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D7.1 – Dissemination, Exploitation and Communication Plan (DECP)



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EXECUTIVE SUMMARY

The goal of this deliverable is to set guidelines for the effective dissemination, communication, and exploitation of public results from the ECLIPSE project, as well as outlining stakeholder engagement actions. The overall objective is to coordinate the consortium's outreach efforts to achieve the project's dissemination and exploitation goals, as set forth in the Grant Agreement (GA). Additionally, the deliverable outlines the communication strategy as a key component of promoting ECLIPSE to a broader audience.

The Dissemination, Exploitation and Communication Plan (DECP) is defined in this deliverable and includes three distinct but complementary strategies for each area. The differences between these terms are explained in the deliverable, and in each strategy should address these differences. It also shows the corporate identity that the project follows and the publication procedure that must be in line with the guidelines set by the Digital Europe Programme. The dissemination and communication plans include the target audience, work phases, key messages, publication procedures, visual identity, channels, tools, and actions to be carried out, as well as the main action plan and actions beyond the project. A summarised table with all the primary dissemination and communication actions (20 in total) is provided, with detailed information about the goals, audiences, and required resources assigned to different partners. All actions will be evaluated using Key Performance Indicators (KPIs) to ensure high-quality execution, as indicated in the deliverable. Finally, the deliverable explains the exploitation plan and the methodology to be followed.

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1. INTRODUCTION

1.1. PURPOSE OF THE DOCUMENT

The dissemination, communication and exploitation of results are compulsory activities that Digital Europe projects are required to carry out, thus ECLIPSE includes within its deliverables the Dissemination, Exploitation and Communication Plan (DECP). The DECP summarises the consortium's strategy and concrete actions to disseminate, communicate, and exploit results, but also to engage stakeholders/actors (TSOs, DSOs, energy suppliers, consumers, prosumers, system integrators, etc.). It also serves as a guideline to the Consortium for the Dissemination and Exploitation (D&E) activities to be carried out in the context of the project.

This report consolidates the following tasks outlined in the Description of Action (DoA) [1]: T7.1 Dissemination and collaboration with other stakeholders, T7.2 Communication activities and adoption campaigns leading to widespread adoption, and T7.3 Exploitation plans and IPR activities.

The DECP introduces the dissemination and communication activities planned for the lifespan of the project, along with a summary of the most promising achievements, exploitable opportunities, and identification of target audiences and prospective business opportunities. In this context, D7.2 and D7.3 will serve as updates to the DECP and as validation and assessment documents for it.

1.2. SCOPE OF THE DOCUMENT

The deliverable 7.1 is the first document produced within WP7 Knowledge transfer. The document is a handbook that will be a reference for the consortium to know what, when, how, where, to whom and why to disseminate and communicate project results and activities. Also, it includes the main actions to exploit the results obtained. It is a guide for the partners, and a living document that will evolve and absorb the suggestions and needs of partners, the targeted audience, and the European Commission.

The document is based on the preliminary DECP provided in the project Description of Action (DoA) [1].

This public deliverable will be available on the ECLIPSE project website and can be used by anybody who wants to learn about the activities that have been undertaken and make it effective in terms of utilisation of results.

The DECP will execute in a coordinated manner its Dissemination, Communication and Exploitation plans so they can support synergistically the maximisation of the project impact across the EU.

1.3. STRUCTURE OF THE DOCUMENT

This document is structured in four key areas: "Dissemination Plan", "Communication Plan", "Exploitation Plan" and "Engagement Plan". ETRA Investigación y Desarrollo SA (ETRA I+D) and INNEUROPE lead these tasks and partners will actively participate. This deliverable aims to present a suitable dissemination and communication plan for promoting the project at European and international levels.

First, there is an introduction where ECLIPSE is explained in a nutshell ([chapter 1.4](#)), the differences between the three key areas are explained ([chapter 1.5](#)), and the management in the WP7 is presented ([chapter 1.6](#)). This is followed by the publication procedure ([chapter 2](#)) and the corporate identity that has been designed for the project ([chapter 3](#)), which all partners and external agents must always follow.

The **Dissemination Plan** ([chapter 4](#)) delineates the strategies to be implemented over the course of the project to demonstrate its added value and positive impact on the European Union's energy system. It defines specific target groups and describes the subjects and topics of these actions, with the objective of facilitating the transfer of knowledge and outcomes to ensure their broader adoption and utilization. The plan also outlines the tools and activities that will be utilised.

The **Communication Plan** ([see chapter 5](#)) presents a strategy for effectively communicating and promoting the project and its outcomes to a diverse range of audiences, including the general public and media. This plan is designed to deliver targeted information in a strategic and effective manner, with the possibility of engaging in a two-way exchange.

After outlining these plans, [chapter 6](#) details the methods for evaluating and measuring their achievements. It specifies key performance indicators (KPIs) that will

be used to determine whether the defined milestones have been met by the project's conclusion. The results from this assessment will be reflected in the D7.3.

The **Exploitation Plan** ([see chapter 7](#)) provides a summary concerning ECLIPSE's exploitable results and the potential routes that project partners have envisioned at the beginning of the project, and which are being redefined as the project progresses. INNEUROPE leads this task (T7.2), and partners will collaborate to define their individual Exploitation strategies.

The **Engagement Plan** ([see chapter 8](#)) outlines the strategy for promoting the project at the pilot sites, focusing on end consumers. It will guide efforts to raise awareness and motivate consumers to actively participate in the project's demonstration activities. These campaigns, led by the relevant pilot site partners, will include educational initiatives about the benefits of using energy monitoring applications based on CERF, as well as the development of incentives to encourage ongoing consumer engagement. A more detailed analysis will be conducted as part of T4.1, led by ETRA and T5.2, led by UBITECH ENERGY.

Finally, [chapter 9](#) summarises the conclusions and next steps of D7.1.

Throughout the sections, internal recommendations, referred to as "Protocol", are provided for partners to adhere to as part of the communication procedure. Additionally, the plan encompasses communication and dissemination actions scheduled to be taken after the project's conclusion. Lastly, the deliverable includes: [Annex 1](#) – Brand Book, [Annex 2](#) – Dissemination Action Plan, [Annex 3](#) – Communication Action Plan, and [Annex 4](#) – Summary of the dissemination and communication actions. This summary details the main planned dissemination and communication actions, along with detailed information such as goals, target audience, message, content type, producers, timing, and whether they serve as dissemination, communication, and/or exploitation actions.

1.4. ECLIPSE IN A NUTSHELL

The ECLIPSE project stands at the forefront of addressing systemic energy challenges in the European Union, directly contributing to the overarching objectives of the Digital Europe Programme. Amidst environmental uncertainties and geopolitical tensions, such as volatile energy prices and the Russian invasion of Ukraine, ECLIPSE offers a

technological solution to enhance the quality of life for EU citizens by promoting sustainable energy practices.

ECLIPSE aims to implement and demonstrate the Common European Reference Framework (CERF) for energy consumer applications across the EU, focusing on voluntary energy consumption reductions and load shifting through actionable recommendations, strategies, and incentives. By empowering consumers with user-friendly, informative applications, ECLIPSE promotes sustainable energy behaviour and contributes to the stability and resilience of electricity grids. The project's scope includes defining rules and conditions for developing new applications and enhancing existing ones, providing consumers with critical information on energy savings, reduced CO₂ emissions, and financial incentives. Additionally, these applications will facilitate consumer flexibility, including smart EV charging and load shifting, to maintain grid stability.

ECLIPSE's solutions will be deployed and demonstrated across 16 EU countries, involving various stakeholders such as DSOs, TSOs, retailers, and engineering companies. This extensive deployment ensures interoperability with third-party systems and adherence to the current regulatory framework.

Structured in three main stages—Consolidation, Implementation, and Widespread Adoption—ECLIPSE will develop an open-source, scalable, and interoperable CERF platform. This platform will be replicated across the EU, supporting the digital energy services market while ensuring data privacy and cybersecurity. ECLIPSE is built on previous works, such as the ETRA study and reports from the Smart Grids Task Force Expert Group. With a consortium of 23 partners from 13 countries and a stakeholder group of eight additional members, ECLIPSE addresses both technological and socioeconomic factors to achieve its strategic goals. The project's ongoing collaboration with EU policy stakeholders and industry players will ensure the sustainability and continuous evolution of the CERF specifications.

1.5. DISSEMINATION, COMMUNICATION AND EXPLOITATION

The D7.1 addresses Communication, Dissemination and Exploitation tasks through an integrated approach that strategically targets these activities, embedded in the

project's DoA [1]. The table below shows the main differences between those terms, which must be taken into account in each strategy.

Table 1 – Dissemination, Communication and Exploitation concepts

	Dissemination	Communication	Exploitation
Definition	<p>“Means to make the results of a project public (by any appropriate means other than protecting or exploiting them, e.g., scientific publications).” [2]</p>	<p>“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.” [2]</p>	<p>“Means to make use of the results produced in an EU project in further activities (other than those covered by the project, e.g., in other research activities; in developing, creating and marketing a product, process or service; in standardisation activities).” [2]</p>
Goal	<p>Transfer knowledge and results with the aim to enable others to use and take up results, thus maximizing the impact of ECLIPSE.</p>	<p>Maximise not just the use of the energy applications by the different stakeholders but also to reach multiple audiences.</p>	<p>Effectively use ECLIPSE results through scientific, economic, political, or societal exploitation routes aiming to turn ECLIPSE research and innovation actions into concrete value and impact for society.</p>

Audience	Audience that may take an interest in the potential use of the results (e.g. TSOs, DSOs, energy suppliers, consumers, prosumers, etc.)	Multiple audiences beyond the Project's own community including media, public and society in general.	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.
Focus	Inform and demonstrate the societal and economic positive impacts generated by ECLIPSE.	Inform about and promote the Project and its results/success.	Make concrete use of research results (not restricted to commercial use.)

1.6. MANAGEMENT

1.6.1. DISTRIBUTION OF RESPONSIBILITIES

The Article 17.1 of the Grant Agreement [4] articulates that “beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent, and effective manner, which is in accordance with Annex 1. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.” Thus, every possible dissemination and communication opportunity will be embraced by each partner to make ECLIPSE known among stakeholders and the public at large.

Each member of the consortium is expected to play a role in disseminating information according to their allocated responsibilities and level of effort, utilising all available tools and channels at their disposal. This may involve activities such as participating or organising presentations at conferences, publishing papers and posters, networking with other projects, engaging in social media, hosting press conferences, and other relevant endeavours. The subsequent chapters provide detailed explanations of specific dissemination and communication channels, tools, and actions.

The person designed as the Dissemination and Communication Manager DCOM is Maria Provecho (mprovecho.etraid@grupoetra.com). Furthermore, the Project Manager (PM) Lola Alacreu, (lalacreu.etraid@grupoetra.com) will be the central contact point for internal communication within the ECLIPSE consortium. Each partner has also nominated an internal contact point who is responsible for dissemination issues and reporting.

Concerning the Exploitation Plan, INNEUROPE, takes the lead in designing and overseeing exploitation activities. Additionally, all consortium partners will carry out their individual exploitation strategies and supply necessary inputs to the exploitation and business innovation leaders. This collaborative effort aims to define a comprehensive strategy for the commercialisation of the project's products.

1.6.2. REQUIREMENTS FROM THE GRANT AGREEMENT

Article 17.2 of the Grant Agreement [4] states that “beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)” as shown below (Figure 1). “The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support”.



Figure 1 - European flag (emblem) and funding statement.

Moreover, as expressed by article 17.3 [4], it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.” These requirements are explained in detail in the [section 2](#).

Besides, the dissemination and exploitation activities are deeply connected with the intellectual property rights (IPR) protection, which is clearly stated in GA Article 16 [4] and clearly defined in the CA, signed by all project partners prior to the beginning of the project.

It is essential that all consortium partners agree on explicit rules concerning intellectual property (IP) ownership, access rights to any IP for the execution of the project and the IPRs and confidential information before the project starts. The agreed IPR policy will be followed during the execution of the project to expedite the exploitation of project results when opportunities come up. The ground for the documentation and the effective exploitation of IP arising from the project will be developed during the execution phase of the project. ETRA and INNEUROPE will ensure that IP-owning partners make their best effort to ensure a successful transfer of knowledge. This will be managed within task 7.2 and reported in the deliverables D7.2 and D7.3.

2. PUBLICATION PROCEDURE

2.1. PROJECT COMMUNICATIONS AND PUBLICATIONS

To coordinate the participation of partners in dissemination and communication activities at European and international levels, and to properly notify the Commission of any event, the following criteria apply for those activities:

- Any notice or publication by the partners, in whatever form and on or by whatever medium, must specify that the project has received research funding from the European Union. When displayed in association with the EU logo, the European emblem should be given appropriate prominence stated in GA Article 17.2 [4] and the given disclaimer stated in GA Article 17.3 [4]. Besides, must include the following mention and disclaimer:
- Partners will be responsible for including the EU emblem, acknowledgement of EU funding, and disclaimers.



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Figure 2 – European Union disclaimer to be used in all ECLIPSE publications

- Giving enough time to consider publication or event participation is crucial. Therefore, the notification should be circulated as early as possible to the PM and DCOM by email, but no later than 15 days before the event or publication. If available, a copy of the conference program and an explanation of ECLIPSE's participation should be included in the notification.

- Any partner in the consortium can publish their results without prior permission, as long as they notify the PM and DCOM and fulfil the EC requirements that are specified.
- When working on a scientific publication, the PM should receive a pre-print or an abstract with the application.
- If a result is shared by multiple partners, the publication needs approval from all the partners involved. The notification submitted to the PM should be circulated to all partners, and if there is no response, approval is granted.
- The project has provisions for coordinating, maintaining consistency, and ensuring quality of publications, which benefits the project's reputation. Those provisions are included in the Contract (article 17) and the Consortium Agreement (section 8.4). The project also aims to enhance the visibility of partners' public relations activities.
- Within two weeks after an event or publication, participants must provide a concise written report to the PM and DCOM.
- Attendees of an event should provide the PM and DCOM with a copy of the conference proceedings or an appropriate extract, if possible.
- Any evidence of dissemination activities must be stored on the project repository (SharePoint) and uploaded to the Participant Portal by the DCOM.

2.2. PRESS RELEASES AND OTHER CONTACT WITH THE MEDIA

As DCOM, ETRA will be responsible for coordinating press releases related to project milestones. Additionally, all partners have the option to distribute press releases within their respective markets and contact lists. It is important that press releases are issued to highlight all significant milestones achieved throughout the project. Partners who wish to issue their own press releases should first reach out to the DCOM to ensure there is not already existing coverage on the subject.

For all other public project-related communication, the use of the ECLIPSE logo and acknowledgement of EU funding and disclaimers are mandatory. When it comes to IPR, all publications must follow the Grant Agreement and the Consortium Agreement.

2.3. IMAGE RIGHTS AND QUALITY

When using external images, partners should pay attention to rights and quality. The general recommendation for the image quality is to use the following qualities:

- Images for publications, 300 dpi (Size 100 x 150mm)
- Images for web, 160 dpi (Size 60 x 60mm)

In the case of picture rights, the origin of the picture as well as the creator must be mentioned. During the project, the author is always responsible for obtaining appropriate image rights, whether for printing publications or web-based publications.

2.4. OPEN ACCESS APPROACH

ECLIPSE is committed to back the Open Data policy of the EC by offering a range of tools to disseminate research findings to a wider audience, both within and beyond the consortium. The project seeks to make research results available free of charge and with open access to all aspects of the research process, including methodology, tools, outcomes, publications, data, software, peer reviews, and more, for both professionals and amateurs. These initiatives will increase transparency and reproducibility of the research process, foster collaborations, promote knowledge dissemination and innovation, enhance visibility, and impact of the project's results, and ultimately uphold research integrity.

The knowledge management and protection strategy of ECLIPSE is designed to be highly transparent, with a default rule of making results publicly available. At the same time, the project's datasets will be fully described with metadata to facilitate their discovery and reusability by other researchers through an online repository. Any restrictions on data access will be carefully considered prior to final publication, with due regard to ethical considerations related to research involving human subjects and children, as well as personal data protection. Consent forms will explicitly state that the pseudonymised dataset will be published on a public repository. To provide open access to the ECLIPSE datasets, the project will utilise Zenodo, a reputable data repository. The datasets will be thoroughly documented and uploaded together with their corresponding metadata. Consistent metadata naming conventions will also be established to ensure standards are maintained.

2.4.1. OPEN SCIENCE PUBLICATIONS

European Commission's Digital Europe Framework Programme sets out the contractual basis for Open Access to publications. Each partner is required to ensure that peer-reviewed scientific publications related to their results are openly accessible. This includes the following requirements:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript, along with the necessary research data to validate the presented results, in a scientific publication repository as soon as possible and at the latest upon publication.
- Ensure prompt open access to deposited publications via the repository, Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights. For longer formats, consider licenses like CC BY-NC or CC BY-ND. Provide information via the repository on any necessary tools to validate publication conclusions.
- Authors must retain sufficient intellectual property rights to comply with the open access requirements.
- Ensure that the metadata of deposited publications is open under a Creative Commons Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.
- When possible, the project will use Open Research Europe, the European Commission's scientific publishing service, to publish its results in full compliance with open access policies.

3. CORPORATE IDENTITY

The corporate identity refers to the visual and non-visual elements that represent ECLIPSE's image and brand. It is the way to present ECLIPSE to the public, including its logo, colour scheme, slogan, and overall aesthetic. Corporate identity is an important aspect of branding and marketing as it will help to differentiate ECLIPSE from its competitors, create a sense of unity among the consortium and stakeholders, and reinforce ECLIPSE values and mission.

The corporate identity of ECLIPSE aligns with the project's mission and values, emphasizing the optimization of consumers' energy consumption and grid stability across Europe. ECLIPSE aims to enhance sustainable energy practices by developing digital applications that empower consumers and promote voluntary energy reductions. This initiative focuses on fostering energy efficiency, reducing greenhouse gas emissions, and supporting climate resilience. Additionally, ECLIPSE is committed to advancing technological innovation, promoting gender equality, and contributing to the broader goals of the European Green Deal, ensuring a more sustainable and secure energy future for all.

The Brand Book created defines in detail the corporate image and guide on how to use ECLIPSE's brand properly (see [Annex 1 – Brand Book](#)).

Table 2 - Internal protocol 1: Corporate identity

Protocol 1: Corporate identity

1. The name of the project must be written in the following manner: "ECLIPSE" (capital letters).
2. All dissemination and communication actions must follow the specifications of the Brand Book on the proper use of the ECLIPSE logo, colours, icons, etc.
3. All partners will make proper use of the corporate material in any dissemination and communication action.
4. All partners must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) as mentioned in section 1.6.2.

3.1. LOGO

The logo is a graphic representation of the brand that is made up only of letters or typography.

The ECLIPSE logo symbolizes the project's mission to balance energy consumption and sustainability. This design reflects the project's focus on integrating digital solutions with sustainable energy practices, promoting efficiency and resilience.

The logo has two models, model one visualised in Figure 3 serve as the main logos and model two presented in Figure 4 shows the secondary logos also available to represent the ECLIPSE brand. Also, an isotype was designed (Figure 5). Besides, the logo was designed to work with various audiovisual designs and backgrounds, with versions in blue, green and white. It is preferred to use the main logo unless the content piece or design requires another.



Figure 3 – Main ECLIPSE logos





Figure 4 – Secondary ECLIPSE logos



Figure 5 – ECLIPSE isotype

3.2. COLOURS

The selection of colours is a decision to provide warmth to the image of the project. The green and blue colours reflect the essence of the project: green represents the commitment to sustainability and emission reductions, while blue symbolizes technological innovation, highlighting the mission to integrate energy efficiency with advanced digital solutions for a more sustainable and resilient future in Europe (see Figure 6).

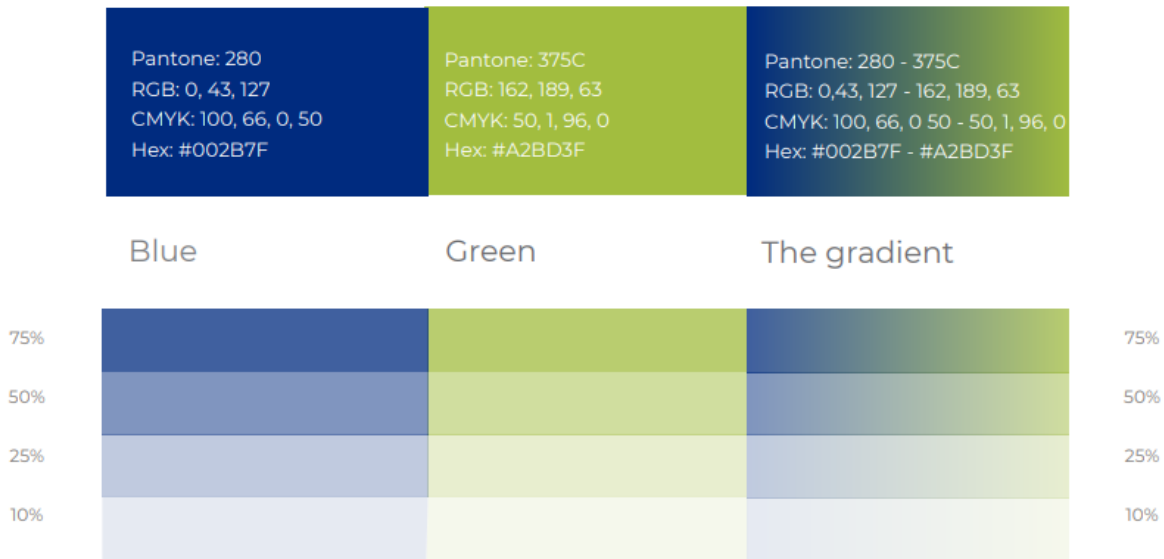


Figure 6 – ECLIPSE colour palette

4. DISSEMINATION PLAN

The Dissemination strategy of ECLIPSE is designed to broadly disseminate the project's outcomes — including scientific results, methodologies, tools, and best practices — among relevant target audiences. This strategy will facilitate the identification of potential contributors who can support the development, evaluation, adoption, and exploitation of ECLIPSE's outcomes. The methodology chosen to achieve these dissemination objectives is detailed in this section and will adhere to the principles and best practices previously validated by consortium partners in other projects, in alignment with the European Commission's (EC) Guidelines for successful dissemination. Furthermore, the dissemination actions will be conducted alongside the communication strategy to reach diverse audiences beyond the project's community, as detailed in chapter 5.

The dissemination aims to achieve the following primary goals:

- Increase awareness of the project, its expected outcomes, and progress among the specified target groups by effective dissemination tools, channels, and means.

- Disseminate the knowledge, methodologies, and technologies developed throughout the project.
- Exchange experiences with other projects, initiatives, and groups working in the field to collaborate, minimise duplication, and maximise potential.
- Prepare for the commercial and non-commercial exploitation of the project's outcomes.

To ensure broader dissemination and maximise its impact, the DECP should implement the following measures:

- All research results or reports should be reviewed by the partners involved in the project.
- All consortium members should be informed about the outcomes and implications.
- Public results should be made available on the website and accessible to all parties that may benefit from them.
- Develop a content calendar and media plan to ensure that project milestones are broadcast to the intended audience with the anticipated impact.
- Define dissemination activities amongst all partners.
- Monitor the dissemination plan to ensure its proper implementation and make necessary changes when required.
- Collaborate with external stakeholders such as related projects, institutions, scientific communities, and specialised media to ensure a high level of outreach of the dissemination activities.
- Inform the Directorate-General for Communications Networks, Content and Technology (DG Connect) of relevant dissemination milestones.
- Inform the Stakeholders Group (SG) of relevant dissemination milestones.

The definition of the dissemination strategy is based on the identification of the following milestones as Table 3 shows.

Table 3 – Dissemination Plan milestones

Dissemination plan milestones	What does it mean?
Subject of dissemination	What will be disseminated. (See section 4.1)
Identification of target audience	Who will most benefit from the project results and who would be interested in learning about the project findings. (See section 4.2)
Timing	When dissemination will take place. (See section 4.3)
Definition of methods and tools	What is the most effective way to reach the target audience. (See sections 4.4 and 4.5)
Dissemination management and policy	Who is responsible and how dissemination is ruled. (See section 1.6).
Dissemination impact	How to measure and assess the results and impact of the dissemination actions. (See section 6).

4.1. SUBJECT OF DISSEMINATION

The Dissemination Plan has identified the following general areas of dissemination:

1. Overview of the ECLIPSE project including its scope, goals, milestones, and plans.
2. Innovations and technologies developed during the project.
3. Pilot sites.
4. Interim results and achievements of the project.
5. Techniques and methodologies, with a focus on addressing any IPR issues.
6. Innovation aspects from an "open science" perspective.

It is vital to guarantee the usability of the project outcomes, therefore, the Dissemination Plan will emphasise the promotion of key project achievements. Dissemination and communication initiatives will be closely associated with these outcomes. Moreover, any dissemination effort must consider the planned demonstrations. Given that ECLIPSE is primarily a demonstration-oriented project, it is crucial to effectively communicate the project objectives and results to the audience, engage end-users, and raise awareness.

4.2. TARGET AUDIENCE

The ECLIPSE Dissemination Plan places significant emphasis on identifying target audiences as a crucial element. To ensure maximum efficiency, dissemination activities must be customised to reach these audiences through carefully selected dissemination channels, tools, and activities.

4.2.1. INTERNAL AUDIENCE

It is crucial to have effective internal dissemination and communication among the partners to ensure the success of the project. The partners not only have the potential to benefit from the results of ECLIPSE, but they also play a major role in the market. As key experts in their respective sectors, they serve as important channels for disseminating information about the project. Therefore, the success of the dissemination activities depends on the active involvement and capabilities of each partner in seizing opportunities to present and showcase the project and its outcomes.

The internal communication strategy is pursued to keep all partners fully informed about planning, work in progress and existing or potential problems. The DCOM will define internal instructions for different dissemination actions to guide partners on appropriate internal dissemination. Besides, all partners must actively communicate with work packages (WP) leaders and DCOM about technical progress and issues, as well as WP leaders must keep PM and DCOM updated about their activities.

All documents and files for internal communication will be uploaded on the SharePoint Platform.

4.2.2. EXTERNAL AUDIENCE

The project must focus on the audiences that would benefit from the information generated by the project. The main target audiences to be addressed are explained below.

Table 4 – External target audience identified and their dissemination categories

Target group	Dissemination goal	Key message	Dissemination channel
Transmission System Operators (TSOs), Distribution System Operators (DSOs), energy suppliers, aggregators, energy producers, prosumers. (A)	To encourage them to take up the ECLIPSE CERF.	Consider taking up ECLIPSE CERF and contact us for more information.	E-mails, events, workshops or/and webinars, newsletters, scientific publications, website content, reports, promotional materials, podcasts.
Consumers, prosumers, system integrators, digital developers, consumer service providers. (B)	To improve, use and promote CERF-based APPs, and exchange knowledge.	ECLIPSE CERF to be shared and exchange knowledge with other initiatives.	E-mails, events, workshops or/and webinars, professional journals and publications, newsletters, website, social media, promotional materials, lessons learnt, podcasts.
Public bodies and regulators, Standardisation bodies. (C)	To inform them about ECLIPSE and its results and build their support.	Adopt ECLIPSE CERF.	Events, workshops or/and webinars, reports, website, newsletters, e-mails, lessons learnt, podcasts.

Universities and scientific research community (D)	This community can build on the research carried out by ECLIPSE.	ECLIPSE solutions to be shared and exchange knowledge with other initiatives.	Journal articles, website, participation/organisation of events, conferences, workshops or/and webinars, lessons learnt, online campaigns, podcasts, videos, and exchange activities.
European Institutions and related projects and initiatives (E)	These entities and initiatives may benefit from knowledge exchange and lessons learnt from ECLIPSE as well, the scalability and replicability. Also, to informed about its impact, specially to the EC.	Share and transfer knowledge with other initiatives and show the projects progress as planned.	E-mails, deliverables, events, website, social networks, lessons learnt, online campaigns, and exchange activities.
Media (F)	The media amplify ECLIPSE activities and results.	ECLIPSE CERF integrated in energy consumption applications in EU countries.	Press releases, newsletters, website, social media, podcasts, promotional materials, online campaigns, videos.
Civil society in general (G)	To maximise the use of the energy applications and voluntary energy consumption reduction.	Learn about new energy applications and consumption in the European Union.	Dissemination materials, videos, open days, social media, online campaigns and podcasts.

Apart from the identified audience, ECLIPSE has established a Stakeholder Group (SG) comprising representatives from national and local entities. The consortium will closely interact with this group, providing them with opportunities to discuss research findings at dedicated workshops and keeping them regularly informed of project

activities. Additionally, these stakeholders have endorsed the ECLIPSE project by signing a Letter of Support. The SG primarily consists of 8 key entities spanning the entire energy sector, but this group is open to include new specialized stakeholders. This group includes:

- European Committee for Electrotechnical Standardization, **CENELEC**, a private international non-profit organization that develops and promotes electrotechnical standards in Europe to ensure the safety, compatibility, and interoperability of electrical and electronic products and systems.
- The European Network of Transmission System Operators for Electricity, **ENTSO-E**, the organization representing electricity transmission system operators (TSOs) across Europe. It coordinates and develops the transmission of electricity on a continental scale, ensuring efficient, reliable, and secure operation of the European electricity grid.
- **INESC TEC** (Institute for Systems and Computer Engineering, Technology and Science) is a Portuguese research and development institute, that focuses on the integration of scientific research, and technological development in fields such as energy, industry, communications technologies, etc.
- **ENERGINET** is a Danish state-owned enterprise responsible for the transmission and system operation of electricity and natural gas in Denmark.
- **SOLARPOWER** is a European industry association that promotes solar energy growth and advocates for supportive policies in Europe.
- **ESTEBANELL** is a Spanish energy company that provides electricity distribution and related services. It focuses on delivering reliable power, improving energy efficiency, and integrating renewable energy sources within its service areas
- **ENERCOOP**, Spain's largest electric cooperative dedicated to promoting rural energy communities nationwide.
- **TWIGENERGY**, a company specializing in the development, management, and operation of renewable energy projects. It focuses on producing sustainable energy solutions to promote environmental sustainability and reduce carbon emissions.

4.3. DISSEMINATION PHASES

Three dissemination and communication phases are defined:

Phase 1- Initial outreach and promotion (M1-M8) focuses on developing the DECP and creating expectations, general promotion and raising awareness of the project among the different stakeholders, end-users, and citizens.

Phase 2- General and specific promotion and community building (M9-M17) focuses on disseminating the progress, first preliminary outcomes, and receiving feedback from stakeholders and end-users, while communicating the general aspects of the project still.

Phase 3 - Capitalisation of results and spread lessons learned (M18-M24). The actions at this point of time will be focused on sharing outcomes and results, lessons learned and best practices, as well as exploitation views. During this phase the community building will be consolidated, and dissemination actions will be key as exploitable project results and test are available.

4.4. KEY MESSAGES

ECLIPSE includes various aspects such as legal, technical, social, and environmental considerations to optimize energy consumption and grid stability across Europe. The project integrates digital solutions to enhance energy efficiency, meet local energy demands, and support sustainable practices in electricity use, heating, cooling, and transport, all while ensuring compliance with regulatory frameworks and promoting environmental stewardship.

From the very beginning of the project the messages outlined below will be shared, emphasising the ambitious goals of ECLIPSE with the specific audience identified in [section 4.2.2](#). This approach will enhance the impact. However, as the project progresses, accomplishes Work Packages and produces deliverables, the messages will be refined and enhanced further. These messages will be tailored to various audiences and will align with the specific themes corresponding to each goal outlined in the strategy.

4.4.1. VIP: VERY IMPORTANT PROJECT

In this sense, ECLIPSE is a “Very Important Project” as a Digital Europe Programme project since it will significantly impact on energy management, CO2 reduction, and overall grid stability, making it a pivotal initiative in the transition to a more sustainable

and efficient energy system. It will enhance energy efficiency and grid stability across Europe by developing a CERF by which energy-consumption applications would be improved and/or developed.

4.4.2. COMMON EUROPEAN REFERENCE FRAMEWORK (CERF)

ECLIPSE is at the forefront of establishing a Common European Reference Framework (CERF), a critical element for harmonizing energy consumption management practices across Europe. This framework will serve as a unified standard, enabling the development and enhancement of energy-consuming applications that meet the highest efficiency and sustainability criteria. By providing a consistent reference, CERF will facilitate interoperability and innovation, ensuring that energy management solutions are scalable and effective across diverse European energy markets.

4.4.3. PROMOTING VOLUNTARY ENERGY CONSUMPTION REDUCTIONS

ECLIPSE actively promotes voluntary energy consumption reductions, recognizing the crucial role of end-users in achieving a sustainable energy future. The project harnesses social media and other outreach strategies while providing consumers with tools to take decisions about reducing their energy use. It helps not only with CO₂ reduction in the short term, but also fosters a culture of energy awareness and responsibility which can lead to meaningful participation by every individual or company in the same energy transition.

4.4.4. MAXIMIZE THE USE OF ENERGY-CONSUMING APPLICATIONS

ECLIPSE seeks to maximize the use of energy consuming management applications by promoting the development and adoption of standardized, user-friendly apps across European countries. These applications will provide clear and relevant information, making it easier for users to understand and manage their energy consumption. By highlighting the benefits of these apps—such as cost savings, increased efficiency, and environmental impact—ECLIPSE aims to empower consumers to take an active role in energy management.

4.4.5. OPTIMIZE EXTREME GRID SITUATIONS

ECLIPSE is dedicated to enhancing grid performance, particularly during extreme conditions such as peak demand, unforeseen disruptions and extreme weather events. Through the app, users will receive notifications and be requested to undertake specific actions, such as adjusting their energy consumption during critical periods. This collaborative approach facilitates real-time grid regulation, ensuring stability and resilience, while also supporting the seamless integration of renewable energy sources into the European energy system.

4.5. DISSEMINATION CHANNELS, TOOLS AND ACTIONS

The Dissemination Plan has identified the primary channels, tools, and activities that will be used to ensure clear and efficient dissemination of the project's outcomes. These are summarised in [Annex 2 – Dissemination Action Plan](#) which provides detailed information on the goals, target audience, messaging, content type, content producers, time frame, and whether they are dissemination, communication, or exploitation tools.

The ECLIPSE partners will play a significant role in maximising the use of all identified dissemination channels and tools. Additionally, they will regularly participate in events, workshops, fairs, etc. to showcase technical achievements and products to relevant stakeholders. This approach will allow for the sharing of research results with potential users, experts, researchers, industry players, policymakers, and other key stakeholders who can impact market uptake. It will also help to gain new knowledge and provide a strong start to the go-to-business actions.

4.5.1. WEBSITE

The website created for ECLIPSE consolidates project information into a single, comprehensive source of knowledge for visitors. The website is intended to reach all audiences interested in the project, but it is anticipated that individuals with greater technical expertise and familiarity with the project's subject matter. It features a description of the project based on public information from the DoA.

The URL address is: <https://eclipse-digital.eu/>. At this moment (M3), the website has been launched, and there is already a significant amount of content regarding the fundamentals of the ECLIPSE project.

The primary objectives of the website are as follows:

- To provide up-to-date and pertinent information to a broad audience.
- To ensure that information is presented in a way that is easily accessible and user-friendly.
- To serve as a shared documentation repository, containing primary project documentation, news, publications, scientific research, promotional materials, reports, public deliverables, media coverage, and more.
- To function as an information database for all project and partner activities.

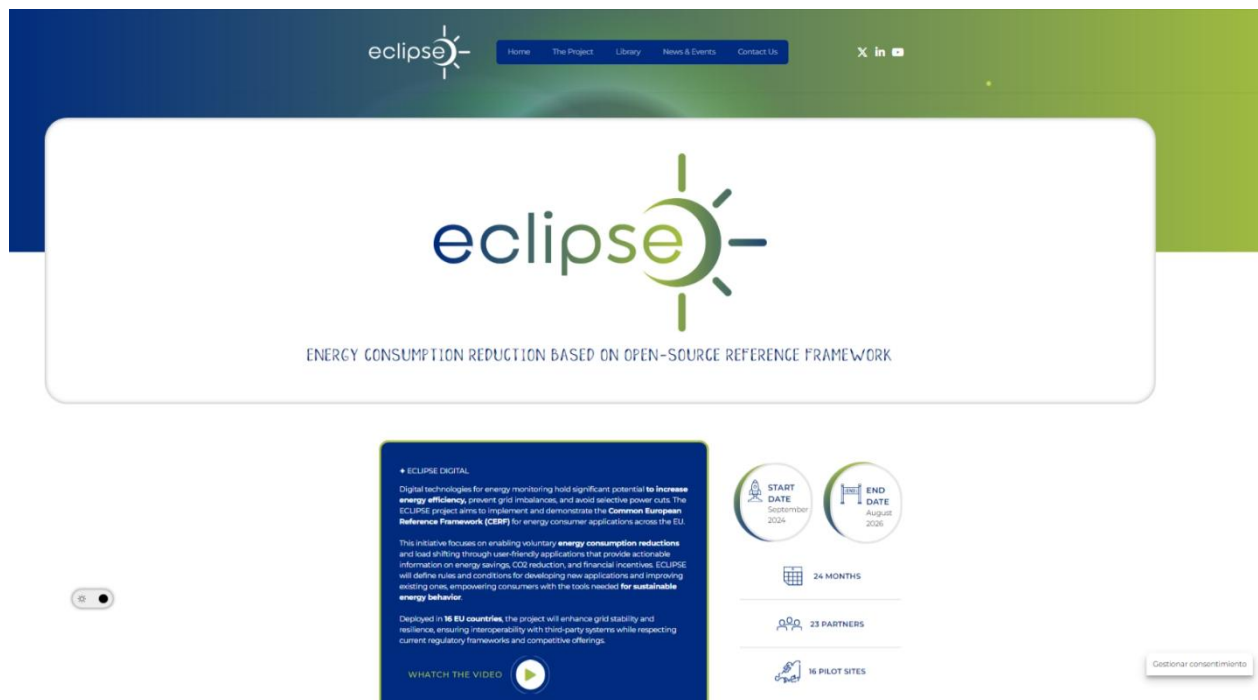


Figure 7 – ECLIPSE website overview

The navigation scheme of the website is depicted in Table 5.

Table 5 – Navigation scheme of the ECLIPSE website

Main menu	Submenu	Description
Home	NA	This section contains a briefly general description of the project, innovations, pilots, partners, and latest news and coming events.
The project	Innovations Pilot sites Partners	This menu presents in detail the project by explaining the background, goals, innovations, pilot sites, expected impact, results and consortium.
News and events	NA	This section will share news relevant to ECLIPSE's goals and technologies, including updates on progress and outcomes, as well as other noteworthy news items. Additionally, it will feature information on all internal and external events related to the project.
Library	Dissemination materials Videos Newsletters Deliverables Workshops Scientific publications Publications Media presence	The contents of this section will be composed of public documents aimed at various target audiences and made readily accessible.
Contact us	NA	Coordinator brief profile and contact details.

Table 6 - Internal protocol 2: Inputs for the website content

Protocol 2: Inputs for the website content

- A calendar of inputs will be established, and partners are expected to contribute by sharing updates on their work, outcomes, results, participation in events, and other relevant actions. These contributions will be disseminated as news on the website and included in the newsletter. ETRA will send reminders to encourage partners to send contributions.
- This is a requirement to meet the established KPIs.

4.5.2. PARTNERS WEBSITE

Whenever possible, partners will include a presentation of the ECLIPSE project on their entity websites and will share news about the project.

4.5.3. PROMOTIONAL MATERIALS

Promotional materials will be essential for increasing awareness of the project's goals and successes, ensuring a significant impact among stakeholders. These materials will be updated and available online. They will also be prominently featured in meetings, workshops, and other project-related events. Additionally, ECLIPSE is committed to transitioning to a paper-free model wherever possible. As a result, all materials will be accessible digitally on the website. Moreover, for fairs and events showcasing ECLIPSE, methods enabling the audience to access these documents conveniently through QR codes will be utilised.

Table 7 - ECLIPSE promotional materials to be designed

Promotional materials	Description
Brochure	A brochure will provide a simplified summary of the project's objectives and framework. This document will be disseminated not only at conferences, workshops, and other events where consortium members present and promote the project, but also at open days and community events. Partners will have the option of printing it out or translating it as necessary.

Roll-up	The roll-up will show just key aspects of the project and will be designed to be used in events and exhibitions. Partners could print it out or even translate it, as needed.
Videos	In the initial project phase, an introductory video will be created to provide a broad overview of the project's goals and benefits to a general audience. It is crucial to avoid overly technical language to appeal to a wider audience. Throughout ECLIPSE, partners will use videos to explain complex technical aspects of the project in an accessible manner for the public. From the second phase until the project's completion, it is anticipated that a range of videos will be produced, showcasing product demonstrations, partner interviews discussing new developments and results, testimonials, visits to pilot sites, and other related materials.
Infographics	A graphical representation of information, including complex data, in a clear and concise manner. The use of visual and illustrative forms of communication can expand access to information to larger and more diverse audiences. Infographics will serve as a visual communication tool that falls under the umbrella of information design, typically emphasising specific and limited amounts of information.
Handbook of lessons learned	At the end of the project, a handbook will be created including all recommendations at policy, market design, industrial, technological, and innovation levels from partners.

4.5.4. SOCIAL AND SCIENTIFIC NETWORK

Establishing two-way communication with a specific target audience is a crucial objective of dissemination activities for the ECLIPSE project. A key strategy to achieve this is to have a presence in various social networks. The project's website will provide direct access to these social networks through clickable icons located in the footer section of the site, as well as for all news and events. Table 8 details the social networks affiliated with ECLIPSE.

Table 8 – ECLIPSE social networks

Social network	Description	Link	Status
X (Former Twitter)	It will be the main social network where all public information concerning the project will be shared in an audio-visual and attractive way.	https://x.com/Eclipse_Europe	The Twitter account was created and has 85 Followers.
LinkedIn	A LinkedIn page will be a channel for reaching stakeholders and industry professionals.	https://www.linkedin.com/company/eclipseproject	The LinkedIn page account was launched and has 173 Followers.
YouTube	This channel will host all videos produced within the course of the project, such as videos of pilot sites, events, conferences, workshops, etc. Further videos will be put online by the partners as new results and demonstrators are being presented.	https://www.youtube.com/@EclipseEUProject	The YouTube channel was launched.
Zenodo	This research data repository will gather all publications of ECLIPSE to share and preserve its research outputs.	https://zenodo.org/communities/eclipse-digital/	The Zenodo community was launched.



Figure 8 – Screenshot of ECLIPSE Twitter account



Figure 9 - Screenshot of ECLIPSE LinkedIn account

4.5.5. PRESS RELEASES

Press releases will be issued to national and international media following any pertinent event or action. The project will primarily target the most significant national press in countries involved in the project and demonstration activities. Press conferences will be arranged, and consistent communication with the press will be upheld to disseminate information on project developments. Additionally, the project website will feature a press clipping section summarising notable references from mass media.

Table 9 – Internal protocol 3: Press releases

Protocol 3: Press releases

- ETRA will prepare press releases when a milestone is achieved. The press release will be distributed among mass media in collaboration with the consortium. Partners could adapt and translate the press releases according to their needs.
- Partners could also prepare press releases, always following the agreed publication procedure ([section 2](#)) and informing the DCOM beforehand.
- All press releases will be collected on the website.

4.5.6. NEWSLETTER

Twice a year, the project will launch an online newsletter to update on its principal activities and advancements. The newsletter will comprise various content types such as news, outcomes, events, interviews, and videos. To design the e-newsletter, the project will utilise a newsletter plugin for WordPress that enables subscriber management, email delivery, and performance tracking. The plugin also integrates with other programs. The project will conduct a survey to gauge readers' opinions on the newsletter's appeal, the quality of its articles, and the information it provides.

4.5.7. SCIENTIFIC PUBLICATIONS

Partners will effectively share project information and engage with representatives from different target groups by publishing articles in industry magazines, technical societies' publications, and local/national newspapers. Each partner will make sure that their research results are publicly available through peer-reviewed scientific

publications. Partners will also work on collaborative publications and use additional approaches like organising or taking part in panels, roundtables, conference sessions, giving workshop talks, presenting posters, and conducting specialised demonstrations at scientific events.

As explained above, ECLIPSE must ensure open access to peer-reviewed scientific publications relating to its results. The publications will be archived and linked on the website, Zenodo and internally on SharePoint platform.

The journals and magazines, depicted in Table 10, are especially relevant for the dissemination strategy of the project.

Table 10 – List of potential journals and magazines relevant to ECLIPSE

Name of the journal	Impact factor
Energy (Elsevier)	8.857 (2021)
Energy Policy (Elsevier)	6.142 (2020)
Energies (MDP)	3.252 (2021)
Energy Conversion and Management (Elsevier)	9.709 (2020)
Energy Research & Social Science (Elsevier)	8.514 (2022)
Renewable & Sustainable Energy Reviews (Elsevier)	16.799 (2022)
applied Energy (Elsevier)	11.446 (2021)
Renewable Energy (Elsevier)	8.634 (2021)
Engineering Applications of Artificial Intelligence (Elsevier)	8 (2023)

Intelligent Systems with Applications (Elsevier)	- (2023)
Energy and IA (Elsevier)	- (2023)
Data Special Issue "Information Systems and Data Management" (MDPI)	-
Cybersecurity and Privacy Special Issue "Privacy" (MDPI)	-
Cybersecurity and Privacy Special Issue "Security Engineering and Applications" (MDPI)	-

Table 11 – Internal protocol 4: Scientific publications

Protocol 4: Scientific publications

- Partners must follow the publication procedure designed and the open science approach (section 2).
- Scientific publications resulting from the ECLIPSE project should be notified to PM and DCOM (and related partners) 10 days before the intended submission date or at least, 5 days before publication. This requirement is subject to the possibility of notification.
- Any objection to the planned publication shall be made in accordance with the consortium in writing to the coordinator and to any partner concerned within 15 days after receipt of the notice.
- If no objection is made within the time limit stated above, the publication is permitted.

ECLIPSE will generate public documents (deliverables) that will provide valuable information and knowledge about the project's funding, development results, best practices, and other important aspects. These documents will benefit stakeholders and the academic community. All deliverables will be available for access on the project's website. Table 12 outlines the 16 public deliverables that ECLIPSE will produce throughout its implementation.

Table 12 – ECLIPSE public deliverables

Deliverable	Deliverable name	Due date	WP	Leader	Type*
D1.1	Project management handbook	M3	1	ETRA	R
D1.2	Data Management Plan	M3	1	ETRA	DMP
D2.1	Analysis of existing energy monitoring applications and services in the market and of the legal framework	M3	2	ETRA	R
D2.2	Energy services analysis, use cases, and CERF requirements	M4	2	IBER	R
D3.1	CERF architecture specification and ECLIPSE interoperability profiles	M6	3	TRIA	R
D3.2	Specific Data Protection analysis	M6	3	TRIA	R
D4.1	ECLIPSE CERF for Energy Saving applications_V1	M12	4	ETRA	R
D4.2	ECLIPSE CERF for Energy Saving applications_V2	M12	4	ETRA	R
D5.1	Pilot sites Integration, deployment and engagement activities	M15	5	UBI	R

D5.2	Demonstration activities results	M15	5	UBI	DEM
D6.1	Economic and socioeconomic impact assessment (User satisfaction and innovative business models assessment)	M15	6	FHOO	R
D6.2	Definition of replication and scaling up guidelines and policy makers recommendations	M24	6	EDSO	R
D7.1	Dissemination, Exploitation and Communication Plan (DECP)	M24	7	ETRA	R
D7.2	Individual exploitation strategies	M24	7	INNEUROPE	R
D7.3	Dissemination, Communication and exploitation activities	M24	7	INNEUROPE	R
D8.1	OEI - Requirement No. 1	M24	8	ETRA	ETHICS

* DMP — Data Management Plan / R — Document, report / DEM — Demonstrator, pilot, prototype

4.5.9. EVENTS

The consortium members will showcase ECLIPSE at major industry events in the EU. The project will be introduced through informative presentations and accompanied by

printed materials such as posters, roll-ups, and brochures, and will feature dedicated stands at exhibitions that offer such opportunities. Additionally, all relevant information will be shared on the project's website and social media platforms to increase visibility and document the dissemination activities. Table 13 presents a list of potential events to present ECLIPSE. This list does not represent the events where ECLIPSE will be presented; rather, it serves as a preliminary compilation of events that partners have identified and may potentially participate in. Details regarding the events where partners are presenting ECLIPSE will be provided in D7.3.

Table 13 – List of potential events where ECLIPSE could participate

Type of event	Names of the events
Organised by ECLIPSE partners	Workshops with end-users in pilot sites Workshops/webinars with related projects Webinars of the ECLIPSE innovations
Institutional events	European Sustainable Energy Week - EUSEW [5] European Research and Innovation Days [6] ECEEE– European Council for an Energy Efficient Economy
Private and public events on Energy	Smart Energy Congress [7] Energy Evaluation Europe Conference [8] OFF-GRID Expo + Conference [9] European Big Data Value Form [10] Smart Energy Expo [11] Enlit Europe [12] Data Week [13] GAIA-Xcelerate Summit [14] Data Spaces Symposium [15]

Table 14 – Internal protocol 5: Participation in events

Protocol 5: Participation in events

- A guideline on how ECLIPSE disseminates and communicates in an event is provided to the consortium.
- A reporting template for the participation events is available for partners.
- Partners are required to send an updated list of future events that may be of interest to the consortium each month, provided there are any updates. (always prior to attendance).
- Partners must inform when participating or organising an event as soon as possible. ETRA will promote the ECLIPSE participation.
- Partners should have an active role in promoting ECLIPSE on those events and make use of the promotional materials. During the event, partners should take pictures and videos of their activities.
- After the event partners must complete the event report and forward it to ETRA.

4.5.10. WORKSHOPS

A series of workshops will be organised during the lifetime of the project. These workshops will be implemented also as part of the engagement activities.

4.5.10.1. WORKSHOPS IN PILOT SITES

Workshops will be organised at each pilot site, aimed at showcasing their involvement, developments, actions, and future activities, as well as expected outcomes and impact on stakeholders. The workshops will also extend invitations to other Europe projects (H2020 and Horizon Europe), related initiatives, and targeted stakeholders.

4.5.10.2. WORKSHOPS WITH STAKEHOLDERS AND END-USERS

Workshops with relevant stakeholders will be conducted to encourage active involvement in providing requirements, assessing the impact of key outcomes, and providing relevant feedback. Throughout the project, members of the SG will be invited

to participate in various workshops. This approach aims at ensuring that stakeholders and end-users remain engaged and provide valuable input.

4.5.10.3. JOINT WORKSHOPS WITH RELATED PROJECTS AND INITIATIVES

Joint workshops will help to exchange knowledge, best practices, lessons learned, etc. among related initiatives. ECLIPSE consortium has reviewed a list of more than 80 R&D EU funded projects, that are included in the Annex of the ECLIPSE DoA.

Below, in the Table 15, there is a list of the potential projects and initiatives to organise joint workshops and other activities.

Table 15 – List of potential projects and initiatives to work with

Entity	Name	Type of collaboration
EU funded projects (H2020, Horizon EU, LIFE, etc.)	InterConnect [16]	Workshops, webinars, events, joint publications and materials, videos, joint online content podcasts.
	EDDIE – European Distributed Data Infrastructure for Energy [17]	
	Enershare – The Energy Data Space for Europe [18]	
	SYNERGIES [19]	
	ODEON [20]	
	BeFlexible [21]	
	BunGeeS [22]	
	STREAM [23]	
OMEGA-X [24]		

Forums, Associations and Initiatives	BRIDGE initiative [25] Smart Networks for Energy Transition (ETIP-SNET) [26] CEN-CENELEC [27] BDVA/DAIRO WG on Energy/Data Spaces [28] BRIDGE WG Data Management [29] GAIA-X Energy WG [30]	Internal meetings, workshops, webinars, reports, events, newsletters, videos, online content, podcasts.
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4.5.11. WEBINARS

Starting from month 12, the developers of ECLIPSE CERF will host webinars to provide technical information and increase awareness. Additionally, webinars during month 24 will cover final developments, integration, and preliminary demonstration results. These webinars may also be held jointly with other related projects to share experiences and knowledge. Webinars have the benefit of engaging a wide remote audience, as well as being open access and recorded for later viewing. External experts are also welcome to participate and offer new insights and knowledge to both direct and indirect target groups.

4.5.12. PUBLIC RELATIONS

The dissemination plan aims to highlight the significance of the project in creating a common ecosystem in which operators and end-users can interact within the energy market and, therefore, promote flexibility and sustainability. In addition to other dissemination efforts, public relations will play a key role in communicating the project's importance to key decision-makers. The primary focus will be on identifying and engaging with regional stakeholders in the countries involved in the project.

Thus, partners will establish good communications with those bodies to present the benefits and potential impact of the ECLIPSE CERF. These actions will be conducted by informal meetings and /or informative e-mails.

To ensure effective communication, each partner will act as an ambassador for the project and receive the necessary materials and guidelines to represent and promote the project in their respective countries.

4.5.13. STAKEHOLDERS GROUP INVOLVEMENT

A stakeholder group has been formed, with representatives from national and local organisations. The consortium will engage closely with this group, offering opportunities for discussions through meetings, workshops, webinars, and providing regular updates on project activities via email campaigns and newsletters. These stakeholders have expressed support for the ECLIPSE project by signing a Letter of Support. The group is comprised of 8 key entities covering the entire energy value chain. The detailed list of the stakeholder group can be found in [section 4.2.2](#).

4.6. DISSEMINATION ACTION PLAN

The following section outlines the specific actions that will be carried out during the project. The Action Plan, as detailed in [Annex 2 – Dissemination Action Plan](#), covers the major dissemination events and activities that involve all partners. Most of the activities and actions were already defined in the Grant Agreement, so the allocation of responsibilities and budgeting has been partially determined. The Action Plan will be periodically reviewed and evaluated every six months to determine if any changes are necessary. Any updates will be shared during internal meetings and reflected in the reporting period reports, as well as in the D7.3.

Additionally, [Annex 4 – Summary of the dissemination and communication actions](#) sums up the main planned dissemination and communication actions together with detailed information such as goals, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools.

4.6.1. DISSEMINATION ACTIONS FOR CERF AND PILOT SITES

Table 16 illustrates the specific dissemination actions and tools for ECLIPSE CERF. These actions will ensure the cooperation and networking activities with other relevant projects, which will be an added value for the PEDR (Plan for Dissemination Results) and for the Exploitation strategies expected to be delivered in M6. It will consider all partners' strategies for exploiting the project outputs. All the project partners and relevant stakeholders will be involved from the beginning in the iterative co-creative process for the definition of requirements and to build a common view to contribute to the design of the ECLIPSE CERF. It should be noted that the following actions and tools will be regularly revised and updated throughout the project's duration.

Table 16 – Dissemination activities for ECLIPSE CERF

Innovation	Target Audience	Dissemination actions	Indicator
Common European Reference Framework (CERF)	Transmission System Operators (TSOs), Distribution System Operators (DSOs), energy suppliers, aggregators, energy producers, prosumers.	<ul style="list-style-type: none"> - Promotional materials (Presentation /Videos). -Website section, and blog content. - Meetings and workshops with end-users. - Participation in events, workshops, etc. - Videos interviews. - D2.2, D3.1, D4.1, D4.2, - Publications. - Social media. 	<ul style="list-style-type: none"> - Downloads of materials on the website. - N° of visits on the website section. - N° of participants in the events/webinars, etc. - N° of participation in events and meetings. - Visualisations videos. - N° of articles in the press. - N° of publications. - N° of views of the webinars. - Social media engagement/followers/likes. - Average Engagement rate on social media.

Regarding the pilot demonstrations, initial efforts will focus on devising action plans to promote and disseminate ECLIPSE and engage their end-users and audiences. This promotional endeavour will encompass various strategies, including creating promotional materials for the pilot sites, launching online campaigns, issuing press releases, hosting workshops, attending events, collaborating with related projects, conducting public relations efforts, and delivering presentations, among other initiatives. More detailed information is available in the [chapter 8](#).

4.6.2. DISSEMINATION ACTIONS AFTER THE END OF THE PROJECT

As some exploitation activities will persist beyond the conclusion of the project, dissemination strategies will be devised that extend beyond the funding period of Digital Europe. This section contains a preliminary outline of the proposed dissemination measures, which will be refined and finalised in the D7.3 report by M24.

- Make the results visible by publishing them on the Horizon Standardisation Booster [31] the first year after the end of the project.
- The ECLIPSE website will remain accessible for a minimum of two years after its creation.
- Participation in events and conferences.
- When the project is completed, some partners may still publish papers based on the results or knowledge of ECLIPSE. In that case, it will be duly indicated.
- Joint actions with related projects and entities to present the exploitation actions and results.
- Pilot sites will keep disseminating their results, best practices and lessons learnt through meetings, fairs, promotional materials etc. among other peers, cities, public authorities, energy communities, etc.

5. COMMUNICATION PLAN

The communication and dissemination efforts extend beyond showcasing project outcomes, encompassing the entirety of the project, and targeting diverse audiences. The Communication Plan is designed to maximise project visibility and enhance the

impact of its results. It delineates each project milestone defined in the DoA. An annual internal assessment of the communication strategy will be conducted to measure its effectiveness and impact, with adjustments made as necessary to ensure its continued enhancement.

The Communication Plan should consider the following aspects in greater detail:

- Establish communication objectives, roles, and procedures.
- Develop branding and positioning strategies for the project.
- Facilitate effective information flow among consortium partners.
- Ensure that communication measures are objective-oriented, proportionate to the project's scale, and tailored to the communication activities' target audience.
- Design targeted messages, means, and language for each specific audience.
- Define key messages that highlight the benefits and opportunities offered by ECLIPSE, and its contributions to the Digital Europe Programme's priorities, goals, results, ongoing activities, progress, events, etc.
- Deploy a media planning approach to ensure accurate broadcasting, reach the targeted audience, and impact all project milestones.
- Outline communication activities for all partners and synchronise communication efforts within partner institutions.
- Choose suitable measures to engage the media and emphasise the Digital Europe's financial support.
- Identify cluster opportunities with relevant local / national / EU / international initiatives and projects to enhance the project's impact and broadcast.
- Ensure that all communication actions aim to create a wider public impact beyond the project's community and provide educational outreach to the public regarding basic knowledge.
- Maintain intensive follow-up of the Communication Plan deployment.
- Stay aligned with external stakeholders, such as related projects, institutions, and media, to ensure high outreach of the communication activities.

Table 17 – Communication Plan milestones

Communication plan milestones	What does it mean?
Subject of communication	What will be communicated? (See section 5.1)
Identification of target audience	Who will most benefit from the project results and who would be interested in learning about the project findings? (See section 5.2)
Timing	When will communication take place? (See section 5.3)
Definition of methods and tools	What is the most effective way to reach the target audience? (See section 5.4 and 5.5)
Communication management and policy	Who is responsible for and how communication is managed? (See sections 1.6 and 2).
Communication impact	How to measure and assess the results and impact of the communication actions? (See section 6).

5.1. SUBJECT OF COMMUNICATION

Communication regarding ECLIPSE follows a strategic plan that begins at the project's inception and persists throughout its duration, even beyond the funding period. The objective of this communication is to actively promote both the project itself and its resulting outcomes.

The communication strategy encompasses several overarching topics, including:

- Comprehensive coverage of ECLIPSE, including its scope, objectives, milestones, plans, and environmental and societal impacts.
- Detailed discussions on ECLIPSE's innovations and technologies.
- Insights into the pilot sites, illustrating how end-users stand to benefit, sharing success stories, lessons learned, strategies for replication, how it will benefit citizens, etc.

- Highlighting the outcomes and innovations of ECLIPSE.
- Educational components addressing the significance of consumers interaction with the energy market, responsible energy consumption, using renewable energies and decarbonization, etc.

5.2. TARGET AUDIENCE

The communication actions of ECLIPSE will extend from the most technical and experienced community to the general public. These audiences will be segmented into internal and external audiences.

5.2.1. INTERNAL AUDIENCE

As outlined in [section 4.2.1](#), internal communication activities will be conducted among consortium members. These activities are crucial to ensure that the project is executed correctly, with communication messages delivered to the intended audience at the appropriate time. Internal communication methods will include both open communications, such as face-to-face meetings or plenary conference calls, and private calls to discuss technical and organisational issues, share results, and make decisions. ETRA is responsible for defining the communication procedures.

5.2.2. EXTERNAL AUDIENCE

The external audience has been segmented based on the project's objectives and the desired relationship with them. With regard to target audience segmentation, the project will prioritise the following:

- Direct Target Group (A, B, C, D, E): As defined in [section 4.2.2](#), these groups are the focus for the definition of communicative activities for ECLIPSE.
- Indirect target groups (F and G): While important to reach and consider when communicating the project, as outlined in [section 4.2.2](#), these groups are not as critical to achieving the project's goals.

Table 18 provides an overview of how the communication strategy will address the various target audiences.

Table 18 – Audience to communicate ECLIPSE project

Target group	Description	Objective	Message	Channels
Transmission System Operators (TSOs), Distribution System Operators (DSOs), energy suppliers, aggregators, energy producers, prosumers. Consumers, prosumers, system integrators, digital developers, consumer service providers. Public bodies and regulators, Standardization bodies. (A, B, C)	For the audience to achieve positive outcomes through product adoption, it is essential that they possess the appropriate skills, knowledge, and comprehension.	<ul style="list-style-type: none"> - Soliciting their input on the primary obstacles encountered. - Ensuring their participation in the proposed dissemination activities, such as workshops, training, events, etc. - Raising awareness about the project and showcasing its advantages. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society. 	The ECLIPSE advancements in technology, policy and legislation, socio-economic factors, and environmental aspects will prove advantageous to them.	<ul style="list-style-type: none"> - Website and social media. - Promotional materials. - Newsletters. - Press releases. - Papers. - Deliverables. - Events. - Innovation and networking events. - Workshops. - Webinars. - Technological fairs. - E-mails. - European Commission channels. - Exchange activities. - Public relations. - Videos.
Universities; scientific research community and related projects (D, E)	The audience is seeking comprehensive information regarding the project, encompassing its activities, objectives, and results.	<ul style="list-style-type: none"> - Guaranteeing participation in the proposed dissemination activities, such as workshops, publications, webinars, etc. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society. 	They will make use of the enhanced reports, publications, promotional material, and lessons learned.	<ul style="list-style-type: none"> - Scientific publications. - Scientific conferences and seminars. - Relevant European and national technology platforms and related associations. - Public relations. - Website and social media. - European Commission channels. - Exchange activities. - Newsletters.

European Institutions (E)	<p>The audience is not in need of intricate project details but instead is focused on the core message.</p>	<ul style="list-style-type: none"> - Elevating the project's visibility and showcasing its advantages. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society. 	<p>They will become aware of the importance of optimization of energy consumption applications to encourage consumers to participate in the energy market.</p>	<ul style="list-style-type: none"> - Press releases. - E-mails. - Events. - Webinars. - Workshops. - Promotional materials. - Public relations. - Videos. - Newsletters.
Mass media (F)	<p>Specialised press on energy and mainstream media*.</p> <p>*Most of this group consists of non-technical professionals who need to comprehend the project's objectives and advantages to effectively communicate other messages.</p>	<ul style="list-style-type: none"> - Providing updates on the progress of the research, the project's concepts, and goals, as well as the benefits to both society and the environment. 	<p>Develop content aimed at capturing the attention of the mass media, ensuring that ECLIPSE is included in the Agenda Setting and effectively reaching the intended audiences.</p>	<ul style="list-style-type: none"> - Press releases. - E- mail. - Website. - Social media. - Workshops, fairs conferences, etc. - Newsletters. - Events. - Videos.
Public at large (G)	<p>Audience that does not require a detailed knowledge.</p>	<ul style="list-style-type: none"> - Raising awareness about the primary themes addressed in the project. - Promoting the impact and benefits of ECLIPSE. 	<p>They will become aware of the importance of optimization of energy consumption applications to encourage consumers to participate in the energy market and the benefits of it.</p>	<ul style="list-style-type: none"> - Website - Social media - Events. - Workshops. - Promotional material. - News. - Videos.

5.3. COMMUNICATION PHASES

The three communication and dissemination phases are already defined in the [section 4.3](#).

5.4. KEY MESSAGES THROUGH STORYTELLING

Connecting with other people is one of the highest forms of communication, and storytelling is a trigger of communication. Storytelling is one of the most captivating techniques to convey messages and information. That is why ECLIPSE key messages, outlined in [section 4.4](#) will make use of this technique on the social networks and when approaching mass media and citizens.

To achieve that, the consortium and DCOM will have an internal communication protocol to guide partners to draw stories. Partners will simplify the key messages for better comprehension by all audiences. They will utilise images and videos to strengthen these messages.

Additionally, ECLIPSE will communicate project outcomes with a heightened focus on end-users/consumers, ensuring that this segment of society also benefits from the sustainable energy transition in Europe, leaving no one behind.

5.5. COMMUNICATION CHANNELS, TOOLS AND ACTIONS

The subsequent sections delineate the key channels, tools, and actions necessary for the successful and cohesive implementation of the Communication Plan. Furthermore, [Annex 3 – Communication Action Plan](#) furnishes an overview of the primary communication tools, including comprehensive details such as objectives, target audience, message, content type, content producers, timing, and their roles as dissemination, communication, or exploitation tools.

5.5.1. WEBSITE

The ECLIPSE website serves as the primary source of information regarding the project's objectives, progress, and outcomes, aiming to consolidate all project-related information into a single, comprehensive source for visitors. Although the website

targets all audiences of the project, it is expected that a higher number of visits will come from technically oriented groups related to the project's subject matter. To reach a wider audience, the "News" section will provide general and simplified content.

Additionally, consortium partners will feature a presentation of the project on their websites and share news about the project whenever possible.

[Section 4.5.1](#) of this deliverable provides a description of the initial version of the ECLIPSE website.

5.5.2. PROMOTIONAL MATERIALS

To showcase the impact and advantages of ECLIPSE, a range of materials including brochures, posters, roll-ups, videos, presentations, infographics, and more will be developed. The main materials to be designed are outlined in Table 7 while additional materials will be generated as required. Tailored promotional materials will be developed and translated into local languages for pilot sites use. The language will be adjusted to appeal to a wider audience, while minimising technical terminology. These promotional materials will be regularly updated to reflect the project's progress and accomplishments.

5.5.3. SOCIAL NETWORKS

As detailed in [section 4.5.4](#), establishing two-way communication and targeting specific audiences will be achieved through the project's presence on social media platforms. To this end, a Twitter account, LinkedIn page, and YouTube channel have already been created to regularly share project-related content.

The project will use specific hashtags such as #ECLIPSE, #DigitalEU, #EnergyApps, #DigitalEnergy, #EUenergy, #EnergyEfficiency, #SmartGrids, #EnergyManagement, #SmartEnergy, #EnergyInnovation, #EnergyforAll and #SmartConsumers, under the ECLIPSE framework. In addition, the project has identified several EU profiles to follow on Twitter, including @DigitalEU, @Energy4Europe, @EU4Digital, @cleanenergy_eu, @EU_ENV, among others.

The project will also create accessible lists to increase engagement and establish a benchmarking framework, including:

- Consortium members: with the institutional consortium members' profiles.
- Related projects: featuring similar EU projects.
- Other lists with stakeholders or members.

5.5.4. PRESS RELEASES

The project's significant accomplishments and milestones will be communicated through the project website and shared with media outlets across Europe. The key European media identified as relevant contacts for the distribution of ECLIPSE news are as follows:

Table 19 – List of EU media identified

Media	Country	Type	Link
Euronews	Europe	Press Agency	https://www.euronews.com/
Reuters	Europe	Press Agency	https://www.reuters.com/
Bloomberg	Europe	Press Agency	https://www.bloomberg.com/
The Associated Press	United Kingdom	Press Agency	https://www.ap.org/en/
NAPA	United Kingdom	Press Agency	http://www.napa.org.uk/
BBC	United Kingdom	Press Agency	https://www.bbc.com/
Agencia EFE	Spain	Press Agency	https://efe.com/
Europa Press	Spain	Press Agency	https://www.europapress.es/

STA	Slovenia	Press Agency	https://english.sta.si/
ERR	Estonia	Press Agency	https://news.err.ee/
BTA	Bulgaria	Press Agency	https://www.bta.bg/en
RTVE	Spain	Public radio & TV	https://www.rtve.es/
EURACTIV	Europe	Press Agency	https://www.euractiv.com/
POLITICO	Belgium	Journal	https://www.politico.com/
Energy Post	The Netherlands	Journal	https://energypost.eu/
Energías Renovables	Spain	Journal/News portal	https://www.energias-renovables.com/
Renewable Energy Magazine	Europe	News portal	https://www.renewableenergymagazine.com/
Recharge news	United Kingdom	News portal	https://www.rechargenews.com/
Renews	United Kingdom	News portal	https://renews.biz/
Renewables now	Europe	News portal	https://renewablesnow.com/
Smart Energy	Europe	News portal	www.smart-energy.com
Science Dayly	USA	News portal	https://www.sciencedaily.com/

Climate Change News	UK	News portal	https://www.climatechangenews.com
Renewable Energy World	EU	News portal	https://www.renewableenergyworld.com
Smart Energy International	Europe	News portal	https://www.smart-energy.com/
Energy Cities	Europe	News portal	https://energy-cities.eu/
ENDS Europe	Europe	News portal	https://www.endseurope.com/
Energy Storage News	Europe	News portal	https://www.energy-storage.news/
Clean Energy Wire	Europe	News portal	https://www.cleanenergywire.org/

5.5.5. ONLINE AND AWARENESS CAMPAIGNS

To showcase the advantages and anticipated effects of ECLIPSE, as well as to raise awareness of the flexible energy systems, campaigns will be launched through existing channels and media. Additionally, this effort will focus on building relationships and garnering support from officials in the European Commission (EC), Members of the European Parliament (MEPs), and other energy organisations throughout Europe.

5.5.6. EVENTS

Alongside the events outlined in [section 4.5.9](#), efforts will be undertaken to exhibit ECLIPSE at various events that cater more directly to the general public. These occasions will not only serve as platforms for disseminating the project's benefits and impacts but also strive to heighten awareness and champion European accomplishments in this domain. The project will encompass a range of events, including presentations, webinars, informational days, and other formats, which will be orchestrated either within event frameworks or by partners. The pilot sites will play an

important role in orchestrating and participating in these events, which will be tailored to engage audiences of all backgrounds. ETRA will proactively notify stakeholders of these events through its website, social media channels, and mailing list, and will also broadcast them during and after their occurrence.

5.5.7. CLUSTER ACTIVITIES WITH SIMILAR PROJECTS AND MEMBERSHIPS

ECLIPSE will create synergies with other projects at both the European and international levels and may even become a member of various networking groups and initiatives within the energy sector. This will help to amplify and multiply the messages of ECLIPSE towards a wider audience. In addition to participating in and presenting the project to other networks and groups, the consortium partners will leverage their strong links and involvement in networks and groups that are not directly related to the project. Thus, these ties will also allow creating opportunities to present the benefits and impacts of the project to a general audience.

5.5.8. PUBLIC SURVEYS

As outlined in the initial project phase, ECLIPSE will prioritize understanding end-user needs and requirements through public surveys. This process involves actively engaging end-users in co-creating project use cases and gathering essential feedback. To facilitate this, online campaigns will be launched to encourage user participation. As part of our strategy to gauge user satisfaction, targeted surveys will be distributed among participants, enabling us to collect and analyse their feedback effectively. This approach ensures that user insights are integrated into the project, enhancing its relevance and effectiveness. Additionally, the project will use this feedback to refine its goals and strategies, ensuring a responsive and user-centred approach throughout its development.

5.5.9. EU INSTITUTIONAL RELATIONSHIPS

Partners will reach out to members of the European Commission, the Committee of the Regions, and the EU Parliament to introduce them to the benefits and updates of ECLIPSE through meetings, whether in-person or via webinar. These relationships with EU institutions will enable extended networking and increased visibility for the project.

Additionally, partners will establish contact with local authorities, recognising the importance of involving decision-makers and politicians. They will be invited to ECLIPSE meetings and pilot workshops, and kept informed of developments, thereby laying the groundwork for replicability and scalability.

5.5.10. ECLIPSE TALKS

ECLIPSE will organize a series of roundtables and talks aimed at raising awareness on critical issues within the Energy Transition and the Fit for 55 package. These events will provide a platform for discussing and addressing key topics and challenges related to energy transition policies and societal impacts. By convening experts, stakeholders, and the broader community, ECLIPSE will foster dialogue and collaboration to advance understanding and support for these initiatives. This strategic engagement will not only amplify the project's messages but also contribute to a more informed and active public discourse on energy transition goals.

5.5.11. WOMEN IN ENERGY PROMOTION

ECLIPSE aims to provide a platform to increase women's visibility in energy digitalization. To achieve this goal, efforts will be made to highlight the gender balance within the project through collaborative actions with initiatives such as Women 4 Energy [32], Women for market uptake of renewable heating and cooling [33], Women in Energy (WONY) [34], ICER's Women in Energy initiative [35], Equality platform for the energy sector of the European Commission [36], POWERful Women [37], LIGHTS ON WOMEN [38], EM's Clean Energy Education and Empowerment [39], Women & Inclusivity in Sustainable Energy Research (WISER) [40], among others. ECLIPSE will make a specific effort in order to promote STEM to female students in the partner universities.

5.6. COMMUNICATIONS ACTION PLAN

After defining the actions, tools, and audiences in the communication strategy, specific actions are determined in this section. The Communication Action Plan ([Annex 3 – Communication Action Plan](#)) outlines the key communication actions that will take place during the ECLIPSE, with many of them involving all partners. The action plan will undergo review and evaluation every six months to determine whether any

changes are necessary. These updates will be discussed during internal meetings and reflected in reporting period reports.

Additionally, [Annex 4 – Summary of the dissemination and communication actions](#) defines the main planned dissemination and communication actions together with detailed information such as the goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools.

5.6.1. COMMUNICATION ACTIONS FOR EACH PILOT SITE

As explained in [section 4.6.1](#), some actions will be planned to generically communicate the innovations and actions in the pilots through the communication actions, channels and tools defined in [section 5.5](#). To achieve this goal, the language and messaging will prioritise clarity and accessibility over technicality, ensuring maximum outreach and understanding.

5.6.2. COMMUNICATION ACTIONS AFTER THE END OF THE PROJECT

As outlined in [section 4.6.2](#), the exploitation activities will be monitored beyond the end of the project. This means that communication efforts will extend beyond the Digital Europe funding period. While this section includes a preliminary draft of communication measures.

Outlined below are some of the planned communication measures after the conclusion of the ECLIPSE project:

- The ECLIPSE website will remain active for at least five years to ensure continued access to the project's results and resources.
- The DCOM will be responsible for maintaining the website and overseeing post-project outreach, while project partners will also be encouraged to continue dissemination activities.
- A detailed post-project communication plan will be developed in the final phase of the project to outline ongoing communication actions.

- News and interviews regarding feedback from pilot end-users will be disseminated.
- Press releases will be distributed to explain the impact achieved in the pilots.
- Mass media will be contacted to report on the impact achieved in the pilots.
- Testimonials from end-users will be shared on social media platforms.
- Participation in events and conferences aimed at a broad audience.

6. MONITORING AND EVALUATION OF THE DISSEMINATIONS AND COMMUNICATIONS PLANS

The implementation of the project also requires the parallel monitoring and evaluation of its activities, which is crucial for its success. Thus, monitoring and evaluation actions guarantee the successful execution of high-quality dissemination and communication strategies and related activities.

6.1. REPORTING

To evaluate the effectiveness of dissemination and communication activities and assess their impact, all partners must document the activities they undertake. To achieve this, the DCOM will develop various reporting protocols for disseminating and communicating activities. These protocols will encompass both anticipated and impromptu activities. As a result:

- All partners are required to follow the defined dissemination and communication protocols.
- All partners are encouraged to record their activities in the dissemination and communication reporting document available on the SharePoint platform.
- All partners should keep records of their activities in the form of papers, presentations, posters, photos, videos, tweets, etc.
- Monitoring these activities on a regular basis will enable an assessment of the execution and timeliness of the action plan, as well as identify which activities

had the most significant impact on stakeholders, both quantitatively and qualitatively. The findings from these reports will be included in the deliverable D7.3.

6.2. IMPACT – KEY PERFORMANCE INDICATORS (KPIs)

Understanding the extent and durability of a project's outcomes can be aided by evaluating the impact of dissemination and communication activities. Additionally, it allows the assessment of the relevance and quality of promotional activities. Impact indicators, both quantitative and qualitative, are typically utilised to measure such impact. In ECLIPSE, a set of Key Performance Indicators (KPIs) are used to assess the success of the dissemination and communication plans and achievement of the primary objectives. Consequently, a preliminary list of KPIs has been established to be achieved by M24, as shown in Table 20. This list will be revised and updated with new KPIs for each period.

Table 20 - List of KPIs for ECLIPSE to be reached by M24.

Dissemination action	KPIs	Target (M24)	Analysis methodology
Website	Design and Development of the project's web portal	Fully developed web portal by M4	Registration of dissemination activities
	Total page views	≥ 5,000	Website analytics
	Regular update of the website content	Continuous update (1 time/month)	Website analytics
	Visitor's countries	Minimum 8 countries	Website analytics
	N° of post	≥ 50	Website analytics

	N° of documents published	≥ 12	Website analytics
	N° of downloads	≥ 350	Website analytics.
Social networks	N° of followers in Twitter	≥250	Twitter Analytics
	Tweets	≥ 500	Twitter Analytics
	Impressions in Twitter	≥ 40,000	Twitter Analytics
	N° of followers on LinkedIn	≥ 250	LinkedIn analytics
	LinkedIn posts	≥ 200	LinkedIn Analytics
	Impressions in LinkedIn	≥ 20,000	LinkedIn Analytics
	Content share in the Zenodo	≥ 2	Zenodo Analytics
	YouTube subscribers	≥ 50	YouTube Analytics
	YouTube views	≥ 2,000	YouTube Analytics
Scientific publications	N° of scientific papers	≥ 4	N° of paper approved
Promotional materials	N° of brochure designed	1	Registry of dissemination activities

	N° of roll-up designed	1	Registry of dissemination activities
	N° of videos produced	≥ 5	Registry of dissemination activities
	Handbook lessons learnt	1	Registry of downloads form on the website
	Downloads of promotional materials at the webpage	≥ 700	Website analytics
Newsletter	N° of newsletter forwarded	4	Registry of dissemination activities
	N° of subscribers	≥ 50	Internal subscriber registry
Deliverables	N° of public deliverables	12	Registry of project activities
	N° of public deliverables downloaded	≥ 120	Registry of downloads form on the website
Press releases	N° of press releases	3	Registry of dissemination activities
	Media presence	≥ 20	Registry of dissemination activities
	Countries reached	≥ 5	Registry of dissemination activities
Events	N° of events attended	≥ 10	Registry of dissemination activities

	N° of Trade fairs	≥ 2	Registry of dissemination activities
	N° of events organised	≥ 3	Registry of dissemination activities
	N° of pitch events	≥ 6	Registry of dissemination activities
	Visitors/attendants reached	≥1,000	Registry of dissemination activities
Workshops	N° of all the workshops	2	Registry of dissemination activities
	N° of joint workshops with other related projects and/or initiatives	2	Registry of dissemination activities
	Total participants	≥ 150	Registry of dissemination activities
Webinars	N° of all webinars	4	Registry of dissemination activities
	Total participants/views	≥ 200	Registry of dissemination activities
	EU projects invited	≥ 2	Registry of dissemination activities
	N° of related projects or initiatives addressed	≥ 2	Registry of dissemination activities
Joint activities with other EU	N° of actions	≥ 2	Registry of dissemination activities

projects initiatives	or	Audience reached	≥ 200	Registry of dissemination activities
		N° of talks	2	Registry of dissemination activities
Talks		Participation in related projects or initiatives	≥ 2	Registry of dissemination activities
		Audience reached	≥ 200	Registry of dissemination activities
		N° of campaigns	4	Registry of dissemination activities
Online campaigns		Engagements	≥ 4,500	Twitter and LinkedIn Analytics
		Impressions	≥ 800	Twitter and LinkedIn Analytics
		N° of actions	2	Registry of dissemination activities
Women energy actions	in	N° of women reached	≥ 300	Registry of dissemination activities
		N° entities reached	≥ 3	Registry of dissemination activities

7. EXPLOITATION PLAN

The Exploitation Plan, as outlined in Task 7.2, is a strategic document for the ECLIPSE project, detailing how the consortium will establish effective intellectual property management and exploitation activities. This plan provides a comprehensive analysis

of the energy applications market, identifying market gaps, related opportunities, and challenges within both European and global contexts. It also examines potential competitors, target customer groups, and stakeholders. Consortium members from various countries will contribute valuable insights based on their national markets, enriching the plan's relevance and applicability.

Exploitation within the ECLIPSE project focuses on applying project results to develop, market, and enhance energy applications and processes. It also involves providing services that support standardization efforts and influence energy policy. This exploitation approach spans commercial, societal, and political dimensions, all aimed at raising public awareness and encouraging actionable steps toward sustainable energy consumption.

A key component of the strategy involves offering recommendations for policy-making by providing feedback to relevant project partners and facilitating the broader adoption of project results, including through open licensing options. In addition, the exploitation strategy in ECLIPSE is about translating research outcomes into practical solutions that significantly improve the quality of life for energy consumers while promoting a sustainable energy future.

The detailed Exploitation Plan, included in the Deliverable 7.2, will outline actions for the 2-5 years following the project's conclusion, describing the partners' strategies for effectively exploiting the project outputs.

To achieve these objectives, ECLIPSE will employ a range of methods, including the development of comprehensive roadmaps for market entry, creation of prototypes to demonstrate innovations, and sharing of knowledge, skills, and data with relevant stakeholders. By leveraging its outcomes, the project aims to maximize the commercial, societal, and political benefits derived from its findings, ensuring meaningful contributions to public well-being and sustainable energy practices.

7.1. EXPLOITATION ACTIVITIES

In the ECLIPSE project, Task 7.3 (Exploitation Plans and IPR Activities) is dedicated to exploitation activities. The activities to be carried out during the two years of the project are as follows:

7.1.1. M1 – M12: MARKET ANALYSIS AND PRELIMINARY EXPLOITATION PLANNING

In the first six months, the focus will be on conducting the initial market analysis, identifying current trends, competitors, and gathering inputs from consortium members. Contributions were requested from all partners at the beginning of the project to develop Deliverable 7.2: Individual Exploitation Strategies (due in month 6), outlining each partner's plans for leveraging project outcomes.

From months 7 to 12, the market analysis will be refined to identify specific gaps and opportunities for the project's energy applications. Preliminary exploitation strategies, including commercialization and joint exploitation possibilities, will also be developed, setting the groundwork for more detailed planning in the second phase.

7.1.2. M13 – M24: FINAL EXPLOITATION STRATEGY AND IPR MANAGEMENT

From months 13 to 18, the focus will shift to implementing IPR management strategies, ensuring the protection of new intellectual property and defining ownership rights among consortium members. Stakeholder engagement and communication activities will begin to gather external feedback and validate the market strategies.

During months 19 to 24, detailed exploitation plans will be finalized, including commercialization actions and market entry strategies. At the same time, dissemination materials will be prepared, and a full-scale communication campaign will be launched to promote project results. The deliverable 7.3: Dissemination, Communication, and Exploitation Activities (due in month 24) will encompass the complete exploitation strategy, IPR management, and outreach efforts, ensuring the project's maximum impact.

8. ENGAGEMENT ACTIVITIES

The main purpose of the Engagement Plan is to transfer the knowledge and results of the ECLIPSE's Project to the targeted audience. To do so, several engagement activities are planned to reach the audience defined for this matter. The targeted audience are mainly consumers, prosumers, TSOs and DSOs that could get benefit from the project's outcomes. However, the Engagement Plan could be extended to other audiences, as it is designed to be replicated, if needed.

In order to develop a successful Engagement Plan, different objectives must be met. The objectives must be realistic and achievable in the established timeline which is outlined in three different phases as per DECP's definition. Phase 1 - Outreach and general promotion (M1-M10). Phase 2 - General and specific promotion and community building (M11-M18). Phase 3 – Capitalisation of results and spread lessons learned (M19-M24).

In the Phase I, as the project is still in the first stages of development, the goal is informing and promoting consumers, energy suppliers, TSOs and DSOs about the project in general, potential use of the project's results, as well as the benefits that could bring into the sector.

Whereas Phase I objective is to spread knowledge of the ECLIPSE initiative, the Phase II, is aimed to show the evolution of the project. To do so, the engagement activities in this phase are focused on bringing the community information about on-site pilots. Hence, the community could observe initial and tangible results of the ideas presented in the earlier stages of the project.

In the last stage of the project, Phase III, the goal is to enhance the results of the solutions that ECLIPSE can offer, yet, to encourage energy suppliers and consumers make use of those energy applications that have been developed. In this Phase the engagement activities must include demonstration of the results to get the most out of it.

The Engagement Plan activities can vary but should include at least the ones defined as per follows:

- Design and creation of promotional and informative printed materials, (Phases I, II and III), such as: brochures, flyers, posters, roll-ups, etc. This material is aimed to boost visibility highlighting the key aspects of the project, its goals, benefits and how can positively impact the consumers interaction within the energy market, improving their consumptions behaviours and promoting stability in the grids. This material should be displayed in meetings or similar onsite promotional activities.
- Design and creation of promotional and informative digital content, such as: brochures, infographics, posts, pools, etc. This content has to reach the audience through the most popular media channels, in order to promote and create awareness of the project, (Phase I, II) and encourage the targeted public to make use of the solutions developed, (Phase III).
- Press release, including creation of articles, interviews, reports, among others; to be published in general and local media to spread information related to ECLIPSE project and results among a wider audience. (Phase I, II and III). With a special focus on specialised energy and digitalization magazines.
- Creation of videos, video interviews, stories, etc, to showcase the iteration of the project, pilot site development (Phase II), and eventually the results and further application of them (Phase III).

Bear in mind, that all the materials created should have a friendly design for better understanding of the target audience, also the languages used for this matter, should be local and English, therefore, the rest of the regions participating in ECLIPSE could make a simple translation into their own language.

All the materials mentioned above, will be shared through social media campaigns (Phase I, II, III) on the ECLIPSE and partners accounts, on platforms like Twitter or LinkedIn. Additionally, they will be disseminated through other media channels, with the aim of reaching the widest possible audience.

The engagement activities on social media are explained as per follows:

- X (Formerly Twitter):
 - Real-time updates and project´s highlights.

- Use of relevant hashtags to increase the project's visibility within energy communities.
 - Retweets of relevant industry news.
- LinkedIn:
 - Sharing in-depth articles, project milestones, and updates on research collaborations among others.
- YouTube:
 - Featuring videos of on-site demonstrations, interviews with project stakeholders, and tutorials on project implementations.
 - Create playlists to categorise content, making it easy for viewers to find specific information.
 - Share educational videos showcasing on-site demonstrations of the project's systems, emphasising their functionality and ease of implementation. These videos can be shared on social media platforms, yet the project's website.

The organisation of workshops and the diffusion of the project and results in thematic events are aimed to create an impact among the targeted audience (Phase I, II and III).

- To this aim, running a technical demonstration (Phase II) in the pilot's location can increase awareness of the project. These sessions can be complemented with an event showing the progress of the project to all those interested (Phase II) and a following up workshop to inform about the results (Phase III). Media would be gathered to report on it as well as to collect statements, interviews, or photographic reports.
- Among the networking activities (Phase I, II, III) that could be done, creating stands at energy fairs, meetings, as well as specialised conferences could boost the visibility of the project among a wider audience in the sector such as smart grids, energy consumption and other complementary companies that might be interested in the ECLIPSE's solutions. In this kind of events, the different produced materials can also be distributed.

An overview of the interrelation of the different tasks related to the engagement activities is presented in the table below:

Table 21 – Interrelation between tasks

Task	Relevant phase of engagement activities	Main activities
T4.1 (M4-M12)	Phase 1 - Outreach and general promotion (M1-M10) Phase 2 - General and specific promotion and community building (M11-M18).	Identification of stakeholders and analysis of priorities Definition of stakeholders' engagement plans
T5.2 (M7-M24)	Phase 2 - General and specific promotion and community building (M11-M18). Phase 3 – Capitalisation of results and spread lessons learned (M19-M24).	Conducting awareness and engagement activities at the project's pilot sites
T7.1 (M1-M24)	Phase 1 - Outreach and general promotion (M1-M10) Phase 2 - General and specific promotion and community building (M11-M18). Phase 3 – Capitalisation of results and spread lessons learned (M19-M24).	Supporting partners in the creation of promotional and informative content and in carrying out workshops/ events

9. CONCLUSIONS AND NEXT STEPS

The DECP outlines how the ECLIPSE project will disseminate, communicate, and exploit its results. All project partners will participate in sharing their knowledge and learnings about the project in their respective countries and across Europe. The DECP specifies which messages, channels, tools, and actions will be used to disseminate and communicate with specific audiences at the appropriate times. It also includes the corporate identity to present ECLIPSE to the public and the publication procedure that provides guidelines internally following the lines dictated by the European Commission.

The DECP will be applied throughout the project's timeline, undergoing internal reviews, evaluations, and updates on an annual basis. Future updates to the DECP will include concrete communication and dissemination actions that will take place after the project's lifetime.

To co-create and gather feedback from stakeholders and end-users located in the pilot sites, an Engagement Plan based has been developed.

In the first period (Months 1-15), the primary focus will be on initial outreach and promotion efforts, which include implementing the DECP and setting expectations, as well as conducting general promotion activities to increase awareness among stakeholders, end-users, and citizens. Before reaching November 2025 (M15), marking the end of the first period of the project, several intermediate milestones have been identified to guide the progression of subsequent steps, with a specific emphasis on:

M3:

- Completion of corporate identity and template development.
- Launch of the website.
- Deadline for submission of deliverable 7.1.

M4:

- List of related projects & initiatives to work with
- List of potential events in which the project can be presented.
- Production of a video overview and short videos featuring project partners.

M5: Completion of promotional content and dissemination material development, such as brochures, roll-ups, and posters.

M6-7:

- Distribution of the first newsletter.
- Establishment of internal protocols for partners to report on their dissemination and communication activities.
- Regular creation of content for communication channels on a weekly basis.
- Production of a video overview and short videos featuring project partners.

- M6: Deadline for submission of deliverable 7.2.

M8-15:

- Increased participation of partners in events and workshops as technical work progresses.
- Partners will explore how can leverage their involvement in the project alongside the design and initial developments of ECLIPSE technologies.
- Introduction of ECLIPSE to other related projects and initiatives, with plans for future collaborations.
- Regular creation of content for communication channels on a weekly basis.
- Start the ECLIPSE promotion among the energy communities, DSO, TSO and other, as part of the Engagement Plan.
- Organisation of primary workshops for presenting the project in the pilot sites.
- M12: Distribution of the second newsletter.
- Starting in month 12, webinars should be organized presenting ongoing developments at CERF.
- Identify and organize joint activities related to the promotion of women in energy.
- M15 (end of the first period of the project: update dissemination materials.

10. REFERENCES AND ACRONYMS

10.1. REFERENCES

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10.2. ACRONYMS

Table 22 – List of acronyms

CA	Consortium Agreement
CINEA	European Climate, Infrastructure and Environment Executive Agency
D	Deliverable
D&E	Dissemination and Exploitation
DoA	Description of Action
DCOM	Dissemination and Communication Manager
DECP	Dissemination, Communication and Exploitation of Results
DSOs	Distribution System Operators
EC	European Commission
ETRA	ETRA INVESTIGACION Y DESARROLLO SA

EU	European Union
HRB	Horizon Results Booster
IP	Intellectual Property
IPR	Intellectual Property Rights
KER	Key Exploitable Result
KPIs	Key Performance Indicators
M	Month
MEPs	Members of the European Parliament
NA	Not Available
PDES	Portfolio Dissemination & Exploitation Strategy
PM	Project Manager
R&I	Research and Innovation
SG	Stakeholder Group
TSOs	Transmission System Operator
WONY	Women in Energy

11. ANNEX 1 – BRAND BOOK



ECLIPSE BRAND BRIEF GUIDE



Latest Update | July 2024

Website | www.eclipse-project.eu



A brand is no longer what we tell the consumer, it is what consumers tell each other it is.



ECLIPSE PROJECT

Corporate Identity

PRIMARY LOGOTYPE

The first way we signify the presence of ECLIPSE is with our Primary Logotype. It's the clearest way we can identify our project visually.



SECONDARY LOGO

If for some reason it is not possible to use the primary logo or if another format would be better in the design, we have the following secondary options, which are still a good way to show off the ECLIPSE brand.



ISOTYPE

Graphic representation of the brand that is made up solely of a graph.



BLACK AND WHITE VERSIONS

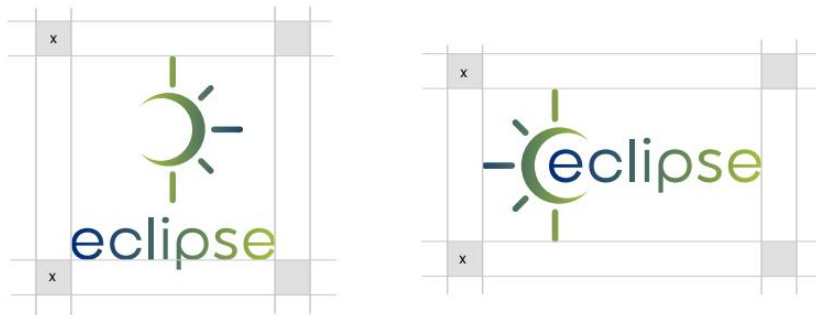
When using the ECLIPSE logo on dark backgrounds, simply invert the logo to a complete white. When color cannot be used, simplify the brand by using everything in corporate blue if possible, and if not, everything in black.



CLEAR SPACE

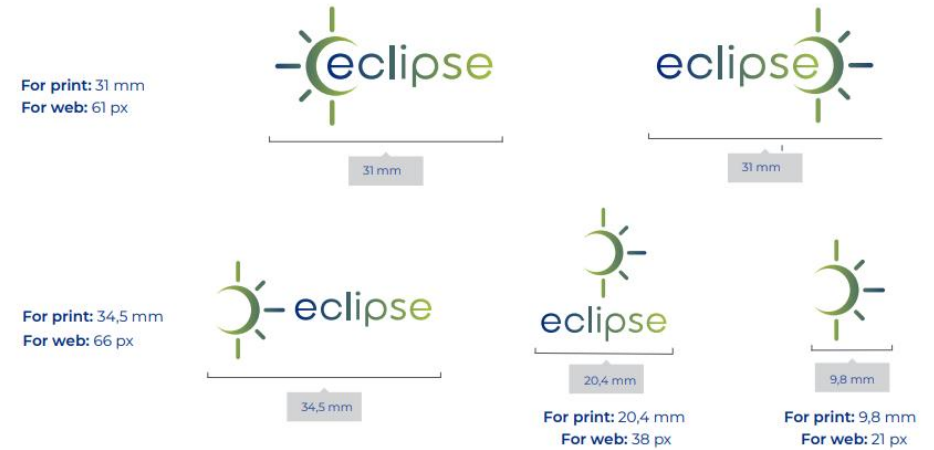
To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the letter e in the logo. No other graphic elements, typography, rules, or images should appear inside this clear space.



MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the logo. The minimum sizes for each configuration of the logo are listed below



CORPORATE COLOURS

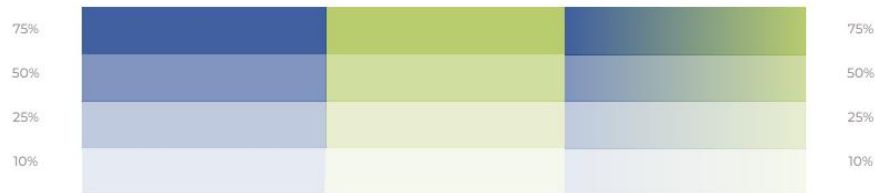
Color references are Pantone here specified, also in HEX, CMYK and RGB

Pantone: 280 RGB: 0, 43, 127 CMYK: 100, 66, 0, 50 Hex: #002B7F	Pantone: 375C RGB: 162, 189, 63 CMYK: 50, 1, 96, 0 Hex: #A2BD3F	Pantone: 280 - 375C RGB: 0, 43, 127 - 162, 189, 63 CMYK: 100, 66, 0 50 - 50, 1, 96, 0 Hex: #002B7F - #A2BD3F
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Blue

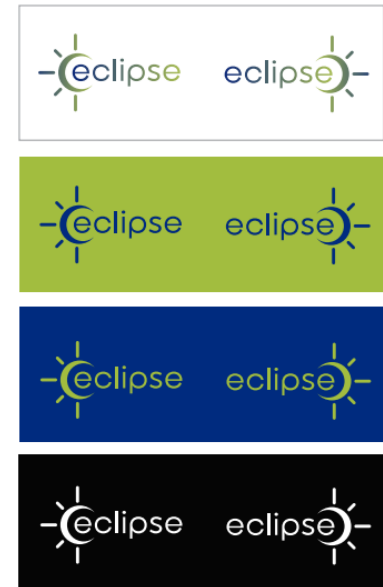
Green

The gradient



APPLICATION ON A BACKGROUND

- A** On transparent or light background
- B** Corporate solid green background
- C** Corporate solid blue background
- D** Dark background



THE CORPORATE FONTS & TYPOGRAPHY

OLD EMMA

PRIMARY FONT

Old Emma will be used for headlines, headers and some highlights.

AA BB CC DD EE FF
GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT
UU VV WW XX YY ZZ

AA

REGULAR

THE CORPORATE FONTS & TYPOGRAPHY

Montserrat

PRIMARY FONT

Montserrat will be used for some highlights and text bodies. The different font weights will be used to create some hierarchy of information.

Aa

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Extra Light
Regular
Bold
Extrabold
Black

THE CORPORATE FONTS & TYPOGRAPHY

Century Gothic

OPTIONAL FONT

If you use a device that does not have corporate fonts, use Century Gothic.

Using bold format for headlines, headers and some highlights, and regular format for text bodies.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Aa

Regular
Bold

TYPOGRAPHY & TEXT HIERARCHY

Typographic Hierarchy

Hh

HEAD 1	Main Headlines	Old Emma - Capital Letters	32 pt Type / 37 pt Leading
HEAD 2	Section Headlines	Montserrat SemiBold - Capital Letters	20 pt Type / 26 pt Leading
HEAD 3	Sub-Headlines	Montserrat Medium - Capital Letters	19 pt Type / 25 pt Leading
HEAD 4	Copy Text Headlines	Montserrat Regular - Capital Letters	17 pt Type / 37 pt Leading
This is the size for body text	Copy Text	Montserrat Regular - Normal letters	12 pt Type / 18 pt Leading

14. ANNEX 4 – SUMMARY OF THE DISSEMINATION AND COMMUNICATION ACTIONS

Table 23 – Annex 4: Summary of the dissemination and communication actions

ACTION/ TOOL	Goal	Main Audience	Message	Type of content	Content producers	Time	Dissemination action/tool?	Communication action/tool?	Exploitation action/tool?
Website	Gather all public information and news of ECLIPSE	All	Information about the project itself, benefits, impact, results, events, documents, news, reports, and articles related.	Texts, reports, documents, news, events, videos, promotional materials, images.	ETRA with partners contributions.	4- 24	Yes	Yes	Yes

Promotional material	Explain different project aspects in a shortest and more appealing way.	All	Information about the project itself, products, pilots, impacts, and benefits.	Brochure, poster, roll-ups, videos, presentations, infographic, factsheets, handbook lessons learnt.	ETRA and pilots.	5- 24	Yes	Yes	Yes
Twitter	To promote the project, its results and developments, events, and its partnership. To raise awareness. To create a network.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.	News, documents, images, videos, infographics, links, promotional materials, events.	All	1-24	Yes	Yes	Yes

<p>LinkedIn</p>	<p>To promote the project, its results and developments, events, and its partnership. To create a network. To raise awareness.</p>	<p>All</p>	<p>Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.</p>	<p>Images, videos, infographics , videos, links, news, documents, promotional materials, events.</p>	<p>All</p>	<p>1-24</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
<p>YouTube</p>	<p>To gather all videos produced by ECLIPSE.</p>	<p>All</p>	<p>Information about the project itself (facts, pilots, tools, etc.). partners interviews, news, reports, results, and benefits.</p>	<p>Videos, events broadcasting, webinars.</p>	<p>ETRA with partners contributions.</p>	<p>1-24</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>

Zenodo	To gather open access scientific publications.	A, B, C, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-24	Yes	No	Yes
Newsletter	Regularly publication of the main activities and progresses carried out.	All	Information about the project updates, achievements, results, impact, interviews, etc.	News, outcomes, events, interviews, pictures.	ETRA with partners contributions.	1-24	Yes	Yes	Yes
Press releases	To spread the major achievements, milestones, and results of the project.	A, B, C, D, E, F	Information about the project updates, achievements, results, impact, interviews, events etc.	News, outcomes, events, interviews, pictures.	ETRA with partners contributions.	1-24	Yes	Yes	Yes

Scientific publications	Publication of open access articles and op-eds on the demonstration results in key industry magazines.	A, B, C, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-24	Yes	No	Yes
Joint publications with related initiatives	To ensure the cooperation with other related Europe funded projects and entities. To create synergies and network. To share knowledge and lessons learned.	A, B, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-24	Yes	No	Joint publications with related initiatives

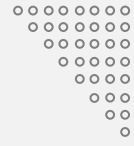
Deliverables	To provide public source of knowledge and information about the projects founds, developments results, best practices, etc.	A, B, C, D, E	Information about the project management , research, demonstrations, pilots, and results.	Research, developmen ts, demonstrati ons, results, lessons learned.	All	1-24	Yes	No	Deliverable s
Participation in events	To present ECLIPSE in the main events of the sector in Europe. To create a network. To promote products and benefits. To raise awareness. To promote Horizon EU programme.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstratio ns, achievements, impact, and exploitation plans.	Promotional materials, reports, presentatio ns, publications	All	1-24	Yes	Yes	Participatio n in events

<p>Organisation of events</p>	<p>To present ECLIPSE to a targeted audience. To create a network. To promote products and benefits. To raise awareness. To promote Digital EU programme.</p>	<p>All</p>	<p>Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.</p>	<p>Presentations, promotional materials, reports, publications</p>	<p>All</p>	<p>1-24</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
<p>Organisation of workshops in the pilot sites</p>	<p>To present the benefits of ECLIPSE in the pilot sites regions. To promote Digital EU programme.</p>	<p>All</p>	<p>Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.</p>	<p>Presentations, promotional materials, reports, publications</p>	<p>Pilot sites</p>	<p>14-24</p>	<p>Yes</p>	<p>No</p>	<p>Yes</p>

<p>Organisation of workshops with end-users and stakeholders</p>	<p>To encourage active involvement in providing requirements, assessing the impact of key outcomes, and providing relevant feedback.</p>	<p>A, B, C</p>	<p>Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievement, impact, and exploitation plans.</p>	<p>Presentations, promotional materials, reports, publications</p>	<p>ETRA, product leaders, pilot sites</p>	<p>14-24</p>	<p>Yes</p>	<p>No</p>	<p>Yes</p>
<p>Organisation of joint workshops</p>	<p>To exchange knowledge, best practices, lessons learned, etc. among related initiatives.</p>		<p>Information about the project itself, reports, results, demonstrations, achievement, impact, and exploitation plans</p>	<p>Presentations, promotional materials, reports, publications</p>	<p>All</p>	<p>8-24</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>

Public relations	To communicate the importance of the project to the main decision makers.	A, B, C, D, E, F	Information about the project itself, pilots, demonstrations, results, achievements, impact, lessons learned and exploitation plans.	Meetings, events, promotional materials, reports.	All	1-24	Yes	No	Yes
Online and Awareness campaigns	To show the benefits and expected impacts of ECLIPSE to citizens but also to raise awareness. To promote Digital EU programme.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Social media posts, visuals, posters, videos, presentations, infographics.	ETRA with partners contributions	4-24	Yes	Yes	Yes

ECLIPSE talks	To explore topical issues related to energy transition policies and societal impacts	All	How the project contributes to the optimization of renewable energies in rural areas and in the agriculture and forestry sectors.	Promotional materials, presentations, reports, videos, social media,	All	10-24	Yes	Yes	No
Women in energy promotion	To enhance the visibility of women in energy.	All	Promotion of the importance of the women in the energy sector and the education of girls to become the new generation.	Promotional materials, presentations, reports, videos, social media,	All	16-24	No	Yes	No



Thank You

If you have any questions, please get in touch with us.



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