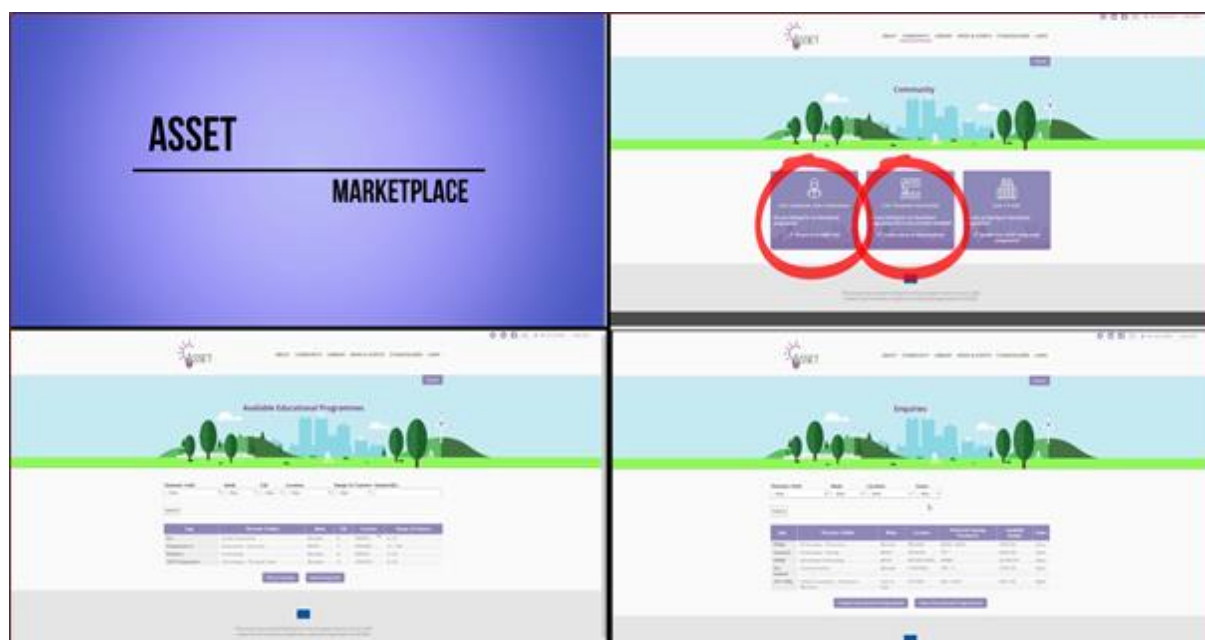
Figure 32: Frames extracted from the ASSET Marketplace presentation video

The following Table shows the Campaign 4 activities implemented during the reporting period. The organization of workshops and roundtables/demos will start in year 2.

Partner & date	Activity	Type	Target groups
RWTH	A list of potential academic events has been prepared for the use of all partners	other	Universities, Research Centers and Training Actors
RWTH (07-10/2019)	Outreach, in person, to different universities	Outreach ASSET community	Universities, Research Centers and Training Actors
RWTH	Outreach to individual contacts in the industry and academe	Outreach ASSET community	industry and academia
RWTH (07-10/2019)	Expert vocational professions workshop (FEN WP 7.8), acquire report info (interesting case: PV has not penetrated in vocational education: why?)	Event - ASSET promotion	Universities, Research Centers and Training Actors
RWTH 06/11/2019	Keynote at Fraunhofer FIT Innovation and Networking Days 2019 by Prof. Ponci https://www.fit.fraunhofer.de/de/events/fraunhofer-iot-innovation-and-networking-days-2019.html	ASSET presentation	Universities, Research Centers and Training Actors
UNIWA (15-16/08/19)	International Congress and Exhibition on Industrial and manufacturing engineering in Prague	ASSET Publication	Universities, Research Centers and Training Actors
UNINA 23/01/2020	Workshop: Gli strumenti della ricerca nel progetto Asset (Research tools of ASSET project)	Event - organisation	Universities, Research Centers and Training Actors
UNINA 11/12/2019	Workshop on European Energy transition projects	Event - ASSET promotion	all stakeholders

Partner & date	Activity	Type	Target groups
RWTH 4/09/2019	ASSET project presentation in a keynote speech at EPE'19 ECCE Europe (http://www.epe2019.com/ on Sept. 4 2019 in Genova)	ASSET Publication	academia, industry
RWTH 24-29/09/19	Project desk during the IEEE AMPS 2019 international conference, survey distributed to conference attendees	Outreach ASSET community	academia, industry and utilities
AAU 12/02/20	Participation in 'Center for Research on Microgrids (CROM) workshop'	Event - ASSET promotion	Universities, Research Centers and Training Actors
UNINA 23/01/2020	Workshop: Gli strumenti della ricerca nel progetto Asset (Research tools of ASSET project)	Event - ASSET promotion	Universities, Research Centers and Training Actors
UNIWA	Outreach, in person, to different universities (Hellenic Open University, National and Kapodestrial University of Athens)	Outreach ASSET community	Universities, Research Centers and Training Actors
UNIWA 9-12/11/20	Submission of paper to MEDPOWER 2020 conference	ASSET Publication	Universities, Research Centers and Industry

Table 17: Campaign 4 activities

3. Achieved values for the relevant KPIs

The monitoring of the implementation of ASSET communication-dissemination activities has been carried out in order to evaluate whether it meets the objectives. The results are reported in this section.

A comparison between the main dissemination activity achievements of year 1 and the relevant KPIs is shown in the following table.

KPI #	KPI	Targeted value (M1-24)	Achieved value Year 1	Targeted value Year 2	Status
General-1	Project website views	> 2000	>10240	> 2000	achieved
General-2	Promotional video clips (vertical)	2	1	1	on track
General-3	n. of newsletters (vertical, quarterly issuing)	6	3	3	on track
General-4	Tot. n. of newsletter subscribers (including Camp4)	> 1000	284	> 1000	Needs attention
General-5	Tot. social media followers (including Camp2-4, Camp3-1, Camp3-2):	4000	1473	4000	on track
	- Facebook fans		1077		
	- Twitter		223		
	- LinkedIn		173		
Campaign1-2	Campaign leaflets addressed to authorities and policy makers	1		1	on track
Campaign1-3	Promotional video clips	1		1	on track
Campaign1-4	Project presentations (participating in major industrial and trade events)	> 8	1	> 7	Needs attention
Campaign1-5	Organisation of workshops (ASSET roadshows)	> 3	2	> 1	on track
Campaign2-1	Campaign flyers addressed to students /employees of the energy sector	> 2		> 2	on track
Campaign2-3	Campaign promotional video (horizontal)	1	1		achieved
Campaign2-5	Workshops/webinars (organisation/participation)	> 10 (at least 1/partner country)	4	> 6	on track
Campaign2-6	Links from the partner's websites	> 6	6	6	achieved
Campaign3-1	Create a leaflet addressed to energy citizens	1		1	on track
Campaign3-3	Views on the various channels	10000	8549	10000	on track
Campaign4-1	Campaign newsletters addressed to Academia	2		2	on track
Campaign4-3	Campaign promotional video (horizontal)	1		1	on track
Campaign4-4	Workshops/demonstrations (organization of workshops and roundtables, demos, on interdisciplinary research where the participant publicly references ASSET and delivery of demonstrations of how the	> 6		> 6	Needs attention

KPI #	KPI	Targeted value (M1-24)	Achieved value Year 1	Targeted value Year 2	Status
	ASSET environment works (community, marketplace, EMMA, material, etc)				
Campaign4-5	Number of scientific publications in conferences and journals	7	2	5	Needs attention
Campaign4-6	Number of Keynotes in conferences	> 3	2	> 1	on track
Campaign4-7	Number of invited lectures in universities, research institutions and companies	> 5		> 5	Needs attention

Table 18: WP5 KPIs and achieved values after year 1 of ASSET

It can be seen that from the twenty-one KPIs relevant to the current WP,

- Eighteen KPIs (85%) have either been already achieved or are on track (i.e. the values anticipated for the second year are feasible or already planned)
- Five of them (23%) have already been achieved
- Four of them (19%) need attention.

Looking closer at the four KPIs which seem to need attention we observe that:

- We need to increase the number of newsletter subscribers and present the project in major industrial events. The corresponding mitigation actions have been planned.
- with respect to campaign 4 KPIs the bulk of campaign 4 activities was scheduled for the second year of the project in the project management plan.

After measuring and analyzing project dissemination results in year 1 and to fully reach all the targets established in the DoA, the dissemination-communication plan for year 2 has been updated and given in the Annex of this report.

4. Conclusions

The purpose of this document is to report the outcomes and results of the ASSET communication-dissemination activities in project year 1, which are implemented to promise both the awareness of the project and the accessibility of its results.

D5.3 summarises the ASSET general and specific communication-dissemination activities and describes in detail the achievements reached by means of each communication channel/tool defined in the general communication plan; as well as analytics of various dissemination channels and tools used by ASSET consortium (such as the project website, social media). Furthermore, regarding to ASSET specific dissemination strategy which consists of 4 stakeholder-targeted communication campaigns, the report gives rich insights into the activities and related results obtained for each campaign.

The key message is that the communication strategy outlined in D5.2 and the activities followed during the first year **have brought very good results**. The majority of the targeted KPIs values has been either already achieved or is well on track. Regarding the KPIs not achieved, the dissemination-communication plan has been updated to ensure the achievement of target values at the end of the project.

Annex – Communication-dissemination KPIs and updated action plan

KPI#	KPI	Expected value	Updated action plan
General communication-dissemination, all partners			
General-6	Tot. social media followers	4000	all 3 ASSET social channels, e.g. twitter, Facebook and LinkedIn, will be more active in Year 2 as we will have tangible results to communicate
Campaign 1, leader EASE			
Camp1-2	Campaign leaflet addressed to authorities and policy makers	1	the campaign leaflet will be delivered by May 2020
Camp1-3	Promotional video clips	1	the video clip will be prepared in June 2020
Camp1-4	Project presentations *(participating in major industrial and trade events)*	> 7	A tentative list of events: − 5th International Conference on New Business Models, 1-2 Jul 2020, Nijmegen (Netherlands) − International Conference on Renewable Energy Systems and Environmental Engineering (IRESE), 18-20 Jul.2020, Woluwe-Saint-Lamber (Belgium) − 5th Energy and Society Conference, 8-10 Sep 2020, Trento (Italy) **(already booked)** − ICSD 2020: 8th International Conference on Sustainable Development, 9-10 Sep2020, Rome (Italy) − International Conference on Energy and Environmental Technology and Economics (ICEETE) − 9th European Conference on Sustainable cities&towns − 2nd Green and Circular Economy, Sustainable Development and Energy International Conference (ESDEIC), 21-22 Oct 2020, Lisbon (Portugal) − European Utility Week 2020, 27-29 Oct 2020, Milan
Camp1-5	Organisation of workshops (ASSET roadshows)	1	3rd ASSET roadshow in Brussels is foreseen in Oct 2020 **(organisation is ongoing)**
Campaign 2, leader UNINA			
Camp2-1	Campaign flyers addressed to students /employees of the energy sector	1	Campaign2 flyer will be delivered by Nov 2020
Camp2-3	Promotional video	1	Besides one video for launching ASSET MOOC, UNINA plans to produce the 2nd one about the energy transition concept explained by one of ASSET advisory board members.
Camp2-5	Workshops/webinars (organisation/participation)	> 8 (at least 1/partner country)	UNINA will organise a set of webinars to present the MOOCs and the project. There are three events scheduled in Italy. Other universities will do the same in Spain, Germany etc.
Campaign 3, leader ènostra			
Camp3-1	Create a leaflet addressed to energy citizens	1	the campaign leaflet will be delivered in June 2020

KPI#	KPI	Expected value	Updated action plan
Campaign 4, leader RWTH			
Camp4-1	Horizontal newsletters	2	− the first one by May 2020 with information about the MOOCs. − MOOCs will be launched at the end of the summer around September.
Camp4-3	Promotional video	1	RWTH plans to produce a video by the end of July, before workshops and demonstration (camp4-4)
Camp4-4	Workshops/demonstrations	6	A tentative list of events: − Tutorial on Learning Graph tool (**already arranged in ITS 2020**) − Workshop in TRESS conference (**already arranged**) − European Conference on Educational Research (ECER) 2020, 24-28 Aug. 2020, Glasgow − Frontiers in Education 2020 - Education for a sustainable future, 21-24 Oct. 2020, Uppsala − European Conference on Education (ECE) 2020, 16-19 Jul. 2020, London − SEFI (European Society for Engineering Education) Annual Conference 2020, 20-24 Sep.2020, Enschede − IEEE ISGT Europe 2020 - Smart Grids: key enablers of a green power system, 25-28 Oct. 2020, Delft − IEEE Int. Forum Smart Grids for Smart Cities SG4SC 2020, Summer 2020, Aachen − eGRID 2020, 2-4 Nov 2020, Aachen