STORY

added value of STORage in distribution sYstems

Deliverable 9.1
COMMUNICATION PLAN

Project Acronym:	STORY
Project Full Title:	STORY - added value of STORage in distribution sYstems
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Lead Beneficiary:	12 –LOPT

Table of contents

Disclaimer

1   Publishable executive summary

This document describes the Communication activities for the STORY Consortium.
Disseminating STORY's goals, intermediate achievements and final results will be one of the tools to attract partners in Europe, but also worldwide, getting into contact with the core group and joining information. It will allow interested parties to share their information, allowing the STORY partners to easily get into contact with these groups. The dissemination of the project results is also essential in general to ensure the international visibility of the project. The European dimension of the project, especially due to the fact that the electricity storage network does not account for borders, does demand a European collaboration and asks for a well determined European communication strategy throughout the overall project duration. The communication activities start with the kick-off of the project and the communication work will be on-going until the end of the project and even when the project is finished. Thus, Communication is a horizontal activity of the project, taking place throughout the project duration and it is one of the main tasks of the proposed action.

The Dissemination strategy sets out the details of the types of dissemination activities to be undertaken during the STORY project lifetime, the way how different target groups will be reached and the timing of the activities. The aim of the communication strategy is to ensure maximum use of the project results by addressing a broad audience not only in research institutes and companies, but also to involve (research) policy makers, media and the public at large. All partners will exploit their networks to disseminate at maximum the results of STORY.

The document describes with which content and via which channels we reach all relevant stakeholders best. To ensure this target a content hierarchy system has been created to weight and sort the researched key words for the entire communication process in three different categories:

1. Emotional
2. Descriptive
3. Technical

Transferred to the communication content this means:

1. General & summarized information about STORY - covered in an emotional setting
2. Informative visual based details about STORY
3. Technical & pursuing information about STORY

2   Introduction

2.1   What STORY is about and its target

The STORY project wants to demonstrate and evaluate innovative approaches for energy storage systems. The challenge is to find solutions, which are affordable, secure and ensure an increased percentage of self-supply. The project consists of eight different demonstration cases each with different local / small-scale storage concepts and technologies, covering industrial and residential environments. The eight demonstrations feed into a large-scale impact assessment, with the central question being:

"What could be the added value of storage in the distribution grid?"

This document describes the Plan for Communication Activities for the STORY Consortium. Disseminating STORY's goals, intermediate achievements and final results will be one of the tools to attract partners in Europe, but also worldwide, getting into contact with the core group and joining information. It will allow interested parties to share their information, allowing the STORY partners to easily get into contact with these groups. The dissemination of the project results is also essential in general to ensure the international visibility of the project. The European dimension of the project, especially due to the fact that the electricity storage network does not account for borders, does demand an European collaboration and asks for a well determined European dissemination strategy throughout the overall project duration. The Dissemination activities start with the kick-off of the project and the dissemination work will be on-going until the end of the project and even when the project is finished. Thus, Dissemination and Communication is a horizontal activity of the project, taking place throughout the project duration and it is one of the main tasks of the proposed action.

The aim of the dissemination strategy is to ensure maximum use of the project results by addressing a broad audience not only in research institutes and companies, but also to involve policy makers, media and the public at large. All partners will exploit their networks to disseminate at maximum the results of STORY.

> ## STORY helps bringing the **visions** of our **future energy** system to **life**!

3 To whom are we telling the STORY

3.1 Objective

First, STORY wants to address each and everyone who is interested in the future of energy storage. Second, STORY wants to give an insight into the needs and the benefits about dealing with this matter. Certainly, not everyone has the same state of knowledge. The project is envisaged to be beneficial for various target groups that are defined not only by their direct interest for the project results, but also by their institutional, scientific and educational status. In this respect, most external project dissemination activities will focus on the following categories of target groups. The strategic communication plan is therefore targeted to reach a specific group of internal and external partners, networks and persons as follows:

1) Research & Development
2) Business
3) Policy & Regulators
4) Civil Society and the wider public

3.2 Target group Research & Development

STORY wants to have a continuous dialogue with a growing number of other 'Low Carbon Energy' (LCE) Horizon2020 projects, envisioning shared recommendations relevant to storage and smart grid technologies. Researchers are mainly targeted because they are able to give feedback or valuable input on the ongoing demonstration sites.

- Scientists from other LCE 6-10 projects
- Scientists working in the power and energy storage sector
- Scientists who are interested in sustainable Energy
- Engineer Scientists
- Research alliance groups like EERA
- Students, trainers, teachers and their organisations as future users of knowledge and technology

3.3 Target group Business

STORY's objective is not to develop a marketable product; it is more about creating innovative and significant approaches. Thus, business partners are an important target group as they can help define the market needs and increase commercial take-up in the long term.

- Energy utility companies (generation/transmission/distribution)
- Energy storage / smart grid companies
- Investors (cleantech, renewable energy, etc.)
- Companies and organisations potentially interested in the exploitation of results as part of their own research programmes or as direct applications

3.4 Target group Policy & Regulators

Policy makers and regulators are an essential target group for STORY, as they are the key gatekeepers to enabling a favourable setting for energy storage and smart grid technologies. It is paramount that they are aware of the new possibilities and advantages STORY enables, and which policy and regulatory framework this requires. They are able to consider project outputs for future guidelines and promote objectives and results in their contact networks.

- European Institutions (European Parliament, Council of the EU, European Commission, Agencies, EC officers etc.)
- Local, regional and national governmental bodies
- Regulators at the national and European level (e.g. ACER, CEER, etc.) …

3.5 Target group Civil Society and the wider public

STORY aims to find sustainable concepts of energy storage. It is fundamental for society as a whole to learn the importance of this matter and the benefits to be gained from energy storage. STORY wants to give an insight in the process and how the outcome can affect the private energy system. A separate communication plan will be set up for the end users involved in the demonstration sites. Events will be organised such as in Oud-Heverlee, Belgium where all involved families gather at an evening including presenations and house visits.

- Consumer organisations
- NGOs in general (e.g. environmental)
- Media organisations

4   Overview Communication Content

4.1   Objective

The aim of the communication is transferring the technical content to a broader audience. The branding needs to deliver a clear communication of the acronym STORY – the added value of STORage in distribution sYstems. Defined by our target group a broader non-technical or non-scientific audience shall be addressed. Hence, a content hierarchy system has been created to weight and sort the researched key words for the entire communication process in three different categories:

4.   Emotional
5.   Descriptive
6.   Technical

Transferred to the communication content this means:

4.   General & summarized information about STORY - covered in an emotional setting
5.   Informative visual based details about STORY
6.   Technical & pursuing information about STORY

4.2   Partner Responsibilities

It should be mentioned that intellectual property issues will be addressed in order to guarantee that each partner benefits from the results of the project and will be allowed to commercialize them within the scope of its activities and respecting common rules. No single partner of the consortium will hold the right to individually patent technologies developed within the project, unless agreed with all other members.

Regarding publications all standard ethics shall be respected by the consortium partners (i.e. if project results are to be published, all contributing partners to a specific research component, have to agree and be acknowledged with regard to authorship, all scientific sources shall be properly cited etc.). Access Rights will be free for the partners for the use within the project and granted on a non-exclusive basis upon written request.

All members of the consortium are actively involved in the dissemination activities and will contribute to the dissemination for instance by participating and giving presentations at conferences, publishing papers, holding press conferences, networking, dissemenating the project in their own websites and similar activities. Since face to face information is highly effective it is important that everybody involved in the project has good general knowledge of all the aspects of the STORY project in order to be a good "ambassador" for the project.

In particular the following specific items of partner dissemination activities are defined:
- publication of project results in scientific journals, industry oriented journals but also in consumer focused magazines with a large distribution, where information about the STORY project results will reach the general public.
- participation in exchange workshops on selected topics bringing together a scientific audience (along with the industry representatives) discussing about the outcomes of the project and future directions of the research activities
- the consortium members will be visible at conferences, moreover they will contribute to the organization of international conferences to incite and enhance the discussion between representatives from the industry and researchers about the STORY results and other life-related topics.
- all partners will exploit their networks to disseminate at maximum the results of STORY.

4.3 Online Media

4.3.1 Logo

The logo will be set up in close cooperation with a graphic designer. It has to represent what STORY is about and should approach the different topics: story telling, network/grid, storage systems and exchange.

➔ the logo is developed in different forms in order to use it in the various fields. Following for instance business card, letter and flyer:

4.3.2 Website

URL: www.horizon2020-story.eu

The project website is an important and versatile dissemination tool. A public website of the project is a dynamic dissemination tool and is continuously developed for disseminating project results, for providing information related to the project and the partners and for the communication among all interested parties. It should be noted that the website serves as an

interaction point among parties interested in project results and later on it is expected to serve also as the basic point for providing STORY related information to all external parties.

Indeed, the project web-communication platform is a constant node aiming not only to present and disseminate the project's results but also to be a referenced site containing useful disseminating material, as well as useful links related to the field of the project.

The website is based on a so-called scroll down menu. It is important to serve all target groups with a different quality or level. Therefore the page is divided into 3 layers according to our defined communication categories. The chronology of information always goes from a general scale, to an informative more detailed level, the so-called ‚scrollytelling'. In order to keep this logic order, all detailed information can be downloaded directly under the particular section.

- ➔ LOPT will update the website monthly with contributions from JR
- ➔ all partners have to provide new content for the updates
- ➔ LOPT will send reminder
- ➔ Domains: www.horizon2020-story.eu (MAIN DOMAIN),
  www.horizon2020-story.com , www.h2020-story.eu, www.h2020-story.com

4.3.2.1 *Website Structure*
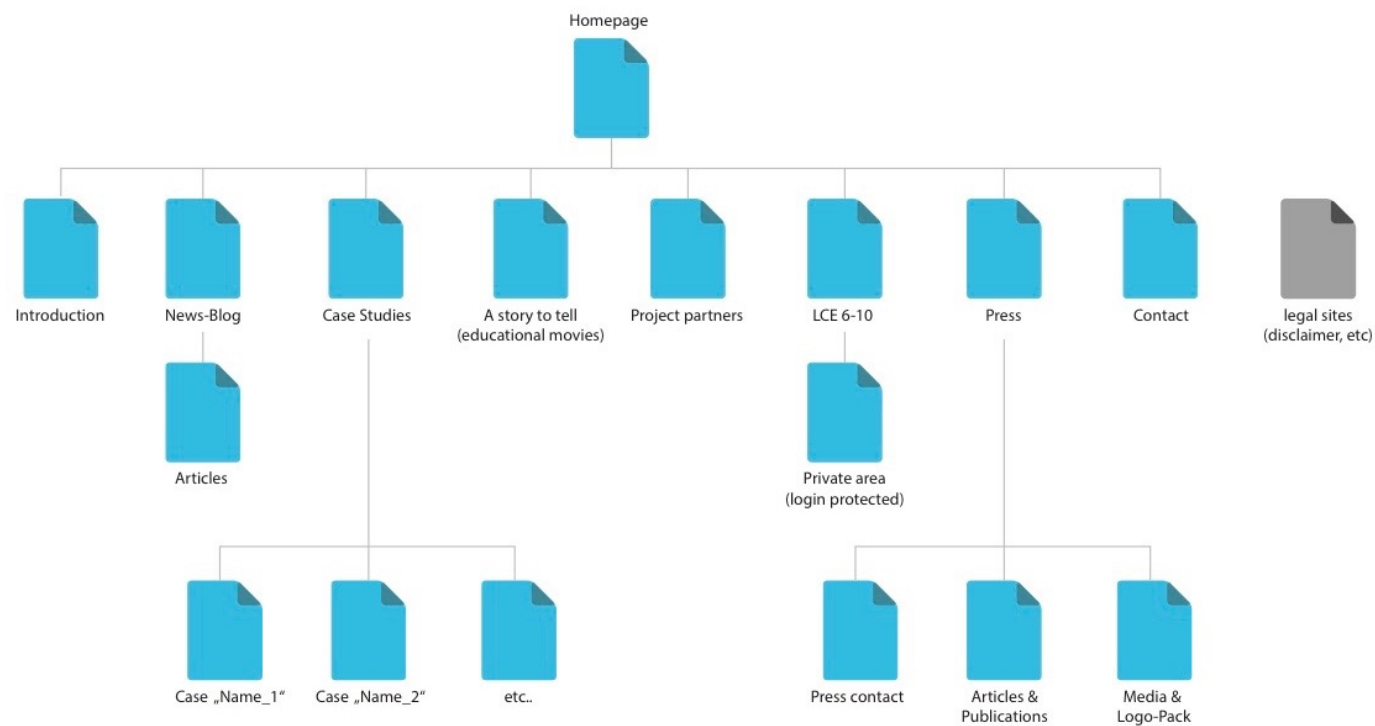
4.3.3 Social Media

Public outreach can be enhanced by using social media like Twitter, Facebook, LinkedIn etc.. The visibility of the project will thus be increased, while members of the consortium will improve their links with stakeholders and enhance participation in stakeholders' workshops. The project consortium has decided to use "LinkedIn", "Facebook", "Twitter" etc. as their social network tools.

4.3.3.1 *Facebook page*
URL: www.facebook.com/H2020STORY
The STORY Facebook page is a chance of connecting the different interest groups/stakeholders. The shared content on Facebook is linked to the twitter account.

- ➜ relevant news will be provided by all partners
- ➜ LOPT will send reminder for ongoing contributions

4.3.3.2 *Twitter*
URL: www.twitter.com/H2020STORY
The Twitter account is an important platform to interact with other Energy storage related players. It's the best platform to spread short news all over the world.

- ➜ relevant news will be provided by all partners
- ➜ LOPT will send an invitation to all Partners to join the Twitter account
- ➜ all partners will be asked to use the Hashtag #H2020STORY

4.3.3.3 *Vimeo*
URL: www.vimeo.com/H2020STORY
Vimeo is the channel where all videos (educational + construction site movies, also provided in the website subarea named "A story to tell") will be uploaded in a high quality with a possibility to download and to link on partner's websites.

4.3.3.4 *YouTube*
URL: www.youtube.com/H2020-STORY
On YouTube the videos will be provided in a lower quality but with a faster streaming solution. This aims mainly to smartphone devices.

4.3.3.5 *Wikipedia Page*
On the Wikipedia page the project STORY is explained shortly with all relevant pursuing links.

4.3.3.6 *Overarching LCE 6-10 projects website + LCE 6-10 LinkedIn Page*

It is important to share information with all other LCE 6-10 projects and to achieve a knowledge exchange. The overarching page will be included into the STORY website. All different projects will be presented briefly. Also a password-protected area will be set up to share and download relevant information, minutes of the working groups and related documents.
The LinkedIn page is an additional possibility for discussions.

➜ under the following URLs it is also possible to reach the LCE 6-10 section:
   www.horizon2020-energy.eu + **www.horizon2020-energy.com**

4.3.3.7 *Newsletter*

A newsletter in English will be produced providing information on the project development and events. Newsletters will be developed and disseminated during the project duration and sent via email to registered users of the website. News on all other LCE 6-10 projects will be part of the newsletters as well.

The procedure for issuing the newsletter is the following: the editor (JR) will issue the table of contents for each newsletter and ask for contributions from specific selected partners (mainly WP leaders). In general, STORY primary information will be collected, catalogued and kept by each WP and this material will be used for newsletter contributions. THNK will collect all relevant news from the LCE 6-10 partners.

During the whole project phase in total nine STORY newsletters will be sent out to 3500 stakeholders .

4.3.3.8 *Educational movies*

During the period of STORY three educational movies are going to be produced and published across all channels. It's a vivid, most effective, creative and inspiring way, to offer detailed information to a broader audience, which includes all target groups. This is especially made for the viral community, which is supposed to get a deeper understanding of STORY. Each educational movie with a length of three to four minutes is animated, drafted and explained by a voice-over speaker.
Each movie has its own topic: (working titles!)

1. What STORY is about?
   a. explains the project to the point and gives a brief overview

2. The Journey of STORY
   a. gets deeper into technical details, the demonstration sites and its topics
   b. gives an impression of what is done and how it's done

3. The future of STORY
   a. the vision of STORY for Europe
   b. what's the impact of STORY for our future?

➜ all three movies will be uploaded on YouTube in a lower quality

→ all three movies will be uploaded on Vimeo in a higher quality
→ integrated on STORY website under "a story to tell"
→ provided in high resolution to the project officer
→ can be shown on events and fairs, at lunch sessions of the EC, during conferences

4.3.3.9 *Demonstration site movies*

STORY will present a total of five attractive movies that will refer to STORY while transferring a message on storage integration that is independent of the STORY project. The demonstration movies will document the different case studies through time-laps cameras on-site and they are underpinned with project partner interviews.

→ can be shown on events and fairs, at lunch sessions of the EC, during conferences
→ upload on YouTube in a lower lower quality
→ upload on Vimeo in a higher quality
→ integrated on STORY website under "case studies"

4.4   OFFLINE MEDIA

4.4.1   Flyer

A project flyer will be produced in English, electronically and in hard copy. It will be used to communicate the existence of the project, its partners, aims, objectives, contents and goals.

The flyer shall give a short overview about the project STORY including all key facts, its vision & links to website, Twitter & Facebook. It's a two-sided one paper. The flyer will be printed on ECO-paper. It will be provided for all project partners who spread the word as widely as possible. During the whole project there will be two revised versions.

→ technical content will be delivered by UL and THNK
→ UL will take care of its printing and distribution amongst stakeholders

4.4.2   Brochures

The brochure contains more detailed information and explanations on the whole project. It also includes a short description of the demonstration sites. It's a four-page paper. There will be two revised versions of the brochures, which will outline the project outputs. A digital version will be available on the STORY website and is downloadable.

→ technical content will be delivered by UL and THNK
→ UL will take care of its printing and distribution amongst stakeholders

4.4.3 Articles and press releases

An English press release for the project will be created in order to present the project goals to a larger audience through magazines or e-press. It could also be translated in selected native languages of the Consortium partners and efforts will be provided in order to be published by participating countries. It is expected that these press releases will raise public awareness about the project start and the project objectives. Through these press releases information will be diffused and thoughts will be exchanged regarding the STORY project to groups of stakeholders, commercial and industrial players strongly related to the energy storage sector but will also contribute to the reputation building of the project team.

4.4.4 Business cards

The business card includes the STORY logo, relevant contact information (main contact email), link website and free space so that everybody can fill in their personal contact information themselves.

➔ UL will take care of its printing and distribution amongst partners

4.5 Workshops and conferences

4.5.1 Strategy

Large scale conferences of umbrella organizations in the energy storage industry are being organized in many different countries and at a very high frequency. In many of these, the STORY partners are already involved. It is therefore not the intention to add to this number but to make use of them and/or to create added value. Efforts will be made to concentrate and combine the organization of events as much as possible in time and location in order to STORY participation, find synergies and reduce the number of trips.

4.5.2 Activities and timing

STORY envisages the following activities: Relevant conferences not organized by one of the STORY partners will be used to add a workshop before/after/during with respect to topics directly linked to the conference, a topic to allow participation of as many interested parties as possible. Moreover, the STORY partners will as much as possible be invited as guest speakers to the conference by sending in highly qualitative papers.
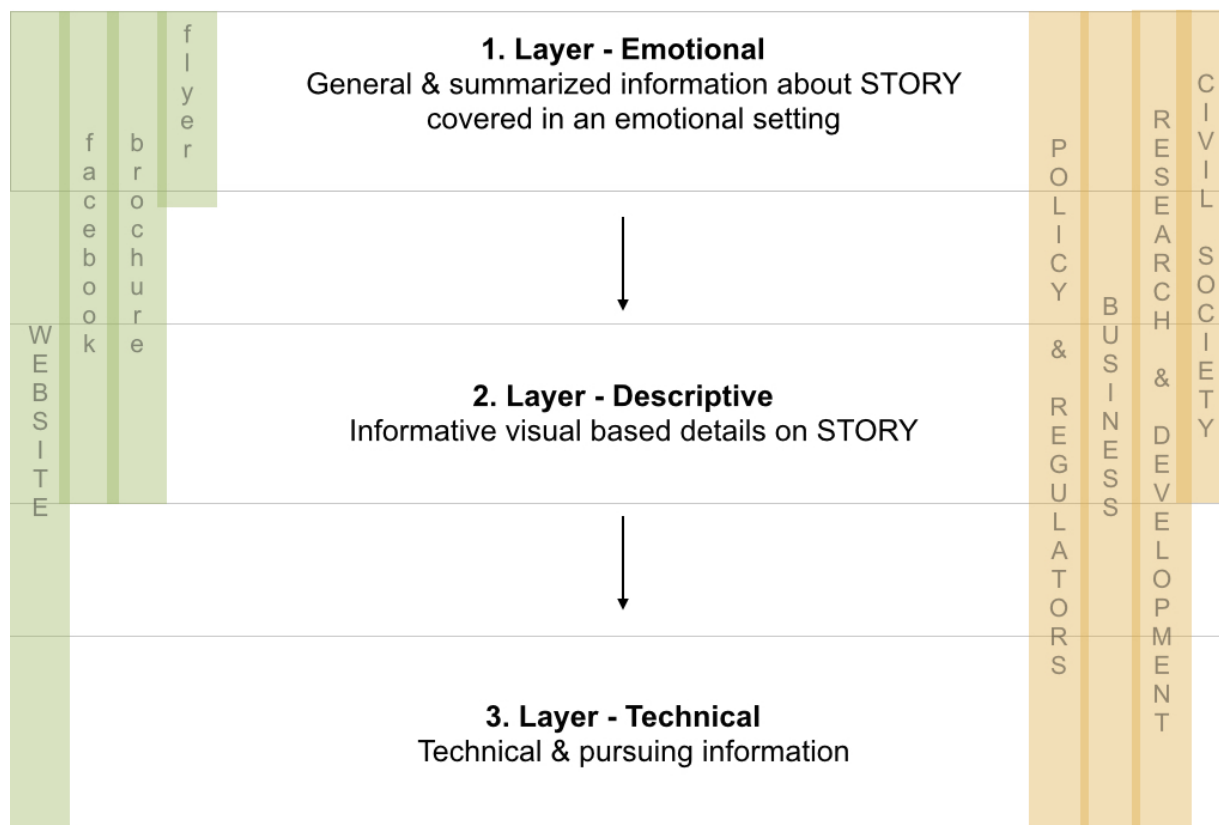
Conferences will be most likely:
- EC Energy Week; 2015 / 2016
- Energy Storage Europe March 2016 (fair and a conference)
- EERA conferences September 2016 / 2017 / 2018
- IEEE conferences

4.6   Hierarchy Communication Content

5 Inception plan // timetable

Throughout the project, five STORY stakeholder workshops will be organized, culminating in a final conference focusing on the shared recommendations between the different LCE projects as discussed above. These professionally facilitated and interactive workshops will enable stakeholders to identify opportunities for new storage concepts and smart grid developments, the barriers the sector faces, and the critical actions required in the future. In particular, the STORY workshops will focus on market, policy, regulatory and consumer issues. Using a state-of-the-art mapping technique, STORY will make sure that stakeholders from each of these sectors are represented, allowing for rich inputs and outputs.

Month 1 / MAY 2015
- LOPT starts developing a project style: logo, the web-design, design of templates for presentations, etc.
- LOPT starts developing internal LinkedIn group for all STORY partners

Month 3 / JULY 2015
- final internal LinkedIn group used as exchange platform (current important global insights, interesting workshops...)
- delivery of all information for first educational video

Month 4 / AUGUST 2015
- delivery by August 15th: all information for the demonstration site movies (through JR)
- delivery by August 15th: all information for the first flyer and brochure

Month 5 / SEPTEMBER 2015
- first website draft -> feedback by steering committee
- first draft of brochure, flyer and business card -> feedback by steering committee

Month 6 / OCTOBER 2015
- finishing project style:
  - o web-design
  - o design of templates for presentations etc.
- website launch
  - o including a joined LCE6-10 LinkedIn group
  - o including first educational movie
- start of twitter account, youtube Channel, vimeo Channel & Wikipedia page
- final completion first educational movie
- start developing newsletter style
- first brochure, flyer + business card will be printed

Month 8-11 / DECEMBER 2015 – MARCH 2016
- final completion of first demonstration movie: demonstration at residential building scale (Oud-Heverlee, Belgium)

Month 11 / MARCH 2016
- first newsletter draft -> feedback by steering committee
- delivery by March 31st: all news on all LCE 6-10 projects for newsletter

Month 12 / APRIL 2016
- first newsletter will be send out

Month 18 - 24 / OCTOBER 2016 – APRIL 2017
- final completion second educational movie

Month 17 / SEPTEMBER 2016
- delivery by September 30th: all news on all LCE 6-10 projects for newsletter

Month 18 / OCTOBER 2016
- second Newsletter will be send out

Month 23 / March 2017
- delivery by March 31st: all news on all LCE 6-10 projects for newsletter
- delivery by March 31st: updated content for the flyer and brochure

Month 24 / APRIL 2017
- second brochure + flyer will be printed
- third newsletter will be send out

Month 29 / SEPTEMBER 2017
- delivery by September 30th: all news on all LCE 6-10 projects for newsletter

Month 30 / OCTOBER 2017
- fourth newsletter will be send out

Month 35 / March 2018
- delivery by March 31st: all news on all LCE 6-10 projects for newsletter

Month 36 / APRIL 2018
- fifth newsletter will be send out

Month 41 / SEPTEMBER 2018
- delivery by September 30th: all news on all LCE 6-10 projects for newsletter

Month 42 / OCTOBER 2018
- sixth newsletter will be send out

Month 47 / March 2019
- delivery by March 31st: all news on all LCE 6-10 projects for newsletter
- delivery by March 31st: updated content for the flyer and brochure

Month 48 / APRIL 2019
- third brochure + flyer will be printed
- seventh newsletter will be send out

Month 53 / SEPTEMBER 2019
- delivery by September 30th: all news on all LCE 6-10 projects for newsletter

Month 54 / OCTOBER 2019
- eighth newsletter will be send out

Month 55-60 / NOVEMBER 2019 - APRIL 2020
 - closing event: LOPT will do the graphics and design the invitation

Month 55 – 60 / NOVEMBER 2019 – APRIL 2020
- final Completion 3rd educational movie

Month 59 / March 2020
- delivery by March 31st: all news on all LCE 6-10 projects for newsletter

Month 60 / APRIL 2020
- ninth newsletter will be send out

6   What do we want to achieve in 5 years?

Generally the project STORY shall affect everyone who is interested in this topic or more precisely STORY wants to achieve an impact on common understanding of Energy storage. Furthermore, STORY tries to create an active exchange platform for all LCE 6-10 projects during the course. The aim is to focus on one key message and to spread it to an even wider audience.

- ➔ STORY aims to reach a minimum of 250 000 visitors[1] over the 5 years on all online sites
- ➔ send out nine stories-newsletters with information on all LCE6-10 projects to 3500 stakeholders
- ➔ active STORY-presentation at minimum ten relevant conferences and fairs
- ➔ Spread the final STORY and stories project results to a minimum of 5000 relevant stakeholders (DSO's, service providers, industry, real estate owners, politicians and regulatory bodies, ….), the EC online bookshop, organizations as EDSO, ACER and ISO and spreading the information through the management program at Vlerick

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[1] visitors consist of: unique visits of the STORY website; views YouTube, views Vimeo, Twitter follower + facebook site likes

7 Summary Chart

	TARGET AUDIENCE														
	RESEARCH & DEVELOPMENT					BUSINESS				POLICY & REGULATORS			CIVIL SOCIETY AND THE WIDER PUBLIC		
	1	2	3	4	5 + 5a	6	7	8	9	10	11	12	13	14	15
ONLINE MEDIA															
Website	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M
LCE 6-10 LinkedIn	M	M	M	M	M	S	S	S	S	S	S	S	S	S	M
Facebook	S	S	S	S	S	M	M	M	M	M	M	M	M	M	S
Twitter	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M
Vimeo	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M
YouTube	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M
Newsletter	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M
Educational movies	S	S	S	S	S	M	M	M	M	M	M	M	M	M	M
Demonstration site movies	M	M	M	M	M	M	M	M	M	M	M	M	S	S	M
OFFLINE MEDIA															
Flyer	S	S	S	S	S	M	M	M	M	M	M	M	M	M	M
Brochures	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M
Articles and press releases	M	M	M	M	M	S	S	S	S	S	S	S	S	S	S
Business Cards	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M

Legend: M = Main Target (grey), S = Secondary Target (purple)

Main Target ☐ (grey)
Secondary Target ☐ (purple)

RESEARCH & DEVELOPMENT
1. Scientists from other LCE 6-10 projects
2. Scientists working in the Energy sector
3. Scientists who are interested in sustainable Energy
4. Engineer Scientists
5. Students, trainers, teachers and their organisations as future users of knowledge and technology
5a. Research alliance groups like EERA

BUSINESS
6. Energy utility companies (generation/transmission/distribution)
7. Energy storage / smart grid companies
8. Investors (cleantech, renewable energy, etc.)
9. Companies and organisations potentially interested in the exploitation of results as part of their own research programmes or as direct applications

POLICY & REGULATORS
10. European Institutions (European Parliament, Council of the EU, European Commission, Agencies, EC officers etc.)
11. Local, regional and national governmental bodies
12. Regulators at the national and European level (e.g. ACER, CEER, etc.) …

CIVIL SOCIETY AND THE WIDER PUBLIC
13. Consumer organisations
14. NGOs in general (e.g. environmental)
15. Media organisations

Project STORY - H2020-LCE-2014-3