EDDIE

EUROPEAN DISTRIBUTED DATA INFRASTRUCTURE FOR ENERGY

D9.3
Dissemination Action Plan created

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CONSORTIUM PARTNERS

The EDDIE Consortium consists of the following partners:

Participant No	Participant organisation name	Short Name	Country
1	Austrian Institute of Technology, Center for Digital Safety & Security, Competence Unit Cooperative Digital Technologies	**AIT**	**AT**
2	Copenhagen School of Energy Infrastructure, Department of Economics, Copenhagen Business School	**CBS**	**DK**
3	European University Institute	**EUI**	**IT**
4	University of Vienna, Faculty of Computer Science, Cooperative Systems Research Group	**VIE**	**AT**
5	University of Applied Sciences Upper Austria – Campus Hagenberg – Research and Development	**FHO**	**AT**
6	The Lisbon Council for Economic Competitiveness and Social Renewal asbl	**LIC**	**BE**
7	PONTON GmbH	**PON**	**DE**
8	Asociación de Empresas de Energía Eléctrica (aelec)	**AEL**	**ES**
9	DEDA – Public Gas Distribution Networks – Single Member S.A.	**DED**	**GR**
10	EDA Energiewirtschaftlicher Datenaustausch GmbH	**EDA**	**AT**
11	Südtiroler Energieverband	**SEV**	**IT**
12	FlexiDAO	**FLE**	**ES**
13	Digital4Grids	**D4G**	**FR**
14	EASEE Gas	**EAS**	**FR**
15	Entarc.eu	**ENT**	**AT**
16	ETA+ GmbH	**ETP**	**DE**

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DEFINITIONS, ACRONYMS AND ABBREVIATIONS

Acronyms/ Abbreviations	Description
EDDIE	European Distributed Data Infrastructure for Energy
WP	Work Package
EU	European Union
MSs	Member States
DSO	Distribution System Operator
KPIs	Key Performance Indicators
IEEE	Institute of Electrical and Electronics Engineers
IC2E	IEEE International Conference on Cloud Engineering
IoT	Internet of Things
AI	Artificial Intelligence
APA	Austrian press agency

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1 EXECUTIVE SUMMARY

This document outlines the strategic plan for distributing information and serves both as a communication guide and a strategy for spreading awareness regarding the developments of the project EDDIE (European Distributed Data Infrastructure for Energy).

In accordance with the guidelines stipulated by the European Union (EU), EDDIE is dedicated to an international and impactful communication approach. Our objective is to proficiently convey the project's mission, advancements, and results to varied audiences, all while upholding strategic tenets. Through this communicative endeavor, we underscore the pivotal role played by the Horizon Europe fund in realizing our project's aspirations.

To achieve our communication goals, we have outlined a comprehensive dissemination strategy that encompasses various communication channels. Some examples of these channels include:

- **Project Website:** we have an informative and user-friendly website dedicated to EDDIE. This platform provides a central hub for project updates, research findings, and relevant resources.
- **Social Media:** EDDIE has an active presence on popular social media platforms such as LinkedIn and X (former Twitter). These channels are used to share project milestones, engage with stakeholders, and foster discussions within the energy and data infrastructure communities.
- **Press Releases:** Regular press releases are issued to inform the media and the public about significant project achievements, partnerships, and breakthroughs.
- **Collaborative Publications:** we have collaborated with academic journals, industry publications, and research institutions to publish articles and reports showcasing our project's findings and their relevance to the energy sector.

Our dissemination efforts are backed by measurable goals and key performance indicators (KPIs) to assess the impact of our communication strategy. We aim to reach a diverse set of stakeholders, including policymakers, energy industry professionals, researchers, and the public. Through these channels and by targeting specific audiences, we will maximize the visibility and influence of EDDIE, ultimately contributing to the project's success and its alignment with the Horizon Europe fund's objectives.

2 INTRODUCTION

The Dissemination Action Plan serves a dual purpose: Firstly, to establish a comprehensive framework that governs the orchestration of dissemination and communication endeavours, all strategically aimed at amplifying the impact and public consciousness surrounding EDDIE. Secondly, it operates as a guiding beacon for all project partners, steering their involvement in the meticulous planning and seamless execution of external dissemination and communication initiatives.

Contained within this deliverable is a succinct yet enlightening synopsis of the overarching EDDIE project, further supplemented by a thorough exposition of the intricacies of WP9. A spotlight is cast on the multifaceted spectrum of communication and dissemination activities, accompanied by an astute system of evaluation designed to gauge their effectiveness. To delve deeper, the plan elucidates the meticulously defined objectives, pinpointed target audiences, projected timeline, and the nuanced content and messaging strategies that underpin the entire communication edifice.

Additionally, a mosaic of activities, the visual identity that EDDIE embodies, and a judiciously outlined content experience strategy are meticulously etched within the pages of this document. It is noteworthy that these components, interwoven seamlessly, pave the path for a synchronized and impactful dissemination experience.

Crucially, the plan remains adaptable and dynamic, mirroring the fluid nature of the dissemination landscape. As the consortium forges ahead with its dissemination activities, this "living document" stands primed for updates in alignment with the evolving status of these initiatives. Through a cyclical process of assessment and refinement, the plan remains a cornerstone in the collective pursuit of maximizing EDDIE's reach and influence.

3 OVERALL, VISION AND OBJECTIVES

The overarching vision of the EDDIE project is to significantly improve the way we understand, manage, and optimize energy ecosystems. EDDIE envisions a future where energy systems seamlessly integrate with advanced technologies, data-driven insights, and sustainable practices. Through pioneering research and innovation, EDDIE aims to create a resilient, efficient, and adaptive energy landscape that not only meets current demands but also paves the way for a cleaner, more sustainable energy future.

With EDDIE, we aim to achieve **6 key objectives**:

- #1: Deliver a unified, de-central and highly scalable European interface – the EDDIE Framework – to validated historical and near real-time energy consumption data from different data sources based on the work of the EU Smart Grids Task Force's Expert Group 1for data interoperability.
- #2: Develop a consent-based interface – the Administrative Interface for In-house Data Access (AIIDA) – installable in standard home automation environments and in-house computing systems to facilitate the consent-based use of in-house data sources from smart meters and downstream submetering like the standardised interface mandatory for all smart metering systems installed after July 4th, 2019, as required by Article 20(a) of Directive (EU) 2019/944.
- #3: Provide demonstrated connectors to that unified European interface for more than 70% of European metering points with the deliverables produced as part of the EDDIE Framework, and clearly defined paths to attach more.
- #4: Carry out scientific assessment of relevant aspects of energy data-sharing covering energy and behavioural economics, data privacy, governance, portability and compliance considerations, as well as a much-needed security and safety views on these infrastructures, keeping in mind that the criticality levels of services based on shared energy data might not be clear yet.
- #5: Ensure that EDDIE is ready to be used, to stay, and to be further developed by an open-source community, European organisations and players with a stake or interest in general by means of diverse exploitation and dissemination activities. All software components delivered by EDDIE will be ready-to-use and feature technology readiness level (TRL) 7 or better.
- #6: Identify and disseminate small or big hurdles while conceptualizing and developing EDDIE to Member State (MS) data-sharing infrastructure operators, national and European legislation to allow for improvement and convergence in that sector.

In summary, the EDDIE project's vision and objectives collectively drive its mission to transform energy ecosystems through innovation, collaboration, and sustainable practices, like shown in the EDDIE Data Marketplace below. By achieving these objectives, EDDIE aims to catalyse positive change in the energy landscape, fostering a future where energy is harnessed intelligently, efficiently, and responsibly.
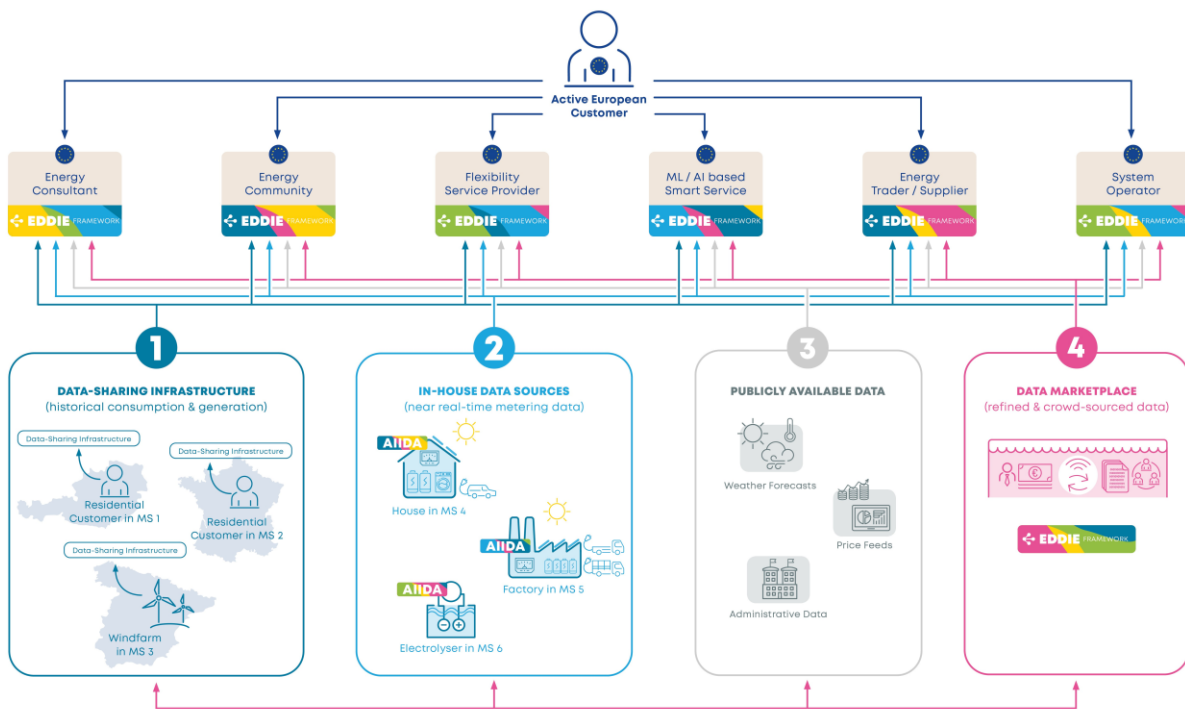
Figure 1 EDDIE Data Marketplace

4 CONSORTIUM

For a complex and interdisciplinary project like EDDIE, the consortium plays a crucial role. It's essential to have a group of partners who complement each other in order to effectively target different audiences. The goal is to establish a reliable and respected hub for advancing European data access and lay the groundwork for future expansions. From the very beginning of EDDIE, comprehensive coverage across the EU is a top priority.

To achieve this, special attention was given to forming a consortium that includes key players in data-sharing infrastructure. These operators not only have access to a significant number of metering points but also possess expertise in interfacing with smart meters right from the project's inception. Furthermore, it was deemed vital to incorporate infrastructure from Member States (MSs) that employ various data management strategies, such as centralized, decentralized, or hybrid, as classified in the GEODE Data Management Fact Sheet. This diverse inclusion ensures a wealth of practical expertise and support for integration.

EDDIE will establish an extensive accessibility framework that encompasses over 70% of connectable European metering points, along with others, following a three-phase approach (as illustrated below):
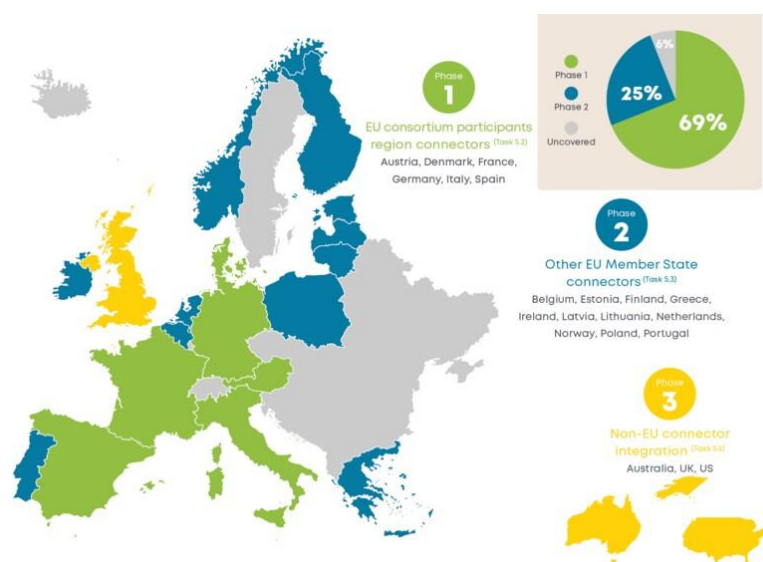
Figure 2 Geographical coverage

1. In the initial phase of the project, spanning until month 18, regional connectors will focus on the data-sharing infrastructures of EDDIE project contributors and close supporters.
2. The second phase, until month 24, aims to add region connectors from MSs where the consortium has strong affiliations or well-documented interfaces, contingent on feasibility and best efforts.
3. The third phase, until month 33, intends to provide connectors for regions outside the borders of the EU, such as the United Kingdom, the United States, and potentially other data-sharing infrastructures. The processing and sharing of data, both within and outside the European Union, are meticulously executed in strict accordance with GDPR regulations.

For phases 1 and 2, it's crucial to highlight that the Administrative Interface for In-house Data Access (AIIDA) will be developed to comply with standardized plugins for access to non-validated near real-time data based on the smart meter models in the corresponding regions. This will be pursued to the fullest extent possible, and in alignment with practical feasibility.

It's important to acknowledge that the EDDIE consortium project team invested significant effort, conducting interviews with data-sharing operators and knowledgeable experts, to aggregate the necessary information for interfacing with various market communication environments. However, it's important to recognize that due to unreliable data availability and varying degrees of transposition of European legislation, complete coverage of all metering points (real-time and validated data) cannot be guaranteed. The forthcoming Implementing Acts on Interoperability and Data Access as per Article 24(2) of Directive (EU) 2019/944 aspire to make this information more accessible and up-to-date in the future.

Nevertheless, the project team is committed to adopting a best-effort approach. Our endeavours will unveil any inadequacies in user flows or technical capabilities. The design of the EDDIE Framework is devised to accommodate workarounds for these gaps. Concurrently, these challenges will be systematically addressed in EDDIE's Best Practices Round-Table for Data-Sharing Infrastructure Operators. Through this approach, we anticipate instigating significant improvements, even at the level of MSs.

To formulate a comprehensive communication and dissemination plan, we recognize that establishing a Data Space involves a multidisciplinary and cross-market endeavour. Therefore, the amalgamation of expertise from pertinent stakeholder groups during the initial groundwork phase is imperative. These stakeholder groups encompass:

(a) Final Customers: The representation of final customers is realized through our Distribution System Operator (DSO) partners, while European Customer Representatives such as ANEC and BEUC are set to be engaged in stakeholder meetings. The drafts of the Implementing Act on Interoperability also meticulously consider final customer interests.

(b) Parties Eligible for Data Access: This group encompasses service providers, start-ups, and others who require secure, seamless access to their customers' or users' data. Consortium members FlexiDAO (ES), Südtiroler Energieverband/ÖTZI Strom (IT), and Digital4Grids (F) embody these entities in the project. FlexiDAO, operating with validated historical data, will transition to the European interface, Digital4Grids utilizes real-time data streams for residential prosumer flexibility, and ÖTZI Strom anticipates more precise billing for its members by leveraging sophisticated metering systems. EDDIE's contributions encompass established, emerging, and futuristic use cases in this realm.

(c) Data-Sharing Infrastructure Operators: As highlighted earlier, data access mechanisms vary significantly across European regions. The need for a European interface underscores the importance of incorporating major data management approaches existing in Member States (MSs). Data families are classified as follows:

- Validated Historical Data: This encompasses multiple approaches for access management, including "central data hub" models, decentralized data hubs, and hybrid architectures. Energinet Data Hub (DK), Elering Data Hub (EE), ElectraLink (UK), Enedis (FR), and others represent diverse central and decentralized environments. AELEC (ES) and DataDis C.B. (ES) contribute hybrid data management architectures.
- Near Real-Time Data: Varying approaches exist for accessing near real-time data, with different technical standards and configurations. Austrian DSOs, represented by EDA (AT), Digital4Grids (FR), and others reflect these diverse access methods.

(d) Organizations Responsible for Architecture and Implementation: Austrian Institute of Technology (AIT) and University of Applied Sciences Upper Austria, Campus Hagenberg (FHO) spearhead the upper and customer-facing layers of the EDDIE Framework and AIIDA. AIT contributes expertise in data spaces, interoperability, and cyber security. FHO's range extends from energy to media informatics, usability, and security, focusing on implementing the EDDIE Framework.

(e) Standardization Experts: EASEE Gas (BE) drives standardization activities, supported by Digital4Grids (FR), Entarc.eu (AT), Ponton (DE), Hagenberg (AT), and AIT (AT). Broad representation and connectivity with European Expert Groups and Standards Defining Organizations are essential.

(f) Scientists and Educational Institutions: Copenhagen School for Energy Infrastructure (CSE), European University Institute (EUI), Lisbon Council for Economic Competitiveness and Social Renewal asbl (LIS), University of Vienna (VIE) with the Cooperative Systems Research Group (COSY) contribute expertise spanning energy economics, legislative frameworks, regulatory analysis, and behavioral economics. AIT contributes security and safety considerations.

(g) European Experts on Energy Data Management: Notable individuals from EUI Florence School of Regulation, Digital4Grids, EASEE Gas, AIT, Entarc.eu, and more contribute deep insights and connections from various stakeholder associations and expert groups.

Throughout the project, collaborative efforts are facilitated through shared online work environments and open-source code repositories. Equal access rights will ensure the seamless exchange of expertise and information among all participants. This inclusive approach ensures that EDDIE's development, communication and dissemination align with the needs and expectations of diverse stakeholders in the data-sharing landscape.

5 DELIVERABLES GUIDELINES

The primary objectives of Work Package 9 (WP9) – Dissemination and Communication are to strategically disseminate and communicate the project's progress and outcomes within the target European audiences (this is also stated on the project website of EDDIE at https://eddie.energy/news/post/methodology-our-vision-for-a-european-distributed-data-infrastructure-for-energy). The execution of WP9 involves collaborative efforts between AIT, the work package leader, and other partners focusing on the other WPs (like shown in the Work Package Structure in the figure below). The partners contribute to sustaining EDDIE's impact beyond the project's duration, continuing the development.

This section encapsulates the rights and responsibilities concerning Dissemination, and Communication as stipulated by the European Commission (EC), applicable to the grant awarded to the beneficiaries. All pertinent information regarding EC guidelines related to Dissemination and Communication is derived from the Grant Agreement.
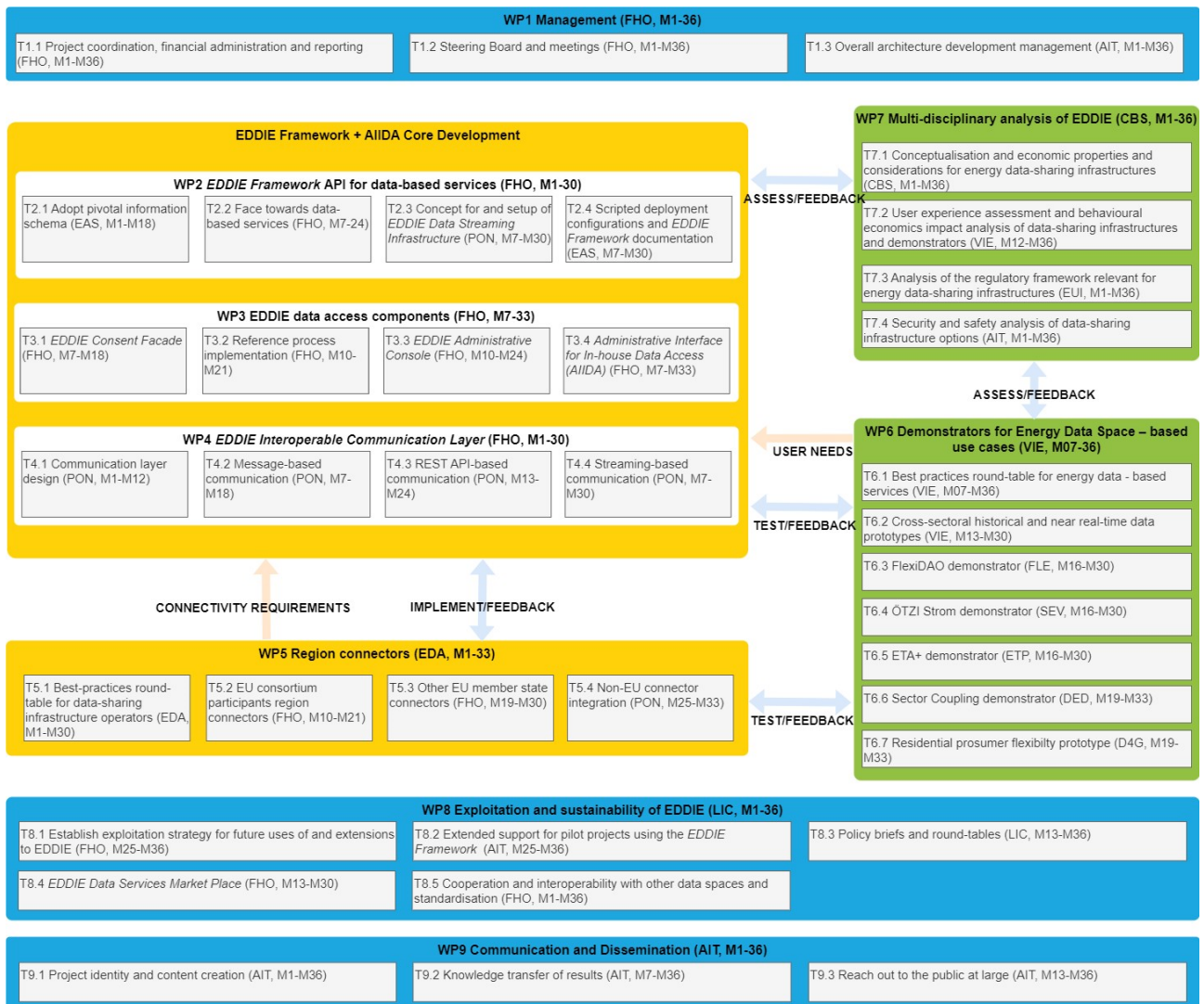
WP1 Management (FHO, M1-36)

| T1.1 Project coordination, financial administration and reporting (FHO, M1-M36) | T1.2 Steering Board and meetings (FHO, M1-M36) | T1.3 Overall architecture development management (AIT, M1-M36) |

EDDIE Framework + AIIDA Core Development

WP2 *EDDIE Framework* API for data-based services (FHO, M1-30)

| T2.1 Adopt pivotal information schema (EAS, M1-M18) | T2.2 Face towards data-based services (FHO, M7-24) | T2.3 Concept for and setup of *EDDIE Data Streaming Infrastructure* (PON, M7-M30) | T2.4 Scripted deployment configurations and *EDDIE Framework* documentation (EAS, M7-M30) |

WP3 EDDIE data access components (FHO, M7-33)

| T3.1 *EDDIE Consent Facade* (FHO, M7-M18) | T3.2 Reference process implementation (FHO, M10-M21) | T3.3 *EDDIE Administrative Console* (FHO, M10-M24) | T3.4 *Administrative Interface for In-house Data Access (AIIDA)* (FHO, M7-M33) |

WP4 *EDDIE Interoperable Communication Layer* (FHO, M1-30)

| T4.1 Communication layer design (PON, M1-M12) | T4.2 Message-based communication (PON, M7-M18) | T4.3 REST API-based communication (PON, M13-M24) | T4.4 Streaming-based communication (PON, M7-M30) |

CONNECTIVITY REQUIREMENTS   IMPLEMENT/FEEDBACK

WP5 Region connectors (EDA, M1-33)

| T5.1 Best-practices round-table for data-sharing infrastructure operators (EDA, M1-M30) | T5.2 EU consortium participants region connectors (FHO, M10-M21) | T5.3 Other EU member state connectors (FHO, M19-M30) | T5.4 Non-EU connector integration (PON, M25-M33) |

ASSESS/FEEDBACK

WP7 Multi-disciplinary analysis of EDDIE (CBS, M1-36)

| T7.1 Conceptualisation and economic properties and considerations for energy data-sharing infrastructures (CBS, M1-M36) |
| T7.2 User experience assessment and behavioural economics impact analysis of data-sharing infrastructures and demonstrators (VIE, M12-M36) |
| T7.3 Analysis of the regulatory framework relevant for energy data-sharing infrastructures (EUI, M1-M36) |
| T7.4 Security and safety analysis of data-sharing infrastructure options (AIT, M1-M36) |

ASSESS/FEEDBACK

USER NEEDS

TEST/FEEDBACK

WP6 Demonstrators for Energy Data Space – based use cases (VIE, M07-36)

| T6.1 Best practices round-table for energy data - based services (VIE, M07-M36) |
| T6.2 Cross-sectoral historical and near real-time data prototypes (VIE, M13-M30) |
| T6.3 FlexiDAO demonstrator (FLE, M16-M30) |
| T6.4 ÖTZI Strom demonstrator (SEV, M16-M30) |
| T6.5 ETA+ demonstrator (ETP, M16-M30) |
| T6.6 Sector Coupling demonstrator (DED, M19-M33) |
| T6.7 Residential prosumer flexibilty prototype (D4G, M19-M33) |

TEST/FEEDBACK

WP8 Exploitation and sustainability of EDDIE (LIC, M1-36)

| T8.1 Establish exploitation strategy for future uses of and extensions to EDDIE (FHO, M25-M36) | T8.2 Extended support for pilot projects using the *EDDIE Framework* (AIT, M25-M36) | T8.3 Policy briefs and round-tables (LIC, M13-M36) |
| T8.4 *EDDIE Data Services Market Place* (FHO, M13-M30) | T8.5 Cooperation and interoperability with other data spaces and standardisation (FHO, M1-M36) | |

WP9 Communication and Dissemination (AIT, M1-36)

| T9.1 Project identity and content creation (AIT, M1-M36) | T9.2 Knowledge transfer of results (AIT, M7-M36) | T9.3 Reach out to the public at large (AIT, M13-M36) |

Figure 3 Work Packages Structure

5.1 Goals WP9

WP9 contains the Dissemination and Communication of EDDIE and is led by AIT. It aims to disseminate the results of the project to all stakeholders by using targeted messages, means and language for each audience. The objectives of this work package will be achieved by devising strategies for dissemination and communication of the project and its results amongst European target audiences.

This deliverable (D9.3) includes an overall description of the EDDIE project, the principles set by the EC, the objectives, the target audiences and a timeline for the activities. Furthermore,

the communication activities, the dissemination channels, the visual identity and the evaluation of the dissemination and communication are described.

To ensure the success of both the project and WP9, it is imperative to construct a well-structured Dissemination Plan and Communication Guide. This entails the need to first define the overarching objectives, identify the intended audiences, and outline the key messages tailored to each audience before moving forward with implementation.

5.2   Strategic Goals of WP9

The prime strategic goals of WP9 are:
- Disseminate the findings of the EDDIE project effectively.
- Harness the insights, knowledge, and expertise acquired through EDDIE to its fullest extent.
- Articulate the progress, undertakings, events, and achievements of the EDDIE initiative.
- Engage the target demographics and pique their interest in the project.
- Educate the public about the project and illustrate how they can gain from research funded by the European Union.

5.3   Operational Goals of WP9

To have achieved these strategic goals, it was crucial to define specific operational objectives within the Dissemination Plan and Communication Guide, while also taking into account the timelines of all the work packages, as illustrated in the Time Span section below.

This involved:
- Developing a timeline for primary communication and dissemination activities throughout the project's duration.
- Identifying the target recipients, critical messages, and communication channels for EDDIE's dissemination efforts.
- Ensuring that all dissemination and communication initiatives remained in accordance with the operational and strategic framework outlined in this particular deliverable.
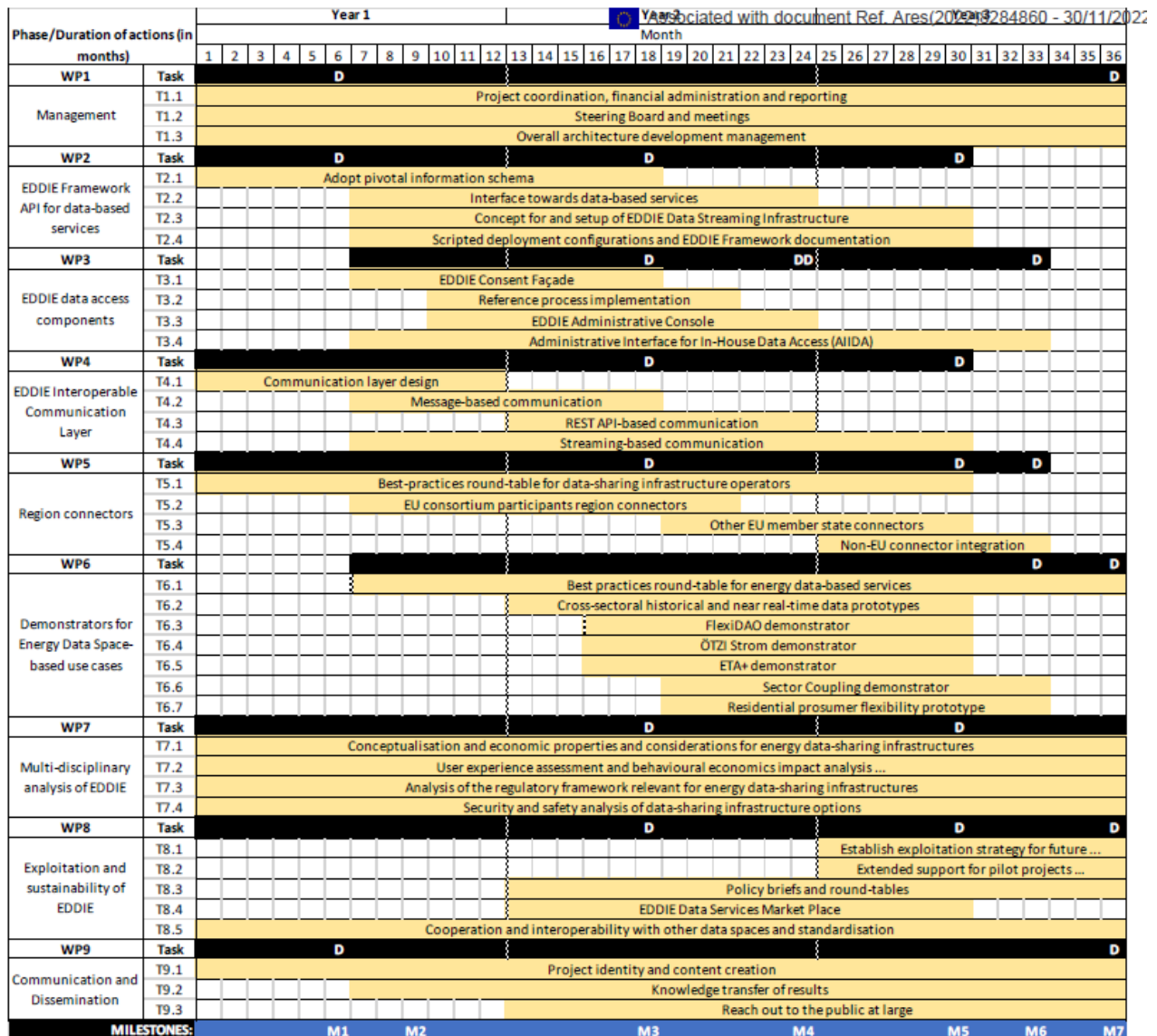
Phase/Duration of actions (in months)	Task	Description
WP1 Management	T1.1	Project coordination, financial administration and reporting
	T1.2	Steering Board and meetings
	T1.3	Overall architecture development management
WP2 EDDIE Framework API for data-based services	T2.1	Adopt pivotal information schema
	T2.2	Interface towards data-based services
	T2.3	Concept for and setup of EDDIE Data Streaming Infrastructure
	T2.4	Scripted deployment configurations and EDDIE Framework documentation
WP3 EDDIE data access components	T3.1	EDDIE Consent Façade
	T3.2	Reference process implementation
	T3.3	EDDIE Administrative Console
	T3.4	Administrative Interface for In-House Data Access (AIIDA)
WP4 EDDIE Interoperable Communication Layer	T4.1	Communication layer design
	T4.2	Message-based communication
	T4.3	REST API-based communication
	T4.4	Streaming-based communication
WP5 Region connectors	T5.1	Best-practices round-table for data-sharing infrastructure operators
	T5.2	EU consortium participants region connectors
	T5.3	Other EU member state connectors
	T5.4	Non-EU connector integration
WP6 Demonstrators for Energy Data Space-based use cases	T6.1	Best practices round-table for energy data-based services
	T6.2	Cross-sectoral historical and near real-time data prototypes
	T6.3	FlexiDAO demonstrator
	T6.4	ÖTZI Strom demonstrator
	T6.5	ETA+ demonstrator
	T6.6	Sector Coupling demonstrator
	T6.7	Residential prosumer flexibility prototype
WP7 Multi-disciplinary analysis of EDDIE	T7.1	Conceptualisation and economic properties and considerations for energy data-sharing infrastructures
	T7.2	User experience assessment and behavioural economics impact analysis …
	T7.3	Analysis of the regulatory framework relevant for energy data-sharing infrastructures
	T7.4	Security and safety analysis of data-sharing infrastructure options
WP8 Exploitation and sustainability of EDDIE	T8.1	Establish exploitation strategy for future …
	T8.2	Extended support for pilot projects …
	T8.3	Policy briefs and round-tables
	T8.4	EDDIE Data Services Market Place
	T8.5	Cooperation and interoperability with other data spaces and standardisation
WP9 Communication and Dissemination	T9.1	Project identity and content creation
	T9.2	Knowledge transfer of results
	T9.3	Reach out to the public at large

Figure 4 Time span for each task and WP (with deliverables [D] and milestones [MX])

Details about EDDIE are and will be effectively conveyed to both its designated audience and the public through diverse communication channels employed by all members of the consortium. Every endeavour will adhere to the formulated communication strategy, with the aim of optimizing the influence and bolstering the triumph of the EDDIE initiative.

6 COMMUNICATION STRATEGIES

In this section, we offer a comprehensive overview of our ongoing and planned external communication and dissemination efforts. These endeavors have been meticulously crafted to cater to specific target audiences and to convey vital messages effectively.

6.1 Events

EDDIE is set to take center stage at both national and international events that are geared towards the general public. This strategic initiative aims to effectively communicate the core concept and objectives of the project to European citizens, casting a spotlight on the project's transformative potential. For instance, previously attended events, such as Market-X[1], EASEE-Gas Annual General Meeting of Members (GMOM), Bridge General Assembly[2], BIMWorld[3], SmartEn Digital Conference[4], , IEC Meeting UF 57, Round Table, InnoGrid, Smarter E Conference, European Sustainable Energy Week, and Entech Workshop on energy dataspaces, have provided valuable networking opportunities for EDDIE.

Furthermore, EDDIE's presence will extend to a diverse array of fairs and exhibitions, each strategically curated to cater to specific domains that hold paramount importance. These domains encompass a spectrum ranging from European customers and energy providers to grid operators, legislators, regulators, energy communities, wholesale energy traders, and the scientific community. This multi-pronged approach is poised to foster a comprehensive engagement strategy, facilitating productive exchanges and forging connections that transcend traditional boundaries.

Among the key events where EDDIE is poised to make a significant impact are:

- The AIOTI Forum, a pivotal gathering that delves into the intricate domain of the Internet of Things (IoT) and Artificial Intelligence (AI), providing an apt backdrop for EDDIE's visionary contributions.

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[1] https://www.gaia-x.at/market-x/
[2] https://bridge-smart-grid-storage-systems-digital-projects.ec.europa.eu/events/bridge-general-assembly-2023
[3] https://www.dlubal.com/en/news-and-events/events/trade-fairs-conferences/002791
[4] https://smarten.eu/smart-energy-summit-2023-1-distributed-flexibility-maximising-local-optimisation-2/

- ENLIT, a prominent event that serves as a convergence point for the energy community, providing EDDIE with the perfect stage to engage with stakeholders and drive discussions on energy transformation.
- EDDIE key individuals are well-represented and invited to conferences of European associations like EU DSO, ENTSO-E, SmartEn, E.DSO, GEODE and others. In their key speaking slots they will disseminate the learnings and concepts of the project to a large and senior audience.

In essence, these multifaceted engagements encapsulate EDDIE's commitment to not only communicate its ideals to the public but also to establish a dynamic presence within diverse professional spheres. The culmination of these efforts' positions EDDIE as a beacon of innovation, fostering dialogues, and paving the way for a more energy-efficient and sustainable future.

6.2   Scientific Dissemination (Journals & Conferences)

The outcomes of our scientific endeavours are poised to traverse the realm of academia, reaching the eyes and minds of fellow scholars through publication in pertinent scientific journals. This strategic dissemination approach reflects our commitment to the rigorous pursuit of knowledge and the advancement of our field.

To ensure the broadest and most impactful reach, a carefully curated selection of potential journals has been identified as conduits for EDDIE's research dissemination to the academic community. These chosen journals serve as the bridge between our cutting-edge findings and the global scholarly landscape, amplifying the resonance of our work and fostering collaborative engagement.

Among the array of journals primed for potential dissemination of EDDIE's scientific revelations are:

- The 11th IEEE International Conference on Cloud Engineering (IC2E)[5], a renowned platform that intersects cloud technology and engineering, serving as an ideal conduit to project EDDIE's innovations.
- 7th IEEE International Conference on Fog and Edge Computing (ICFEC)[6] is a leading forum to disseminate and discuss research activities and results on a broad range of topics in the fields of fog and edge computing.

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[5] https://conferences.computer.org/IC2E/2023/
[6] https://zenodo.org/communities/eddie?page=1&size=20

Furthermore, the project is and will be disseminated on scientific conferences to inform the academic community about the progress / results and to initiate discussions. Some of the following scientific events / conferences have been identified as relevant for EDDIE:

- IEEE Power & Energy Society General Meeting: A flagship event for the power and energy community, this conference would be an ideal platform to share EDDIE's advancements in energy infrastructure and distributed data solutions.
- BIMWorld
- SmartEn Digital Conference
- 7th IEEE International Conference on Fog and Edge Computing (ICFEC)
- IEC Meeting UF 57
- Smarter E Conference
- European Sustainable Energy Week
- Entech Workshop on energy dataspaces
- 11th IEEE International Conference on Cloud Engineering (IC2E)
- AIOTI Forum
- ENLIT

7 Project Website

The project's website, located at https://eddie.energy/news, plays a crucial and central role in facilitating the dissemination of information regarding the project EDDIE. This website was established right from the inception of the project, in its very first month (M1), and it was quickly made accessible to the public. Its primary purpose is to serve as a comprehensive repository of information covering various aspects of EDDIE.

Within the website's pages, visitors can find a wealth of information that spans the entire spectrum of the project. This includes a detailed outline of the project's overarching objectives, a comprehensive overview of ongoing activities, regular updates on the progress of work. Additionally, the website provides valuable insights into the consortium partners collaborating on the project, highlights notable achievements, and presents the outcomes achieved thus far.

To ensure that the information presented on the website remains accurate, up-to-date, and relevant, the project team from the Austrian Institute of Technology (AIT) will be actively involved in regularly updating its content. This update process will involve gathering inputs and contributions from all project partners, ensuring that the website continues to serve as a reliable and current source of information.

Furthermore, it's worth noting that the design of the website has been thoughtfully crafted to seamlessly align with the visual identity of the EDDIE. This design coherence not only enhances the overall user experience but also reinforces the project's branding, making it easily recognizable and memorable for visitors.

The fixed menu provides access to six distinct pages:

- "News": Directs to the initial page.
- "About": Leads to an extended version of the project overview.
- "Partners": Takes you to a compilation of partner organizations.
- "Round Tables": This page presents an outline of round table discussions and provides an option for registration.
- "Contact": Offers a dedicated page featuring contact information.

In summary, the EDDIE project's website is not merely a digital presence; it is a dynamic hub that efficiently communicates the project's mission, progress, and achievements to a wide

audience. Its commitment to accuracy, regular updates, and cohesive design demonstrates the project's dedication to transparency, accessibility, and effective communication.
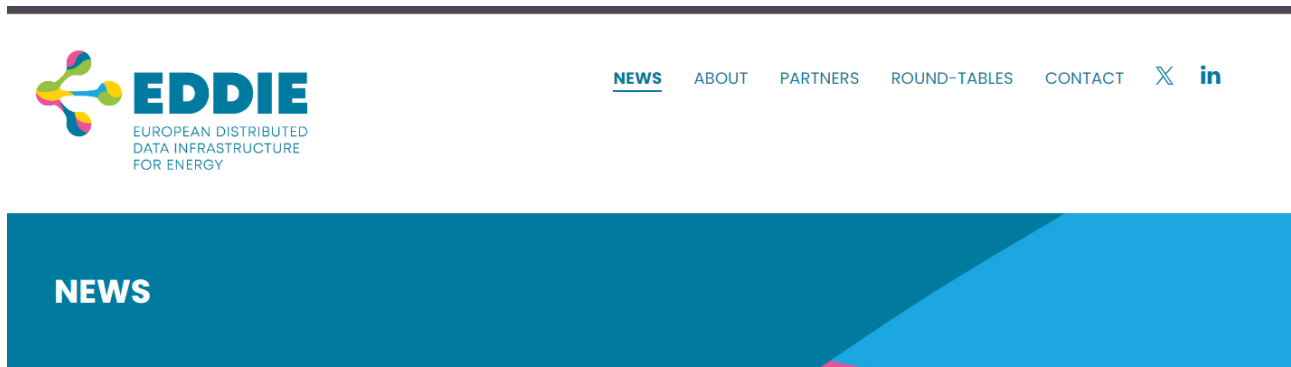
Figure 1 Fixed Menu

8 Social Media

The advent of social media platforms has revolutionized our ability to connect with a vast and specific audience. The establishment of dedicated accounts across diverse platforms holds the promise of amplifying the project's influence, as well as enriching its communication and dissemination endeavours. Yet, the decision to embark on the social media journey for the EDDIE project necessitates careful deliberation, considering several pivotal factors.

In order to holistically gauge the potential benefits and potential challenges associated with leveraging social media, a comprehensive Social Media Strategy emerges as an essential guide. This strategy serves as the compass, steering the project through the intricate landscape of digital engagement.

The broad reach that social media promises can significantly augment the project's visibility and impact. By tailoring content to specific audiences, the potential for engagement is magnified manifold. However, the decision to employ social media should be underpinned by a thorough evaluation of its alignment with project goals, target audience demographics, and available resources.

The Social Media Strategy endeavours to unravel these considerations, fostering a well-informed verdict. It delves into the identification of potential issues, ranging from privacy concerns to the need for consistent content delivery. Additionally, the strategy outlines the optimal platforms for the project's unique identity and objectives.

In essence, the integration of social media into the EDDIE project is an opportunity that warrants cautious exploration. The Social Media Strategy stands as a cornerstone, lending strategic insight into the potential advantages and challenges. Its purpose is to ensure that the project's foray into the digital realm is guided by prudence, relevance, and a clear understanding of the broader implications.

8.1 LinkedIn

LinkedIn Channel: https://www.linkedin.com/company/83554601/admin/feed/posts/
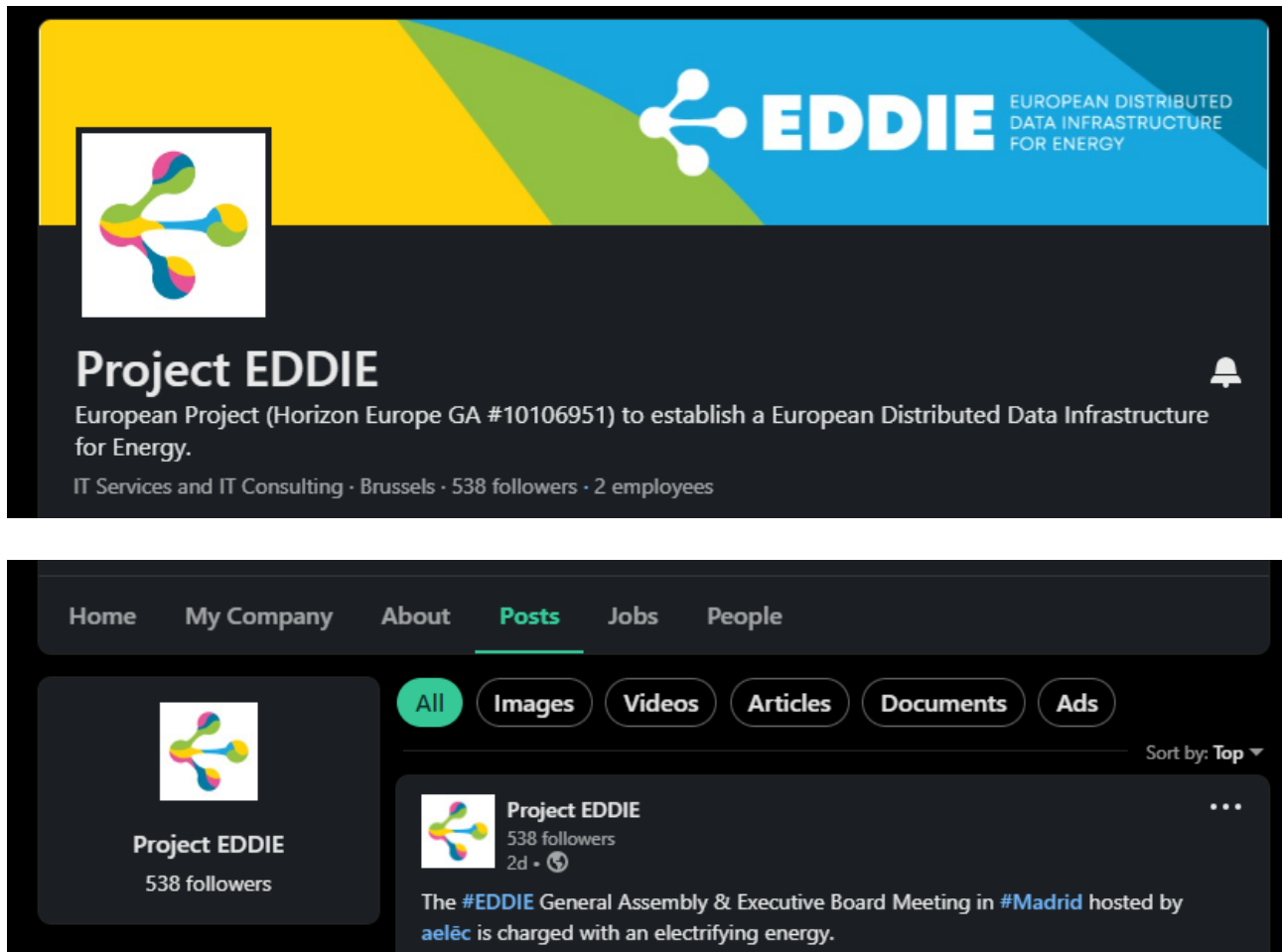
Figure 5 EDDIE LinkedIn Profile

LinkedIn is a specialized social networking platform centered around business and research, making it an ideal channel for engaging the intended audiences: SMEs & industry professionals, as well as the academic community. To facilitate effective communication, a dedicated LinkedIn Page has been established. This Account serves as a hub for sharing news articles and project updates, bolstering the content featured on our official website.

A diverse range of content types is employed to effectively convey the project's narrative. These include news pieces, articles, press releases, images, and videos.

Figure 6 LinkedIn Posting Text

Figure 7 LinkedIn Posting Pictures

8.2   X (former Twitter)

X Channel: https://twitter.com/eddie_energy
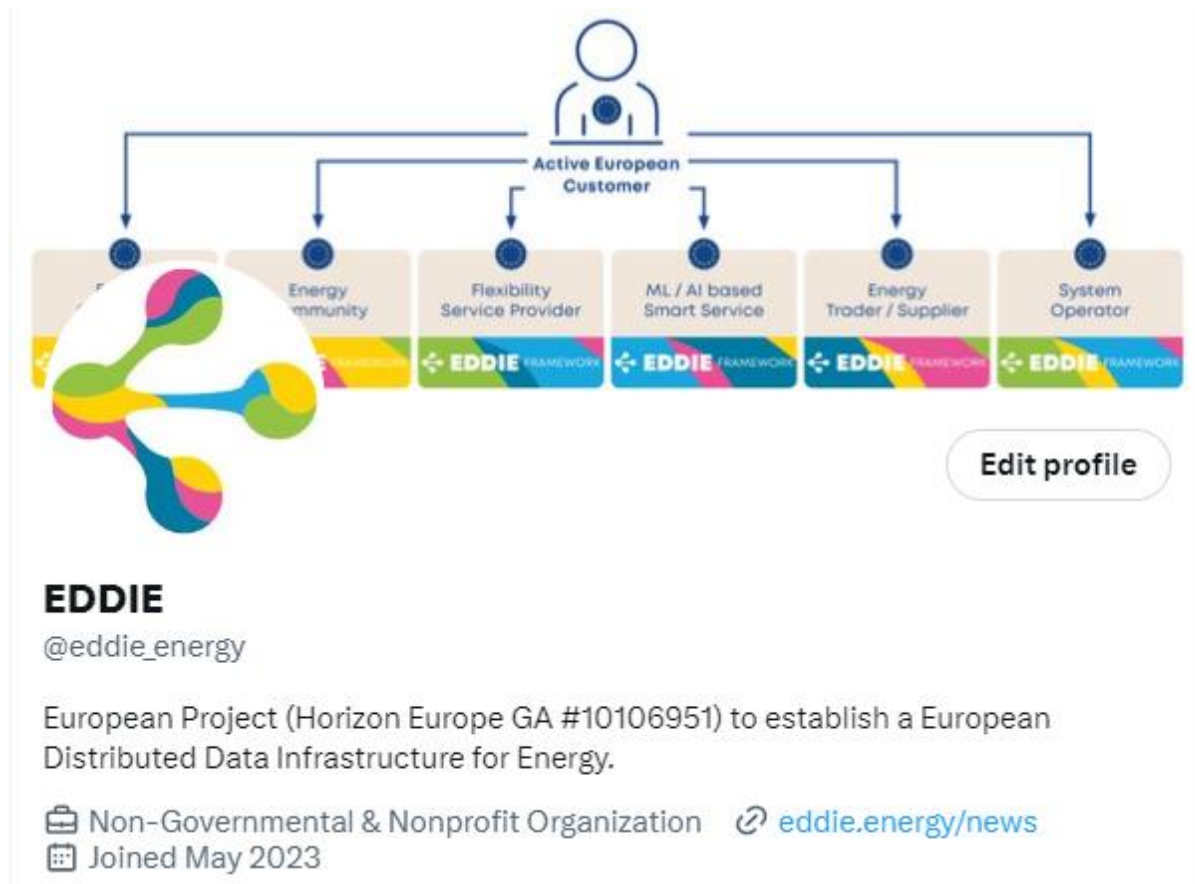
Figure 8 X Profile

The X account is strategically harnessed as a versatile channel of communication, fostering bidirectional interactions with a diverse range of target audiences. While maintaining an inclusive approach, particular emphasis is placed on engaging with both the end-users and the esteemed academic community.

Our X objectives unfold along two key dimensions:

- First, to heighten awareness about the EDDIE project, magnifying its presence on the digital landscape.
- Second, to extend this engagement to encompass all segments of our audience, with a specific focus on the end-users and the academic community.

Our content offerings on X are both diverse and engaging, spanning a spectrum from short news snippets to captivating videos, from pertinent links to visually arresting images. This holistic approach ensures that our communication resonates with a wide array of preferences and captures the essence of EDDIE's journey.

As the architect of this content narrative, is D4G plays a pivotal role, crafting messages that embody the spirit of EDDIE and resonate with our varied audiences. Through this meticulous orchestration, our Twitter account becomes not just a tool of communication, but a conduit that bridges EDDIE's goals with the dynamic pulse of the digital era.

8.3   Zenodo

Link: https://zenodo.org/communities/eddie/about/
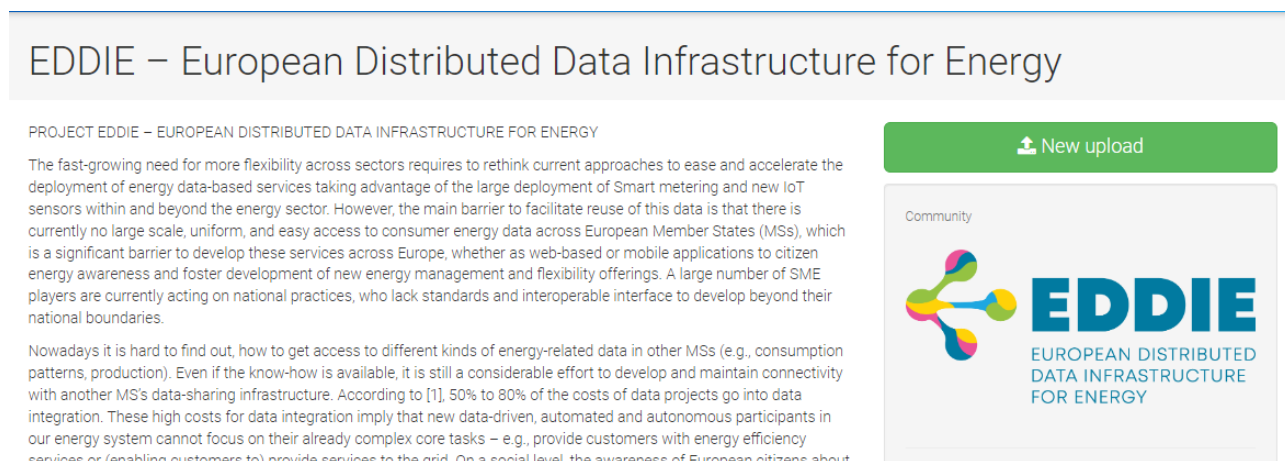
Figure 9 Zenodo Profile

Zenodo serves as a pivotal platform with two overarching objectives at its core:

- The first is to facilitate the widespread dissemination of the project's outcomes, allowing our research findings to reach a diverse and global audience.
- The second objective is to enable seamless knowledge transfer, thereby magnifying the impact of our research in tangible ways.
Zenodo primarily caters to an audience within the academic community, providing a fertile ground for scholars, researchers, and enthusiasts to engage with the knowledge that our project generates.

Within this dynamic space, the type of content that finds its home on Zenodo predominantly includes scholarly papers and articles. This curated collection of content serves as a

repository of our intellectual contributions, enriching the academic discourse and fostering a robust exchange of ideas.

8.4   Press releases

To effectively reach a diverse audience, a well-structured approach involving press releases will be orchestrated, strategically targeting both general and specialized media. These press releases are meticulously crafted with the intention of fostering a dynamic communication channel with the general public and specifically identified stakeholders. The overarching objectives encompass raising awareness for the EDDIE project and offering comprehensive updates on its progress.

The composition of these press releases will be the collaborative effort of the WP9 leader, AIT, adeptly shaping them into both German and English versions. Following this, these releases will be distributed among all consortium partners. Partners will then act as conduits, channelling the releases to their respective press contacts and, where necessary, ensuring translations into their native languages. This collaborative orchestration ensures a harmonized resonance across Europe's diverse linguistic landscape, culminating in an encompassing media coverage.

To foster systematic tracking and analysis, the responsibility of monitoring national and international media references will be entrusted to AIT on a monthly basis. Simultaneously, each partner is encouraged to remain vigilant regarding references in their national media landscape, thereby contributing to a comprehensive awareness landscape. Should such references arise, partners are kindly requested to inform AIT promptly.

In Austria, the press releases will be seamlessly channelled to the Austrian press agency, "APA," by AIT[7].

In summation, the press release strategy emerges as a pivotal instrument in fortifying EDDIE's presence across media landscapes. Through diligent crafting, meticulous distribution, and vigilant tracking, EDDIE's resonance is poised to transcend boundaries and establish an impactful legacy in the realm of public awareness.

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[7] https://www.ots.at/pressemappe/2009/ait-austrian-institute-of-technology-gmbh

8.5 Printed Materials

As the EDDIE project unfolds, a suite of printed materials, including project brochures, will be meticulously crafted. These materials are poised to serve multifaceted purposes, extending to distribution among EDDIE's defined target groups, presentation during workshops, and participation in various national and international events that engage the general public. Notably, these events encompass information days, as well as meetings with community stakeholders.

To encapsulate the essence of EDDIE and foster seamless integration within a comprehensive communication landscape, all printed materials will be harmoniously designed in alignment with the established visual identity of the project. This harmonization extends to encompass not only the EDDIE visual identity but also all other dissemination and communication tools and channels. By adhering to this principle, a distinct and recognizable visual thread is woven throughout, cementing a sense of unity and brand cohesion.

The preliminary set of printed materials has already taken shape, encompassing a range of general information about the project. This set includes a EDDIE rollup (Figure 10) and business cards (Figure 11).
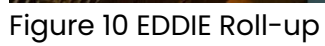
Figure 10 EDDIE Roll-up

Figure 11 EDDIE Business Cards

In essence, the evolution of these printed materials embodies EDDIE's commitment to not only disseminate information but also to immerse its audience in a cohesive visual and informative experience. These materials are poised to transcend their physical form, serving as tangible artifacts that communicate the essence of EDDIE and its overarching mission.

8.6   Newsletter

To foster deeper engagement across all intended audiences, an impactful newsletter initiative will be introduced within the EDDIE. As a pivotal tool for communication, this newsletter seeks to establish a stronger connection with our diverse target groups. To this end, we are pleased to offer the subscription option for this newsletter on the EDDIE project website. Interested individuals can readily subscribe by providing their name, email address, market role and company details.

Our commitment to data protection and legal compliance is unwavering. In this pursuit, we have implemented a double-opt-in and double-opt-out mechanism for subscribers. This ensures not only their consent to receiving the newsletter but also their right to effortlessly opt out if they choose. To maintain the highest standards of security, the collected subscriber data is securely stored on the Brevo platform.

We are in the process of developing a quarterly newsletter designed to serve the needs of both our specific target audiences and the public. The content of this newsletter will seamlessly align with our overarching strategy, offering a reflection of the current milestones we've reached and the upcoming events within the EDDIE. This alignment guarantees that our subscribers will stay consistently informed about the latest advancements and relevant developments in the project.

9 CONTENT STRATEGY

The development of a comprehensive Content Strategy marks a significant step forward in the articulation of EDDIE's core messages, catering to a diverse array of stakeholders and the wider public sphere. This strategic attempt necessitated a scrupulous process, encompassing the exact delineation of the intended audiences who are integral to the project's success and relevance.

Moreover, the strategic plan, which encompasses the visual identity and communication guidelines for all partners (Chapter 8 and 9) unveiled an array of communication methodologies and platforms that are optimally aligned with the preferences and behaviours of each targeted audience segment. By astutely selecting these channels, the strategy not only ensures the seamless delivery of the core messages but also enhances the accessibility and engagement potential of EDDIE's content.

In culmination, the synthesis of all these intricate strands has culminated in the establishment of a robust foundation for a prosperous content experience strategy shared and saved on the EDDIE cloud. This plan not only amplifies the visibility of EDDIE but also engenders a symbiotic relationship between the project and its stakeholders, thereby propelling its trajectory toward greater success and impact in the realm of public engagement and awareness.

10 VISUAL IDENTITY

The aim of a common visual identity is to enhance the recognition value of EDDIE and to represent the idea and the objectives of the project.

10.1 Logo

The Logo of EDDIE is an important graphic element and has been created in the beginning of the project as first step to a common visual identity. It represents the project and is being used on every internal and external communication material.

The decision has been made to create an abstract logo symbol that includes the project's name along with a geometric shape. The term "EDDIE" is written in bold capital letters in a blue font to ensure it catches the viewer's attention. Positioned to the left of the text is the abstract geometric form, comprising four interconnected dots with connecting lines. This geometric shape symbolizes the dynamic and interconnected nature of energy. The four dots represent various energy sources or elements, and the connecting lines signify the flow and exchange of energy between them. Together, they reflect the project's focus on energy and its interconnected components, highlighting the importance of synergy and collaboration in the field of energy.
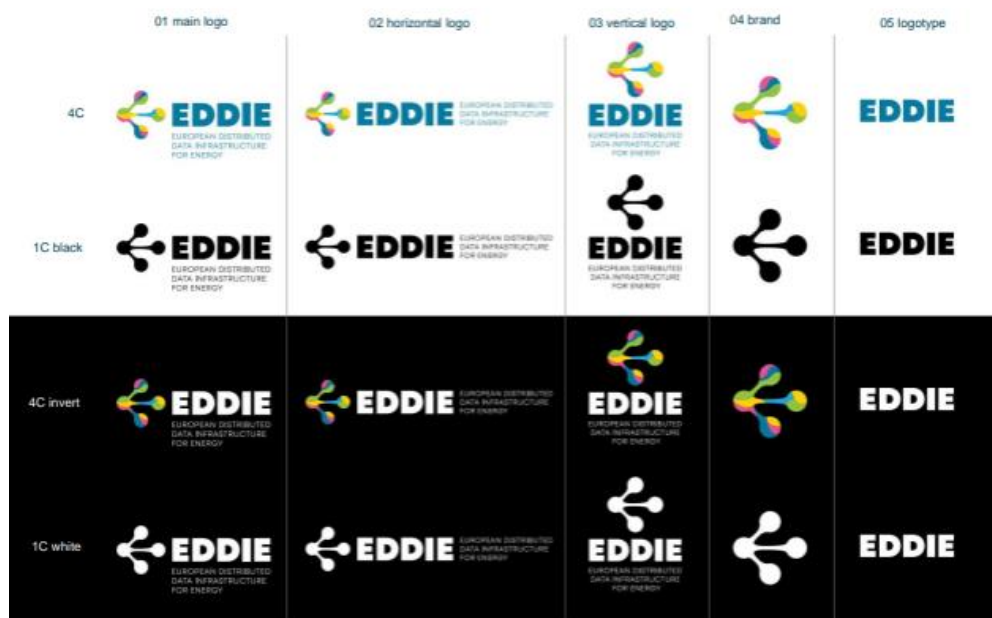
Figure 11 EDDIE Logo Collection

10.2 Colors

The color palette of the visual identity is presented below. All the colours were well-considered to be distinct and vibrant because they are used in the logo, in every template and in all communication and dissemination materials.

Main Blue	Green	Light Blue	Pink	Yellow
cmyk: 85/38/22/6 rgb: 1,122,160 #017aa0	cmyk: 50/0/88/0 rgb: 148,194,66 #94c242	cmyk: 73/15/0/0 rgb: 29,167,224 #1da7e0	cmyk: 0/0/80/0 rgb: 234,82,151 #ea5297	cmyk: 0/17/92/0 rgb: 255.210.8 #ffd208

Figure 12 Color Palette

10.3 Typography

In the meticulous curation of EDDIE's visual identity, a careful and deliberate selection led to the adoption of the font Mont Black, lending its distinctive personality to the project's logo and various printed materials. This choice was underpinned by a pursuit of harmonious aesthetics that encapsulate EDDIE's essence.

For the headlines, a deliberate choice was made in favour of Mont Heavy, a typeface that exudes boldness and prominence, lending an air of authority to the textual components that demand immediate attention. This strategic alignment between font choice and content nature serves to enhance the visual hierarchy, guiding the reader's gaze to key points of engagement.

Concurrently, the body text's readability and coherence were prioritized, prompting the embrace of Mont Regular. This font delicately balances legibility and sophistication, ensuring a comfortable reading experience for the audience consuming lengthier narratives and textual information.

It is noteworthy, however, that within the realm of alternative options, the font landscape widens to accommodate variations. Poppins Semibold, nestled within the realm of free fonts, emerges as a viable alternative to Mont Heavy. Its robust structure and eye-catching demeanour harmonize with the very essence of impactful headlines, effectively mirroring the prowess exhibited by Mont Heavy.

For the body text, Poppins Regular emerges as a complementary alternative to Mont Regular. This font upholds the virtues of legibility and clarity, mirroring its counterpart while offering a distinctive touch that harmonizes seamlessly with EDDIE's visual language.

In essence, this meticulous selection and categorization of fonts stand as a testament to the thoughtful consideration bestowed upon every facet of EDDIE's presentation. By fusing visual aesthetics with pragmatic readability, the font choices contribute significantly to the cohesive and impactful representation of the project across various media.

10.4 Templates for MS Office

In the meticulous endeavour to uphold and propagate the distinct visual identity that defines EDDIE, a comprehensive suite of templates tailored for both MS Word and PowerPoint has been thoughtfully engineered. These templates, painstakingly developed, serve as the cornerstone in cultivating a harmonious and cohesive visual narrative throughout all documents and presentations associated with the EDDIE initiative. Positioned conveniently on the SharePoint platform, they stand as a powerful resource made accessible to all partners.

The purpose these templates fulfil is threefold, each contributing significantly to the seamless communication and representation of EDDIE's essence:

- Efficiency: The advent of these templates brings with it a boon of efficiency. In a landscape where time is a precious commodity, the templates obviate the need for every partner to engage in the laborious and time-consuming process of manual formatting for each new document or presentation. By offering a structured framework, partners are liberated from the formatting minutiae, enabling them to channel their energies into more substantial content creation.

- Visual Conformity: The templates wield a powerful instrument in fortifying the visual unity of the entire project. As partners embrace and utilize these templates, the very fabric of EDDIE's visual identity is woven consistently throughout diverse documents and presentations. This consistency contributes to the project's recognizability on a global scale, imprinting its distinctive image in the minds of all who engage with its materials.

- Rule-Consistence: The templates not only embody design sensibilities but also adhere meticulously to the regulatory guidelines set forth by the European Commission. By incorporating essential elements such as the EU emblem and the H2020 logo, these templates ensure compliance with legal prerequisites. Furthermore, they incorporate

obligatory project-related text, serving as a comprehensive one-stop solution that safeguards the project's adherence to official mandates.

In essence, these templates transcend mere design artifacts, assuming the role of pivotal facilitators in the comprehensive communication ecosystem of EDDIE. They empower partners to channel their efforts into the substance of their work while seamlessly embedding EDDIE's visual identity. This convergence of efficiency, visual conformity, and rule-consistence positions the templates as integral instruments in amplifying the resonance and impact of EDDIE's mission.

10.5 Key Visuals

Within the strategic framework of fostering effective communication and broad dissemination, a meticulously curated ensemble of key visuals has been thoughtfully designed. These visuals stand as the visual ambassadors of EDDIE's core concepts and overarching goals, encapsulating the very essence of the project's purpose.

These meticulously crafted visuals serve a dual purpose: to encapsulate the intricate ideas that underpin EDDIE and to vividly articulate the ambitious aims it strives to achieve.

It is of paramount importance to note that these visuals have been thoughtfully structured to resonate across the entire spectrum of partners involved in the EDDIE project. This democratic distribution empowers every contributor to seamlessly integrate these visuals into their communication endeavours, thus forging a consistent and harmonious visual identity across all communication channels.

From digital platforms to traditional print media, these visuals find their home in every nook and cranny of the communication landscape. They serve as a unifying thread, weaving through social media, websites, presentations, and publications, instilling a coherent and recognizable identity that's uniquely EDDIE.

In essence, these key visuals are far more than a mere aesthetic endeavour; they are conduits of the project's ethos, enabling partners to eloquently convey the intricacies of EDDIE and its monumental aspirations to a international audience.

11 COMMUNICATION GUIDE FOR ALL PARTNERS

All partners are responsible for dissemination activities at national and European level. This chapter gives an overview about the guidelines and formal instructions concerning the dissemination activities and the reporting to the WP leader.

11.1 Documentation and reporting

For a successful dissemination in EDDIE, it is essentially that all activities are documented and reported to the WP9 leader AIT. AIT will collect the information and use it for the deliverables and further dissemination activities (e.g. posts / reposts on Social Media).

To make this possible, a set of templates for reporting (Annex) and publishing purposes have been developed and shared with all partners:

- Template for communication & dissemination activities: To keep track of all activities and to collect pictures and links for further dissemination activities (e.g. Social Media). Note: When taking pictures with other people, it is necessary to obtain their consent to use the picture.
- Excel sheet for planned events: All partners must provide information about the conferences, events, where they plan to attend. The goal is, to get an overview of the Dissemination planning & reporting, to organize meetings if more than one organizations will attend, to network and to bring others to ideas.
- Word & PowerPoint Templates: As described in Section 8.4, templates for MS Word documents and PowerPoint presentations have been developed and made available for all partners.

11.2 Communication Channels

As described in this deliverable, we set up a variety of communication channels for EDDIE. All partners are requested to support these channels to increase the coverage within the target audiences and to achieve a multiplier effect on social media.

Furthermore, we recommend considering the possibility of also following our partner organizations' accounts, as they could potentially share content pertinent to the project.

11.3 Social Media Channels

The existing social media channels we use for dissemination are:
- LinkedIn: https://www.linkedin.com/company/83554601/admin/feed/posts/
- X: https://twitter.com/eddie_energy

11.3 Website
Link: https://eddie.energy/news

The Website dedicated to the project EDDIE, serves as an informative hub where individuals can access the most recent updates and milestones achieved by the project. It is designed to offer a comprehensive overview of the ongoing developments, successes, and advancements within the project's scope. This platform not only serves as a repository of information but also fosters a sense of engagement and community among its visitors.

One of the primary functions of the website is to keep interested parties informed about the latest news related to EDDIE. Through timely and well-structured articles, announcements, and insights, visitors can stay well-informed about the project's progress, innovations, and noteworthy events. This helps maintain transparency and establishes a channel for communication between the project team and its stakeholders.

Furthermore, the website offers an avenue for interaction and engagement by providing various means to get in touch with the project team. Whether visitors have inquiries, suggestions, or simply wish to learn more, they can easily reach out through designated contact forms, email addresses, or even social media links. This establishes a bridge between the project and its audience, fostering a sense of connection and collaboration.

To ensure that stakeholders and enthusiasts remain up to date with the latest developments, the website features mechanisms to subscribe to newsletters,

In conclusion, the EDDIE website is a dynamic and interactive platform that not only imparts information about the project's news and achievements but also facilitates a deeper level of engagement. Through its comprehensive approach to sharing information, fostering communication, and maintaining a consistent flow of updates, the website serves as a pivotal tool in building a vibrant and informed community around the project.

11.4 Press and Media

Each partner is required to share the press releases with their contacts in the national media. The respective partner is responsible for overseeing the translation and adaptation of the press releases as appropriate. Furthermore, it is essential to keep the WP9 leader informed about any media articles concerning EDDIE that are identified within the partners country's media channels.

11.5 Scientific Dissemination

All partners are required to uphold communication with the WP9 leader regarding any scientific publications that have been released and their participation in scientific events such as conferences or workshops. Furthermore, partners are kindly requested to provide pertinent information to contribute to forthcoming dissemination endeavors and upload all publications on Zenodo[8].

11.6 Legal requirements

All communication related to the project must follow the legal requirements of the European Commission. To obtain the rules, every communication must display the EU emblem, the Horizon Europe logo and the following text:
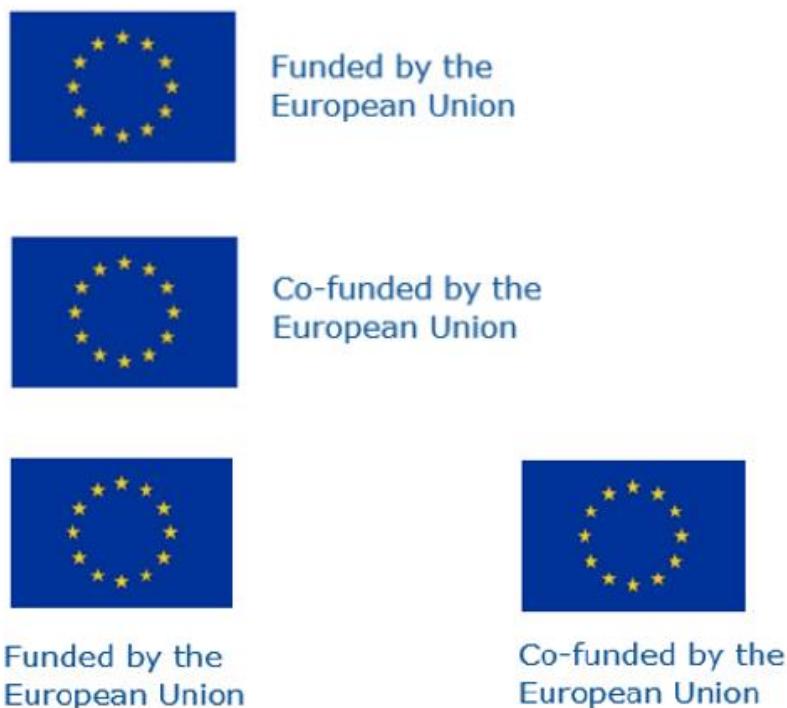
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[8] https://zenodo.org/communities/eddie/about/

Figure 13 European Union emblems[9]

"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."

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. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The wording of communication must comply with the strategy in the dissemination plan and should be adjusted for the target audiences. Whenever a partner publishes information about EDDIE the content must correspond with the official documents (e.g. proposal, final

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[9] https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

deliverables and final press releases). Moreover, all partners need to ensure that they only publish project information declared as "public".

11.7 Wording and Slogans

Communication within our dissemination plan must align with our strategy and be tailored to our target audiences. When partners share information about EDDIE, the content should be consistent with official documents, such as the proposal, final deliverables, and press releases. Additionally, all partners must ensure that they only disclose project information designated as "public."

Our motto is "Write once - run anywhere for energy-data based solutions." EDDIE simplifies participation in new solutions for consumers, making it as convenient as online payments. We view energy data differently than oil; instead, we liken it to water—clean, fresh, and accessible to all. EDDIE is not a centralized hub but a distributed, open-source infrastructure that upholds customer and service provider sovereignty.

In our virtual ecosystem, we strategically employ relevant hashtags like #data, #data4energy, #networking, #eddie, #energy, and #climatechange to expand our reach and connect with broader discussions in the digital realm.

12 EVALUATION

EDDIE has an overall evaluation strategy in order to ensure excellent quality of dissemination and communication activities. All activities will be tracked throughout the excel sheet. By carrying out the evaluation on a regular basis, the effectiveness of the impact and the quality can be tracked and, if necessary, changed or redefined.

To track dissemination activities from all partners, a Word template (Figure 14) for the reporting has been designed and sent out (a screenshot of this template is also shown below). That template enables a precise tracking of all activities and further dissemination by attaching pictures from the event / activity.

12.1 Dissemination Report

Figure 14 Dissemination Report Template

AIT is in charge of collecting data for all of the predefined KPIs of Dissemination and Communication. An Excel sheet (see Figure 15) containing all KPIs has been developed and

is constantly being updated. Thereby, it is less likely to miss the set goals. Any difficulties in fulfilling the KPIs can be detected promptly, and countermeasures can be taken.

12.2 KPI Tracking Tool

| Funded by the European Union | EDDIE | | | achieved / in progress / attention required | | |

KPIs

	Follower	Press releases/Articles	Download	Events	Date	Comments
Dissemination events and webinars				6 national level		
Dissemination events and webinars				2 EU level		
Hackathon "Energy Data-Driven Services	30 participants from 15 MSs					
Policy summits and briefs	100 informed and involved (attendees)		500 policy brief			Figure 1 Coverage of metering points connected by EDDIE project phase
Co-creation activities for exploitation	20 start-ups or third-party service providers					
Promotional materials		3 in each of the pilot countries				
Promotional materials		20 news items in newsletter				
Scientific publications		At least 3 high-impact journal publications published				
Scientific publications		3 more drafted or in submission				
Link to opensource community			At least 1 additional MS connector contributed by opensource community			
Link to opensource community			At least 1 service initiated and implemented by service providers			
Link to opensource community			At least 1 amendment provided by open-source contributors to support new data or functionality			
Integration with existing hardware			downloaded 500			
Integration with existing hardware			used 250			
Integration with existing hardware			Provided standard home automation system plugin running at 50+ customers according to collected usage information			

Figure 15 Excel Sheet to Keep Track of the KPIs

13 Annex

HEADLINE

Subtext

HEADLINE

Column1	Column2	Columns3
Column1	Column2	Column3

HEADLINE

Text

EDDIE EUROPEAN DISTRIBUTED DATA INFRASTRUCTURE FOR ENERGY

HEADLINE

Text/Picture

EDDIE
EUROPEAN DISTRIBUTED
DATA INFRASTRUCTURE
FOR ENERGY

HEADLINE

Infotext

EDDIE — EUROPEAN DISTRIBUTED DATA INFRASTRUCTURE FOR ENERGY

HEADLINE

Information

Time	People	Subject