



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

### D5.4 ASSET Dissemination and communication activities report. Final

Work Package	WP5 - Dissemination, communication and sustainability
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## Executive Summary

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This Dissemination and communication activities report of the ASSET project (deliverable D5.4), is the update the previous deliverable D5.3, issued in M12 (April 2020) [1].

The ASSET communication strategy (D5.2), developed at the beginning of the project and delivered in Jun 2019 (M2) [2], includes both general and specific communication-dissemination plans. In particular, this last plan consists of four communication campaigns with different activities:

- Campaign 1 - POLICY MAKERS & COMPANIES FORM THE ENERGY SECTOR
- Campaign 2 - STUDENTS/ EMPLOYEES OF THE ENERGY SECTOR
- Campaign 3 - ENERGY CITIZENS & SOCIETAL ACTORS
- Campaign 4 - UNIVERSITIES, RESEARCH CENTRES, TRAINING ACTORS

By following the communication strategy and the related action plan, the implementation of both general and specific dissemination and communication activities were continued in Year 2. Through various sections of this report, those activities have been described in detail; and all the communication-dissemination achievements obtained in year 2 are highlighted.

Further, the performance of the implementation was evaluated according to the monitoring baseline and the communication KPIs established in the DoA. The efforts made by ASSET consortium have allowed the project to obtain the objectives foreseen in the DoA. In fact, the targeted values of all communication KPIs have been reached. This report shows the result of the performance monitoring.

It is necessary to mention, however, that the consortium had to revise some planned activities due to the Covid-19 emergency, such as the organisation/participation of events, in order to reach all the foreseen communication KPIs.

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## List of Acronyms

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Abbreviation / acronym	Description
AIDA	Attention, Interest, Desire and Action
DoA	Description of Action
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. The deliverable D5.4 reports the activities carried out during the second year of the project. 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 development of ASSET Communication and dissemination strategy (T5.1) was completed at the beginning of the project. Therefore, only the implementation of T5.2 and T5.3 in year 2 is reported in this document. In addition, this deliverable gives a detailed description of each achievement obtained through WP5 during the reporting period.

## 1.2 Structure

This deliverable has been structured in four sections and each of them includes several subsections.

**Section 1** is the introduction of this report which describes the scope, the structure of the document as well as the relation WP5 to other WPs.

In **Section 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**, i.e. the implementation of 4 Communication campaigns, are reported in **Section 3**. The same Chapter also shows the results of WP5 performance assessment. The monitoring was made at the 24<sup>th</sup> month of the project, with reference to the KPIs defined in the DoA.

Finally, **Section 4** provides the conclusions of the report.

## 1.3 Relation to other WPs

WP5 is a cross-cutting work package that coordinates all communication activities foreseen in other work packages. In other words, the objective of WP5 was to:

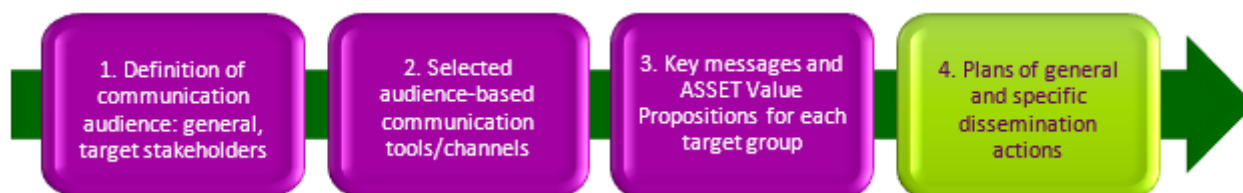
- promote project effectively through the organization of various events and the preparation of communication-dissemination materials;
- disseminate widespread the results obtained through technical work packages WP2-WP4.

Moreover, there is a particular synergy between WP5 and WP1, ASSET ecosystem and its related networking were implemented through these two work packages.

## 2. Recall of ASSET Dissemination - Communication strategy and activity implementation in Year 2

### 2.1 Brief of the ASSET dissemination-communication strategy

ASSET Dissemination – Communication activities have been carried following the strategy defined in “D5.2 ASSET Communication plan and materials” [2] which was developed at the very beginning of the project, through Task 5.1 “Communication and dissemination strategy”. Figure 1 shows the main elements defined in the strategy.

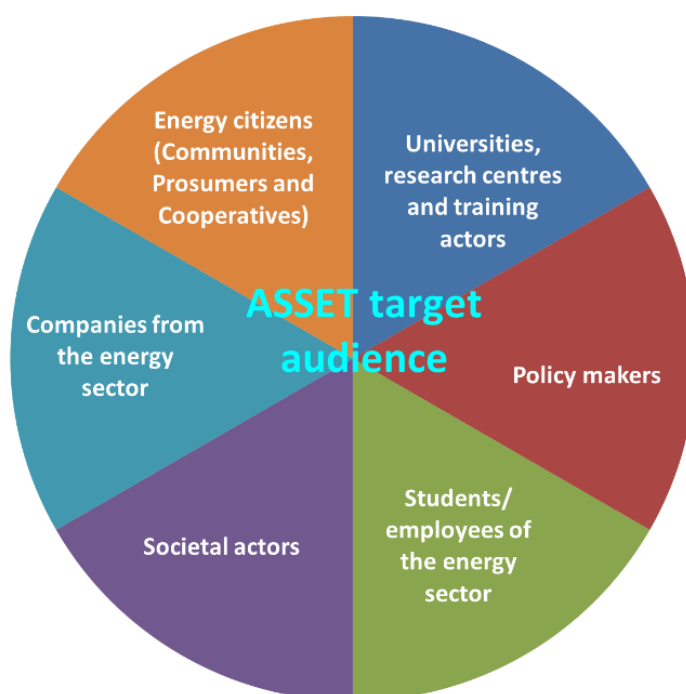


**Figure 1: ASSET communication and dissemination strategy**

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

#### – Communication audience

The first essential component of ASSET dissemination strategy is the communication audience. Figure 2 shows 6 target audience groups of ASSET’s communication-dissemination which are relevant stakeholders involved in energy transition process.



**Figure 2 Target audience groups of ASSET communication-dissemination**

## – Dissemination communication activities and related communication channels

### Dissemination communication action plans

To ensure the best impact of project results, ASSET communication and dissemination actions has been organized on the basis of audience's interests and needs; two different dissemination-communication action plans are included in the ASSET communication and dissemination strategy:

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

In particular, the specific communication action plan consists of 4 specific communication campaigns planned based on ASSET's targeted stakeholder groups' interests and needs.

The summary of each action plan together with the description of the activities implemented in year 2 will be given in the subsection 2.2 and 2.3, respectively.

### Dissemination and communication channels

As reported in D5.3, both online and offline communication tools have been selected for implementing two communication action plans. Figure 3 below shows in detail the communication channels indicated in ASSET dissemination strategy. Social media channels selected include Twitter, LinkedIn, Facebook as well as YouTube.

	project website/poster/leaflet	newsletters	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	Roadshow	Materials for events	Final event
General public audience															
Targeted audience															

- Continuous communication
  - Periodic communication

**Figure3: ASSET communication channels**

Moreover, the ASSET forum was also included in the ASSET communication-dissemination strategy, through the forum it was expected that a direct dialog among ASSET stakeholders, especially between Academia and Industry, should be encouraged.

## 2.2 General dissemination-communication activity implementation and achievements

As mentioned above, the ASSET communication-dissemination strategy includes an action plan for general dissemination-communication. Its objective was to stimulate public interest and encourage stakeholders' engagement in ASSET community.

The implementation of ASSET general dissemination and communication activities was continued in Year 2; the main activities carried out include:

- improvement of project website performance by adding new functions
- online project communication through project website
- ASSET quarterly Newsletters issuing
- Events' announcement and press/news release

- Daily ASSET social media channels' activities
- Monitoring website performance
- Networking with other EU sister-projects
- Presenting ASSET at different events (e.g. giving a general ASSET presentation, disseminating ASSET brochures/leaflets, etc.)

This subsection describes in detail all above-listed activities, as well as the performance of each communication channel until mid-April 2021.

## 2.2.1 ASSET website improvement and its performance analytics

### – ASSET website improvement

The continuous improvement and update of the ASSET website structure has been ongoing. Comparing with the version of Year 1, for instance, several new functions were added in Year 2:

- The menus of 'Community' and 'Library' have been reorganized. The new page 'Event board' has been added in 'Community' (see Figure 4) which announces external events with topics related to energy transition; the additional page 'opportunities' has been included in ASSET Forum (Figure 5). Through all these improvements, it was expected to attract more potential community members.

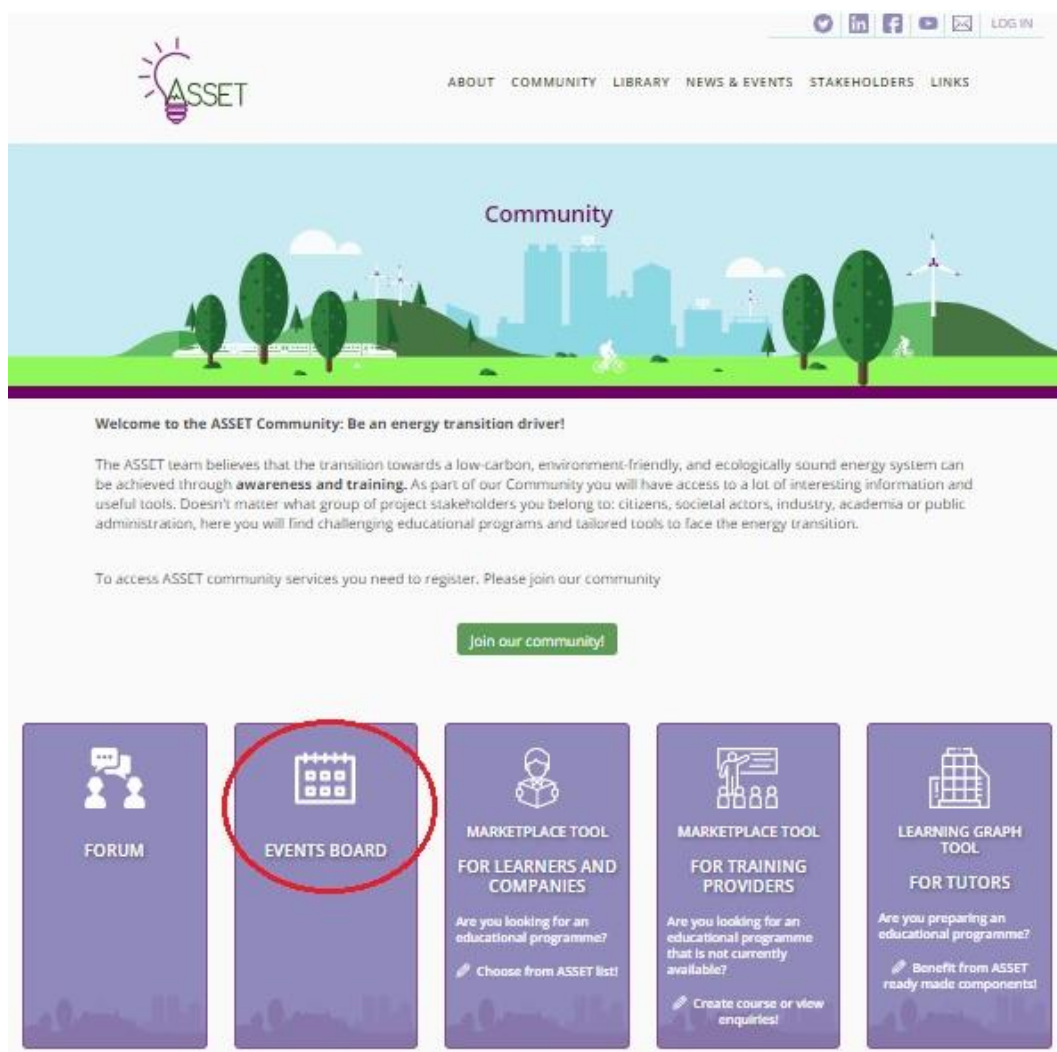
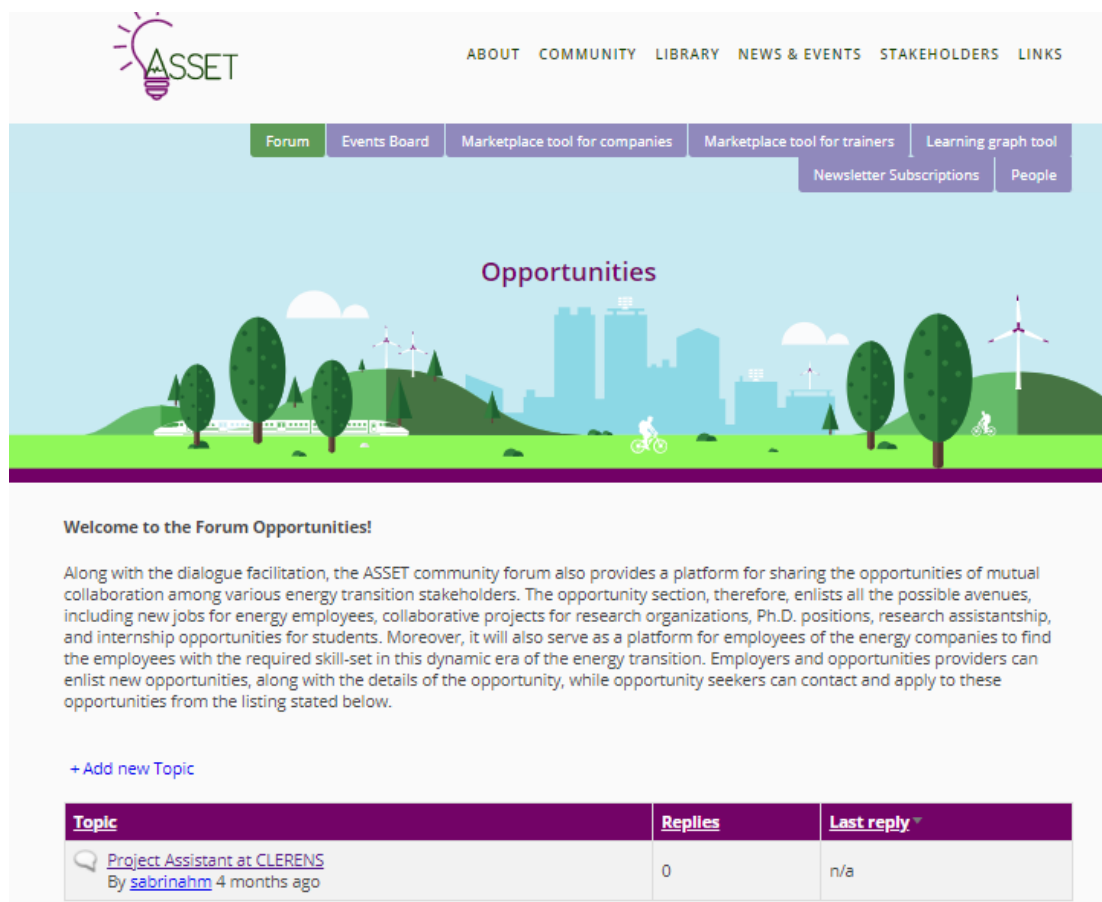
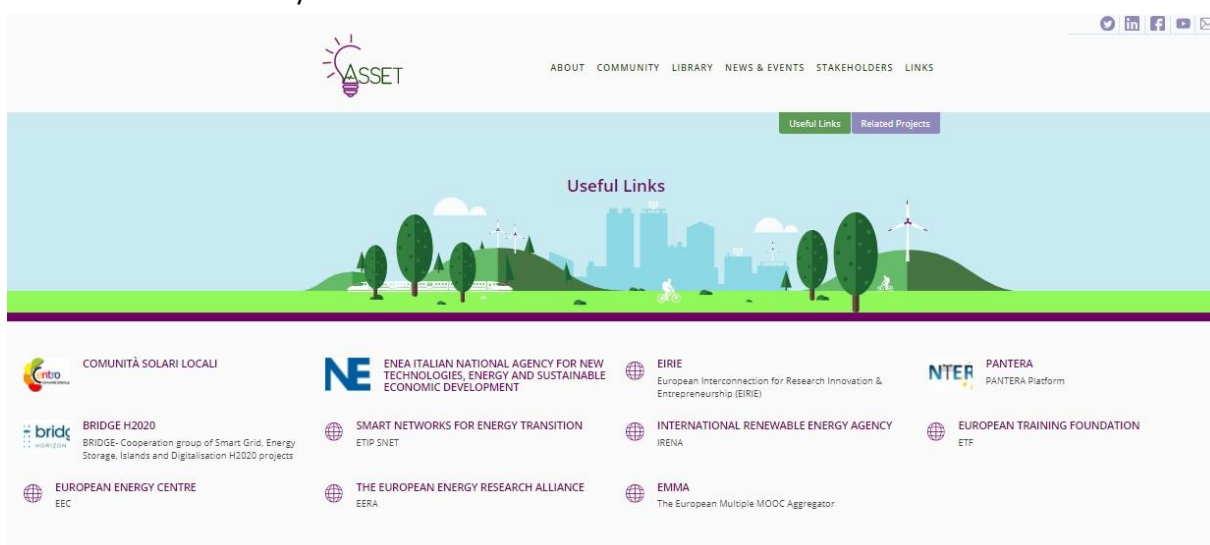


Figure 4: ASSET website - New menu of Community



**Figure 5: ASSET website - New page 'Forum Opportunities'**

- The menu 'Links' has been divided into 'Useful links' and 'Related projects' two pages; inside the new page "useful links" only some important institutional websites are listed, while in page 'Related projects' sibling projects in the ASSET radar are shown (see Figure 6 and 7).
- Interactive games (Puzzle, Figure 8), to call the attention of followers and subscribers. This game was launched on July 2020.



**Figure 6: ASSET website - Page 'Useful links'**

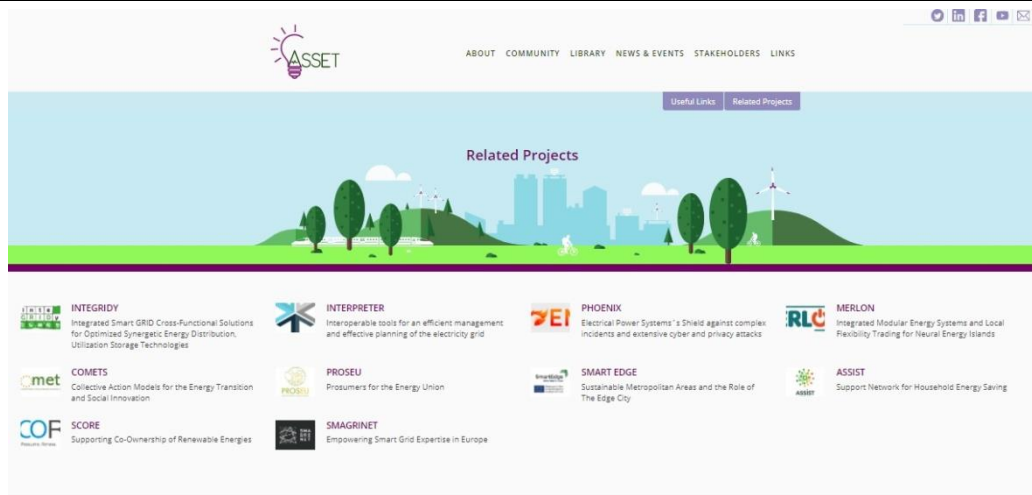


Figure 7: ASSET website - Page 'related projects'

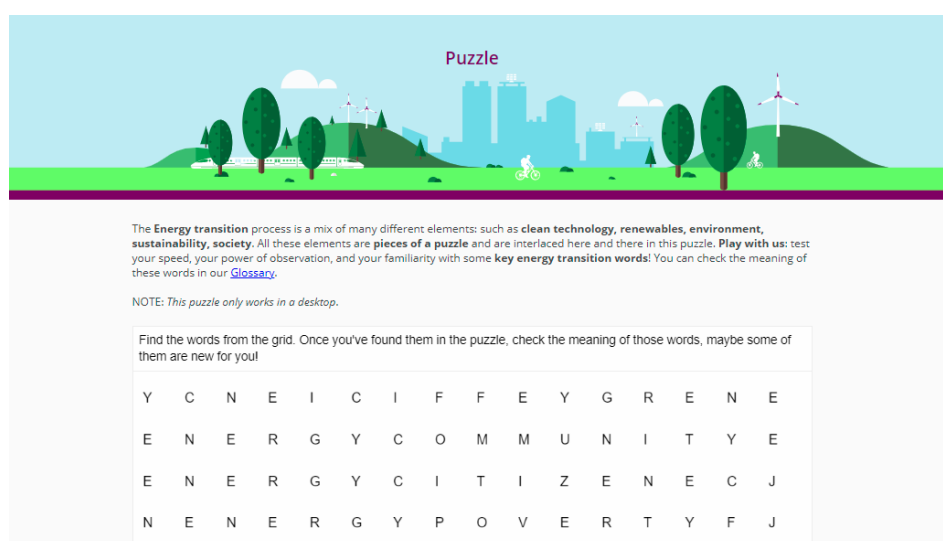


Figure 8: ASSET website - Puzzle

The ASSET website not only offers access to the Community but also conveying other insightful information in different windows such as News and Events, Stakeholders and About. All these pages have been updated during the whole life of the project.

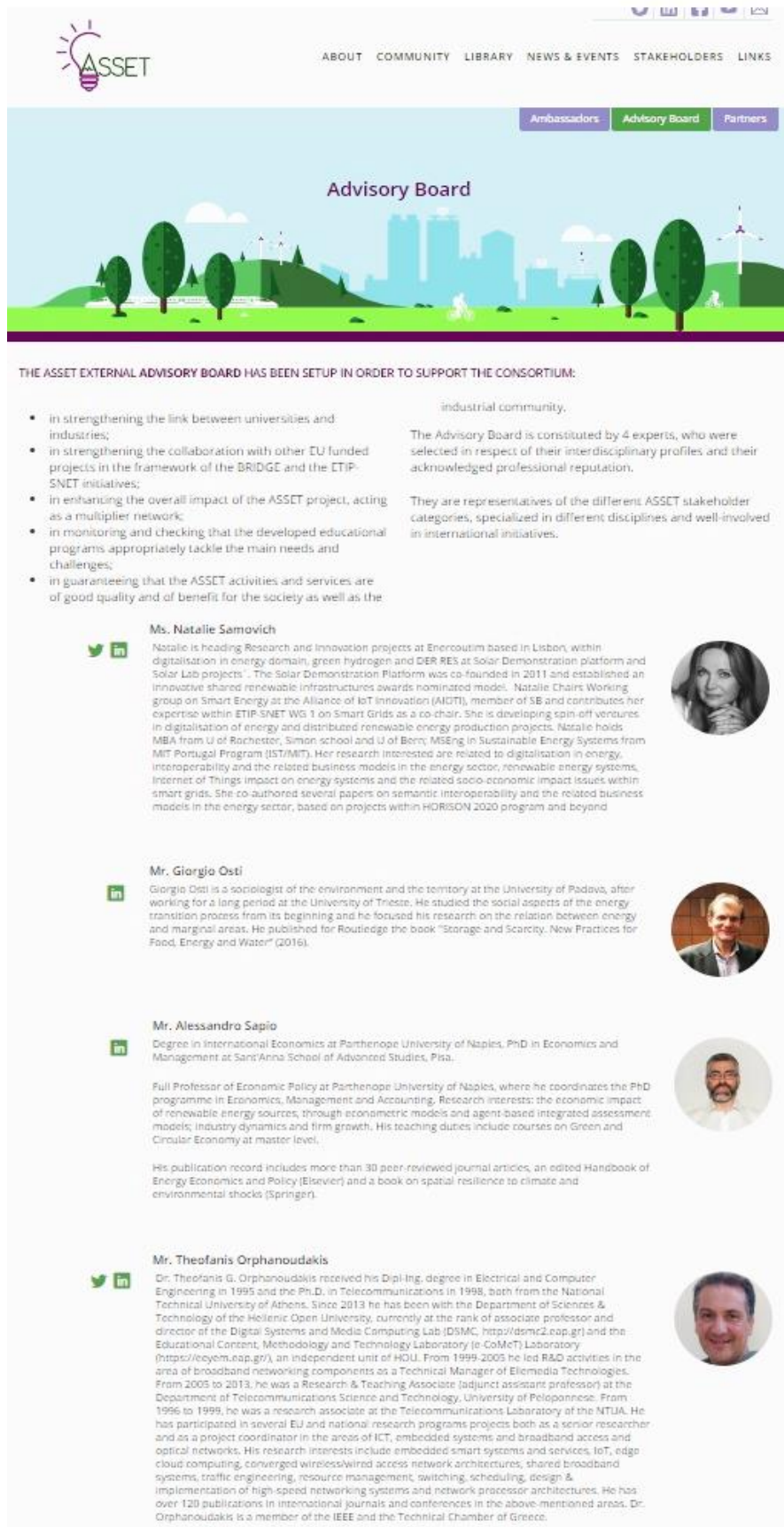
The website is covering twofold objectives; it has been used not only to promote the project and disseminate project results, but also has been providing ASSET research, innovative and educational (RIE) services on energy transition. Through the Menu “COMMUNITY” (Figure 4) ASSET Marketplace tools for companies and for trainers, as well as the Learning graph tool are delivered.

The RIE services offered by those tools include:

- searching for educational programmes or placing ad-hoc requests for the preparation of educational programmes on new skills and competences needed to accomplish the energy transformation model (**ASSET marketplace**);
- designing educational programmes by means of an innovative tool (**ASSET Learning Graph**).

Additionally, there is a new page, inside the menu ‘Stakeholders’, dedicated to our External Advisory Board members (Figure 9). This page includes the members’ profiles and background in energy transition, but also outlining the main objectives of the advisory board as a whole.





**Figure 9 ASSET website - "Advisory Board" page**

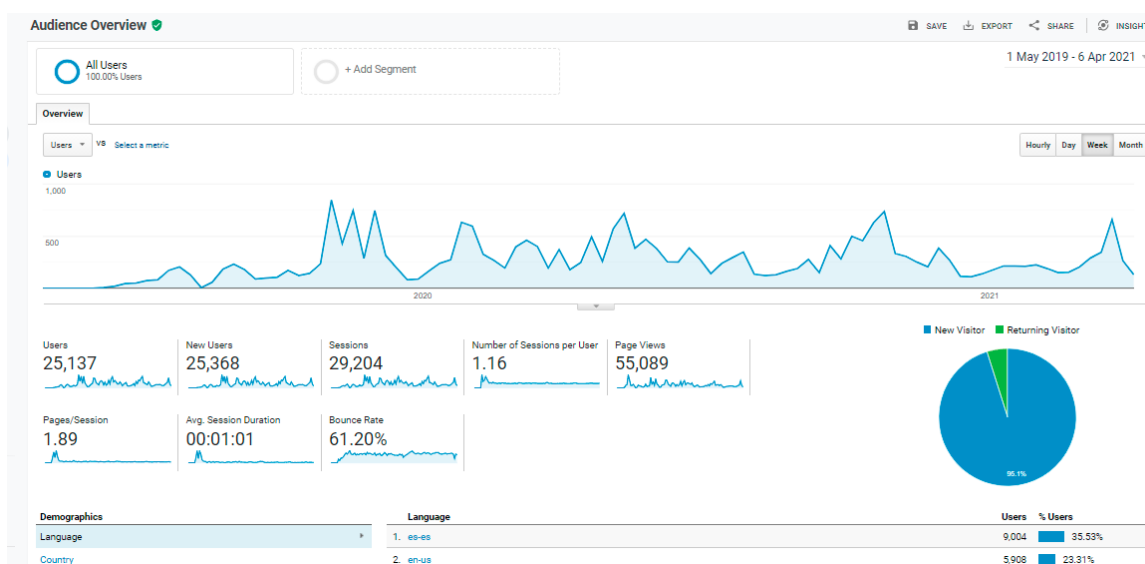
The creation, management, and continuous update of ASSET's website have been carried out by T5.2 leader **ATOS**, with contributions from all project partners.

## – ASSET web performance analytics

Google Analytics free service is used to analyse the audience reached by the project website, as this tool helps us to collect valuable insights on the website's traffic. In order to analyse the data, the following aspects are considered:

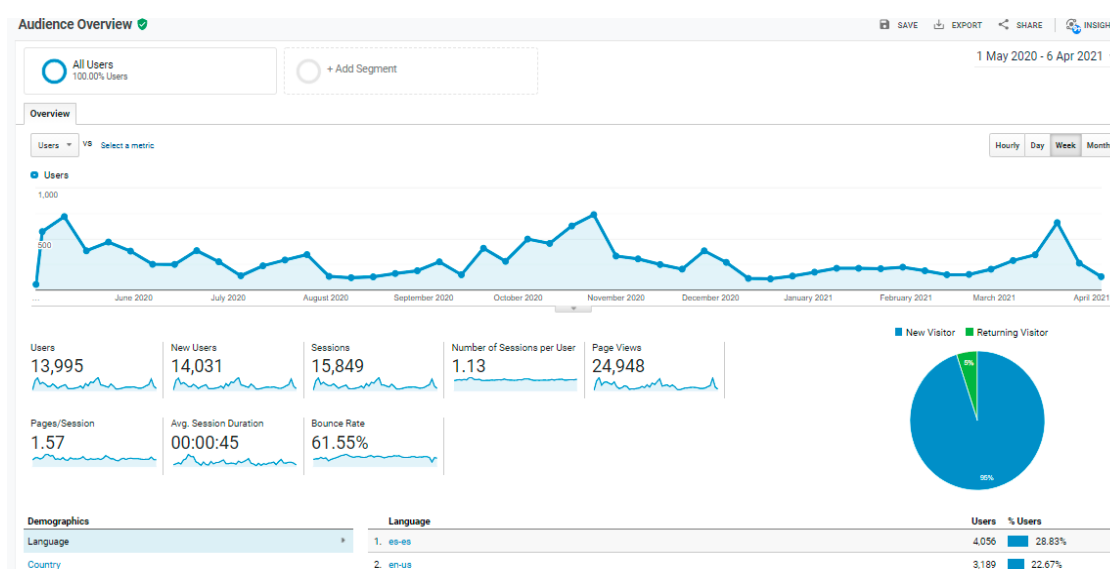
- overall results (starting from the creation of the website)
- numerous metrics to be analysed
- segmentation of ASSET website users per age, gender, location, or interests

The following Figure 10 illustrates the metrics on the monthly website visitors throughout the whole project lifetime.



**Figure 10: Monthly visitors' activity on the ASSET website (M1-M24)**

Figure 11 shows the website metrics for the last 12 months of the project (M12-M24).



**Figure 11: ASSET website - visitors activity analysis from May 2020 to April 2021**

Other information obtained through Google Analytics are:

- **15,849** users who initiated at least one session during the date range
- **14,031** first-time users during the selected date range



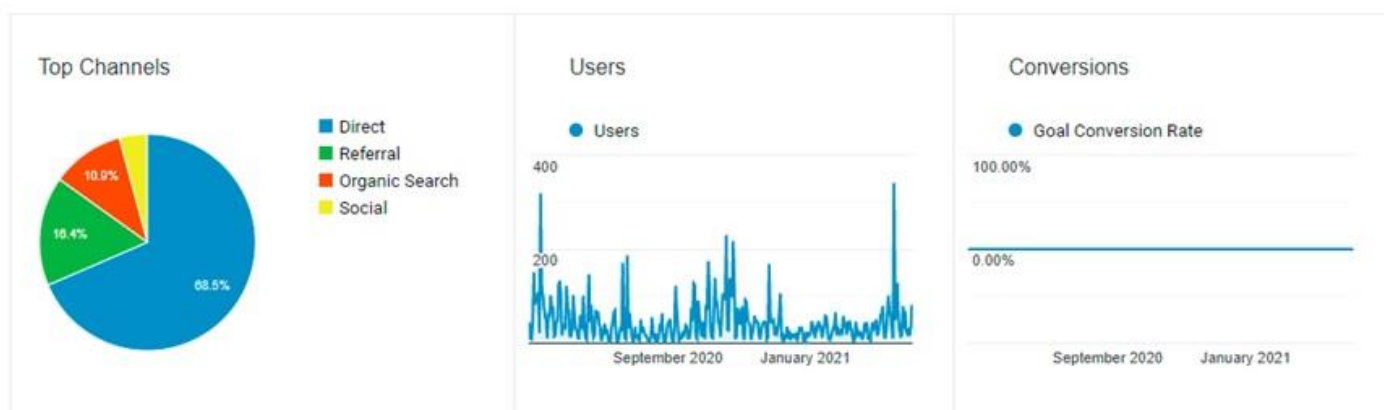
- **13,995** sessions within the date range. A session is the period time a user is actively engaged with the website.
- **00:01:57** - the average length per session
- **24,948** - the total number of pages viewed.

Comparing with Year 1, the number of visits to the website and the time spent across the different pages of the site increased during Year 2 of the project.



**Figure 12: ASSET website - Number of visitors per country**

Figure 12 provides detailed information about the country of origin of the website visitors. During the second year of the project, Spain is the first country in terms of visitors; the number of visitors from Belgium has been increasing significantly, reaching the third position. A similar situation happened as well in Italy and Germany. A non-negligible number of visitors (235) were from China.



**Figure 13 Top channels of ASSET's website**

Other analysis (Figure 13) gives the top channel metrics in terms of:

- Organic Search (10,9%), number of users visits from unpaid search results
- Direct (68,5%), number of users who directly navigated the website URL
- Referral (16,4%), number of users clicked a link from another site
- Social (4,2%), number of users from social networks

This result means that 68,5% of ASSET website visitors found the project directly through unknown sources (consortium partners, people related to projects, etc.); referral, social and organic search represent the remaining 32%, which is not a bad result.

Summarising what has been described above, we conclude that:

- the performance of the ASSET website has reached the target value (Project website views >2000) - in terms of accessed users, sessions, and total page views.
- having the complete ASSET offers (courses, marketplace, and learning graph tool ready) available, the number of returning visitors increased 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.

## 2.2.2 ASSET social media channels and their analytics

### – ASSET social media channels

At the end of Year 2 the project social media engaged a wide number of followers. Table 1 shows the achievement of each social media channel.

**Table 1: ASSET social media publications made by ASSET partners**

Social media/responsible	at the end of Year 1		at the end of Year 2	
	n. publication	n. follower	n. publication	n. follower
Twitter (T), <b>ATOS</b>	156	220	316	481
Facebook (F), <b>UNINA</b>	51	1078	216	1260
LinkedIn (L), <b>ènostra</b>	47	150	219	529

The analytic results of ASSET social channels are reported below.

### – ASSET social media analytics

#### Twitter

Twitter has been selected by ASSET mainly for promoting formally ASSET in combination with the diffusion of energy-transition related news from institutional organisations (such as the European commission; EU Environment Agency; European Climate, Infrastructure and Environment Executive Agency, etc.). Table 2 below summarizes the status and the relevant performance indicators of the actual ASSET Twitter channel (up to April 2021).

**Table 2: Status of ASSET Twitter account (April 2021)**

<b>Project Account</b>	ASSET EnergyTransition   @Project_Asset
<b>First Publication</b>	07-05-2019
<b>Key Hashtags</b>	#AssetProject, #H2020, #Energy, #EnergyTransition, #Education
<b>Related Accounts</b>	@EU_H2020, @EU_Commission
<b>Followers</b>	<b>488</b>
<b>Tweets</b>	<b>489</b>

The performance of ASSET's Twitter communication activities has been evaluated by using Twitter analytics tools. These tools can track growth, content performance and progress of this communication channel.

**Table 3: ASSET Twitter analytics numbers**

Twitter	Followers	Publications	Tweet impressions
<b>Y1</b>	220	156	737
<b>Y2</b>	270	333	923

Table 3 shows the data analysis and 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 in both

years of the project, increasing the activity in this channel along the evolution of publication contents, courses, events, and papers submitted in the scientific area.

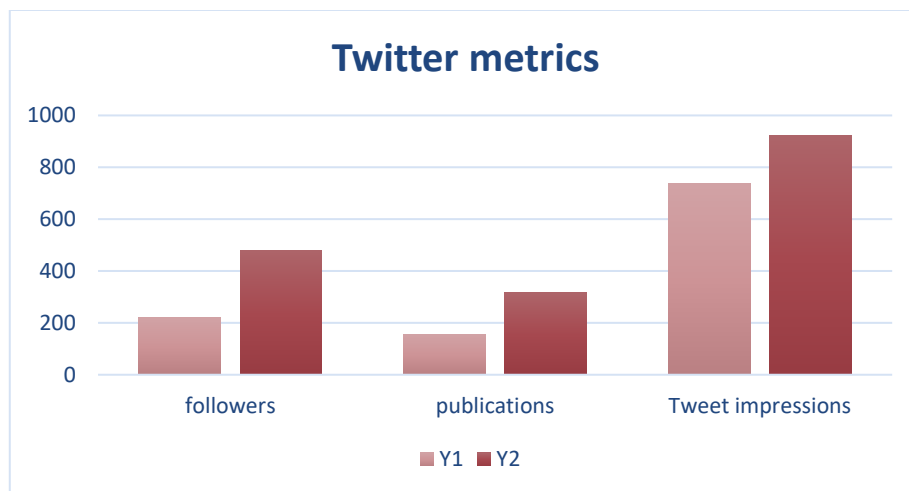


Figure 14: ASSET Twitter analytics comparison

## Facebook

ASSET Facebook account was opened by ATOS in May 2019 as a company page. ASSET project has been using this channel mainly for communicating with students and citizens. Table 4 reports the actual status of the ASSET Facebook account.



Table 4: Status of ASSET Facebook account (April 2021)

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	1267

Up to 20 April 2021, ASSET project has more than **1260 Facebook followers**. The analytics of Page Likes was carried out, the related result is given in Figure 15. By analysing statistics data, we can observe the performance of the Facebook page.



Figure 15: ASSET Facebook page likes 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.

Together with other ASSET social media channels mentioned above, ASSET's LinkedIn account was created in May 2019, its actual status (up to April 2021) is summarized in Table 5.

Table 5: Status of ASSET LinkedIn account updated in April 2021

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	598

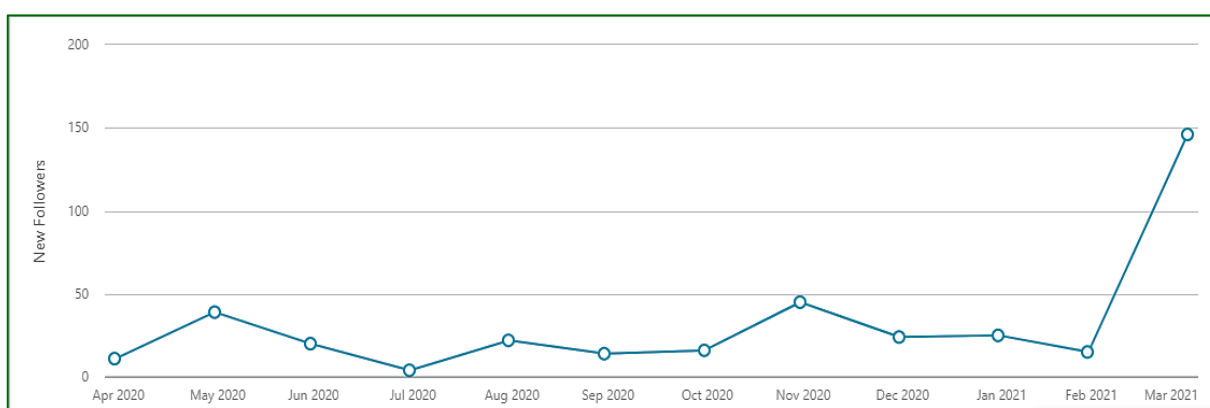
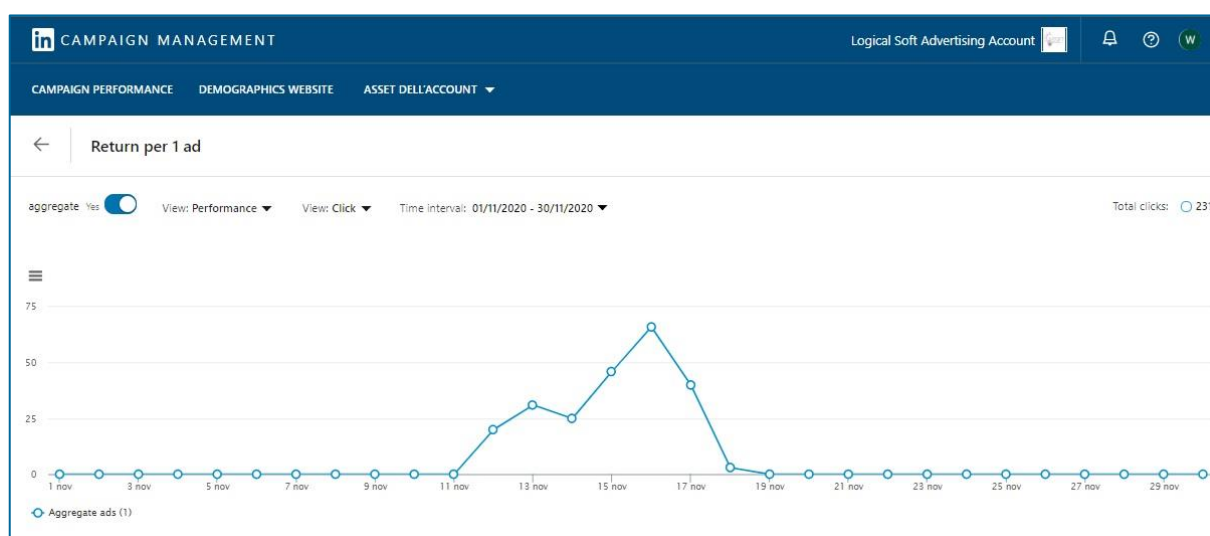


Figure 16: Number of new ASSET LinkedIn followers

More information on ASSET LinkedIn performance has been obtained by means of LinkedIn analytics tool. Figure 16 illustrates the monitoring results of the number of new ASSET LinkedIn followers during the last 12 months. The data shows that during the Year 2 the number of ASSET's followers has

increased significantly. Currently the project has 598 followers. The ASSET MOOC launching through the sponsorship on LinkedIn has facilitated the achievement of this result.

Before launching ASSET courses, a one-week advertisement was activated on 11 Nov 2020 by partner LS. The performance of the LinkedIn sponsorship is given in Figure 17 below, which shows that the advertisement was effective, in one week the number of clicks amounted to 231.



**Figure 17: Performance of one-week ASSET LinkedIn sponsorship**

Analysing the data given in Table 6 below, we can see information on ASSET's followers, in terms of their location, job functions, seniority and represented industry. The table includes only the top 5 of total 598 followers: most of the connections are from Italy, Spain, and Belgium; with Education, Engineering, Business Development, Research and Operations as 5 top job functions.

**Table 6: ASSET LinkedIn followers**

Location	Total followers	Seniority	Total followers
Madrid Area, Spain	32	Entry	191
Milan Area, Italy	29	Senior	185
Brussels Area, Belgium	16	Director	38
Rome Area, Italy	16	Manager	31
Valencia Area, Spain	12	Training	28
Job function	Total followers	Industry	Total followers
Education	86	Renewables & Environment	92
Engineering	67	Research	72
Business Development	56	Higher Education	69
Research	55	Information Technology and Services	35
Operations	41	Electrical/Electronic Manufacturing	30

## YouTube

ASSET's YouTube channel was also opened at the third month of the project. ASSET selected this service to inform its users about last project updates through videos and has been providing the tutorial videos to reach its large audience and sharing the contents on the ASSET website and social media networks.

In Year 1, there was one promotional video and three videos about ASSET tools (learning graph tool and Marketplace) diffused through ASSET's YouTube channel. A set of seven more videos were issued in Year 2. In fact, on the 25<sup>th</sup> of April 2021, a total number of 10 videos were transmitted on the YouTube channel. The 3<sup>rd</sup> ASSET roadshow, the project final event, as well as the interview with Cristina Rioja, one of ASSET's ambassadors, were uploaded in the channel. The following Table reports in detail [all ASSET videos](#) available in YouTube, with more than 7 hours of content.

So far, ASSET YouTube has 81 subscribers, receiving more than 760 visualizations in the second year of the project and 1,439 video views reached for the whole project lifetime (up to 25 April 2021).

**Table 7: ASSET videos uploaded in YouTube**

<b>M1-M12</b>		
<b>Title of video and Link</b>	<b>Date of Publication</b>	<b>Views until 25/04/2020</b>
<b>ASSET Project</b> <a href="https://www.youtube.com/watch?v=u83kHHTNLDg&amp;t=19s">https://www.youtube.com/watch?v=u83kHHTNLDg&amp;t=19s</a>	15-Jan-2020	261
<b>ASSET Marketplace</b> <a href="https://www.youtube.com/watch?v=hKSxOILKtn4&amp;t=190s">https://www.youtube.com/watch?v=hKSxOILKtn4&amp;t=190s</a>	10-Mar-2020	98
<b>ASSET Learning Graph Tool Presentation</b> <a href="https://www.youtube.com/watch?v=Wf0Ro9ock3Y&amp;t=197s">https://www.youtube.com/watch?v=Wf0Ro9ock3Y&amp;t=197s</a>	01-Apr-2020	122
<b>ASSET Learning Graph Tool &amp; Start Creating (Tutorial)</b> <a href="https://www.youtube.com/watch?v=LXbrZfYEEI0&amp;t=323s">https://www.youtube.com/watch?v=LXbrZfYEEI0&amp;t=323s</a>	01-Apr-2020	94
<b>M12-M24</b>		
<b>The ASSET Educational Offer</b> <a href="https://www.youtube.com/watch?v=szxxLHyeqeE">https://www.youtube.com/watch?v=szxxLHyeqeE</a>	18-May-2020	182
<b>ASSET for Policymakers and Industry</b> <a href="https://www.youtube.com/watch?v=wtmmFm8E7uw&amp;t=41s">https://www.youtube.com/watch?v=wtmmFm8E7uw&amp;t=41s</a>	21-Jul-2020	76
<b>ASSET Brussels #3 Roadshow: Parallel Session 1</b> <a href="https://www.youtube.com/watch?v=Wf0Ro9ock3Y&amp;t=197s">https://www.youtube.com/watch?v=Wf0Ro9ock3Y&amp;t=197s</a>	29-Oct-2020	28
<b>ASSET Brussels #3 Roadshow: Parallel Session 2</b> <a href="https://www.youtube.com/watch?v=LXbrZfYEEI0&amp;t=323s">https://www.youtube.com/watch?v=LXbrZfYEEI0&amp;t=323s</a>	29-Oct-2020	12
<b>ASSET Brussels Roadshow: Plenary session</b> <a href="https://www.youtube.com/watch?v=Q8p4nnD7U_E&amp;t=6s">https://www.youtube.com/watch?v=Q8p4nnD7U_E&amp;t=6s</a>	30-Oct-2020	29
<b>Interview to our Ambassadors Cristina Rioja</b> <a href="https://www.youtube.com/watch?v=cXP4tBkkJ8&amp;t=51s">https://www.youtube.com/watch?v=cXP4tBkkJ8&amp;t=51s</a>	12-Jan-2021	441
<b>ASSET Final video</b> <a href="https://www.youtube.com/watch?v=omKKRd2qpol">https://www.youtube.com/watch?v=omKKRd2qpol</a>	12-Apr-2021	45
<b>ASSET final event</b> <a href="https://www.youtube.com/watch?v=AjNSpNJc8yA">https://www.youtube.com/watch?v=AjNSpNJc8yA</a>	23-Apr-2021	51
<b>ASSET Educational offers</b> <a href="https://www.youtube.com/watch?v=vPQnuLoEQ08&amp;t=2s">https://www.youtube.com/watch?v=vPQnuLoEQ08&amp;t=2s</a>	28-Apr-2021	11

### 2.2.3 ASSET promotional videos

As infographic video is a very effective way to communicate, the video preparation has been planned in both ASSET communication-dissemination action plans. As reported in the sub-section 2.2.2, Table 7,



there was one promotion video made in Year 1 and reported in D5.3. In Year 2, according to the DoA, the ASSET final promotion video was produced for general ASSET promotion.

### – ASSET final promotional video

The final ASSET promotion video gives an overview of the project and highlights the more significant results obtained throughout the 2-year intense effort.

In particular, the storyboard of the video includes mainly:

- the challenges to be faced in energy transition process, in terms of KSCs needs, existing gaps;
- the objectives of the ASSET project, who is included in the ASSET team, where do they come from;
- ASSET target stakeholder groups;
- the most significant RIE services delivered by ASSET.

Some frames of the ASSET final video are illustrated in Figure 18. The video is uploaded on the ASSET website (<https://www.energytransition.academy/content/asset-final-video>) and YouTube account (<https://www.youtube.com/watch?v=omKKRd2qpol&t=5s>).

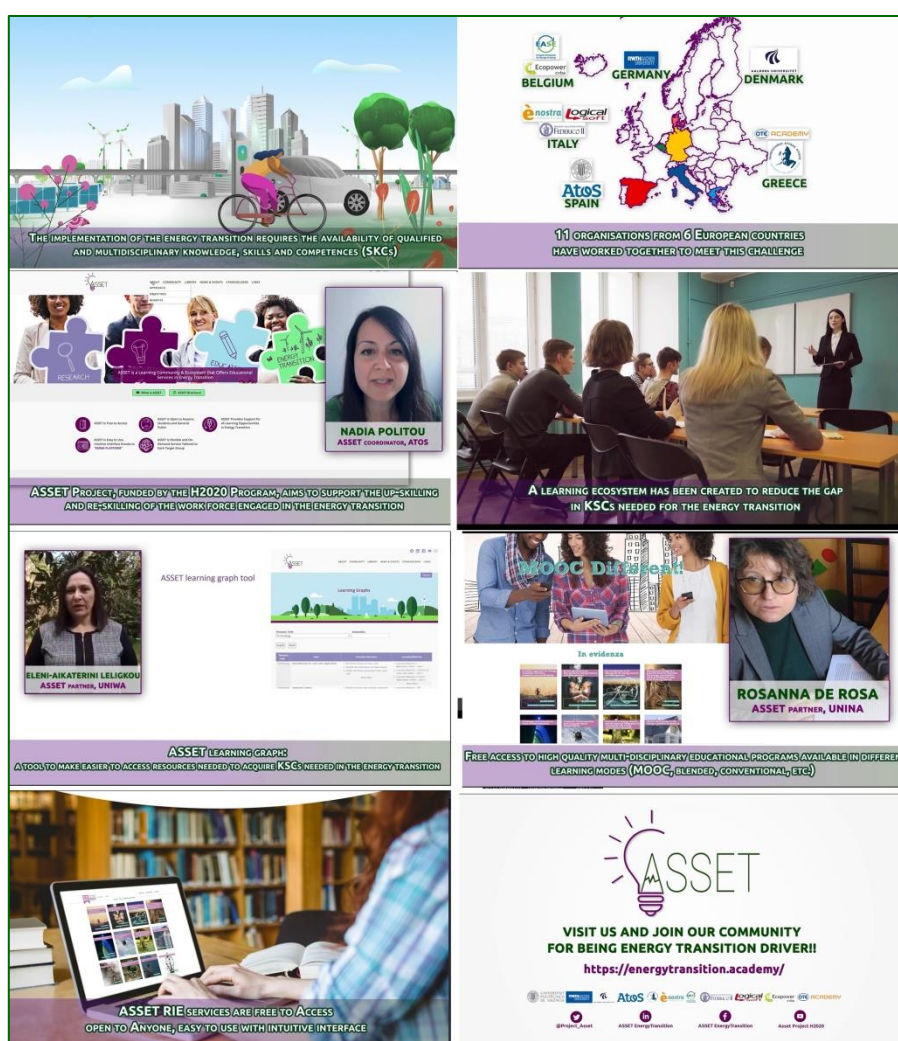


Figure 18: Some frames of ASSET's final video

### – ASSET communication campaign promotion-dissemination video

Besides the final video, five additional promotional videos were delivered for campaign 1 and 4, as well as the ASSET community. Table 8 lists the videos produced by ASSET project in Year 2 and diffused through ASSET's YouTube channel. The details of the two communication campaign videos will be given in the subsection 2.3.1 and 2.3.4, respectively.

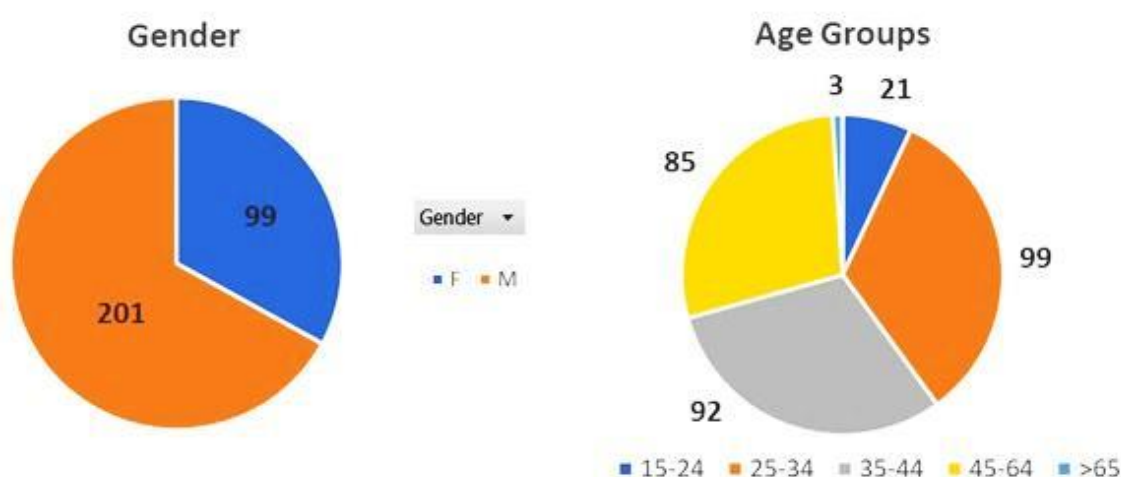
**Table 8: Communication campaign videos issued in Year 2**

Title of video and Link	Date of Publication	Views until 28/04/2021
<b>ASSET for Policymakers and Industry (ASSET Campaign 1)</b> <a href="https://www.youtube.com/watch?v=wtmmFm8E7uw">https://www.youtube.com/watch?v=wtmmFm8E7uw</a>	21-July - 2020	72
<b>ASSET Brussels #3 Roadshow: Parallel Session 1 (ASSET Campaign 1)</b> <a href="https://www.youtube.com/watch?v=Wf0Ro9ock3Y&amp;t=197s">https://www.youtube.com/watch?v=Wf0Ro9ock3Y&amp;t=197s</a>	29-Oct-2020	28
<b>ASSET Brussels #3 Roadshow: Parallel Session 2 (ASSET Campaign 1)</b> <a href="https://www.youtube.com/watch?v=LXbrZFEEI0&amp;t=323s">https://www.youtube.com/watch?v=LXbrZFEEI0&amp;t=323s</a>	29-Oct-2020	12
<b>ASSET Brussels Roadshow: Plenary session (ASSET Campaign 1)</b> <a href="https://www.youtube.com/watch?v=Q8p4nnD7U_E&amp;t=6s">https://www.youtube.com/watch?v=Q8p4nnD7U_E&amp;t=6s</a>	30-Oct-2020	29
<b>Interview to our Ambassadors Cristina Rioja (ASSET community)</b> <a href="https://www.youtube.com/watch?v=cXSP4tBkkJ8&amp;t=39s">https://www.youtube.com/watch?v=cXSP4tBkkJ8&amp;t=39s</a>	12-Jan-2021	437
<b>ASSET final event (ASSET Campaign 1)</b> <a href="https://www.youtube.com/watch?v=AjNSpNJc8yA">https://www.youtube.com/watch?v=AjNSpNJc8yA</a>	23-Apr-2021	51
<b>ASSET RIE offers (Campaign 4)</b> <a href="https://www.youtube.com/watch?v=vPQnuLoEQ08&amp;t=2s">https://www.youtube.com/watch?v=vPQnuLoEQ08&amp;t=2s</a>	28-Apr-2021	11

## 2.2.4 ASSET Community and its analytics

One of ASSET's 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. After one year of intense work, various dissemination activities such as the roadshows, together with ASSET ambassadors' endorsement (ASSET POS, D1.1[3]), at the end of Year 1 ASSET community had 139 members, including 13 ambassadors from Italy, Spain, Greece, Germany, Denmark, and Austria.

The ASSET community promotion was continued actively in Year 2. ASSET ambassadors have been engaged to endorse the community by participating in different ASSET events. Moreover, the video of the interview to Cristina Rioja (one of ASSET Ambassadors) was produced and diffused through ASSET's website and ASSET YouTube channel (the link is given in Table 8 above). Currently (April 2021) **300 persons have joined the ASSET community**.


**Figure 19: ASSET community information**



Other additional information is given in Figure 19 above. With respect to Year 1, the composition of community members hasn't changed significantly. The data reports that:

- 67% of the community members are male and 33% are female (in Year 1 the percentage of females was a little bit higher, around 35%).
- regarding the range of age, 40% is young people under 34 years (this percentage was lower in Year 1, having 136 people who joined the community), around 31% is determined by people from the age range of 35-44 and 28% of 45-64.

The analysis of the registration forms shows that: the total number of countries represented by at least one member is 46; 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 top 7 countries by Community member numbers is listed in the following Table 9.

**Table 9: Top 7 countries represented in ASSET Community**

Country	# Members	Percentage
Italy	81	27%
Spain	51	17%
Greece	33	11%
Denmark	10	3%
Belgium	21	7%
Germany	12	4%
India	10	3%
Other countries	Less than 10	28%

Considering the job position of the ASSET community members, the analysis result is given in Table 10 below. **“Teachers/Lecturers”** is ranked as the first, with 56 members, corresponding to 19% of the total ASSET community members.

**Table 10: ASSET Community members per job position**

Top 5 Job position by Community member number	# Members	Percentage
Teacher/Lecturer	56	19%
Researcher	42	14%
Student	33	11%
Office worker	30	10%
Other employed worker	31	10%
Middle manager	21	7%
Company director/CEO	18	6%
Business owner/Entrepreneur, Registered freelance professional, Unemployed	Less than 15	23%

Regarding specific fields of interest, the most common are renewable energy, energy efficiency, energy storage, smart and flexible energy systems, energy communities and sustainability aspects. In relation to the question about "identity group", the most frequent are research & education, companies from the energy sector and energy citizens/individuals.

More information on the ASSET community and ambassadors is given in the deliverable D1.4 (Ecosystem activity) [4].

### 2.2.5 ASSET Community Forum

As reported in D5.3, the [ASSET Forum](#) was created in Year 1 (October 2019) to serve as a discussion platform for all the key energy transition players from diverse backgrounds, and to give them a chance to express their views about key issues of concern and what can be done about them.

In Year 2 a new page 'Opportunities' has been added in ASSET Community Forum session (see Figure 20). The purpose of creating this page was to provide students with a search engine to collaborate with the industry for mutual resource/skill set sharing as well as finding opportunities to work for industries in the capacities of internships and collaborative educational programs. Deliverable D1.4 gives a comprehensive description of the ASSET forum, including google analytics relevant to the forum.

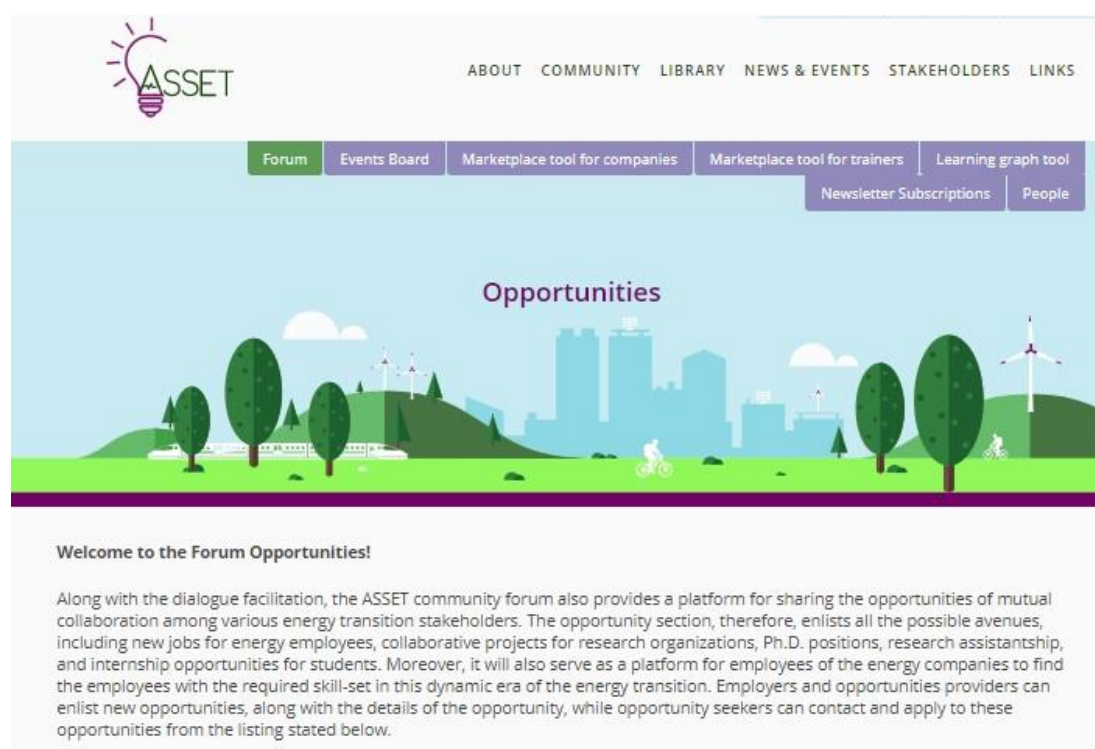


Figure 20: ASSET forum - opportunities

### 2.2.6 ASSET offline dissemination-communication

Besides online dissemination-communication described above, ASSET communication action plans include the following offline activities:

- preparation of project periodic newsletters (including communication campaign newsletters)
- organization/participation of events
- publication of news & event press release
- delivery of communication campaign leaflets and videos

#### – ASSET periodic newsletters

The ASSET periodic overall newsletters were delivered, as foreseen in the DoA, by each quarter of the project lifetime. However, other special issues have been released additionally on purpose to share news and research results to specific stakeholders or due to unexpected facts, such the Covid-19 lockdown that started in March 2020. The main purposes of ASSET project newsletters were to connect with ASSET audience, inform about project last news and updates, increase the traffic of our website and boost the social media, enriching the profile with interesting facts and news. In Year 2, the following **five** numbers were issued according to the work plan, among them two (N. 4 and N. 7) were specifically addressed to target group of the campaign 4, with the information focalised on ASSET's educational offers.

- Issue 4 – May 2020. As other ASSET numbers published in Year 1, the newsletters N.4 kept two formats for reading: PDF ([link here](#)), and the version sent by the emailing platform “Mailchimp”. This issue was 82 times opened. Further, the preparation of this edition was combined with the ASSET communication campaign 4, specially oriented to the academia audience. The details of ASSET communication campaigns are described in subsection 2.3.
- Issue 5 (special edition, COVID and Energy Transition) - June 2020. A special edition after the first Covid-19 wave in most European territories. Delivered in two formats, the PDF ([link here](#)) and the online version sent by email from “Mailchimp”. This edition received 85 openings.
- Issue 6 - October 2020. It was produced in PDF as usual ([link here](#)) and the e-format sent by Mailchimp. This edition was opened 112 times.
- Issue 7- March 2021. Another specific edition dedicated to the academic community. Being available its reading via PDF ([link here](#)) and previously sent by Mailchimp, it received 108 openings.
- Issue 8 – April 2021. This is the final issue of ASSET vertical newsletter, coming with the end of the project after the ASSET final event took place on 15th of April. The content of the last edition includes:
  - ASSET Educational programmes
  - the community and future plans
  - organization of the workshop in Greece
  - participation in IEEE International Forum
  - organization of the ASSET Final Event
  - sustainability Plans

Figure 21 shows some pages of ASSET newsletters issued in Year 2.



Figure 21: ASSET newsletters

After each issue we analyse the data obtained in terms of successful deliveries, total openings, and top locations of opening. In Figure 22, it is shown that 444 openings were clicked in the second year. Additionally, from the Mailchimp platform, some other data can be extracted. Thus, in terms of demographics data, the most views of the newsletter sent and seen by email are from Greece and Spain.

The number of ASSET Newsletter subscribers increased in Year 2 with respect to Year 1. Up to April 2021, the total number of Newsletter subscribers exceeds 260 people. Moreover, there are 4770 ASSET MOOCs' newsletter subscribers, this means that **more than 5000 persons** are aware of the wide range

of courses offered by the ASSET project, free access and taught by experts and professors from the members of the ASSET consortium.

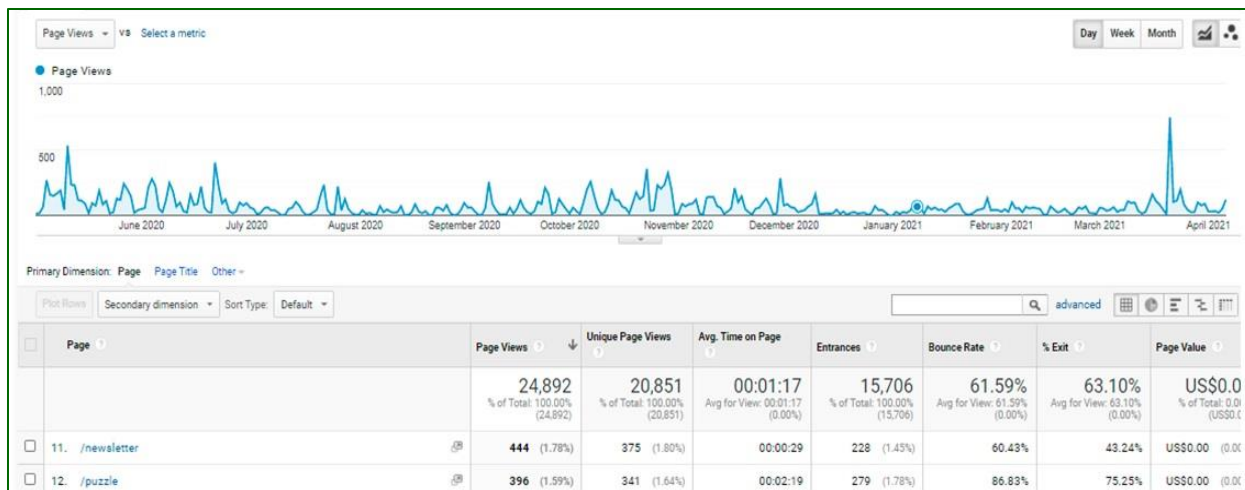


Figure 22: Newsletter page by openings in ASSET website

### – ASSET news & event press release

News related to ASSET project or external events are published on the ASSET website and partners' own website. There is a specific page in the project website for "[news & events](https://energytransition.academy/news_and_events)" ([https://energytransition.academy/news\\_and\\_events](https://energytransition.academy/news_and_events)). All partners contribute to the content of this page.

In Year 2, twenty-four news and event press releases were issued. Some of those publications are illustrated in Figure 23.

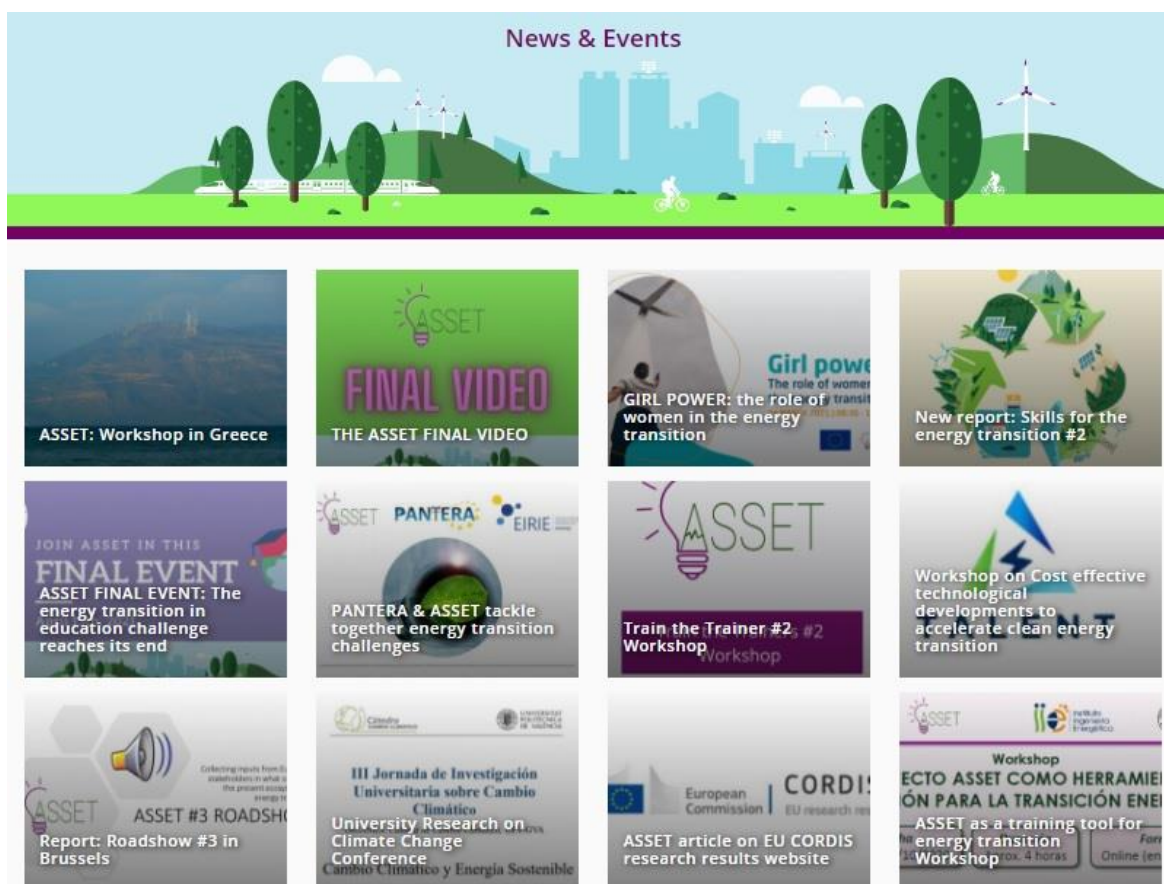


Figure 23: Examples of News & Events press releases published in ASSET website

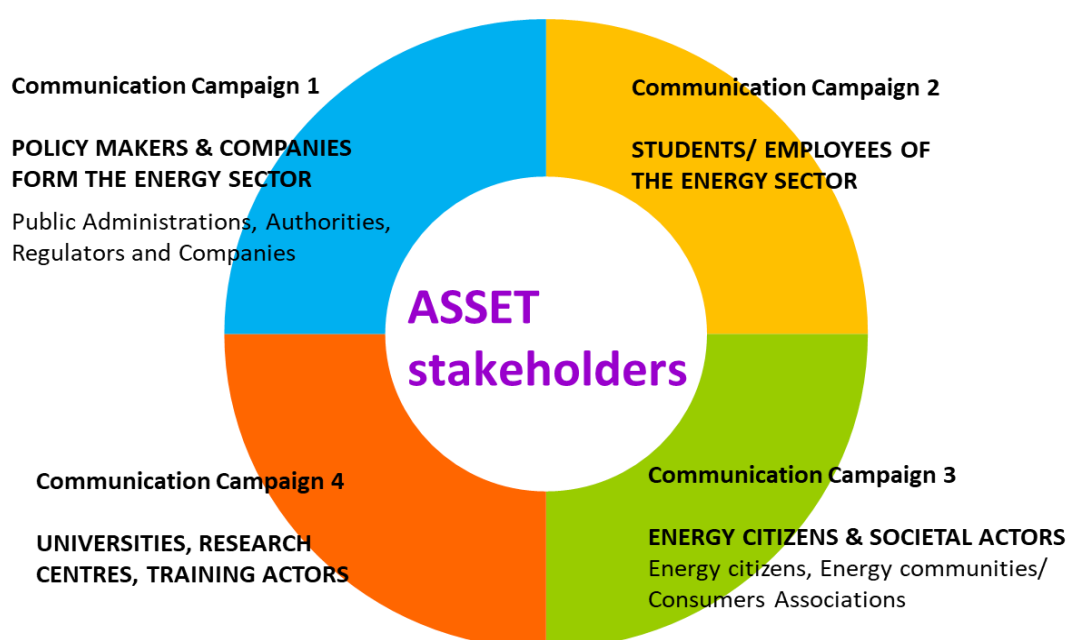
### – ASSET communication campaign leaflet and videos

Besides the overall periodic newsletters, the preparation of specific communication campaign periodic newsletters, organization/participation of events as well as the creation of communication campaign promotional leaflets & videos have been planned in the DoA. However, these activities were linked to the ASSET specific communication campaigns, their details and related achievements are reported in the following subsection 2.3.

## 2.3 Specific ASSET communication – dissemination activity: communication campaigns

As mentioned in subsection 2.1, ASSET communication-dissemination strategy includes a specific communication action plan which consists of the specific communication campaigns planned based on ASSET targeted stakeholder groups' interests and needs.

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



**Figure 24: Communication campaigns by target audience**

Four tailored communication campaigns have been programmed accordingly, each of them addressed to a specific target audience given in Figure 24 above. In this subsection the activities carried out in the framework of each communication campaign are reported.

### 2.3.1 Communication Campaign 1

The ASSET communication campaign 1 was addressed to businesses, public and private organization as well as local/regional/national authorities and policy makers. It was led by EASE.

Within this campaign the foreseen communication – dissemination activities included:

- participating in major industrial and trade events to give presentations and distribute project dissemination material, specifically events with a potentially interested large audience;
- preparing communication material such as press releases and articles;
- 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.

### – Campaign 1 leaflet

A specific Campaign 1 leaflet (Figure 25) was issued in September 2020. The publication was elaborated to make policy makers as well as industrial key operators involved in the energy transition aware of the ASSET project scope, possible benefits and expected project achievements. The leaflet was disseminated mainly through the ASSET website and the ASSET social media channels. The direct link to the leaflet is: <https://www.energytransition.academy/content/leaflet-policy-makers-and-industry>.



Figure 25: ASSET communication campaign 1 leaflet

### – Campaign 1 promotional video

According to the DoA, a specific promotional video for campaign 1 (see Figure 26) was produced, to give a brief overview of the project and highlight the role of policy makers and industrial key actors in the energy transition as well as ASSET RIE services addressed to them.



**Figure 26: ASSET for Policymakers and Industry (Campaign 1) video**

In particular, the storyboard of the video includes mainly:

- what is the impact of the energy transition on climate change and global economy;
- the challenges to be faced in energy transition process, in terms of reskilling and upskilling of workforce;
- Specific objectives of the ASSET project addressed to policy makers and industrial operators;
- Possible benefits and the most significant RIE services offered to ASSET campaign 1 target stakeholders.

Some frames of the ASSET campaign 1 video 'ASSET for Policymakers and Industry' are illustrated in Figure 25. The video is diffused through the ASSET website and [social media channels](#). The video was published on the 21<sup>st</sup> of July 2020 in YouTube, up to April 2021 the visualisation amounts to 78. It can be accessed through this link: <https://www.youtube.com/watch?v=wtmmFm8E7uw>.

#### – ASSET roadshow

To stimulate the interests of target stakeholders in particular, a key tool of the ASSET engagement strategy was the three ASSET roadshows which were organized in Italy (Milan), Spain (Madrid) and Belgium (Brussels) by the consortium's local partners.

After the first two roadshows in Year 1 successfully organised in Italy and Spain, the third and final round of the ASSET roadshows took place in Brussels on October 28, 2020. Organized online, it had the aim to collect inputs from European stakeholders in what concerns the present ecosystem for energy transition. **EASE**, as the leader of the Campaign 1 and local partner in Brussels, coordinated the third roadshow organization. Figure 27 below is the screenshot of the event made during the webinar.



### III Event in Brussels (Belgium)

28th October 2020  
Online



**Figure 27: The 3rd ASSET roadshow (online) organised on 28 Oct 2020**

During the roadshow, Mr Felix Rohn, from the Directorate-General of Employment and Social Affairs of the European Commission, gave a key speech on 'Skills and Qualifications' in the plenary session. To foster discussions among the participants, two breakout sessions working in parallel were set up. Afterwards, the outcomes of the parallel Sessions were shared in plenary with all participants, and the event was concluded by Nelly Leligou, Scientific Coordinator of ASSET from the University of West Attica. Further information for this roadshow is provided in D1.4.

Both the event press release and all the materials produced (both presentations and the whole event video) for this event are available on the ASSET website under the following link:

<https://www.energytransition.academy/content/report-roadshow-3-brussels>.

#### – Industrial and trade events participation

One of the campaign 1 activities was the participation to events with a potentially interested large audience targeted, to give presentations and distribute project dissemination materials. Table 11 below lists the 8 events participated by ASSET partners in Year 2 within the scope of Campaign 1.

**Table 11 Participation of industrial and trade events (Campaign 1) in Year 2**

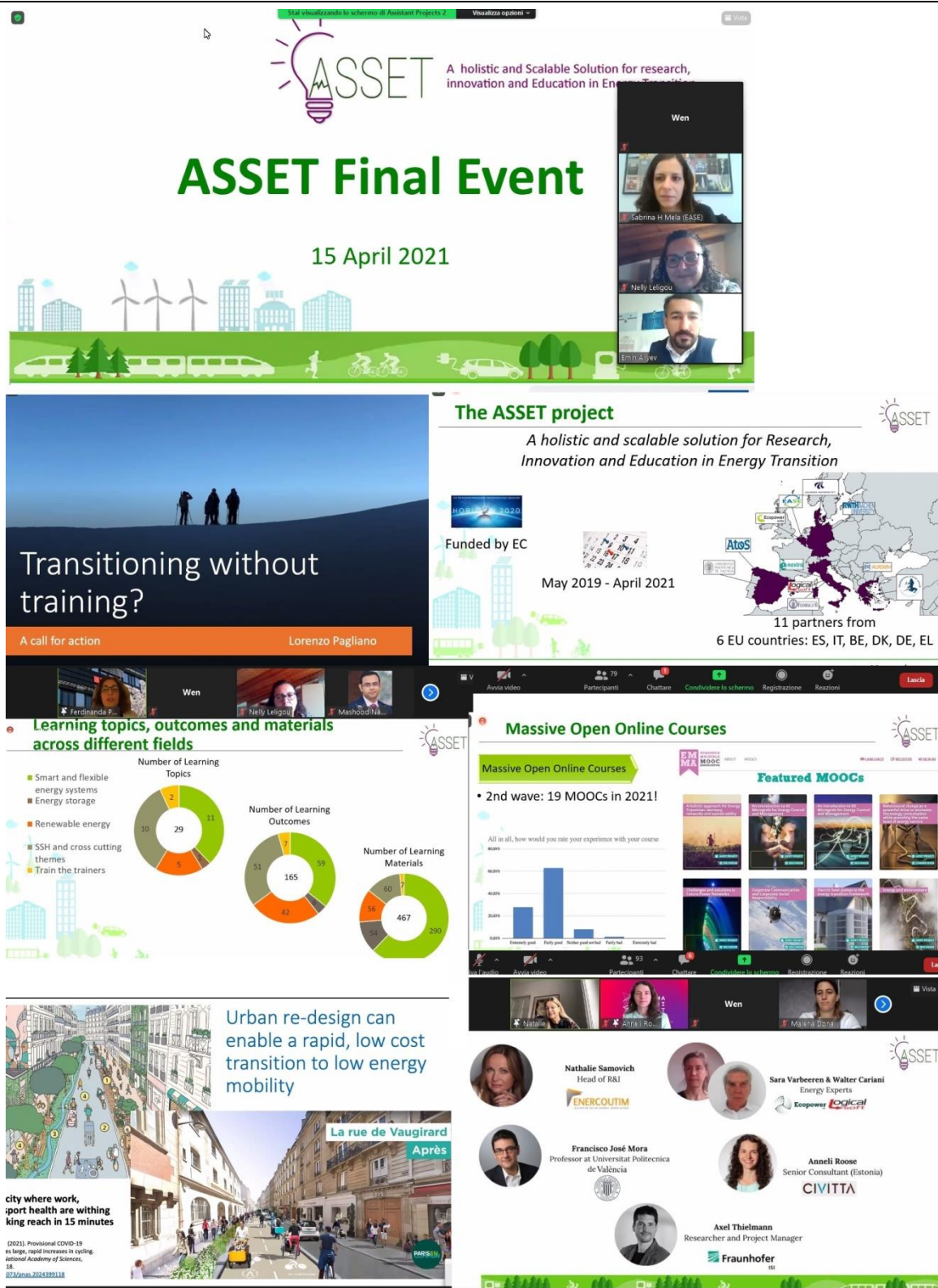
Place & date	Partner	Name of Event	Activity	Audience	Supporting doc Type (event agenda, event press release, screenshot)
May 2020, Athens	UNIWA	Presentation of H2020 to H2020-PHOENIX project consortium	Presented ASSET	PHOENIX project partners from different sectors	



Place & date	Partner	Name of Event	Activity	Audience	Supporting doc Type (event agenda, event press release, screenshot)
05/06/20	UNINA	Orizzonti Talk: Energia sostenibile per un mondo che riparte with Enzo Vinicio Alliegro	Webinar	Stakeholders from the energy research and market	<a href="https://www.eni.com/eni-basilicata/news/2020/2020-03-06-orizzonti-talk.page">https://www.eni.com/eni-basilicata/news/2020/2020-03-06-orizzonti-talk.page</a>
25-27/06/20	UNIWA	Organization of special session "Technologies for the energy transition in society" (online)	Event organisation	Energy sector companies	
15/10/20, Valencia	UPV	Online workshop: ASSET presentation	Event organisation	Industries, universities, public administrations, including people from the Americas	<a href="https://energytransition.academy/sites/asset-h2020.eu/files/public/content-files/articles/Workshop%20Projecto%20ASSET.pdf">https://energytransition.academy/sites/asset-h2020.eu/files/public/content-files/articles/Workshop%20Projecto%20ASSET.pdf</a>
29/10/20, Valencia	UPV	3rd University Research Conference on Climate Change (online)	ASSET dissemination	Universities, Industries, public administrations	<a href="https://energytransition.academy/content/university-research-climate-change-conference">https://energytransition.academy/content/university-research-climate-change-conference</a>
27/10/20, Athens	OTEA, UNIWA	Meeting with Stelios Stipidis, Director of www.TryEV.com	presented ASSET	Electric Vehicle industry	
09 Nov 20	RWTH	A roundtable with VDE, Fraunhofer and representatives from German universities (online)	presented ASSET	Industry and academia	
09/03/21 online	ATOS, UNIWA	Project Bridge meeting (Members of Bridge consist of 64 projects)	presented ASSET	Industry and academia	
Feb. 2021, online	OTEA	Meeting with PowerOps, SMEs in the energy sector	presented ASSET	Energy Sector Companies	
8-9/03/21	UPV	15th annual International Technology, Education and Development Conference (INTED) (online)	ASSET dissemination	Universities, Industries and public administrations	UPV_Doc_3
17-23/03/21 online	RWTH, EASE	IEEE International Forum on Smart Grids for Smart Cities/ ASSET - a Learning Community & Ecosystem for Educational Services in Energy Transition	ASSET dissemination	Industry and academia	<a href="https://ieeesg4sc.org/">https://ieeesg4sc.org/</a>

#### – ASSET final event (online)

After two years of intense activity, the ASSET project team held the final event on the 15<sup>th</sup> of April 2021, to present the outcomes of the project's activities and overall success to the project's community as well as external energy stakeholders. EASE oversaw the organisation of the event. Some screenshots of the event are illustrated in Figure 28.



**Figure 28: The final ASSET event (online) organised on 15 Apr 2021**

This event took place online and included presentations from project partners, external speakers and representatives from the European Institutions, on topics related to the results achieved by the ASSET project and the benefits for energy stakeholders; the final outcomes of the SSH research were illustrated by UNINA. A panel discussion was organised to tackle the theme of what to expect for energy transition education in the coming years.

Besides the project achievements highlighted by ASSET partners, project officer, Ms Michaela Gigli from Innovation and Networks Executive Agency, gave her keynote speech. The representative of the sister

project 'Smagrinet' as well as one member of ASSET's advisory board made their presentations. The event was a great success, almost 100 people attended the webinar.

Both the press release and event video are available on the website under this link: <https://energytransition.academy/content/press-release-asset-final-event>; the video is uploaded also on ASSET's YouTube channel. The details for this event can be found in D1.4 [4].

Table 12 summarises the Campaign 1 activities carried out during the reporting period.

**Table 12: Campaign 1 activities implemented in Year 2**

Partner	Activity	N./value
UNIWA, OTEA, UNINA RWTH, ATOS, EASE, UPV	Participating in industrial and trade events	11
EASE, LS	Preparing Campaign 1 promotional video	1
EASE, LS, ATOS	Preparing Campaign 1 leaflet	1
EASE	Organising the 3 <sup>rd</sup> ASSET roadshow (online, with the participation of all ASSET partners)	1
EASE, ATOS, UNIWA, UNINA, OTEA, énostra, AAU, UPV, LS, ECOPOWER, RWTH	Organising the ASSET final event (online, with the participation of ASSET partners)	1

### 2.3.2 Communication Campaign 2

ASSET Campaign 2 was addressed to students and employees in the energy sector and was 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,

- 1) 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.
- 2) canvas and posts devoted to the EMMA community in order to inform, through EMMA social channels, of new opportunities and therefore increase ASSET Audience.
- 3) a newsletter sent to the EMMA subscribers to inform and engage on the ASSET project.
- 4) one-minute targeted spot to be specifically realized and published both on institutional website and social media for a larger audience.
- 5) 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.
- 6) preparing project leaflet addressed to students /employees of the energy sector.
- 7) workshops/webinars to launch ASSET MOOCs.

Further 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.

Campaign 2 started soon after the beginning of the project. The outcomes derived from the implementation of activities 1) to 7) as listed above, were delivered already in Year 1. The campaign continued in Year 2, during which the following activities were carried out:

- design and setup of the campaign 2 communication materials;
- management of social media, mainly ASSET Facebook account;

- promotion of the ASSET project results in the academic as well as professional communities;
- communication campaign based on Facebook as well as newsletters for the promotion of the MOOCs both through the EMMA and ASSET facilities, so reaching a wider audience;
- creation and updating of the MOOC-book, a catalogue of all ASSET MOOCs is available on the EMMA Platform with all necessary information;
- organisation/participation of online events (webinars) for launching ASSET MOOCs;
- preparation of the articles on the ASSET activities as contributions to the NEWCOMERS project<sup>1</sup> and ASSET newsletters.

#### – Communication materials

With the aim to create a dialogue among students and stakeholders of the ASSET project, within the course “Public and Institutional Communication”, the students of the Department of Social Science of the University of Naples Federico II were involved in communication concepts. In particular, the students were asked to create a communication plan and call to action to enlarge the ASSET community, with plenty of communication materials. In fact, those materials were used on student channels to encourage student’s involvement in energy transition and to provide citizens with informal education.



**Figure 29: UNINA students’ communication plan**

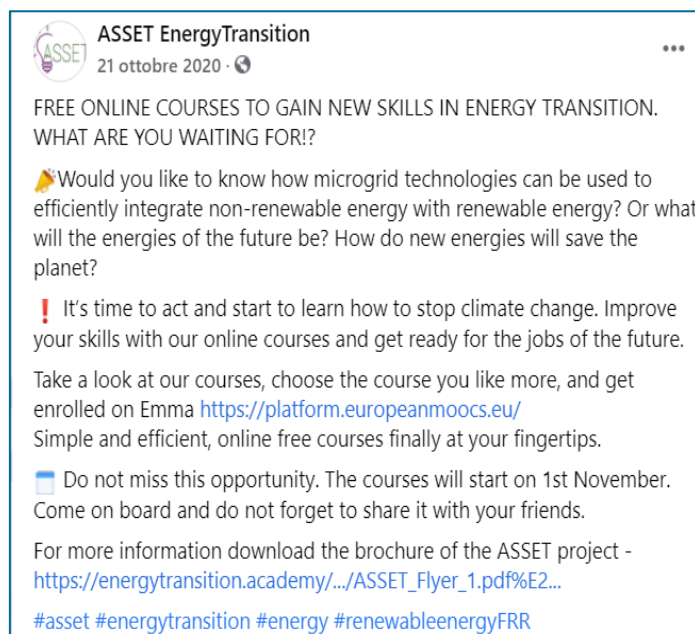
An example of the student’s work is shown in Figure 29, which is a leaflet published on the project's social channels for encouraging students and citizens to join ASSET community.

#### – Communication activities for the promotion of ASSET MOOCs

<sup>1</sup> <https://www.newcomersh2020.eu/>



For launching and promoting ASSET MOOCs, several communication activities were carried out. Such as, the sponsorships through ASSET's Facebook and LinkedIn channels and the preparation of specific newsletters. In particular, to promote the ASSET MOOCs on the EMMA platform, on 21/10/2020 UNINA launched a 30-day Facebook advertising campaign. The campaign was seen by at least 93,280 accounts with a cost of 0.02 euro per click on the ASSET MOOCs offer. According to Facebook data, ASSET MOOCs on EMMA received 1,347 clicks, 1389 interactions with the post and 42 reactions. The advertisement was composed by calls to action, emoticons, hashtags in accordance with the social media communication strategy shared with partners (see Figure 30).



**ASSET EnergyTransition**  
21 ottobre 2020 · 🌐

FREE ONLINE COURSES TO GAIN NEW SKILLS IN ENERGY TRANSITION. WHAT ARE YOU WAITING FOR!?

🔥 Would you like to know how microgrid technologies can be used to efficiently integrate non-renewable energy with renewable energy? Or what will the energies of the future be? How do new energies will save the planet?

⚠️ It's time to act and start to learn how to stop climate change. Improve your skills with our online courses and get ready for the jobs of the future.

Take a look at our courses, choose the course you like more, and get enrolled on Emma <https://platform.europeanmoocs.eu/>  
Simple and efficient, online free courses finally at your fingertips.

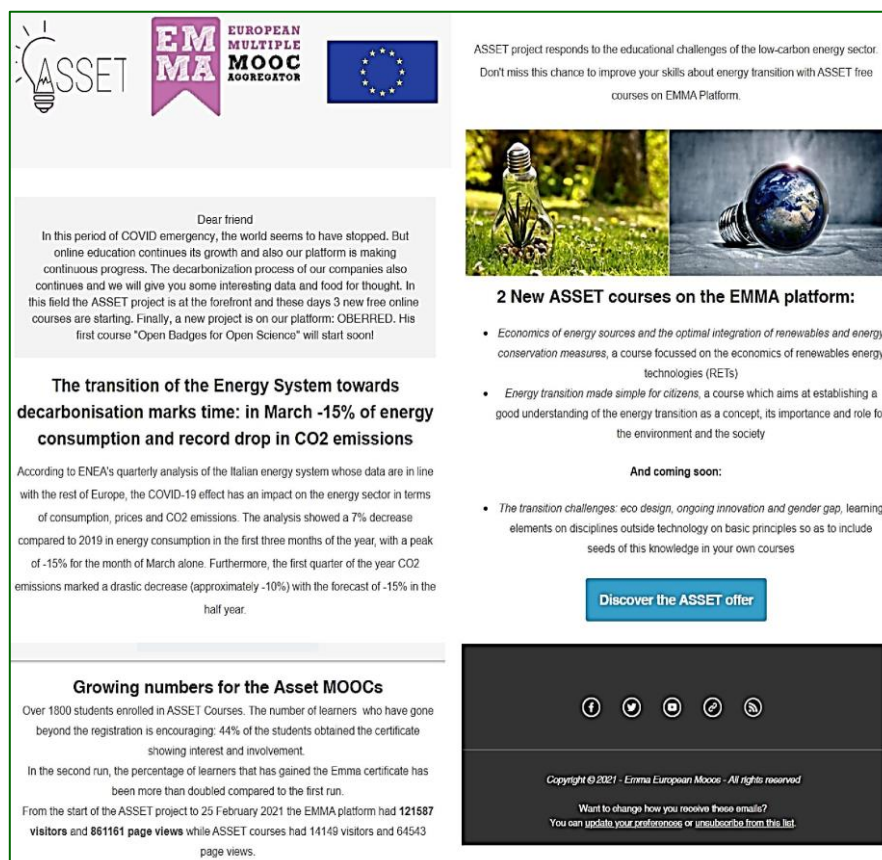
📅 Do not miss this opportunity. The courses will start on 1st November. Come on board and do not forget to share it with your friends.

For more information download the brochure of the ASSET project - [https://energytransition.academy/.../ASSET\\_Flyer\\_1.pdf%E2...](https://energytransition.academy/.../ASSET_Flyer_1.pdf%E2...)

#asset #energytransition #energy #renewableenergyFRR

**Figure 30: Facebook advertising campaign for launching ASSET MOOCs**

In addition, Figure 31 shows one example of MOOC promotion newsletters published through the EMMA platform and ASSET facilities.



**ASSET** **EMMA** **EUROPEAN MULTIPLE MOOC AGGREGATOR**

Dear friend

In this period of COVID emergency, the world seems to have stopped. But online education continues its growth and also our platform is making continuous progress. The decarbonization process of our companies also continues and we will give you some interesting data and food for thought. In this field the ASSET project is at the forefront and these days 3 new free online courses are starting. Finally, a new project is on our platform: OBERRED. His first course "Open Badges for Open Science" will start soon!

**The transition of the Energy System towards decarbonisation marks time: in March -15% of energy consumption and record drop in CO2 emissions**

According to ENEA's quarterly analysis of the Italian energy system whose data are in line with the rest of Europe, the COVID-19 effect has an impact on the energy sector in terms of consumption, prices and CO2 emissions. The analysis showed a 7% decrease compared to 2019 in energy consumption in the first three months of the year, with a peak of -15% for the month of March alone. Furthermore, the first quarter of the year CO2 emissions marked a drastic decrease (approximately -10%) with the forecast of -15% in the half year.

**Growing numbers for the Asset MOOCs**

Over 1800 students enrolled in ASSET Courses. The number of learners who have gone beyond the registration is encouraging: 44% of the students obtained the certificate showing interest and involvement.

In the second run, the percentage of learners that has gained the Emma certificate has been more than doubled compared to the first run.

From the start of the ASSET project to 25 February 2021 the EMMA platform had **121687 visitors** and **881161 page views** while ASSET courses had 14149 visitors and 64543 page views.

ASSET project responds to the educational challenges of the low-carbon energy sector. Don't miss this chance to improve your skills about energy transition with ASSET free courses on EMMA Platform.

**2 New ASSET courses on the EMMA platform:**

- *Economics of energy sources and the optimal integration of renewables and energy conservation measures*, a course focussed on the economics of renewables energy technologies (RETs)
- *Energy transition made simple for citizens*, a course which aims at establishing a good understanding of the energy transition as a concept, its importance and role for the environment and the society

**And coming soon:**

- *The transition challenges: eco design, ongoing innovation and gender gap*, learning elements on disciplines outside technology on basic principles so as to include seeds of this knowledge in your own courses

[Discover the ASSET offer](#)

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Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

**Figure 31: Example of MOOC promotion newsletters**

### – Updating of the MOOC-book and creation catalogue of all MOOCs

To promote MOOC courses, in Year 2 a complete digital ASSET MOOC-BOOK catalogue (Figure 32) has been produced by UNINA to inform students and employees of the energy sector companies of this amazing opportunity of free education.

Currently, the catalogue is available on both ASSET website and EMMA platform:

<https://platform.europeanmoocs.eu/provider.php?ent=49>

<https://energytransition.academy/courses>



Figure 32: ASSET MOOC catalogue (complete)

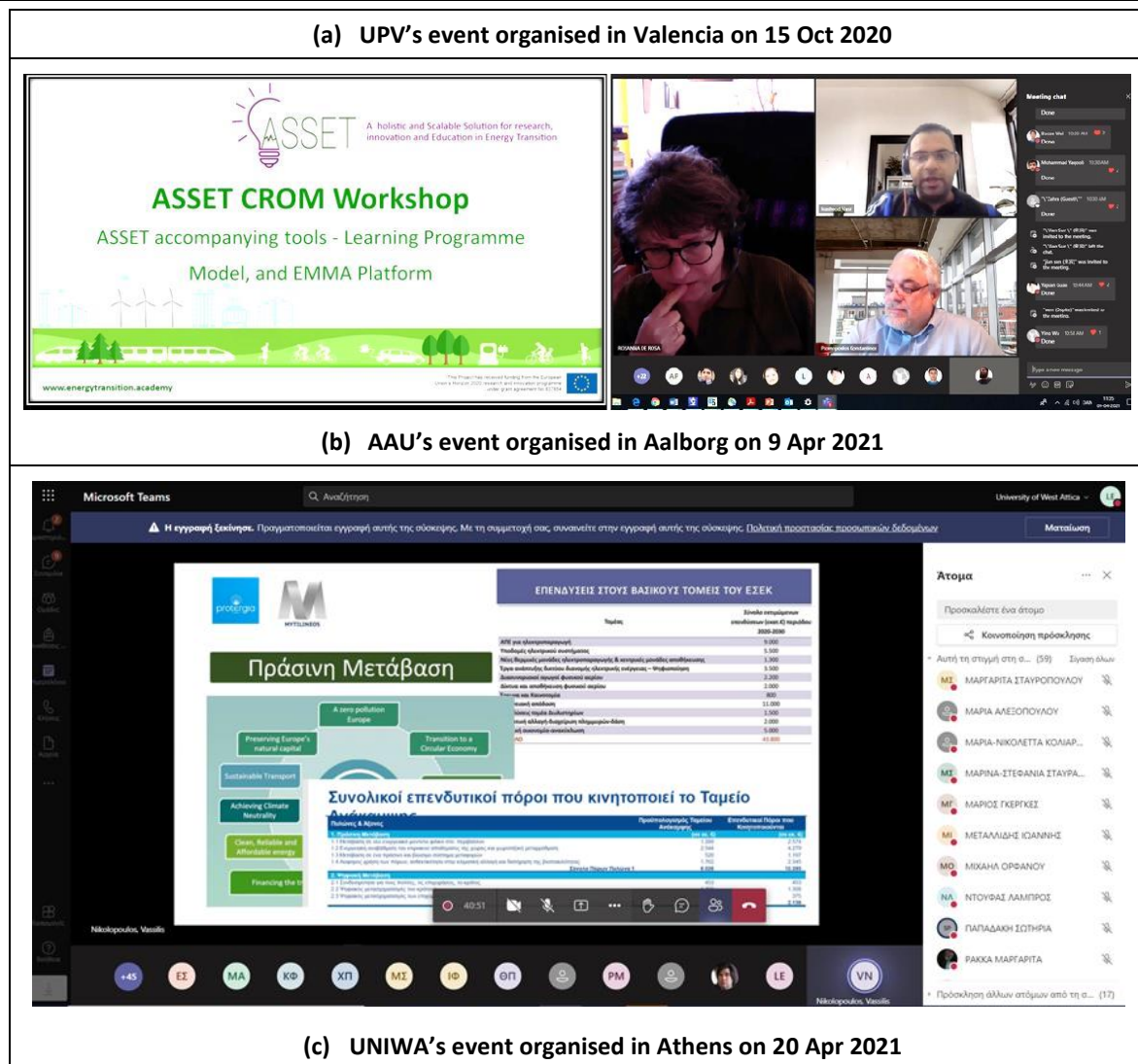
### – Organisation/participation of the events for promoting ASSET results and launching ASSET MOOCs

Based on the KPIs defined in the DoA, for campaign 2, more than 10 workshops (at least one per partner country) should be prepared to promote ASSET MOOCs and other ASSET results; two of them were organised jointly by UNINA and ènostra in Year 1, while the other remaining 8 events were held in Italy, Spain, Germany, Denmark and Greece. Figure 33 shows some screenshots taken during the events organised by UPV (Spain), AAU (Denmark) and UNIWA (Greece), respectively. The press releases of both UPV's and AAU' events are available on the project's website:

UPV: <https://energytransition.academy/content/asset-training-tool-energy-transition-workshop>

AAU: <https://energytransition.academy/content/press-release-asset-crom-workshop>





**Figure 33: Three of ASSET Campaign 2 workshops organised in Year 2**

The last workshop titled: “Environment-energy-shipping: a new challenge” organised by UNIWA on 20 Apr 2021 attracted over 60 attendees. The event was held virtually (due to Covid-19 pandemic) in Greek language, addressed to the community of the University of West Attica and of the University of the Aegean. The energy transition challenge in the maritime sector was discussed.

The ASSET communication Campaign 2 activities implemented in year 2 are summarised in Table 13.

**Table 13: Campaign 2 activities in Year 2**

Date	Partner	Name of Event	Activity	Audience	Supporting doc Type (web, event agenda, event press release, screenshot)
7/5/2020 Italy	UNINA	Webinar ‘Green Jobs. Le nuove competenze al centro della transizione’ Participant: Walter Cariani (Logical Soft) Antonio Disi (Enea)	ASSET WP2 and MOOCs presentation	Students (University) and New employees	<a href="https://www.facebook.com/events/549666749282918/">https://www.facebook.com/events/549666749282918/</a>
26/5/2020 Italy	UNINA	[OpenEducationItalia]: Un-Webinar della rete Open Education Italia	MOOC presentation	Students (University) and New employees	
15/7/2020 Italy	UNINA	Communication Plan public presentation. Rosanna De Rosa, Course Institutional and Public presentation	Webinar	Students (University) and New employees	<a href="https://www.facebook.com/AssetH2020Project/posts/3476199815738228">https://www.facebook.com/AssetH2020Project/posts/3476199815738228</a>



15/10/2020 Spain	UPV, UNINA	workshop 'EL PROYECTO ASSET COMO HERRAMIENTA DE FORMACIÓN PARA LA TRANSICIÓN ENERGÉTICA' (online)  with Rosanna de Rosa participation	ASSET tools and MOOCs presentation	Students (University) and New employees public administrations, including people from the Americas	<a href="https://energytransition.academy/content/asset-training-tool-energy-transition-workshop">https://energytransition.academy/content/asset-training-tool-energy-transition-workshop</a>
17/11/2020 Germany	RWTH	RWTH internal ASSET webinar	ASSET educational offer/tools presentation	RWTH Students	
11/01/2021 Germany	RWTH	Project "Leonardo" workshop – Interdisciplinary teaching: meeting global challenges	ASSET educational offer/tools presentation	Students (University)	Agenda: <a href="https://www.leonardo.rwth-aachen.de/modules/wise-2020/energy-transition/">https://www.leonardo.rwth-aachen.de/modules/wise-2020/energy-transition/</a>
9 Apr 2021 Italy	AAU, UNINA, UNIWA	ASSET AAU-CROM Workshop with UNINA presentation on MOOCs, UNIWA on learning graph (and Partners' participation)	ASSET tools and MOOCs presentation	Students (University) and Academic	<a href="https://www.et.aau.dk/research-programmes/microgrids/activities/asset">https://www.et.aau.dk/research-programmes/microgrids/activities/asset</a>
20 Apr 20 Greece	UNIWA	Energy-Environment-shipping: A new challenge (online)	ASSET tools and MOOCs presentation	Students (University) and Academic	Event agenda: <a href="https://energytransition.academy/content/asset-workshop-greece">https://energytransition.academy/content/asset-workshop-greece</a>

### 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 specific communication campaign was 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 included:

- **multimedia communication campaign** to the general public on the topic of energy transition (social media, press, events);
- Campaign leaflet addressed to energy citizens
- Information kit of good practices: understanding the process, changing behaviour, potential benefits.
- Specific focus on the role of women in the energy transition

#### – Multimedia communication campaign

The multimedia communication campaign was carried out mainly through an intense use of the ASSET Social Media channels. Ènostra and UNINA posted many news of potential interest of citizens, focused for example on how to join an energy community or an energy cooperative, how to tackle energy poverty, how to implement energy efficiency measures and of course on learning opportunities and specific events. The other ASSET partners as well as the ASSET Ambassadors/Ambassadresses supported the dissemination of these news through their personal/professional social media channels.

Due to the severe and unpredictable Covid-19 restrictions, it was not possible to organize or attend physical events for the general public. Nevertheless, at least at national level, ènostra participated in many online events targeted to the general public organized in cooperation with other local or national associations (e.g. Legambiente, Comuni Virtuosi, Italia Solare) to raise awareness, disseminate information and engage citizens in the setup of local Renewable Energy Communities.

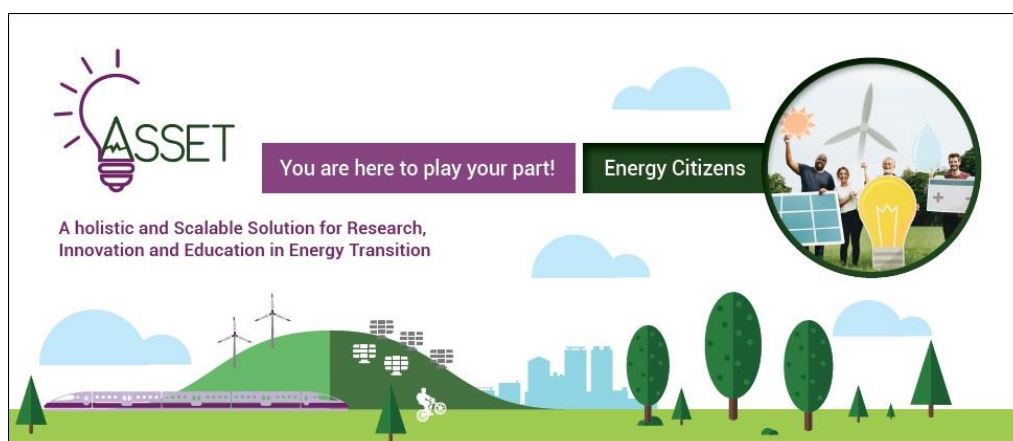


UPV published ASSET news in several Spanish national newspapers, radio as well as the webpage of the Universitat Politècnica de València UPV to raise citizens' awareness of energy transition.

Additionally, ènostra and Ecopower are both working at national level (in Italy and Belgium respectively) and at EU level (thanks to the collaboration with RESCoop.eu) to monitor and influence the implementation of the RES Directive and to support the initiatives of energy citizens. For example, ènostra participated in different public consultations promoted by the Italian regulatory bodies (GSE<sup>2</sup>, ARERA<sup>3</sup>) to represent the point of view of energy citizens and their needs.

### – Campaign 3 leaflet

A specific leaflet (Figure 34) was elaborated in Year 2 to inform citizens about the project scope of ASSET, its community and learning offer. The leaflet has been disseminated mainly through the ASSET social media channels and ASSET website: <https://energytransition.academy/content/leaflet-energy-citizens>.



**Figure 34: ASSET campaign 3 leaflet (cover)**

In concomitance with the leaflet preparation, ènostra developed a "word puzzle" (Figure 8) associated with a glossary based on some key "energy transition" typical terms, which were published on the ASSET website and disseminated through the ASSET social media channels. As mentioned in subsection 2.2.1, the scope of this amusing activity was to attract people to the ASSET website, entertain them and at the same time raise their interest about some energy transition concepts.

### – Information kit of good practices

To facilitate the awareness raising and engagement of citizens in the energy transition process from "consumers" to "prosumers", the information kit 'ENERGY TRANSITION IS IN OUR HANDS' has been produced by ènostra and Ecopower, which collects the experiences achieved in Italy and Belgium to show how citizens transform to 'prosumers'. In particular, the content of this kit includes:

- Introduction
- Energy transition
- What DOES "energy transition" mean?
- Why we need energy transition?
- ENERGY CITIZENship
- Who is an "energy citizen"?
- How can you contribute to energy transition?
- Individual actions: behavioural changes & prosumers
- Joining a renewable Energy Community

<sup>2</sup> GSE: Gestore dei Servizi Energetici (The Italian Energy Services Management Group)

<sup>3</sup> ARERA: Autorità di Regolazione per Energia Reti e Ambiente (The Italian Regulatory Authority for Energy, Networks and Environment)

- The potential of energy citizens in Europe
- Which benefits do you get?
- Field experiences
- The experience of ènostra Coop in Italy
- Community of practice and local groups
- The experience of Ecopower in Belgium
- The “Buurzame Stroom” project
- WOMEN & ENERGY TRANSITION
- Which is the role of women in the energy sector?
- Do energy and climate policies address gender issues?
- Are Energy Communities more inclusive?
- More information
- Looking for a support?

Figure 35 below shows some pages of the information kit ‘Energy Transition is in Our Hands’. The dissemination of the information kit is made mainly through ASSET’s website as well as social media channels. The link can be found here: <https://energytransition.academy/content/asset-kit-good-practices-1>.



Figure 35: ASSET information kit ‘Energy transition is in our hands’ (some pages)

### – MOOCs for citizens

UNIWA and RWTH prepared two MOOCs targeting the citizens. Namely, UNIWA produced the MOOC titled: “Energy transition made clear (for citizens)”, which was launched in February 2021 and attended by more than 50 people. It can be accessed through the following link: <https://energytransition.academy/content/energy-transition-made-simple-citizens>. RWTH prepared the MOOC titled “The technologies behind the energy transition (For citizens)” which was launched in April 2021. The direct link can be found here: [https://platform.europeanmoocs.eu/course\\_the\\_technologies\\_behind\\_the\\_en](https://platform.europeanmoocs.eu/course_the_technologies_behind_the_en).

### – Specific focus on the role of women in the energy transition

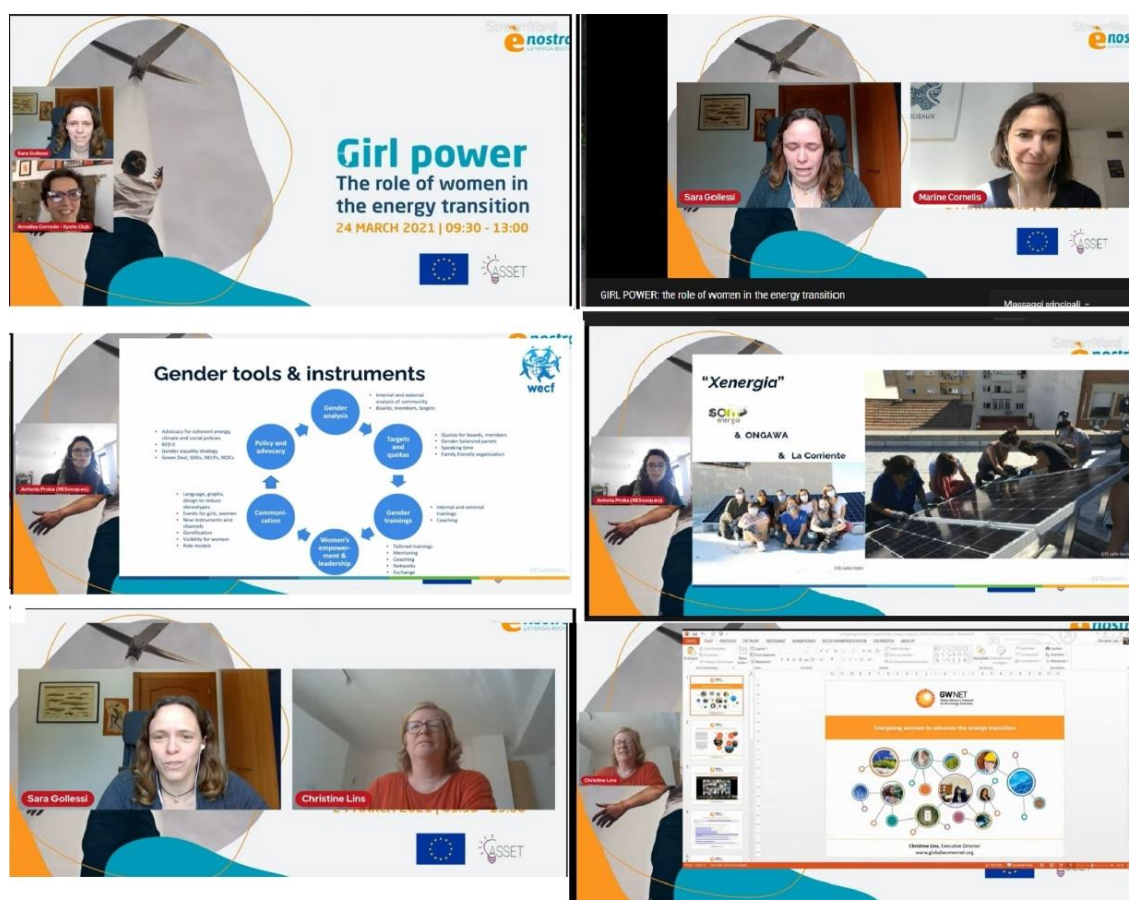
Regarding the focus on the role of women in the energy transition, a preliminary literature review and web research was performed to better understand the topic and focalize the main issues. Additionally,

both ènostra and Ecopower cooperatives submitted to their members a specific survey to analyse the role of women in energy cooperatives. Indeed, due to their intrinsically democratic and inclusive model, energy cooperatives could play an important role to foster the female contribution to the energy transition.

Based on the outcomes of the above-mentioned activity, ènostra organized the webinar 'Girl Power: the role of women in the energy transition' on the 24th of March (see Figure 36) to present some of the survey results and to discuss the topic with some experts representing the academic sector, social organizations and RES cooperatives. UNINA presented the preliminary results of ASSET SSH research activities in the webinar; all ASSET partners took part in the event.

The event was broadcasted both on YouTube and Facebook and within 2 days the video of the event collected overall around 950 views. All relevant information and links of the event can be found on the ASSET website under the following link: <https://energytransition.academy/content/girl-power-role-women-energy-transition>.

The details of this event are reported in D1.4 [4].



**Figure 36: Girl Power event organised by ènostra on 24 March 2021**

Table 14 reports Campaign 3 activities implemented by ASSET partners during the reporting period.

**Table 14: Campaign 3 activity implemented in Year 2**

Partner	Activity
ènostra	Publication of many posts related to topics of interest of citizens on ASSET social media channels (e.g. energy communities, energy cooperatives, energy poverty, energy efficiency, learning opportunities)
Ènostra/ATOS	Preparation of the specific leaflet of ASSET communication campaign 3
ènostra	Publication of many posts related to the role of women in the energy transition on ASSET social media channels

Partner	Activity
ènostra	Participation to webinar and public consultations related to the implementation of the RES directive and specifically to setup of Local Energy Communities
UPV	Publishing Asset news in several Spanish national newspapers, radio as well as the webpage of the Universitat Politècnica de València UPV to raise citizens' awareness of energy transition
ènostra/UNINA	Webinar "GIRL POWER: the role of women in the energy transition" held on the 24 <sup>th</sup> of march (all partners attended the event)
Ènostra/Ecopower	Publication of the Information kit of good practices 'Energy transition is in our hands'
UNIWA/RWTH	Two MOOCs for citizens

### 2.3.4 Communication Campaign 4

Campaign 4 addressed to 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 was organised based on an "Academic exploitation-dissemination Roadmap" which includes:

- preparing 2 yearly horizontal newsletters and 1 promotional video addressed to academia and training actors
- creating a live database of events for the use of all partners
- identifying possible dissemination activities
- 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)
- publication in conferences and journals
- preparing keynotes in conferences
- obtaining invited lectures in universities, research institutions and companies

#### – Live database of academic events

A database of events has been created by RWTH for the use of all partners. The database was regularly updated by the partners to collect events relevant to the dissemination of the project towards academia and research institutions, and to identify those events in which the partners showcased the ASSET developments and results. The database included events such as international and national conferences, workshops, roundtables, having either an educational focus or a technical focus around the aspects of the energy transition. Main events were typically advertised through the social media accounts of the project and partners and listed in the "news" section of the project website.

#### – Newsletters and promotional video

As planned at the beginning of the project, two newsletters and a promotional video were prepared to disseminate the results of the project towards universities and research institutions.

The first newsletter (Newsletter N. 4 - <https://energytransition.academy/content/asset-newsletter-4-special-edition-academia>) was created at the end of the first year of the project and focused on the benefits provided by the ASSET ecosystem (community) to energy transition educators and researchers. The issue presented the marketplace tool to explore the different ASSET educational programmes and to design industry-driven programmes (programmes on-demand), and it included detailed information about the ASSET learning graphs and the learning graph tool.



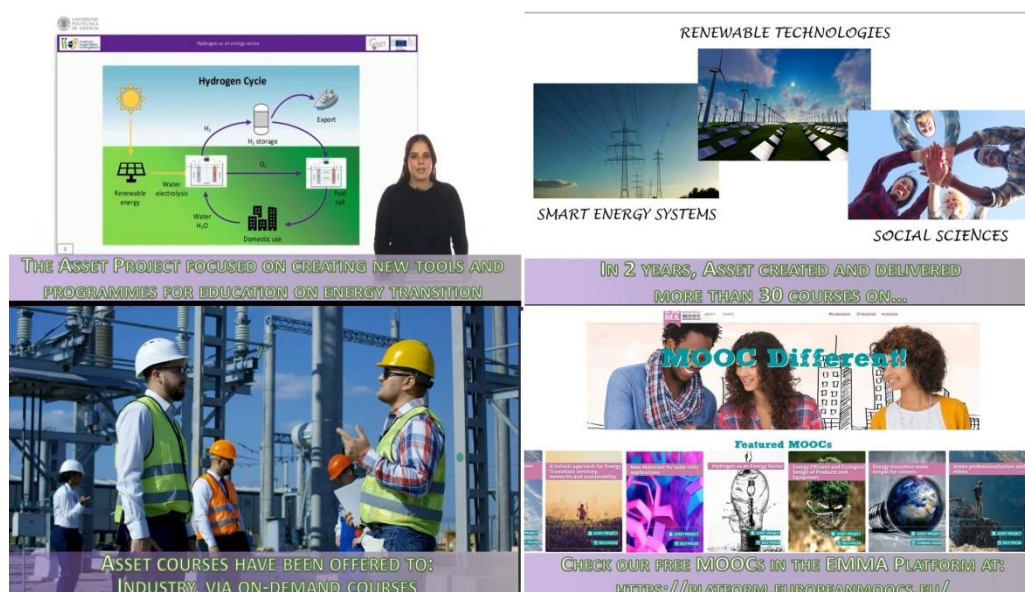
The second newsletter (Newsletter N. 7 - <https://energytransition.academy/content/asset-newsletter-7-academia>) (Figure 37) was prepared at the beginning of 2021 to present the updated educational offer of ASSET and some of the main results of the programmes delivery. Additionally, the issue included the interview to one of ASSET Ambassador (Cristina Rioja) from Spain and the presentation of ASSET learning analytics, events and the activities carried out by the universities' members.



**Figure 37: ASSET newsletters for academia**

The promotional video of the campaign 4 was created at the end of the project with the purpose to disseminate the final results and give an overall view of the final status of the created educational offer. It also presents the main findings of the project (for example in terms of knowledge, skills and competences needs) together with the educational concepts pursued in the project. Moreover, it serves as promotion of the ASSET educational programmes and RIE tools in view of the potential re-use and exploitation of these items also after the end of the project. In particular, some frames of the ASSET campaign 4 video 'ASSET RIE offers' are illustrated in Figure 38 below. The video is diffused through ASSET's website and social media channels under the following link:

<https://energytransition.academy/content/asset-educational-offer-energy-transition-video-release>.



**Figure 38: Screenshots of ASSET Campaign 4 video**

## – ASSET academic event participation/organisation, keynotes & scientific publications

### ASSET academic event participation/organisation

Despite the challenges and restrictions brought by the Covid-19 pandemic, all the academic partners of the ASSET consortium actively contributed to the dissemination of the ASSET concepts and results during the entire project lifetime. This was done via several different initiatives, which included the general promotion at specific events as well as the direct organization of workshops, special sessions, tutorials and roundtables involving universities, research centres and training actors.

Overall, ASSET was showcased in 14 different events for what concerned the campaign 4. Most of these events were organized in Italy, Greece, Spain, Germany and Denmark, namely in the countries associated to the academic partners of the project. Additional events in other European countries were also attended. For instance, UNINA presented the ASSET project to an online conference organized by ESA Chapters on Energy Transition, the theme of the conference was ‘how discourses about energy transition have been put into practice’.

Among the different events, in March 2021 RWTH organized and hosted the 3<sup>rd</sup> edition of the IEEE International Forum on Smart Grids for Smart Cities, which was a major event attracting renowned researchers, engineers and technical professionals directly involved in the energy transition. This event had a virtual space fully dedicated to the exhibition of research projects, thus having the opportunity to network with other European H2020 projects and exchange research results. ASSET participated with a virtual booth in this event. Moreover, an entire technical session of the forum was dedicated to the “Education in the digital era”. ASSET partner RWTH presented in this technical session with the keynote entitled “ASSET – a Learning Community & Ecosystem for Educational Services in Energy Transition” (see Figure 39).



**Figure 39: ASSET presentation at the IEEE International Forum on Smart Grids for Smart Cities**

### Keynotes & scientific publications

Moreover, in line with the KPIs defined in the DoA, 3 keynotes in conference (indicated in blue cell of Table 15) and 8 scientific papers (indicated in light-red cell of Table 15) were delivered by ASSET partners during the reporting period. The following Table 15 gives the complete list of the Campaign 4 activities implemented during the project, including the titles of keynotes & scientific publications.



**Table 15: Campaign 4 activities carried out in Year 2**

Place & date	Partner	Name of Event/keynote/scientific paper	Activity	Audience	Supporting doc Type (web, event agenda, event press release, screenshot)
Athens, Greece, 8-12 June 2020	UNIWA	6 <sup>th</sup> International Conference on Intelligent Tutoring Systems - Tutorial 'ASSET Learning programme model and accompanying tools'	Promotion at event	Industry and academia	Agenda: <a href="https://its2020.iis-international.org/program/selected-workshops-and-tutorials/">https://its2020.iis-international.org/program/selected-workshops-and-tutorials/</a>
Athens, Greece, 25-27 June 20	UNIWA	15 <sup>th</sup> International Conference on Technologies and Materials for Renewable Energy, Environment and Sustainability	Special Session Organization	Industry and academia	Agenda: <a href="http://tmrees.org/index.php/submission/?fbclid=IwAR2QV3naxM3MeVdmbetojz2Oe0TQU740SIUVuiz-lpGgJP-3SIF-00zUdo0">http://tmrees.org/index.php/submission/?fbclid=IwAR2QV3naxM3MeVdmbetojz2Oe0TQU740SIUVuiz-lpGgJP-3SIF-00zUdo0</a>
Venice, Italy, 13 <sup>th</sup> Aug. 20	UNIWA	International Conference on Solar Energy Systems (ICSES 2020)	Paper presentation	Research community	Paper: Optical properties of ZnO: Cu nanowires for optoelectronic applications: <a href="https://energytransition.academy/content/asset-paper-1">https://energytransition.academy/content/asset-paper-1</a>
Valencia, Spain, 15 <sup>th</sup> Oct 2020	UPV	Workshop "ASSET as a training tool for energy transition"	Workshop organisation	Academia, industry, public administration	<a href="https://energytransition.academy/content/asset-training-tool-energy-transition-workshop">https://energytransition.academy/content/asset-training-tool-energy-transition-workshop</a>
Valencia, Spain, 29 <sup>th</sup> Oct 2020	UPV	National Conference "Jornadas sobre investigación en Cambio Climático"	Promotion at event	Academia, industry, public administration	<a href="https://energytransition.academy/content/university-research-climate-change-conference">https://energytransition.academy/content/university-research-climate-change-conference</a>
Valencia, Spain, 12/2020	UPV	Asset news in the main webpage of the Universitat Politècnica de València UPV	Project dissemination	Academic community, citizens	<a href="https://www.upv.es/noticias-upv/noticia-12513-nuevo-modelo-e-es.html">https://www.upv.es/noticias-upv/noticia-12513-nuevo-modelo-e-es.html</a>
Aachen, Germany, 2-4 Nov 2020	RWTH	5th IEEE Workshop on the Electronic Grid (eGrid)	Promotion at event	Industry and academia	Agenda: <a href="https://egrid2020.org/egrid2020/program-at-a-glance/">https://egrid2020.org/egrid2020/program-at-a-glance/</a>
9 <sup>th</sup> November 2020	RWTH	Roundtable with VDE, Fraunhofer and University representatives (online)	Project presentation	Universities, Research Centres and training actors	
Edmonton, Canada, 9-11 Nov. 2020	RWTH	2020 IEEE Electric Power and Energy Conference (EPEC)	Keynote speech	Industry and academia	<b>Keynote:</b> "Monitoring the grid in transition"
Paphos, Cyprus, 11th Nov. 2020	UNIWA	Mediterranean Conference on Power Generation, Transmission, Distribution and Energy Conversion (MEDPOWER)	Paper presentation	Research community	4) Paper: The role of energy recovery from wastes in the decarbonisation efforts of the EU power sector
11 <sup>th</sup> Jan. 2021	RWTH	Distinguished Lecture Series: Towards a fully digital power grid (online event)	Keynote speech	Research community	<b>Keynote:</b> "Towards a fully digital power grid"
Trento 10/02/2021	UNINA	Fifth Energy and Society Conference Energy transition: Does the mountain give birth to a mouse? (with <b>Ilaria Marotta</b> )	Web Conference	Universities, Research Centres and Training Actors	Agenda: <a href="https://webmagazine.unitn.it/en/evento/sociologia/71352/fifth-energy-and-society-conference">https://webmagazine.unitn.it/en/evento/sociologia/71352/fifth-energy-and-society-conference</a>
Aachen, Germany, 17-23 March 2021	RWTH	IEEE International Forum on Smart Grids for Smart Cities	Conference organization, Asset promot. keynote speech	Industry and academia	<b>Keynote:</b> "ASSET – a Learning Community & Ecosystem for Educational Services in Energy Transition"
Aalborg, Denmark, 9 <sup>th</sup> April 2021	AAU	Centre for Research on Microgrids (CROM) – 2021 Workshop	Workshop organization	Students, University, employees, Professors	

Place & date	Partner	Name of Event/keynote/scientific paper	Activity	Audience	Supporting doc Type (web, event agenda, event press release, screenshot)
Scientific paper publication		<ol style="list-style-type: none"> <li>1) D. Alfonso-Solar, C. Vargas-Salgado, C. Sanchez-Dias, E. Hurtado-Perez, "Small scale Hybrid Photovoltaic Biomass Systems Feasibility Analysis for Higher Education Buildings, MDPI Sustainability"</li> <li>2) H. C. Leligou, F. Ponci, R. de Rosa, P. Karkazis and C.S. Psomopoulos, "Designing an innovative educational toolbox to support the transition to new technologies", SSN Social Sciences, Springer Ed., 2021.</li> <li>3) E. Gryparis, P. Papadopoulos, H-C. Leligou and C.S. Psomopoulos, «Electricity demand and carbon emission in power generation under high penetration of electric vehicles. An EU perspective», Energy Reports 2020.</li> <li>4) Constantinos S. Psomopoulos Kyriaki Kiskira, Konstantinos Kalkanis, Helen C. Leligou, Nickolas J. Themelis, "The role of energy recovery from wastes in the decarbonisation efforts of the eu power sector", MEDPOWER2020.</li> <li>5) Th. Ganetsos, J. Kovác, J.Jr. Kovác, L Bousiakou, R. Qindeel, W.A. Farooq and N. Laskaris, "Optical properties of ZnO: Cu nanowires for optoelectronic applications", WASET, 'ICES 2020: International Conference on Solar Energy Systems' Aug 13-14, 2020, Venice, Italy.</li> <li>6) E. Gryparis, P. Papadopoulos, H-C. Leligou and C.S. Psomopoulos, "Electricity demand and carbon emission in power generation under high penetration of electric vehicles. An EU perspective", TMREES Conference Series: Technologies and Materials for Renewable Energy, Environment and Sustainability 2020, Athens, Greece.</li> <li>7) Paloma Zúñiga, Carlos Sánchez, "The asset project as a training tool for energy transition", INTED2021</li> <li>8) NEWCOMERS - opening the dialogue: Newsletter about ASSET (<a href="https://www.newcomersh2020.eu/upload/files/newcommers_newsletter_01_may2020.pdf?v=3">https://www.newcomersh2020.eu/upload/files/newcommers_newsletter_01_may2020.pdf?v=3</a>)</li> </ol>			

### – ASSET Learning graph tool and ASSET Marketplace

Since UNIWA and OTEA developed the video tutorials of ASSET learning graph tool and ASSET marketplace in Year 1, the further promotion of these tools was carried out in the reporting period. The learning graph tool has been demonstrated in several events, like the workshop in ITS conference, in a workshop organised by UPV as well as in the workshop held in April 20, 2021 in UNIWA. The marketplace was promoted in liaison-events with other projects and initiatives like the liaison with PHOENIX, PANTERA and BRIDGE.

### 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 the project performance meets the foreseen objectives. The results are reported in this section.

A comparison between the main dissemination activity achievements of year 1, year 2 and the relevant KPIs is shown in the following table. It is stressed that the values appeared in the column **“achieved value for year 2”** includes only the **ADDITIONAL** entities and as such, should be added to those of year 1 to obtain the total value. For example, the total project website views during the project lifetime is 26080 (the sum of 10240 and 15840).

**Table 16: WP5 KPIs and achieved values after year 1 of ASSET**

KPI #	KPI	Targeted value (M1-24)	Achieved value	Achieved value	Status
			Year 1	Year 2	
<b>General-1</b>	Project website views	> 2000	<b>&gt;10240</b>	<b>&gt; 15840</b>	achieved
General-2	Promotional video clips ( <i>vertical</i> )	2	1	1	achieved
General-3	n. of newsletters ( <i>vertical</i> , quarterly issuing)	6	3	3	achieved
<b>General-4</b>	n. ASSET newsletter subscribers (including Camp4)		272	300	
	n. ASSET MOOCs' newsletter subscribers			4770	
	tot. newsletter subscribers	> 1000		<b>5070</b>	achieved
<b>General-5</b>	Tot. social media followers (including Camp2-4, Camp3-1, Camp3-2):				
	- Facebook fans		1077	1260	
	- Twitter		223	493	
	- LinkedIn		173	595	
	- YouTube			80	
	- ASSET MOOCs' users			1772	
	tot. Asset followers	4000	1473	<b>4200</b>	achieved
Campaign1-2	Campaign leaflets addressed to authorities and policy makers	1		1	achieved
Campaign1-3	Promotional video clips	1		1	achieved
<b>Campaign1-4</b>	Project presentations (participating in major industrial and trade events)	> 8	1	11	achieved
Campaign1-5	Organisation of workshops (ASSET roadshows)	> 3	2	1	achieved
Campaign2-1	Campaign flyers/newsletter addressed to students /employees of the energy sector	> 2	1 flyer	1 newsletter	achieved
Campaign2-3	Campaign promotional video ( <i>horizontal</i> )	1	1		achieved
<b>Campaign2-5</b>	Workshops/webinars (organisation/participation)	> 10 (at least 1 / partner country)	4	8	achieved
Campaign2-6	Links from the partner's websites	> 6	6	unchanged	achieved
Campaign3-1	Create a leaflet addressed to energy citizens	1		1	achieved

KPI #	KPI	Targeted value (M1-24)	Achieved value	Achieved value	Status
			Year 1	Year 2	
<b>Campaign3-3</b>	Views on the various channels	10000	8549	>20000	achieved
Campaign4-1	Campaign newsletters addressed to Academia	2		2	achieved
Campaign4-3	Campaign promotional video (horizontal)	1		1	achieved
<b>Campaign4-4</b>	Workshops/demonstrations (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.)	> 6		14	achieved
<b>Campaign4-5</b>	Number of scientific publications in conferences and journals	7	2	8	achieved
<b>Campaign4-6</b>	Number of Keynotes in conferences	> 3	2	3	achieved
<b>Campaign4-7</b>	Number of invited lectures in universities, research institutions and companies	> 5		8	achieved

It can be seen that from the twenty-one KPIs relevant to the WP5:

- the target values for **all KPIs** have been **fully reached**;
- **for ten (45%) of them (KPIs in dark green cell in the table above), the achieved values are significantly higher than the initial target** in the DoA.

## 4. Conclusions

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The goal of this document is to report and highlight the outcomes and results of the ASSET communication-dissemination activities implemented in the second year of the project. Meanwhile, through this report it is possible to have an overview of the whole ASSET communication strategy as well as of its effectiveness.

D5.4 describes in detail ASSET general and specific communication-dissemination activities and the related achievements reached by means of each communication channel/tool defined in both the general and specific communication plans and assessed through analytics of various dissemination channels and tools used by ASSET consortium (such as the project website, social media). Therefore, this deliverable provides such a mapping of the results obtained within WP5 which facilitate their user-friendliness.

Having reached the target values **of all KPIs**, we can conclude that the communication strategy outlined in D5.2 and the activities followed during the project lifetime **have brought a full success to the ASSET project, in terms of its communication and dissemination.**

## 5. References

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- [1] ASSET D5.3 “ASSET Dissemination and Communication Activities Report”, April 2020  
available online: <https://energytransition.academy/deliverable/D5.3>
- [2] ASSET D5.2 “ASSET Communication Plan and Materials”, July 2019  
available online: <https://energytransition.academy/deliverable/D5.2>
- [3] ASSET D1.1 “Stakeholder Engagement Strategy”, June 2019.  
available online: <https://energytransition.academy/deliverable/D1.1>.
- [4] ASSET D1.4 “ASSET Ecosystem activity”, April 2021