This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 957752

Smart integRation Of local energy sources and innovative storage for flexiBle, secure and cost-efficIent eNergy Supply ON industrialized islands

ROBINSON_D7.2_Masterplan_Communi

D 7.2 – Masterplan for communication and dissemination

Lead partner: ETN

M3

Project Contractual Details

Project Title	Smart integration of local energy sources and innovative storage for flexible, secure and cost-efficient energy supply on industrialized islands
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Grant Agreement No.	957752
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Project End Date	30-09-2024
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Deliverable Details

Number	7.2		
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Work Package	**WP7**		
Dissemination level[1]			
Due date (M)	M3	**Submission date (M)**	M3
Deliverable responsible	**ETN**		
Contributing Author(s)	Elisa Todesco		
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Final review and quality approval			

Document History

Version	Date	Name	Comments[2]
0	27/11/2020	D 7.2 Masterplan for communication & dissemination	Creation
1	14/12/2020	D 7.2 Masterplan for communication & dissemination v1	Modification
2	18/12/2020	D 7.2 Masterplan for communication & dissemination v2	Modification
3	21/12/2020	D 7.2 Masterplan for communication & dissemination v3	Modification

[1] Dissemination level: **PU** = Public, PP = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)
[2] Creation, modification, final version for evaluation, revised version following evaluation, final

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Executive summary

The Deliverable 7.2 “Masterplan for communication and dissemination” describes the strategy that the ROBINSON consortium will adopt for a widespread dissemination of the project’s results and pave the way for the future commercial deployment of the developed technologies.

ETN, as the global association representing the entire turbines’ supply chain (turbine manufactures, users, energy utilities, academia and suppliers), with an established expertise in EU research and legislation policies, will lead the communication and dissemination activities to guarantee a wide, robust, market and policy oriented spread of the project results. To achieve the best results all the partners of the consortium will support in the communications and disseminations activities.

The masterplan for communication and dissemination has been developed alongside the exploitation plan, which will focus more on the market uptake of the developed technologies.
The overarching strategy, which includes communication, dissemination and exploitation activities, will evolve alongside the different stages of the project, targeting different stakeholders and using different channels, promoting both the dissemination of the project’s results, and an open dialogue and exchange of experiences with other projects and research initiatives to benefit from their lessons learned.

The Masterplan for Communication and Dissemination offers an overview of all the dissemination opportunities identified, covering the whole spectrum of activities from participation to conferences, events, workshops, and fairs, to project publications (press releases, brochures, scientific articles, etc), to exchange with other projects, existing initiatives, and key stakeholders.

ETN will manage and coordinate the ROBINSON communication and dissemination activities; however, all the partners of the consortium will support the communication and dissemination efforts and be responsible to widen further the project’s outreach. The partners’ active involvement in spreading ROBINSON’s goals, results and achievements at conferences, events, workshop, webinars, as well as on their own communication and social media channels, and towards their existing communities of stakeholders will be vital to achieve the best results.

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List of abbreviations

AURE: Aurelia Turbines
CA: Consortium Agreement
CNES: Comhairle nan Eilean Siar
EC: European Commission
EI: Energy Innovation
EMS: Energy Management System
ENH: Eigersund Næring og Havn KF
ERI: Environmental Research Institute
ETIP SNET: European Technology & Innovation Platforms (ETIP) Smart Network for Energy Transition (SNET)
ETN: European Turbine Network
EUSEW: European Sustainable Energy Week
GA: Grant Agreement
$GA_{2:}$ General Assembly
IGTC: International Gas Turbine Conference
H2020: Horizon 2020 Research and Innovation Programme
HST: Hysytech
KRITI: Region of Crete
NDA: Non-Disclosure Agreement
PSI: Paul Scherrer Institute
RAB: Replication Advisory Board
R&I: Research & Innovation
SET-Plan: Strategic Energy Technology-Plan
SOTA: State Of The Art
STRATA: Stratagem
TUC: Technical University of Crete
UNIGE: University of Genoa
WG: Working Group
WP: Work Package

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Introduction

The Deliverable 7.2 “Masterplan for communication and dissemination” describes the strategy that the ROBINSON consortium will adopt for a widespread dissemination of the project’s results and pave the way for the future commercial deployment of the developed technologies.

D 7.2 is one of the deliverables of WP7 “Communication, Dissemination & Exploitation” lead by ETN. All the partners of ROBINSON’s consortium are involved in WP7 and will have to conduct dissemination activities with the objective to increase social acceptance and to reach the broadest audience, both numerically and qualitatively.

The main objective of this WP is to conduct targeted, effective and high impact dissemination and communication activities. The main objectives are:

1. raise awareness around the project activities and objectives in the scientific and commercial arena;
2. disseminating project results to relevant stakeholders and regulatory bodies;
3. promoting ROBINSON project and its benefits at international level to the largest possible audience;
4. consolidating synergies with other H2020 funded projects and EC clusters and initiatives.

The present Masterplan for communication and dissemination aims to define an effective strategy for internal and external communication, dissemination activities, and a list of tools to achieve the set targets and KPIs.

The internal communication strategy will focus on the collaboration between the partners and will be implemented with the help of the website, newsletters and events. The external communication campaign will target all stakeholder groups also be linked to the exploitation strategy. The following instruments will be used: i) Creation, set up and maintenance of a project website, with public reference for information on the energy systems on islands ii) Newsletters, iii) Press releases, iv) Social Media (e.g. Twitter, LinkedIn, YouTube), v) ROBINSON brochures, vi) ROBINSON presentations, posters and video, vii) scientific publications, viii) articles, ix) participation to conferences, webinars, fairs, workshops, x) organization of events (ROBINSON final conference and 6 training webinars/seminars), xi) collaboration with other projects and existing initiatives.

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Communication and Dissemination strategy

The communication & dissemination strategy has been developed as part of *Task 7.1 – Dissemination and communication activities* of ROBINSON.

The communications and disseminations activities will be led by ETN with the support of all the partners of the ROBINSON consortium.

The final goal behind the communication and dissemination strategy is to ensure a widespread adoption of ROBINSON's technologies developed throughout the project, enlarging the users community outside of a single island. With further replicability in mind, ROBINSON aspire to become a part of a global ecosystem of solutions for providing access to clean energy on geographical islands and in isolated areas, so accompanying the EU towards smoother and quicker energy transition. Therefore, communication, dissemination and exploitation activities have been carefully and strategically planned to bring the best results to facilitate future marketability. Indeed, ROBINSON's dissemination activities have been built to especially address the replication of the developed solutions and concepts on other European islands, focusing in particular on islands' peculiar ecosystem and sometimes difficult social acceptance.

Given these premises, the ROBINSON communication and dissemination strategy will be built around three main pillars:

- **Promote** – Inform all relevant stakeholders;
- **Engage** – receive inputs and feedback from various target groups;
- **Exploit** – enhance the potentialities of ROBINSON results for market's uptake.

The strategy is structured in four phase deeply interconnected to each other (figure 1). The first three phases will take place during the 48 months of the ROBINSON project. The fourth and last phase, related to market uptake and commercialization of the results, will take place after the conclusion of the project.

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Figure 1: The four phases of ROBINSON's communication and dissemination strategy

Phase 1 – General awareness: Covers the first months of project implementation: creation of general awareness of the project existence based on the objectives and expected results.

Phase 2 – Attraction of potential end-users or new islands: The project's first results disseminated through more focused activities aiming to attract new islands and their end-users.

Phase 3 – Presentation of the results: Performed at the outset of the project to present the results of the pilot plant demonstration and ensure community involvement.

Phase 4 – Commercialization of the final products and market uptake: Actions conducted after the project (M48+) corresponding to the commercialization of the final results derived from the previous phases.

In order to achieve these objectives, the communication and dissemination strategy will be built up around the following questions: WHO (target audiences), WHAT (key messages), HOW (communication channels) and WHEN (implementation and time planner), as explained in details in the following paragraphs. The communication and dissemination strategy will be strictly linked with the Task 7.2 – Exploitation and IPR management aimed at identifying potential exploitation routes of the project's results, including the identification of opportunities and potential barriers for future business development.

Target Audience

To create the best condition to speed-up and facilitate future market uptake, ROBINSON's communication and dissemination activities are going to be carefully optimized in relation to the different target audiences, the objectives to be reached and the various communication channels.

With the ambition of becoming a part of a global ecosystem of solutions for providing access to clean energy on geographical islands and in isolated areas accompanying the EU towards smoother and quicker energy transition, business partners, research and academia, policymakers, regulators, other

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research projects, EU initiatives, local communities and the general public will be targeted throughout the project with specific dissemination activities, as illustrated in the table below:

Target Audience	Objectives	Key messages	Main channels
R&D Community	- Foster future R&I activities; - Increase knowledge sharing; - Increase knowledge on the different technologies developed/adapted in the project; - Increase awareness on challenges for islands/remote locations on energy transition -Increase awareness on the ROBINSON project and its goals	Renewable energy systems still need to overcome a number of barriers to be stable, flexible and secure for the local communities. Further research is being done in ROBINSON: patents and further knowledge related to innovative power generation and storage technologies and their integration in the system going beyond the SOTA will results from the project.	- Scientific publications - International conferences - Summer schools - Poster presentations - Project website - Leaflets, brochures, etc. - PPT
Energy companies/utilities	- Increase awareness on the ROBINSON project and its goals. -Foster future R&I activities; - Increase knowledge sharing; - Increase knowledge on the different technologies developed/adapted in the project; - Promote ROBINSON as a competitive power generation solution	By investing money in a smart and efficient Energy Management System of RES, and time in forming new generation of engineers, the energy companies can propose better, cleaner and more cost-efficient services.	Scientific publications - International conferences - Project website - Leaflets, brochures, etc. - PPT
Industries/ technology developers	- Increase awareness on the ROBINSON project and its goals - Foster future R&I activities; - Increase knowledge sharing; - Increase awareness on the different technologies developed/adapted in the project	ROBINSON will demonstrate an intelligent EMS dedicated to islands and remote areas with industrial activities a positive impact on industries in terms of cost savings, lower CO_2 emissions, higher competitivity, circular economy transformation and branding.	Scientific publications - International conferences - Project website - Leaflets, brochures, etc. - PPT
European and international networks and platforms (e.g. IEA, IRENA, etc.)	- Increase awareness on the ROBINSON project and its goals; - Increase awareness on the different technologies developed/adapted in the project;	The ROBINSON system has the potential to become a blueprint for other areas in similar conditions, therefore contributing to reaching the environmental objectives set by the EU and make the EU the	- Publications and articles - White Papers - Scientific publications

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	- Increase awareness on challenges for islands/remote locations on energy transition; -Increase awareness on the ROBINSON project and its goals.	leader in renewable energies and low-carbon economy.	- International conferences - European conferences and workshops - Project website - Leaflets, brochures, etc. - PPT - social media
Regulation and standardisation agencies	- Support standardisation and regulation changes; - share expertise; - Increase awareness on the different technologies developed/adapted in the project; - Increase awareness on challenges for islands/remote locations on energy transition; - Increase awareness on the ROBINSON project and its goals.	The novel technologies developed in ROBINSON require attention from the regulatory and standardization perspective and upgrade of ISO standards through data provided by the project.	- Publications and articles - White Papers - Dedicated Events - Attendance to relevant technical committees' meetings - Project website - Leaflets, brochures, etc. - PPT
Other EU (co)funded projects and initiatives (e.g. ETIP SNET, BRIDGE, CE4EUI, NESOI, etc)	- Knowledge and experience exchange; - Collaboration and clustering; - Increase awareness on the ROBINSON project and its goals.	The integrated system developed in ROBINSON is not evolving in a closed environment but should collaborate with all previously funded and future projects to exchange on good practices and learn from previous mistakes.	- European conferences and workshops - Co-organised events - Mutual collaboration and clustering, - Publications and articles - social media - Project website - Leaflets, brochures, etc. - PPT
Policy makers	- Amend regulation to facilitate the decarbonization of islands/ remote locations - Knowledge exchange to promote blue growth - Decrease bureaucratic burden	ROBINSON contributes to the implementation of the SET-Plan and the energy transition strategies. More funding and collaborative projects are needed to pursue the quest for islands decarbonisation, as they	- White papers - Position papers, recommendation reports - Events & conferences - Social media - Project website

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		are a key blueprint for other isolated areas.	- Leaflets, brochures, etc. - Video(s) - Press releases and articles
Local communities, civil society organisations, general public	- Increase awareness on the ROBINSON project and its goals; - Increase public and social acceptance; - Raise awareness on the economic opportunities for the local communities opened up by the ROBINSON.	The EU dedicates significant funding to decarbonisation with the aim to ensure greener energy and better air quality for its citizens. The ROBINSON system is safe and non-toxic, fully considering the needs of local communities, and the fragile ecosystem and therefore socially acceptable.	- Project website - Social media - Leaflets, brochures, etc. - Video(s) - Press releases and articles

Table 1 – ROBINSON Dissemination and Communication activities

Communication tools

The objective of the ROBINSON communication campaign is to raise awareness and perform knowledge transfer towards the addressed target audiences on the project and its results, the advantages the project will bring, and how the project contributes to the EU 2030 and 2050 Climate and Energy targets. Moreover, ROBINSON aims to promote a concrete solution that can be implemented to achieve the decarbonization and the energy transition of islands and remote area amongst key stakeholders, local representatives and the general public.

Given the broad array of objectives, messages to be communicated and different target audiences, the following tools will be used for an effective campaign:

- Project visual identity;
- Creation, set up and maintenance of a project website;
- Social Media (e.g. Twitter, LinkedIn, YouTube);
- Communication materials (i.e. brochures, presentations, posters and video);
- Newsletters;
- Press releases and articles;
- Scientific publications and papers;
- Participation to (virtual) conferences, events, workshops, and fairs.

To maximise the communication and dissemination efforts, ad hoc content will be developed and leveraged on the appropriate channels and tools highlighted above, such as long interviews and articles.

Furthermore, a large number of project deliverables will be published in the course of the project and will be made available for the public. Given the presence of several technical reports, business plans, replication plans, market analysis, etc., those deliverables are a great asset to provide useful information to islands and other interested stakeholders. ROBINSON's public deliverables will also play a crucial role in attracting European and global islands towards the ROBINSON project. These islands are a crucial target audience: not only they will be the main user of the ROBINSON energy system, but in the short term they could join the project's Replication Advisory Board (OB5: Wide

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dissemination - KPI 5.1: At least 10 more islands represented by municipalities and end-users in the Replication Advisory Board). To facilitate this process, ROBINSON's public deliverables will be further integrated in the communication and dissemination campaigns whenever feasible and/or published on the project's website.

WP	N.	Deliverable name	Lead	M
1	D1.1	Islands Documentation and mapping reports	EI	6
1	D 1.2	Reports on the legal and regulatory aspects	REST	12
1	D 1.5	Benchmark report	NORCE	24
3	D 3.1	Report on the integration with the 3 islands environment	NORCE	24
3	D 3.2	Simulation tool of the entire ROBINSON system	UNIGE	24
3	D 3.3	Preliminary performance of integrated system operating with the management tool	UNIGE	29
3	D 3.4	Validation report of the EMS for Eigerøy island	NORCE	33
3	D 3.5	Validation report of the EMS for Crete and Western Islands	NORCE	39
4	D 4.2	HSE report	PRIMA	36
4	D 4.4	Reliable operation of ROBINSON demonstrated	DALANE	48
5	D 5.1	Technology Specifications	PSI	12
5	D 5.2	Life cycle assessment of all considered EMS concepts (incl. baseline as reference)	PSI	48
5	D 5.3	Techno-economic Assessment of considered EMS concepts (incl. Baseline as reference)	PSI	48
5	D 5.4	Interim reports on Socio-economics, social impacts and acceptance	NORCE	29
5	D 5.5	Reports on Socioeconomics, social impacts and acceptance	NORCE	48
5	D 5.6	Desk-based scoping study of the potential impacts associated with the Renewable Energy Systems within ROBINSON	ERI	24
5	D 5.7	Evaluation of the ecological effects of the ROBINSON system key elements on Eigerøy	ERI	48
6	D 6.1	Evidence base prototype for the scale up and uptake of project concepts	TUC	22
6	D 6.2	Market analysis report	TUC	30
6	D 6.3	Business models for energy communities	STRATA	36
6	D 6.4	Replication plan for the Follower Islands	TUC	48
7	D 7.1	Public website	ETN	3
7	D 7.2	Masterplan for communication & dissemination	ETN	3
7	D 7.3	Public communication materials	ETN	3
7	D 7.4	ROBINSON video	ETN	4
7	D 7.5	Report on relevant experiences from Islands Initiatives	ERI	24
7	D 7.6	Reports on 6 training seminars/webinars	ERI	48
7	D 7.9	Position paper on policy influence, regulatory, data management and business planning	ETN	48
7	D 7.10	ROBINSON final conference	ETN	48

Table 2: ROBINSON Public deliverables

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Visual identity

The project's identity aims to reinforce the project's external image and to convey a coherent image and brand recognition leading to an optimal presentation and promotion of the project. Enforcing since the very beginning strong visual identity and brand recognition will maximise the marketing efforts once the commercialization phase is reached. The ROBINSON's visual identity encompasses document templates, project logo, colours and fonts.

Logo

The design of ROBINSON's logo is deeply linked with the classic iconography of islands. The word ROBINSON is representing an island surrounded by the waves. At the centre of the word, a lighthouse stands out. The lighthouse represents the key role played by ROBINSON in leading the way towards the decarbonization. Finally, the colours are degrading from blue to green, showcasing the transition towards decarbonization.

Figure 2: ROBINSON logo

Colours and font

The font chosen for ROBINSON is Calibri. The font used in the logo is Sofia PRO.

ROBINSON's palette has two primary colours and 4 secondary colours, offering a broad range of combinations. The dominant colours are blue and green; those not only are the classic colours associated with islands and marine landscapes, but they also represent blue and green economies, blue and green energy, and blue and green hydrogen (featured in the project as energy carrier and long-term storage solution).

The ROBINSON's colours palette is illustrated in the figure below:

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Figure 3: ROBINSON colours palette

Project's templates

To assure uniformity and harmonization across all the documents, both public and confidential, the following templates have been created and distributed among the partners:

- Power Point template;
- Template for deliverables;
- Template for the minutes.

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Communication materials

The following communication material has been and/or will be produced. All the material is available to all the partners of the consortium for disseminations and communications purposes. The materials will also be available on the public website of the project. All the developed material (leaflet, public presentation, poster, roll-up banner) will be updated to integrate the results of the project when deemed necessary.

Public presentation

A public presentation has been created and will be regularly updated and made available for the project's partners. The ROBINSON public presentation aims at being an easy and informative tool, specifically designed to offer a clear but concise introduction to the project appealing to both specialized stakeholders and general public.

The presentation contains information regarding the goals, objectives and the potential impacts of the project, the technologies involved in the project, and the specific details related to the potential impact of ROBINSON on the demo island and on the two follower islands.

The public presentation will be updated in the course of the project to include results and achievements. The public presentation will be downloadable on the website under the section Results and publications > Dissemination Material.

Figure 4: ROBINSON public presentation

Leaflet

A promotional project leaflet has been created and delivered as part of the deliverable D 7.3. The aim of the leaflet is to communicate the project's objectives, impacts and outcomes to the large non-specialist community. The leaflet will be distributed during events to promote the project. All the partners will receive copies of the leaflet, so that they can further distributed it to their network. The leaflet has been designed to contain all the most relevant information, while remaining current throughout the entirety of the project. It could be updated if new developments within the project require it. The electronic format of the leaflet will be downloadable from the ROBINSON website under

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the section Results and publications > Dissemination Material. A detailed explanation of the content of the leaflet and of its structure can be found in the report associated with D 7.3 "Public communication materials". Below the image of leaflet:

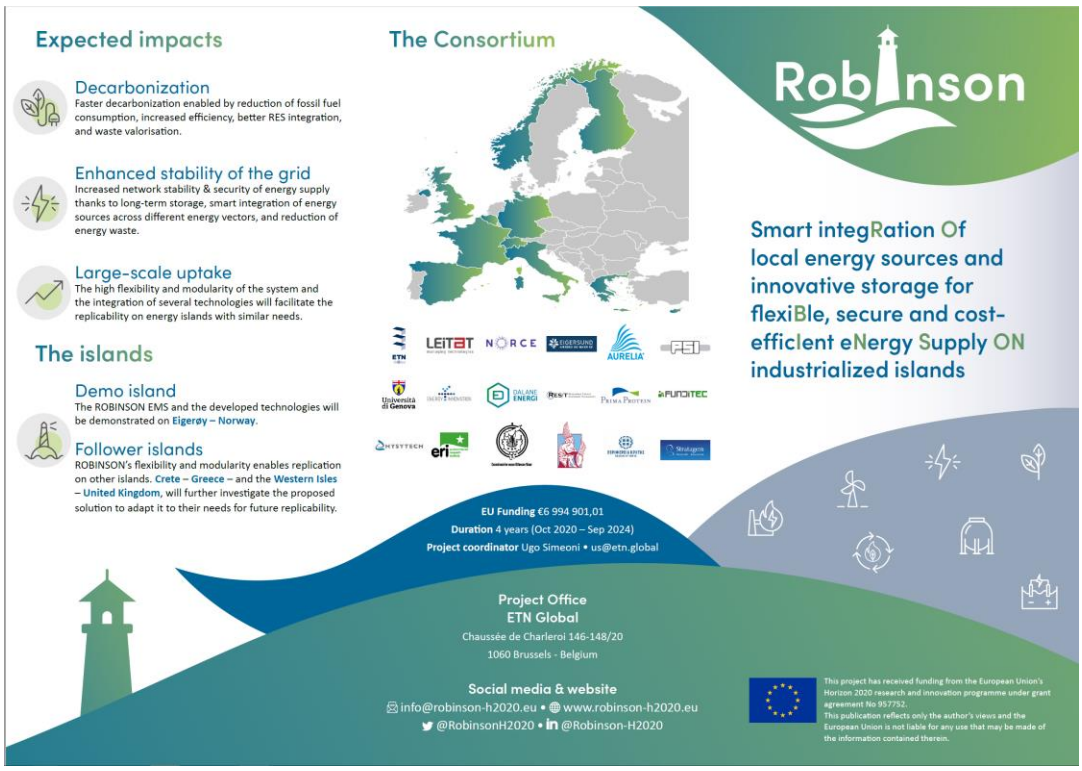

Figure 5: ROBINSON leaflet - front

Figure 6: ROBINSON leaflet – back

Roll-up banner

A highly graphic roll-up banner (figure 7) has been developed to be displayed at public events, conferences and fairs. The roll-up banner features the key information about the ROBINSON project; its captivating design will draw people's attention to booths and stands where ROBINSON is featured, increasing altogether the dissemination of the project. The e-file of the roll-up banner will be available for download on the project's website under the section Results and publications > Dissemination Material. A detailed explanation of the content of the roll-up banner and of its structure can be found in the report associated with D 7.3 "Public communication materials". Below the image of the roll-up banner:

Figure 7: ROBINSON roll-up banner

Poster

A poster of the project has been created. The poster displays a brief explanation of ROBINSON's concept, as well as its expected impacts, a schematic drawing, ROBINSON's technologies and islands, the partners' logo and the contact information. The easy and educational style of the poster makes it ideal for educational purposes, especially when addressing non-technical audiences. The poster will be used at events and conferences, and displayed at the partners' premises to inform the local communities and the local stakeholders about the project. All the partners will receive printed copies of the poster and the digital file. Moreover, a pdf-file of the poster will be downloadable from the project's website under the section Results and publications > Dissemination Material. A detailed explanation of the content of the poster and of its structure can be found in the report associated with D 7.3 "Public communication materials". Below the image of the poster:

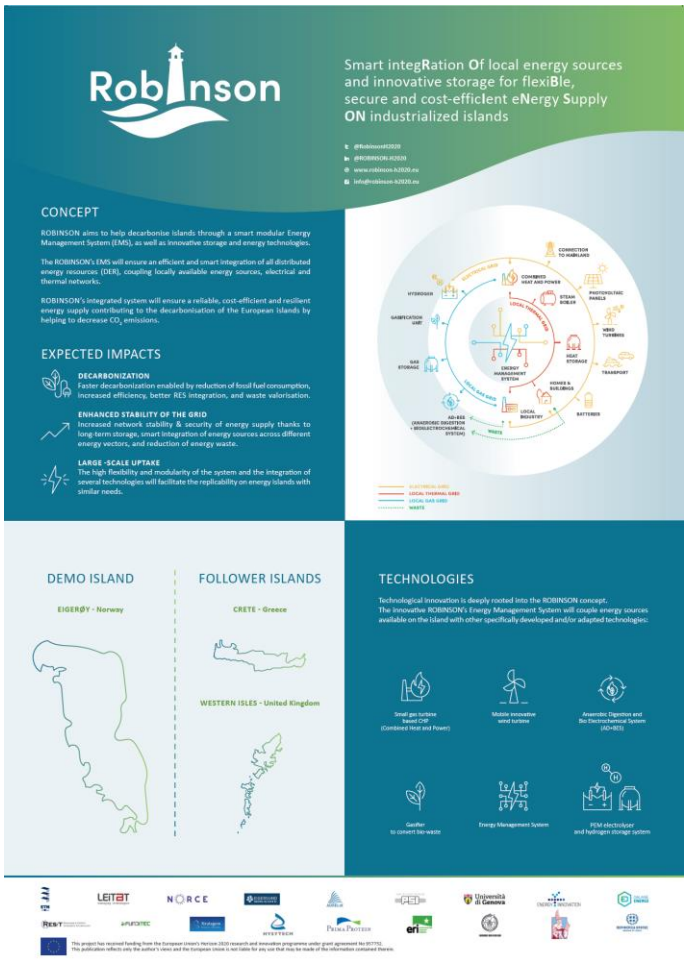

Figure 8: ROBINSON poster

Video

In order to communicate in an easy way the benefits that ROBINSON can bring to islands and remote communities, which are usually afflicted by striking energy challenges such as high energy prices, dependency on the mainland and/or on fossil fuels, one promotional video will be made by month 4. The video will last maximum 2'20'' (the maximum allowed length on Twitter) and will focus on the challenges faced by islands, the ROBINSON's concepts and its objectives, as well as the different technologies featured in the ROBINSON energy system. The video will be based on a storytelling

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approach, with photographs, infographics and animations accompanied with texts on the screen and highlighting the key messages to be communicated. It will also feature some short interviews, that will bring in the faces behind the ROBINSON's project. The video will be a versatile communications tool, that can be used in (live) events and public presentations of the project, on social media and on the website.

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Main communication channels

Next to ad-hoc evergreen communication material, ETN, as WP7 leader, and the partners of the project will leverage several different communication channels to achieve the objective of the communication and dissemination strategy. Those communication channels will complement and cross-leverage each other. Thanks to high cross-referentiality between the different communication channels, each stakeholder will be provided with an adequate amount of information fitting his/her previous knowledge independently.

Website

A captivating website (https://robinson-h2020.eu/) has been developed to provide visibility to the project (delivered M3). The website gives public access to relevant non-IP-sensitive results via a summary page on progress and achievements, downloadable publishable periodic activity reports and other publishable documents. The website is responsive, SEO optimized and GDPR compliant.

The website, characterized by its user-friendly structure and accuracy of information, will remain up-to-date and include all relevant information. All the partners are requested to deliver relevant content for the website (in the English language) in a timely manner. The attractive design and the graphical elements, including the pictures of the islands, are a constant throughout the whole website.

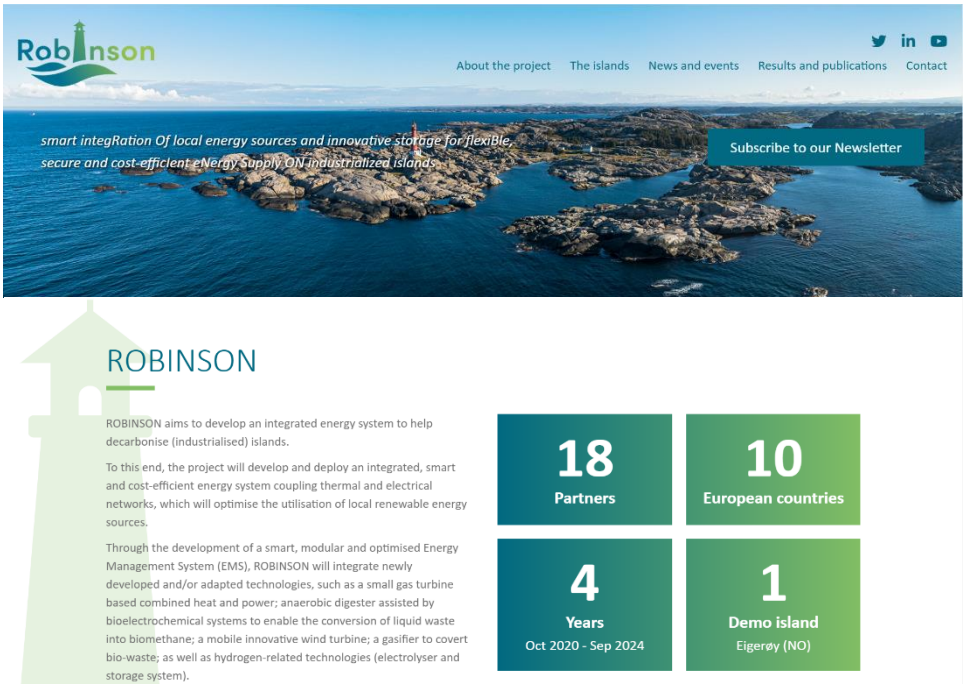

Figure 9:Header and top section of ROBINSON's homepage

The ROBINSON's website is structured as follows:

- **Homepage**
- **About the project**
  - *Concept*: overview of the ROBINSON concept (including also a clear and appealing schematic drawing), the specific challenges that the project aims to tackle;
  - *Objectives*: Description of the 8 main objectives of the project and the targeted KPIs;

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- *Expected Impacts*: description of the main expected impacts (decarbonization, enhanced grid stability, and large-scale uptake);
- *Technologies*: overview of the main technologies developed and/or adapted, and deployed as part of the ROBINSON energy system;
- *Structure*: Description of the 8 Work Packages (WP) and of the five phases in which the project is divided;
- *Consortium*: overview and description of all the partners of the consortium and their role in the project.

- **The islands**: Overview of the demo island and the follower islands, including the profile of each island, the main challenges faced locally, and how ROBINSON can support them.
- **Results and publications**
  - *Project Deliverables*: repository for public deliverables;
  - *Scientific Publications*: repository for scientific publications published by the consortium;
  - *Dissemination material*: publicly available and downloadable promotional material (leaflet, poster, roll-up banner, public presentation).
- **News & Events:** repository of news, press releases, past and upcoming events.
- **Contact**: contact details.

Figure 10: ROBINSON website : section objectives

Figure 11: ROBINSON website: section with downloadable dissemination materials

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Social media

The ROBINSON social media campaign has the objective to increase the visibility of the project and reach out the selected target audiences. To be effective, ETN will use different social media channels (Twitter, LinkedIn and Youtube); the content will be tailored to reach the different target audiences exploiting the peculiarities of each channel. Due to the very nature of social media platforms, it is expected from all the partners an interaction with the official accounts of the project, to increase reach and cross-dissemination.

Dissemination of the project's outcomes will be done via the official ETN social media accounts as well.

Official Twitter handle

With more than 330 million monthly active users in 2019, Twitter has become an increasingly popular social media with academics, policymakers, politician, journalists, and the general public. Thanks to the snappy nature of the tweets, Twitter is widely used by smartphones users to easily promote results of research activities, engage public community and build relationships with experts and policymakers.

The Twitter account @RobinsonH2020 has been created to disseminate the results of the project and reach out a large number of stakeholders.

Official LinkedIn account

LinkedIn is the world's largest professional network with nearly 660+ million users in more than 220 countries worldwide.

A dedicated LinkedIn company page for the project has been created: @ROBINSON – H2020. This channel will allow to reach out to key scientific and professional stakeholders, as well as to a broader interested audience. The professional and technical-oriented tone of voice of LinkedIn will complement the snappier conversation on Twitter: longer and more technical posts and article will resonate well on LinkedIn, allowing the consortium to showcase the goals and the results of the project in a more detailed way, while increasing awareness among the stakeholders.

Official YouTube channel

YouTube is the video-sharing platforms with the largest amount of users, reaching out a wide and diversified audience.

A new account has been created (ROBINSON H2020) to promote the objectives and the outcomes of the project, as well as related video on smart energy system, different technological solutions that can support the energy transition, and video specifically targeted at the unique energy challenges of islands.

Newsletters

ETN Quarterly Newsletter

The ETN's Quarterly Newsletter (QNL) is a quarterly e-publication currently sent out to around 1500 users, among which high level end-users, power plants operators, gas turbine manufactures, policy makers and researchers. The readers of the ETN's QNL represent a key target audience to be kept

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informed about the results and progress of ROBINSON. When relevant, articles on project's results and on relevant milestones will be featured on ETN's QNL throughout the lifespan of the project.

Project Newsletter

Any interested stakeholder has the opportunity to subscribe to the project's newsletter directly on the ROBINSON website. The newsletter will be issued twice a year (following the regular general project meetings) and will include interviews with the consortium's partners, general news on the project and regular updates on WPs' meetings. Milestones, announcements and results will be also featured on this dedicated newsletter. Progressively, projects' results and finding will be incorporated.

Press releases and publications

Press releases

Press releases will be issued in the English language and published on the News section of the project's website to highlight milestones and results. The press releases will be shared with specialized news outlet and magazines to further disseminate the results. The communications team will follow-up with the press releases to guarantee the maximum output. Partners will use their networks of contacts and the press on local and European level for broader publications of the project results. At least 2 press releases, at the end and in the mid-term will be produced by each partner.

Scientific publications

Project's results and outputs will be published in peer reviewed papers in journals and/or presented in peer reviewed conference in line with the data management plan. All the scientific publications related to the project and its results will be open access (free of charge online access for any user), as per Gran Agreement, Article 29, subsection 29.2 "Open Access to scientific publications". Some examples of relevant scientific publications may be found below:

Partner	Peer reviewed journals and magazines	Audience
NORCE	Applied Energy, Renewable Energy, Energy (all Elsevier	Scientific community
LEITAT	Publications in indexed journals and 1 open access per reviewed publication (topics: Energy, P2G/F)	Scientific community
PSI	Journal of Industrial Ecology, Environmental Science and Technology, International Journal of Life Cycle Assessment, Journal of Energy Storage	Scientific community
UNIGE	Energy, Applied Energy, Applied Thermal Engineering, Energy Conversion and Management, Renewable Sources Journal	Scientific community
ERI	Environmental Impact Assessment Review; Energy, Ecology and Environment; Journal of Environmental Management	Scientific community
CNES	Chartered Institute of Waste Managers magazine. The Local Authority Recycling Advisory Committee Magazine. The REA - the Association for Renewable Energy and Clean Technology Magazine	Scientific community

Table 3: peer reviewed journals

Publications on journals and magazines

Alongside scientific peer-reviewed journals and conferences, project's publication may be featured in articles published on relevant topic-specific news outlets and magazines. Below some examples:

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Title	Audience
The energy industry times	Managers, academics, general public, policy makers
Power Engineering international	Managers, academics, general public, policy makers
Modern Power System	Managers, academics, general public, policy makers
H2 view	Managers, academics, general public, policy makers
Turbomachinery international	Managers, academics, general public, policy makers
Gas to power journal	Managers, academics, general public, policy makers
Euractiv	Managers, academics, general public, policy makers
Politico	Managers, academics, general public, policy makers

Table 4: newspapers, magazine and journals

Conferences, workshops and events

Conferences, workshops and events

Dissemination of project's results will be done through participation to conferences, thematic workshops, webinars and events. Below a preliminary list of targeted conferences and events where the project could be presented by the partners of the consortium. Participation to conferences and events will be pursued actively as of the second year of the project, so that project's results could be shared. Participation to each event will be evaluated on an ad hoc basis, in order to maximise outputs. In case one or more of those events have to be held virtually and/or postponed due to national/international guidelines related to the current "Covid-19 crisis" or any other future crisis that may prevent travel or other activities, adjustments and changes will be implemented and substituting activities will be identified whenever possible.

Conference	Description	Audience
IGTC International Gas Turbine Conference	The International Gas Turbine Conference (IGTC) has the aim to raise the awareness of gas turbine (GT) and turbomachinery technology development needs – from operators' perspectives – and to explore and exchange ideas with GT experts from the whole value chain attending from all continents. It also provides the opportunity to meet and discuss with policymakers the role of gas turbines in future energy scenarios, key elements given the innovative small gas turbine featured in ROBINSON's demo island.	Energy companies, turbomachinery manufacturers, institutions, academia.
Enlit Connect. Inspire. Evolve.	Enlit brings together stakeholders from the power generation sector, transmission system operators, distribution system operators and consumers.	Energy companies, transmission system operators, regulatory and standardisation agencies, policy makers, institutions, academia.
SUSTAINABLE ENERGY WEEK	The EUSEW is the biggest European conference dedicated to renewables and efficient energy use in Europe. Sessions organised by the European Commission and energy stakeholders focus on sustainable energy issues, debate new policy developments, best practices and sustainable energy ideas.	Energy companies, institutions, academia, policy makers, general public.
NexTurbine	NexTurbine is an international conference that brings together all the stakeholders of the turbine's supply chain to discuss challenges and opportunities in China.	Energy companies, turbomachinery manufacturers, institutions, academia.

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	International Conference on Applied Energy aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Applied Energy.	Energy companies, turbomachinery manufacturers, institutions, academia.
	Turbo Expo encompasses topics spanning the entire turbomachinery industry – gas turbines, steam turbines, wind turbines, fans & blowers, Rankine cycle, and supercritical CO2. Turbo Expo is the only event that provides a full spectrum of research and industry knowledge to truly confirm the latest market trends, technical developments, challenges, and the future state of the turbomachinery industry.	Energy companies, turbomachinery manufacturers, institutions, academia.
	ISMET aims to link researchers from various areas of science and engineering towards studying the complex interactions of microorganisms and electrodes, while finding novel ways to use them for sustainability applications.	Energy companies, pharmaceutical companies, policy makers, institutions, academia.
	REA is coalition built to be the voice for renewable energy and clean technology in the UK. We are the largest renewable energy and associated clean technology body in the UK, with around 500 member organisations representing every type of renewable energy.	Energy companies, transmission system operators, policy makers, institutions, academia.
	The ADBA Scottish Conference brings together the Scottish AD community to drive forward the growing commercial opportunities for Scottish AD, and support the industry by providing a platform to discuss pressing issues and policy changes that specifically affect the Scottish AD industry.	Energy companies, transmission system operators, policy makers, institutions, academia.
	All-Energy is UK's largest low carbon energy and full supply chain renewables event for private and public sector energy end users. All-Energy connects suppliers of renewable and low carbon energy solutions and policy makers to developers, investors and buyers from around the world to discuss new technologies.	Energy companies, transmission system operators, policy makers, institutions, academia.
	The Conference on Wind energy and Wildlife impacts (CWW) is an event that tackles how to solve the environmental impacts of wind farms	Energy companies, technology companies, policy makers, institutions, academia.
	World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management.	waste and water management companies, local municipalities, technology companies, policy makers, institutions, academia.
	The benchmark event in Europe for technological and industrial innovation. An international event with an innovative format that brings together all sectors of the circular economy on a single platform: from the recovery of materials and energy to sustainable development.	Energy companies, technology companies, policy makers, institutions, academia.
	The Global Power and Propulsion Society (GPPS) is a volunteer-led international community and forum for rotating machinery professionals in industry and academia. The society aims to provide an environment	Energy companies, turbomachinery developers and OEMs, technology

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	for professionals to meet and exchange results and ideas, with a specific focus on power generation and propulsion systems.	companies, policy makers, institutions, academia.
NORDIC EDGE Expo & Conference	Nordic Edge is a non-profit organisation owned by private companies working in close cooperation with municipalities and city administrations to promote solutions for smarter cities and communities. Based in Western Norway, but with a Nordic focus, Nordic Edge aims to be one of Europe's most important arenas for knowledge exchange and inspiration to creators of smarter businesses, cities and societies.	Business owners and local companies, energy companies, municipalities, policy makers, civil organization, local communities, administrations, technology companies, academia.
SETAC	The society of Environmental Toxicology and Chemistry (SETAC) is a not-for profit, global professional society established in 1979 to provide a forum for individuals and institutions engaged in education, research and development, ecological risk assessment and life-cycle assessment, chemical manufacture and distribution, management and regulation of natural resources, and the study, analysis, and solution of environmental problems	Energy and chemical companies, pharmaceutical, technology companies, academia and research institutes.
LCM	The LCM (Life Cycle Management) conference series is one of the world's leading forums for environmental, economic and social sustainability. The focus is on practical solutions for the implementation of life cycle approaches into strategic and operational decision-making, whether in science, industry, NGOs or public institutions. It takes place every second year, each time organized by a leading research institutions & industry.	Energy companies, technology companies, policy makers, institutions, academia.
ICREN	International conference on Renewable Energy is an annual meeting planned to be held in different countries, initially within Europe, with Asia, Middle East, Africa, and Latin America. It includes articles and presentations on the latest research on renewable energy technologies, grid interactions, energy efficiency, data analytics, economics and finance, environmental and social impact as well as policy and climate change implications.	Energy companies, technology companies, policy makers, institutions, academia.

Table 5: Conferences and events

Final dissemination event

A final dissemination event will be organized at the end of the project by ETN, which has previous experience in hosting similar events at European level. The final event will be an high-level international event focused on the presentation of achieved results. Based on former experience, it will bring together recognised speakers from the scientific community, industries, local organisations, authorities and other stakeholders active in the sector of energy transition for islands.

Stakeholder engagement

In addition to the dissemination events mentioned above, the ROBINSON's partners will reinforce the stakeholders' engagements by participating to existing (European) initiatives. It is essential that ROBINSON closely collaborates with other on-going research initiatives, considers the already identifying lessons learned, exchanges on the recent developments of the SOTA with the international research community and monitors and influences the European political agreements.

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Collaborations opportunities with several existing platform have already been identified (see table 6). Amongst others, particular relevance (reflected also in ad hoc budget) is to be dedicated to:

- **EU BRIDGE initiative**

BRIDGE is a European Commission initiative which unites Horizon 2020 Smart Grid and Energy Storage Projects to create a structured view of cross-cutting issues which are encountered in the demonstration projects and may constitute an obstacle to innovation. With their presence in the BRIDGE initiative, partners of the ROBINSON will make sure to disseminate the outcomes of the project during their events and connect with relevant stakeholders both for future R&I activities and commercialisation projects. Moreover, through the participation of several WGs within the Bridge Initiative, ROBINSON's partners will be in an unique position to gain fundamental information on lessons already learned, shared experiences, and exchange knowledge on state of the art and regulatory framework.

- **Clean Energy for EU Islands Initiative**

The Clean Energy for EU Islands Initiative is an initiative on behalf of the European Commission aimed at catalysing the clean energy transition on EU Islands. The initiative is supported by the Clean Energy for EU Islands Secretariat; the Secretariat developed and uses actively a quadruple helix approach (helping citizens, local authorities, local businesses and academic institutions) to work together with and support islands to advance their clean energy transition. As part of task 7.4, six seminars or webinars will be organised with the Clean energy for EU Islands Initiative. The webinars will be focussed on the Eigerøy demonstration, the EMS, the industrial symbiosis, the cybersecurity, the environmental and legal aspects and business modelling.

- **ETIP-SNET**

The European Technology & Innovation Platform (ETIP) – Smart Networks for Energy Transition (SNET) brings together a multitude of stakeholders and experts from the energy sector with the aim to guide Research, Development & Innovation (RD&I) to support Europe's energy transition. As member of the Governing Board, ETN will make sure to disseminate the ROBINSON's results during the events organised by the platform.

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Other existing platforms, networks, initiatives the ROBINSON consortium aims to cooperate with are:

Partner	Existing platforms
ETN	ETN, BRIDGE, ETIP-SNET, ETIP-RHC, SET-Plan Action 5, 6, 9
LEITAT	Catalan Water Partnership, Advance Manufacturing platform, European-Biotechnology Network, European Technology Platform on Advanced Engineering Materials and Technologies and EMIRI, BBI and SPIRE.
NORCE	ETN, EERA JP Energy Systems Integration
AURE	ETN, Deneff, ASUE
UNIGE	European Technology and Innovation Platforms, Hydrogen Europe Research
DALANE	Nettalliansen: assembles almost 40 small and medium-sized grid companies throughout Norway.
HST	CO2 Value Europe and Hydrogen Europe
ERI	Energy Innovation Group and clusters: Marine Environment Science and Engineering cluster. Regional and national networks: Chamber of Commerce, Renewables trade body, economic development groups
CNES	Waste Managers Networking Group Forum

Table 6: Existing initiatives for possible collaboration

Replication Advisory Board (RAB)

The ROBINSON Replication Advisory Board (RAB) will be composed of representatives of islands' municipalities and islands' associations, as well as other relevant experts in energy transformation and replication on islands. It may also involve regulatory and/or standardisation experts, as long as they represent a group of stakeholders working on the development of the energy plan of the islands.

Members of the RAB are appointed by their representative organisations for the entire duration of the ROBINSON project. The members of the RAB are expected to bring their unbiased expertise to the ROBINSON project and to represent the collective view of the islands' stakeholders, not that of their own company. RAB membership is not subject to remuneration but reimbursement of travel expenses is foreseen to join the annual ROBINSON's General Assemblies.

In order to become a member of the RAB, the representative of the organisations have to sign a Non-Disclosure Agreement (NDA) that would allow to share with the RAB members all the ROBINSON's deliverables.

Members will be added throughout the duration of the project to reach the KPI of at least 10 islands represented by the RAB.

The RAB experts will provide advice and assessment to the ROBINSON Management Committee throughout the project's execution.

This support implies:

i) Attendance to annual General Assemblies (GA_2);
ii) Identify barriers and obstacles for the decarbonisation of the islands;
iii) Provide strategic advice to the project for the replication of the ROBINSON's concept and share best practices;
iv) Cooperate on the development of the islands Clean Energy Transition Agenda in line with the Clean Energy for EU Islands initiative;
v) Contribute to the dissemination activities of ROBINSON via sharing their contact networks,
vi) Pave the way for future funding opportunities and cooperation projects;

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vii) Influence the political agenda.

Constant communication with the RAB will be maintained to inform them about the project progress and results.

The RAB shall meet at least once a year, in conjunction with the General Assembly (starting with the GA_2 in M12). If face-to-face meetings are not possible, the meetings shall be replaced with teleconference calls. The meetings shall be chaired by ETN supported by LEITAT and ERI. In order to progress on the agreed actions, teleconferences should be organised in between the General Assemblies.

ETN shall organise at least once a year an open event called ROBINSON Islands Energy Forum with the aim to connect with external stakeholders working on the development of the energy plans of the islands and to disseminate the outcomes of the project.

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Internal Communication

Clear, efficient and transparent communication amongst the ROBINSON's partners is essential to increase cooperation and ensure that the different phases of the project are performed in the most cost-effective (and man-power effective) way, reaching therefore the best results in the long-term.

The best and easiest way to reach optimal communication is through information sharing, hence a sharing platform has been created since the very beginning of the project. Access to the platform is restricted to the partners of the consortium. Access could be granted to external stakeholders (such as the representatives of the Replication Advisory Board) only after the signature of a NDA.

During the first GA, the platform has been presented to the partners and they have been trained on its functioning; empowering all the partners to be active and independent users of the shared platform was a key objective for the ROBINSON management. Having each partner active on the platform ensures also a high level of ideas cross-contamination and checks-and-balance system, since the partners are aware of everything that is happening in the project and have a continuous access to every relevant document.

Moreover, several meetings per each WPs and for the whole consortium, are set-up regularly in order to involve every partner, to increase cooperation and efficient division of tasks, as well as to guarantee smooth processes.

Finally, the partners of the consortium will be kept informed on the overall status of the project and of the different WPs through regular newsletters.

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KPIs

Channel	KPI	Target
International events	Number of events	At least 30
Collaboration with existing platforms	Number of platforms	At least 15
Newsletter	Number of issues	8 total (two per year)
Workshop	Number of workshop	1 ROBINSON public workshop
Scientific publications	Number of publications	At least 30
Press releases	Number of press releases issued	34 (2 per partner)
Training	Number of training webinars organized	6
Project video	Video visualization	1000 views per video in 12 months from release
Posters/leaflets	issues	1 initial version + updates
Project website	visits	10 000
	PU deliverable downloads	500 downloads 1 year after the end
Social media	Followers on LinkedIn	Between 100 and 300
	Posts on LinkedIn	50 posts/year
	Followers on Twitter	Between 100 and 300
	Tweets on Twitter	50 posts/year

Table 7: KPIs

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Planning

In the figure below an overview of the planning for ROBINSON's communication and dissemination activities. The list of conferences and events grants an overview to all the partners of the timeline of the most relevant events for the project. Participation to each conference will be evaluated on an ad-hoc basis and pursued only when deemed relevant.

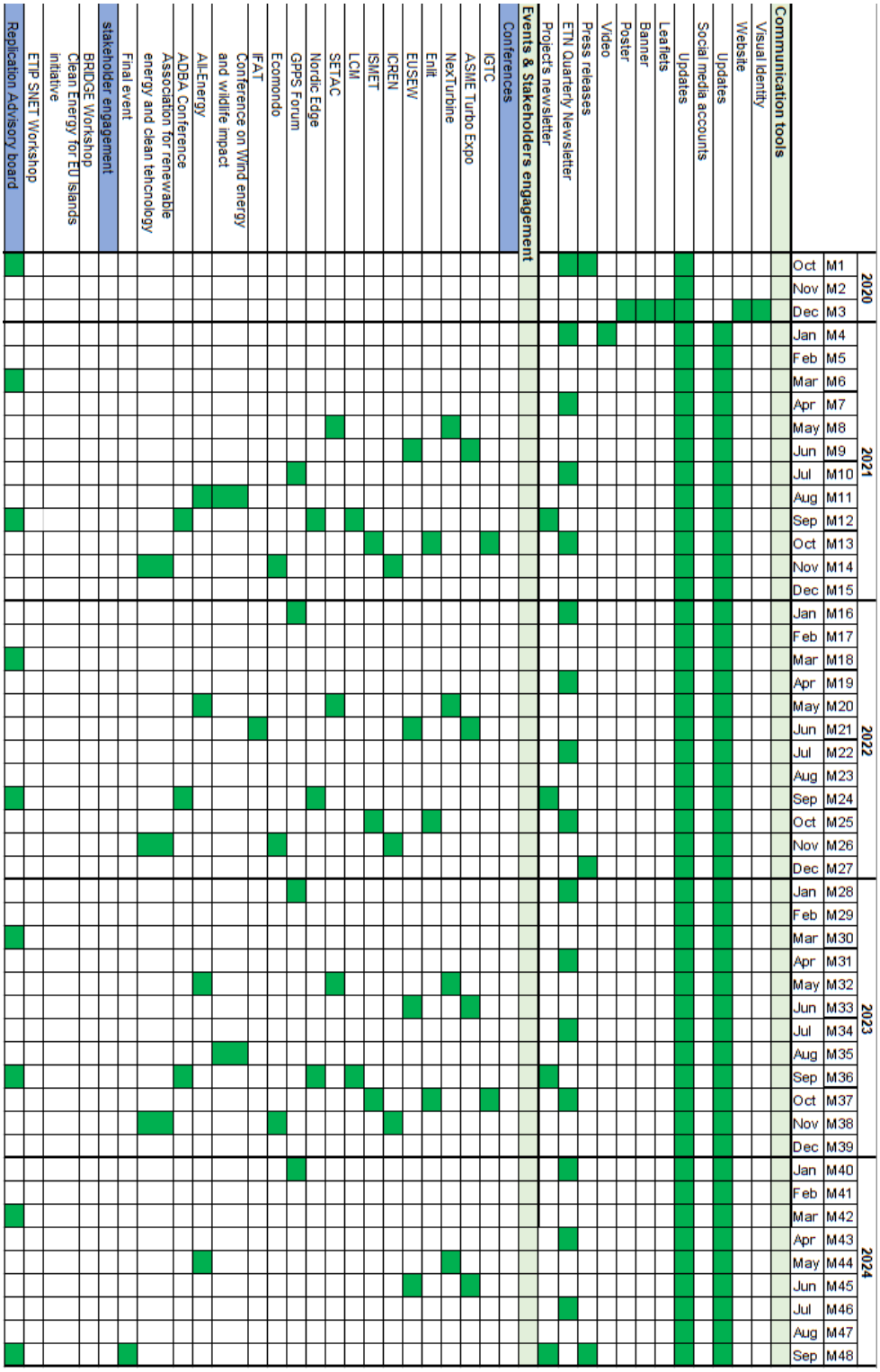

Figure 12: overview communication and dissemination activities

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Horizon 2020 request

All beneficiaries of the project are committed to mention that all documentation and material produced under the program has been made through the co-financing of the European Union.

Following Article 29, subsection 29.4:

"*Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:*

(a) display the EU emblem and
(b) include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957752".

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency."

Moreover:
" *Any dissemination activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains.* "

Furthermore, following article 38 of the Grant Agreement "promoting the action – visibility of EU funding" of the Grant Agreement:

"*Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:*

(a) display the EU emblem and

(b) include the following text:

For communication activities: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957752".

For infrastructure, equipment and major results: "This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957752".

Moreover:

" *Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains*. "

Conclusions

The Masterplan for Communication and Dissemination, and the strategic approach behind it, aims at ensuring an adequate knowledge transfer to the project partners and all other interested parties in ROBINSON. Moreover, the strategic approach adopted during the 48 months of the project will ensure the best environment possible for the next commercial phase of the project, having it already paved the way for a successful marketing campaign. Several tools have been or will be developed to put in place this strategy:

- Brand identity;
- website ;
- general presentation, brochures and banners;
- social media channels;
- newsletter and press releases;
- scientific articles and posters;
- training webinars/seminars;
- final event in Brussels;
- video;
- participation in external events and conferences;
- interaction with other projects and initiatives.

All the activities and the related deadlines highlighted in this masterplan are not binding. The partners of the consortium reserve the right to amend the masterplan, its activities and deadlines according to the needs and the development of the project. The conferences, events, workshops and fairs listed are indicative of the activities the consortium aims to carry out, but adjustments over the course of the projects may be expected.

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