

**MASTERPIECE -  
Multidisciplinary Approaches and Software  
Technologies for Engagement, Recruitment and  
Participation in Innovative Energy Communities in  
Europe**

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# **Deliverable 6.2**

## **ITERATIVE REPORT OF COMMUNICATION, DISSEMINATION, ENGAGEMENT, ECOSYSTEM**

<b>Title</b>	Iterative Report of Communication, Dissemination, Engagement, Ecosystem
<b>Document description</b>	It provides two versions of all the activities conducted in T6.1, T6.2, T6.3 and T6.4 during 3 project phases: communication period (M1 to M15), technology and preliminary results dissemination (M16 to M30), dissemination of long-term evaluation and engagement results (M31 to M42).
<b>Nature</b>	DEC - PU
<b>Task</b>	T6.1, T6.2, T6.3
<b>Status</b>	Version 8
<b>WP</b>	WP6
<b>Lead Partner</b>	UMU
<b>Partners Involved</b>	UMU, EXP and R2M
<b>Date</b>	22/03/2025

<b>Revision history</b>	Author	Delivery date	Summary of changes and comments
<b>Version 01</b>	UMU	20/02/2024	ToC 1 <sup>st</sup> version
<b>Version 02</b>	UMU	22/02/2024	ToC 2 <sup>nd</sup> version
<b>Version 03</b>	UMU	06/03/2024	Contributions in Section 1,2,5,6, 7
<b>Version 04</b>	R2M	12/03/2024	Inputs in section 3, section 4.3, and 6 & Contributions in Section 8
<b>Version 05</b>	EXP	13/03/2024	Contributions in Section 3
<b>Version 06</b>	UMU	13/03/2024	Final contributions in section 3, 4.3, 7 and 9. Ready for Review
<b>Version 07</b>	ALEC, EXP	21/03/2024	Feedback from the reviewers
<b>Version 08</b>	UMU	22/03/2024	Integration of reviewer's comments. Final revision. Ready for submission

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## CONTENTS

<b>1 EXECUTIVE SUMMARY .....</b>	<b>5</b>
<b>2 INTRODUCTION .....</b>	<b>6</b>
2.1. RELATION TO OTHER TASKS AND DOCUMENTS .....	6
2.2. STRUCTURE OF THE DOCUMENT .....	7
<b>3 COMMUNICATION OBJECTIVES AND STRATEGY .....</b>	<b>8</b>
<b>4 COMMUNICATION .....</b>	<b>9</b>
4.1. PERMANENT CHANNELS OF COMMUNICATION FOR THE PROJECT.....	9
4.1.1. PROJECT WEBSITE .....	9
4.1.2. SOCIAL MEDIA .....	12
4.1.3. COMMUNICATION MATERIAL.....	14
4.2. TARGET AUDIENCE WITHIN THE CHANNELS.....	16
4.3. CLUSTERING ACTIVITIES .....	17
<b>5 TRAINING ACTIVITIES .....</b>	<b>18</b>
5.1. STRATEGY AND IMPLEMENTATION PLAN .....	19
5.2. ACTIVITY TRAINING MATERIALS.....	22
<b>6 DISSEMINATION EVENTS AND ACTIVITIES .....</b>	<b>24</b>
6.1. TYPES OF ACTIVITIES .....	24
6.2. TARGET AUDIENCE .....	25
6.3. TARGETED EVENTS .....	26
<b>7 MEANS OF COMMUNICATION AND DISSEMINATION TRACKING .....</b>	<b>27</b>
<b>8 ENVISIONING OF THE EXPLOITATION PLAN .....</b>	<b>32</b>
<b>9 CONCLUSIONS .....</b>	<b>36</b>

## FIGURES

Figure 1. WP6 objective framework .....	8
Figure 2. Website - Sections.....	9
Figure 3. Website - Overview section .....	10
Figure 4. Website - Resources section .....	10
Figure 5. Website - Example of Pilots section.....	11
Figure 6. Website - Example of Intervention program section.....	11
Figure 7. Website - News section.....	12
Figure 8. Social media - “Buffer” used to schedule posts on different channels .....	13
Figure 9. Social media - Example of LinkedIn post and metric .....	13
Figure 10. Social media - Example of Instagram post and metric .....	14
Figure 11 Social media - Example of a post in X .....	14
Figure 12. MASTERPIECE logo design .....	15
Figure 13. MASTERPIECE Roll-up & Flyer .....	16
Figure 14. Audience reached within social media - Visitor demographics from LinkedIn .....	17
Figure 15. BRIDGE working groups where MASTERPIECE is involved .....	18
Figure 16. Cover of the video and pdf of the T1 material .....	23
Figure 17. Target audience groups .....	26
Figure 18. Monitoring tool – Instructions sheet .....	28
Figure 19. Monitoring tool - Completed dissemination events sheet.....	29
Figure 20. Monitoring tool - Paper & publications sheet .....	30
Figure 21. Monitoring tool - Social media & Comms. Material sheet .....	30
Figure 22. Monitoring tool - KPIs sheet and values .....	31
Figure 23. First KERs scheme regarding tools .....	35

## TABLES

Table 1. List of project's milestones.....	19
Table 2. Strategy of the training activities .....	20
Table 3. Types of dissemination and communication activities .....	24
Table 4. Preliminary list of exploitable results.....	32

## 1 EXECUTIVE SUMMARY

This report is to situate about the communication strategies and plan, currently undergoing, for assuring the achievement of the communication objectives of the project. The main aim of the report is to showcase how the project communication activities are being planned and going on.

The chosen communication and dissemination activities for the project are outlined, along with the determined target audience. The focal point of all the channels used is the project website, serving as the gateway to detailed project information, in together with the social media channels. Furthermore, the training activities are described as well as the plan to implement them. These training activities are fundamental to ensure that project's stakeholders (including project's partners) are informed and acquire new knowledge within the project framework. Moreover, it is detailed the dissemination and communication activities carried out from M1 until the moment of the writing of this report. These activities have been followed up with the monitoring tool that was created to track these activities, facilitating not only the follow-up of the partners in the project regarding those activities, but also supporting the evaluation on a regular basis of the Key Performance Indicators (KPIs) of the project. Additionally, it is presented, and overview of the exploitation plan present the preliminary list of exploitable results.

The strategies and activities described in this report will allow to achieve final communication goals of the project in an organised and efficient manner, as well as disseminate the project's solutions and outcomes.

## 2 INTRODUCTION

Effectively communicating and disseminating the project, its activities, developments, and results, among others, is as important as having a strategy to carry it out. Therefore, in this Deliverable 6.2, the focus is on providing not only the objectives, the strategies pursued and the target audience, but also the work done up to the present deliverable, among other aspects.

The project website stands as the central line, offering comprehensive access to project details. Therefore, website metrics are presented to provide valuable insights, capturing the project's digital footprint from inception to the present reporting period. The social media presence is equally vital. It is delineating strategies and metrics for platforms such as LinkedIn, Instagram, and X, aiming for maximum outreach and engagement. It is emphasized that channel selection doesn't imply exclusivity, but rather, strategic alignment.

As well as the communication strategies, some preliminary training activities have been established. The objective of these is to 'train' those interested in the project, and the partners themselves to transfer knowledge, to be all aligned and in the same environment of the project. In some cases, training materials are generated for or after the specific sessions, available for the public, as it happens with Training 1.

Another important aspect described is how to track and collect all the activities carried out, to ensure that communication and dissemination is taking place and that the different partners are participating and collaborating in this. The creation of the monitoring tool has been key to be able to perform this monitoring, allowing the project to know the events/publications or other activities that have been carried out on behalf of the project. And with this to be able to have and arrange information about these activities. Finally, during the last months of this period (from M13) the additional work was the approached envision of the exploitation plan, to determine the list of exploitable results.

In summary, the deliverable reflects a comprehensive landscape towards engaging stakeholders, disseminating information effectively, and fostering meaningful connections, assuring communication. As we move forward, we remain committed to refining our strategies, leveraging new opportunities, and ensuring the project's objectives are met with clarity and impact.

### 2.1. Relation to other tasks and documents

This deliverable 6.2 is the first iterative report version of the three deliverables titled "Iterative Report of Communication, Dissemination, Engagement, Ecosystem" as Deliverable 6.2 is the second one, being the interim update, and Deliverable 6.4 will be for final updates. Deliverable 6.1 "Communication, Dissemination, and Engagement Plan" is the antecedent to these deliverables, which marks the starting point of the visualisation and marketing material of the project.

Deliverable 6.1, coming from task 6.1, is focused on the overview strategy to accomplish awareness, promotion, and visualisation of the project, with the website, branding, and the visualisation work, as well as communication materials. While Deliverable 6.2 is associated with Task 6.1, it is also connected to Tasks 6.2 and 6.3. This is because the focus of the deliverable is to provide the

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*EU's Grant Agreement 101096836.*

*Dissemination level:*

*Page 6 of 36*

strategies being followed, outline the work accomplished, and detail the first practically 15 months' movements regarding communication and dissemination activities (from M1 to the time of writing the deliverable). Additionally, it includes the tool created to track those activities, the channels used to communicate them, and the evaluation regarding the dissemination KPIs available in Deliverable 2.3 "Functionalities' needs and performance measurement planning" of WP2 related to T2.4. Furthermore, it is described as a preview of the exploitation plan which is related to Task 6.3 as this task has started on month 13.

## 2.2. Structure of the document

In the first section, it is introduced the overarching goals of WP6 within the project's context, setting the stage for the project's communication endeavours. Moving into the second section, it is described the strategy and objectives of WP6 mapping with the task of it. Next section begins with the ongoing communication of the channels established for the project. Communication materials also receive due attention, with updates and relevant visuals highlighted to ensure consistency and relevance. This section ends with the target audience identification and foreseen clustering activities.

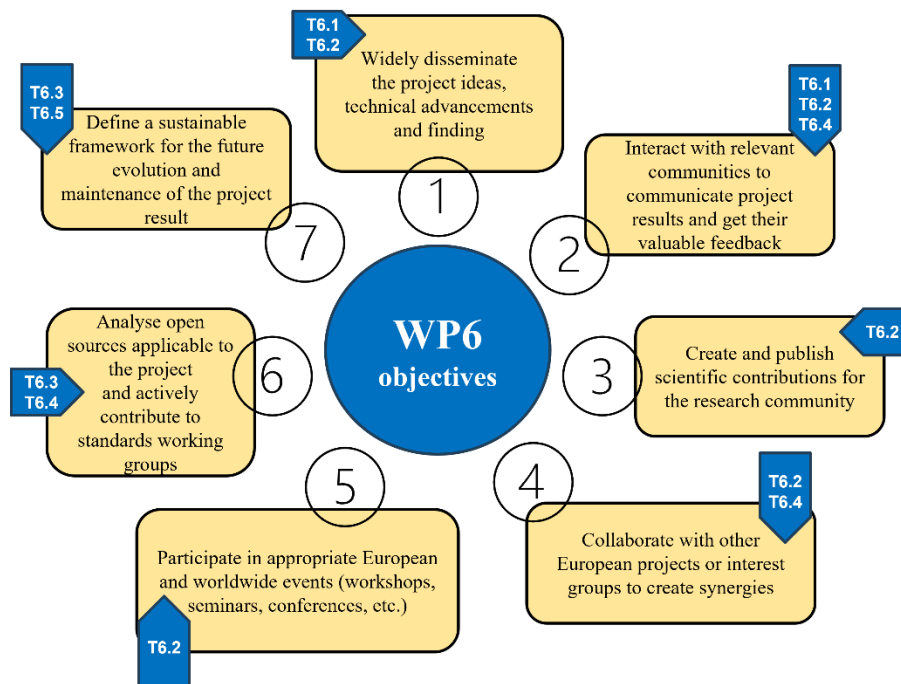
Thirdly, transitioning to training activities, it is underscoring their significance in equipping stakeholders with the necessary knowledge and skills. Through a strategic implementation plan, it is proposed a series of training activities. When, if applicable, training materials are generated from or of those training activities. Following that, the dissemination activities are introduced. These activities are described, as well as the visualization of the target audience and the introduction to the target events.

Our means of communication and dissemination tracking are critical for assessing impact and refining strategies. Therefore, the following section is focused on providing the monitoring tool being used between the project partners to follow-up the activities carried out, alongside with the real-time KPI status updates. Finally, it is presented the first steps of the exploitation plan, by providing the list of exploitable results.

### 3 COMMUNICATION OBJECTIVES AND STRATEGY

Within the MASTERPIECE project, Work Package 6 (WP6) stands as a crucial component in achieving the strategic objectives of the project. This stage is meticulously crafted to ensure that the project's results and advancements are not only effectively communicated to a broad audience but also receive constructive feedback from relevant communities, contribute to the scientific research body, and establish strategic synergies with other European initiatives.

The following figure depicts the structure and interconnections of the tasks<sup>1</sup> within WP6, highlighting how each is aligned with the project's key objectives.



**Figure 1. WP6 objective framework**

Ranging from the widespread dissemination of ideas and findings (T6.1, T6.2) to engaging with communities for valuable feedback (T6.1, T6.2, T6.4), and the creation of scientific publications (T6.2), WP6 encompasses a full spectrum of communication and dissemination activities. Furthermore, the tasks within this package work on defining a sustainable framework for the maintenance and evolution of the project's outcomes (T6.3, T6.5) and emphasize the importance of analysing open sources and contributing to standards working groups (T6.3, T6.4), which is vital for the effective adoption and application of the results. Participation in relevant events (T6.2) and collaboration with European projects and interest groups (T6.2, T6.4) are highlighted as key elements for amplifying the project's impact.

WP6 aims to maximize the impact of the project and ensure proper and wide dissemination and communication of its results to all relevant stakeholders. It endeavours to raise awareness about the MASTERPIECE innovations among scientific and industrial stakeholders in related areas, such as

<sup>1</sup> T6.3 has started on M13, while T6.4 and T6.5 will start on M25 and M31 respectively.



Energy-Efficient Buildings (EEB) and Information and Communication Technologies (ICT). Moreover, WP6 also targets providing a proper exploitation and IP strategy, as well as a business model suitable for the market uptake of the MASTERPIECE results, ensuring that the project's achievements have a lasting and significant effect.

## 4 COMMUNICATION

Efficient communication and dissemination are crucial for effectively conveying the activities and achievements of the MASTERPIECE project to the intended target audiences. This document outlines the project's communication toolkit, which includes marketing materials and various channels. It also provides guidance on how these materials should be utilized based on specific purposes, target groups, and occasions.

The development of these materials and associated guidelines ensures the project maintains a consistent visual identity throughout its promotional efforts and collaboration initiatives.

Overall, this document offers a comprehensive overview of the project's communication, dissemination, and collaboration strategy. It highlights the tools that will be employed to achieve the project's objectives.

### 4.1. Permanent channels of communication for the project

#### 4.1.1. Project website

A significant aspect of our communication and dissemination work has revolved around the development of a dedicated website accessible through the URL: <https://masterpiece-horizon.eu/>. This website serves as a central hub for providing clear and concise information about the MASTERPIECE project, including comprehensive details about the involved partners and the path of development we will undertake. Our aim has focused on publishing an intuitive and easily navigable website that offers visitors a holistic overview of the MASTERPIECE project and its various initiatives.

The MASTERPIECE website's homepage structure consists of five primary pages (figure below), each serving a distinct purpose and providing valuable insights into different aspects of the project.



**Figure 2. Website - Sections**

The following sections are designed to guide visitors through the website and ensure they can easily access the information they seek:

**Overview:** This section serves as an introductory gateway, offering a comprehensive overview of the project. It provides essential background information, outlines the deliverables, highlights the expected outcomes, and presents key milestones achieved. By delving into this section, readers can grasp the project's purpose, scope, and overall progress.



*Figure 3. Website - Overview section*

**Resources:** This section focuses on key aspects such as the Technology Readiness Level (TRL), Sustainability Impact Readiness Level (SIRL). By exploring this section, readers can gain insights into the MASTERPIECE project’s technological advancements as well as the employed methods in its commitment to sustainability.

## Technological Readiness Level in Masterpiece

MASTERPIECE is an Innovation Action at TRL 6-8, implementing advancements in technologies, ICT platforms, and interactive tools. The project ensures tool maturity through prototyping, evaluation, and iterative improvements based on scenarios, marketplace, and policies. It develops tools for innovation, financing, and interactive platforms to support ECs. The design emphasizes coordination and is tested in real cases with diverse needs, markets, climate, and legal frameworks.

INNOVATIVE ENGAGEMENT MECHANISMS TO ENABLE THE COMMUNITIES' EXPANSION AND BETTER LITERACY (EXP) ▶

*Figure 4. Website - Resources section*

**Pilots:** In this dedicated section, readers will find detailed information about the four pilots implemented within the MASTERPIECE project. Each pilot is comprehensively presented, including its specific objectives, methodologies employed, and anticipated outcomes. This section offers readers a deeper understanding of how these pilots contribute to the overall goals. In particular, this part has been revised as some pilots have been modified and the information has been updated with recent data.



## Italy

### BERCHIDDA MUNICIPALITY

GRID is a Consortium formed by Nesosnet (SMART meter provider), R2M Energy (ESCO) and Prosume (Block chain technical provider) that are working in Italy as facilitators of EC creation. Currently there is a Smart Grid and energy community within Berchidda, as the municipality own a public DSO. Covering the urban grid also have agro/rural grid. On the intervention, the pilot will upgrade the group of clients of this public DSO into an energy community. GRID has already some contracts for feasibility studies and technical projects for EC creation, signed with different types of communities and associations in Italy (rural communities, industrial districts, municipalities and more).

*Figure 5. Website - Example of Pilots section*

**Intervention Program:** This section provides a comprehensive description of the intervention program that lies at the core of the MASTERPIECE project. Readers will gain insights into the program's design, goals, and intended outcomes.

## Intervention Program

The central focus of the MASTERPIECE approach is the Intervention Program, which aims to implement and test assumptions and strategies for facilitating the expansion of energy communities. The program aims to enhance their participation and understanding of energy resource sharing, distribution, planning, and sales dynamics. To gauge the success of the intervention, several key factors will be monitored and measured.

The objectives of the intervention program include a 30% increase in adhesion to energy communities, a 20% increase in federated services within each community, and the development of embryonic models of mobility services in the four pilot sites. These objectives have methodological implications for the program's execution.

Firstly, the engagement and participation methodology will utilize participatory practices to design information display systems on smart meters. The maturity and aspirations of energy communities in the four pilot sites will inform the requirements for engaging various stakeholders and community members in the envisioned processes.

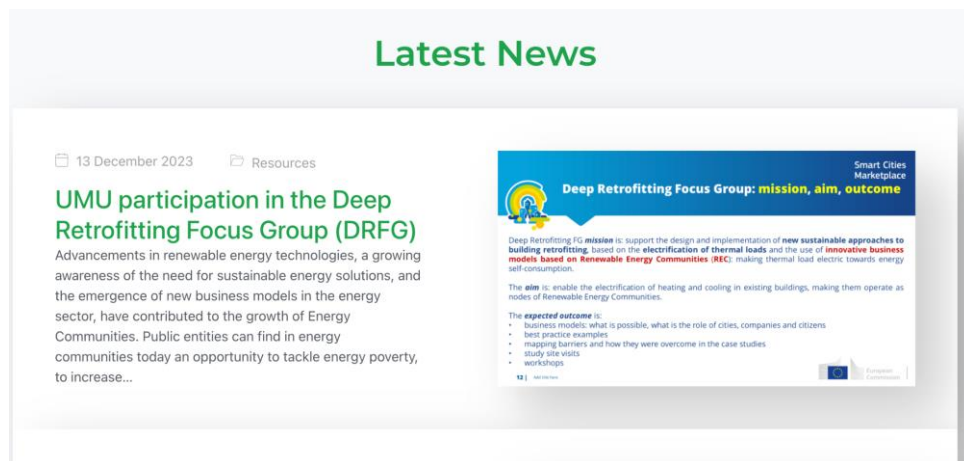
behavioral, and cultural moderators to accelerate the formation of collaborative energy communities. This plan will include monitoring, simulation, planning, and sales tasks to verify participation and behavioral stability within the communities.

The Intervention Programs, including the Experimental Plan, represent the current state-of-the-art methodology in social and behavioral sciences. They aim to study individual and community behaviors with automated support in large-scale projects like MASTERPIECE, with the objective of achieving social impact and sustainable innovation. The program is expected to yield guidelines for enhancing management competence, social well-being, and sustainability of energy communities.

Furthermore, the recommendations derived from these experimental studies can establish new methodological standards for accelerating sustainable innovation models. The results obtained can guide policymakers in scaling support programs for energy communities, contributing to their long-term success.

*Figure 6. Website - Example of Intervention program section*

**News:** The final section provides the latest news and updates related to the project. Here, stakeholders and interested parties can stay informed about recent developments, notable achievements, and significant announcements. This section serves as a vital channel for maintaining engagement and keeping the audience up to date with the project's progress.



**Figure 7. Website - News section**

By structuring the website into these distinct sections, we aim to ensure visitors can easily navigate and access the desired information about the MASTERPIECE project. Whether it's gaining an overview of the project, exploring available resources, learning about the implemented pilots, understanding the intervention program, or staying up to date with the latest news, our website is designed to offer a comprehensive and engaging user experience.

#### **4.1.2. Social media**

Project MASTERPIECE has invested significant efforts in communication and dissemination to promote its mission and engage a wide audience. Through a combination of effective strategies and targeted activities, the project has focused on social media, branding, visual work, and the creation of an informative website.

Regarding **social media**, MASTERPIECE has activated channels on **Instagram, X and LinkedIn** to provide multiple communication platforms for users:

- Regular updates on the project's progress, as well as presentations of objectives and ongoing activities, have been published.
- With a frequency of circa one post per week, we have strived to keep the audience interested and informed about the latest news from MASTERPIECE. In this initial phase, our focus is on introducing the partners and sharing information about our activities and events.
- We used "Buffer" platform to plan and schedule posts across every channel, enabling us to create an effective monthly communication plan. This tool allowed us to carefully organize our content and publish it promptly and consistently across various social media platforms. Thanks to the use of Buffer, we were able to optimize the management of our communication channels and ensure a consistent and strategic online presence.

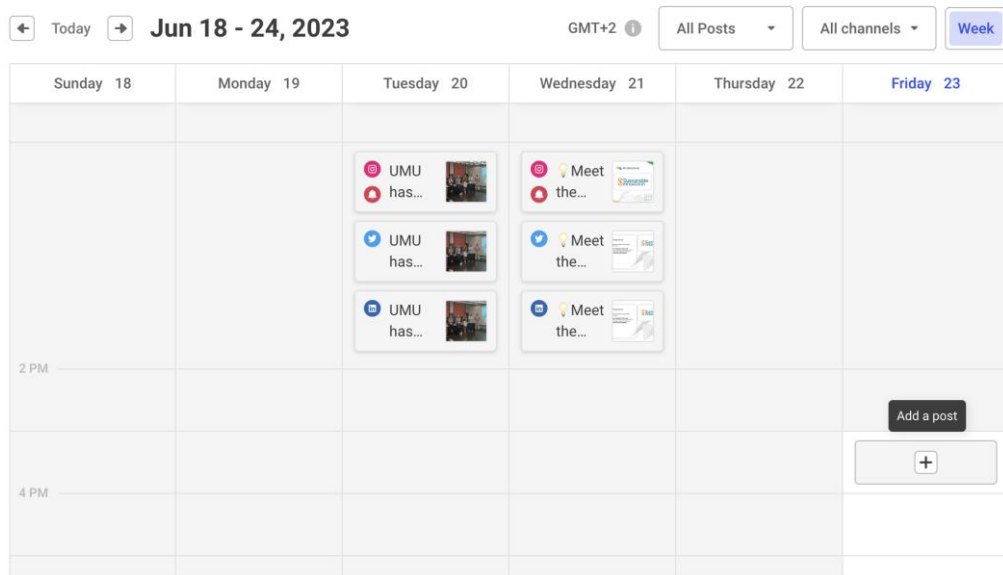


Figure 8. Social media - “Buffer” used to schedule posts on different channels

## LinkedIn

The versatility of LinkedIn has allowed us to post any type of content. We have opted for longer and more descriptive descriptions with hashtags aimed at our community. Furthermore, most of the partners have LinkedIn channel which has allowed us to be reposted and shared more easily.

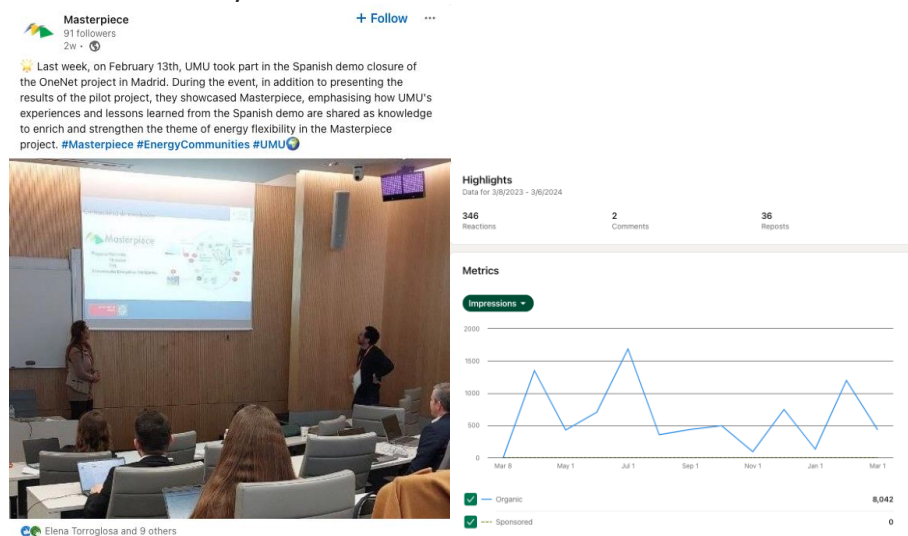


Figure 9. Social media - Example of LinkedIn post and metric

## Instagram

Instagram is our channel dedicated to images. Here we have placed communication with a focus on graphics and trying to use the right hashtags for this type of platform. We posted on a weekly or biweekly basis, this allowed us to create a small community with an engagement of over 20%.

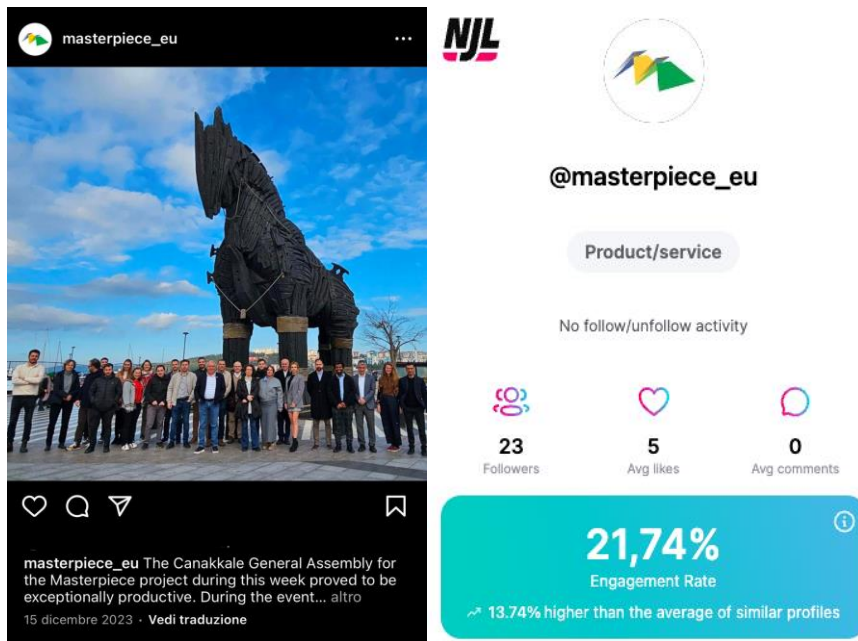


Figure 10. Social media - Example of Instagram post and metric

## X

On X we have a more institutional tone, many partners are present on this channel, this helps us in supporting our content, in particular we have posted here with little text and hashtags for text limitation. We do not have the metrics in this case because it is included in a paid product.

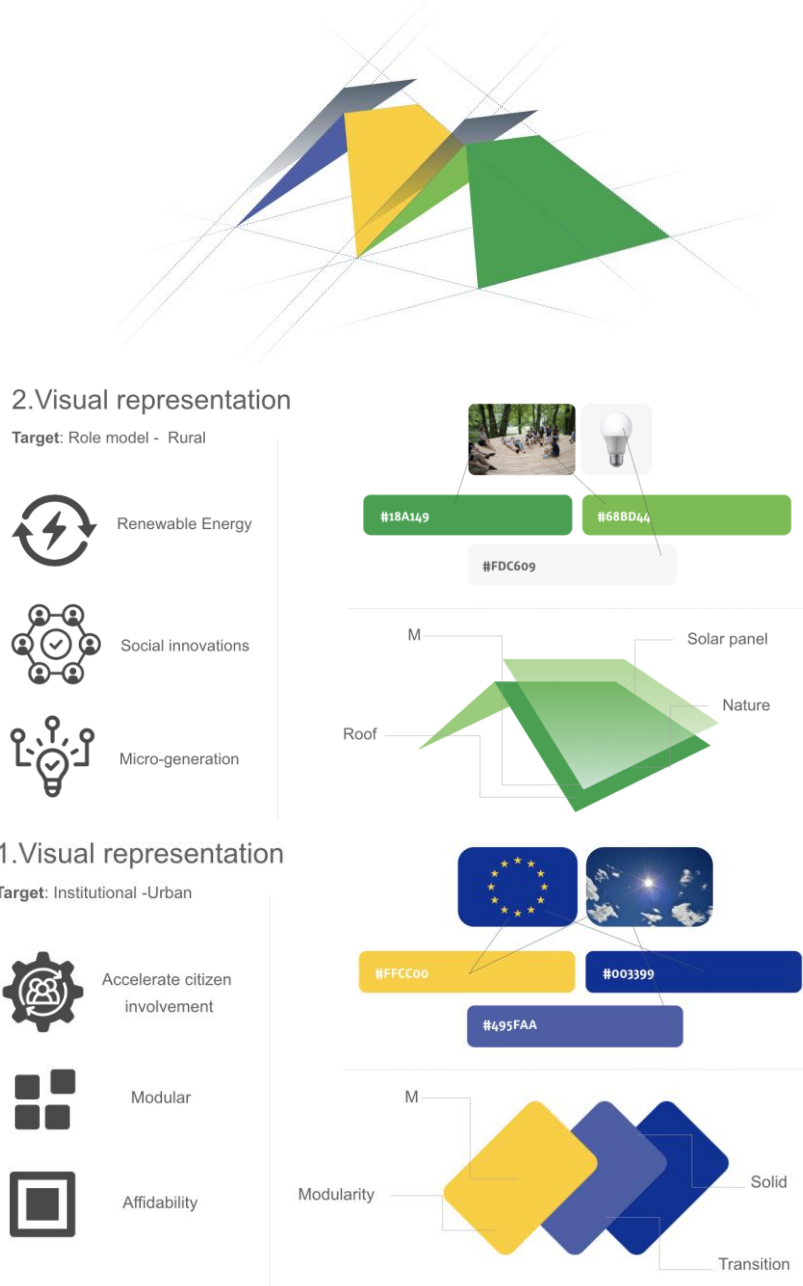


Figure 11 Social media - Example of a post in X

### 4.1.3. Communication material

Special attention has been given to **branding and visual work**.

- We have dedicated time and energy to creating a logo and cohesive visual identity that capture the essence of the project. **The logo** was designed to symbolize the concepts of housing, consumer, prosumer, and community, with a nod to rooftop solar installations.



**Figure 12. MASTERPIECE logo design**

- This **symbol** has contributed to the creation of a strong visual identity, resulting from intensive graphic and visual research, and has been approved by all partners. Additionally, we have produced **flyers and roll-ups** to be used during trade fairs and networking events, presenting the MASTERPIECE project in an attractive and professional manner.

- **Front/back flyer** for offline events: This flyer is specifically designed to be distributed during offline events. It contains concise and impactful information about the project, capturing the attention of the audience and encouraging their further engagement.
- **Roll-up** for fairs or exhibition events: The roll-up serves as a visually appealing and informative display that can be used during fairs or exhibition events. It effectively showcases the key aspects of the MASTERPIECE project and attracts the attention of attendees.
- **Brochure**: The MASTERPIECE Brochure is a comprehensive document that incorporates visual elements and engaging presentations. It serves as a tangible takeaway for interested individuals, providing detailed information about the project's purpose and encouraging further exploration. The brochure can be distributed at events, meetings, and conferences, enabling recipients to delve deeper into the project's offerings.

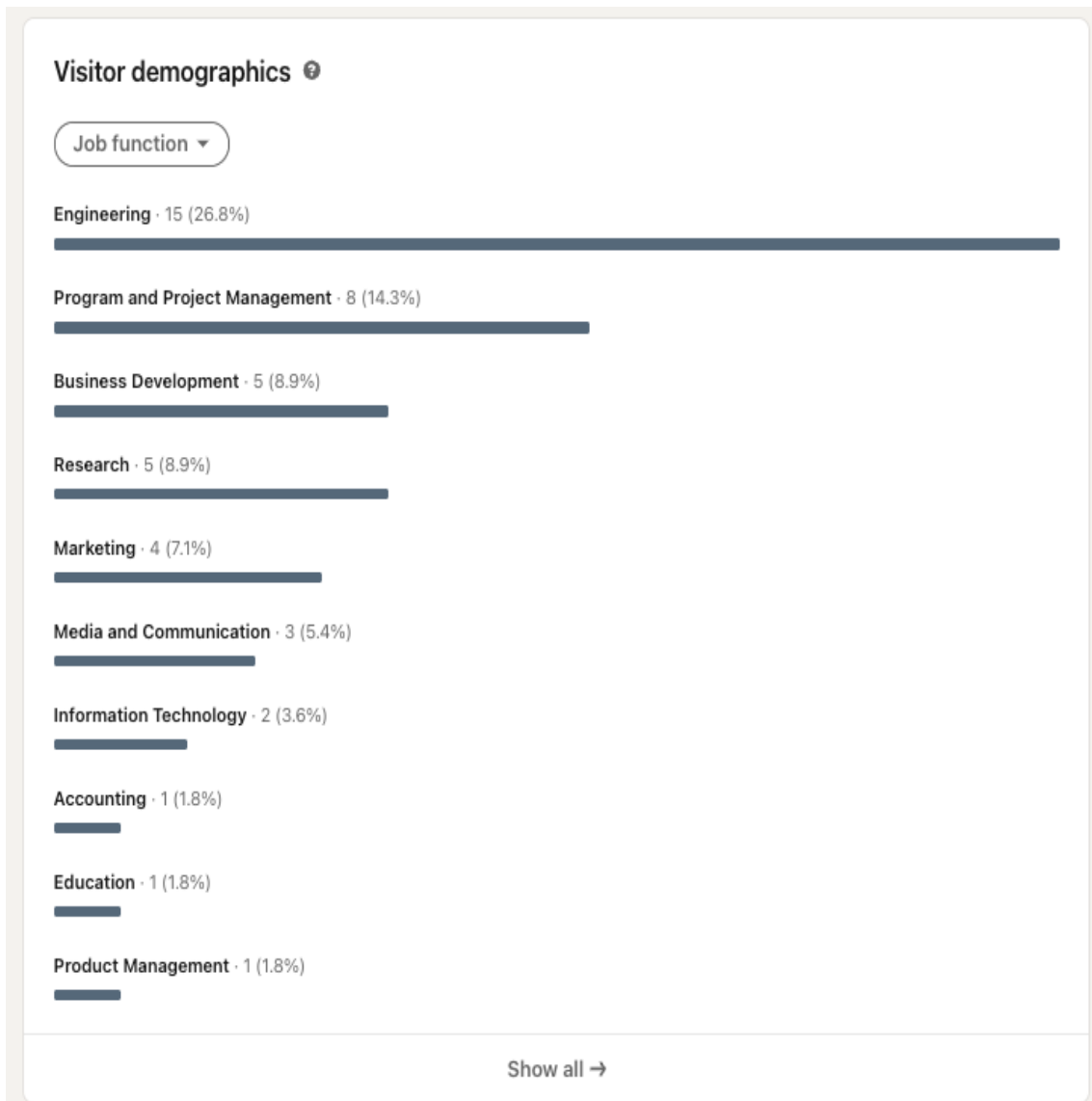


Figure 13. MASTERPIECE Roll-up & Flyer

## 4.2. Target audience within the channels

Even though the three channels cater to different communities, there is a high effort to synchronize the project posts across all platforms simultaneously. Our target audience primarily comprises professionals, European project partners, and managers. However, we also aim to expand our reach to other demographics through strategic hashtag usage and by fostering organic content sharing among our project partners. We believe in the power of collaborative engagement and mutual promotion to amplify our message and broaden our impact within the relevant spheres.



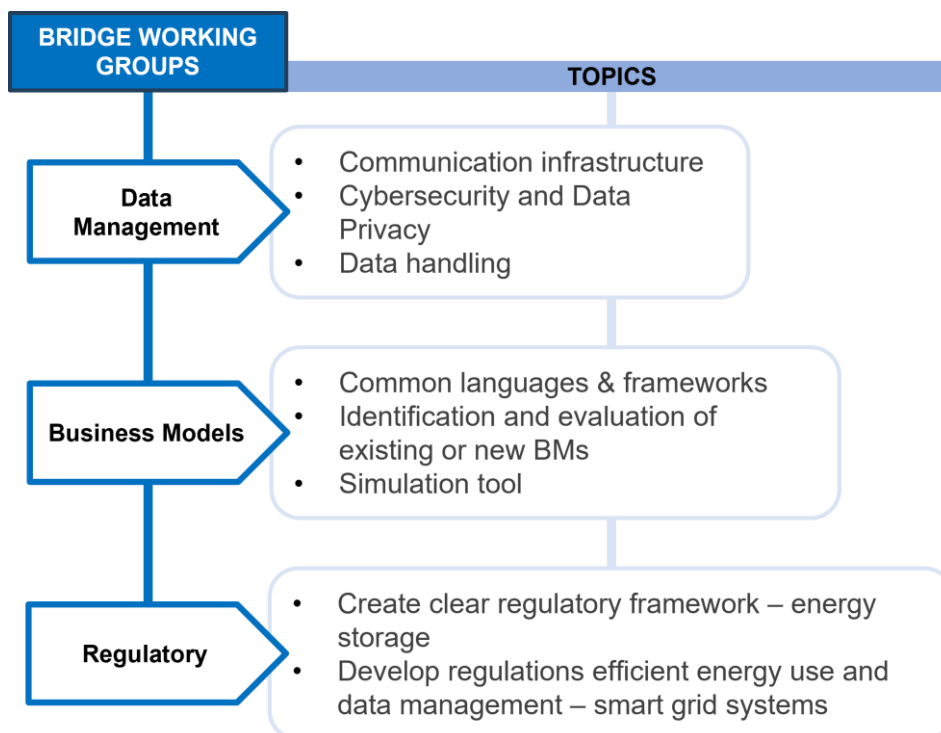


*Figure 14. Audience reached within social media - Visitor demographics from LinkedIn*

### 4.3. Clustering activities

At the current moment there are two mainly working groups where MASTERPIECE is involved:

- 1) R2M, RDIUP and UB (WP6 partners) are involved in the BRIDGE activities in the Business Models, regulatory and data working groups.



*Figure 15. BRIDGE working groups where MASTERPIECE is involved*

- 2) UMU is involved in the SCM deep retrofitting focus group. The Smart Cities Marketplace (SCM) is an initiative by the European Commission designed to unite cities, industries, SMEs, investors, researchers, and other actors in the field of Smart Cities. Its goal is to enhance the quality of life for citizens, boost the competitiveness of European cities and industries, and meet European energy and climate targets. A key aspect of this initiative is the Deep Retrofitting Focus Group, dedicated to sustainable building retrofitting through the electrification of thermal loads. This group emphasizes innovative business models, particularly renewable energy communities, aiming for self-sufficient energy use in heating and cooling. The group's activities involve exploring current best practices, identifying challenges, seeking solutions, organizing workshops, and recommending strategies for the electrification of thermal loads in the context of renewable energy communities.

Additionally, MASTERPIECE has developed cooperation with other sister projects, and it has been included in the cluster workshop in Sustainable Places 2023.

## 5 TRAINING ACTIVITIES

The main purpose of training activities is to enhance the skills and knowledge of the project team members or the project's beneficiaries. These activities are designed to increase technical competence, improve soft skills, and ensure that all participants are well-versed in the relevant aspects of the project. Therefore, it is important to support continuous learning and development. To foster an environment of continuous personal and professional growth, it is necessary to keep all partners up to date with the latest process, research, methods, and developments relevant within the project and its objectives. At the same time, MASTERPIECE training activities are open

for the public or specific audience (depending on the target), as they can also serve to disseminate good practices and lessons learned during the evolution of progress.

Within the project's context, there is not just one type of method for doing a training activity. These activities can be in a passive or participative mode, and can be of different nature such as workshops, training sessions, seminars, mentoring programs, or other types. At the end, these training activities play a pivotal role in establishing a culture of knowledge sharing within the project and wider audience.

## 5.1. Strategy and implementation plan

The project's approach for organizing training activities focuses on the use of project milestones as key anchor points. This strategy underscores our commitment to ongoing development and adaptation, demonstrated through careful planning and execution of training activities strategically aligned with the project's critical milestones. As each milestone represents the conclusion of significant achievements verified by deliverables delivered, conducting training activities at these points allows for reflection and evaluation of what has been accomplished so far.

*Table 1. List of project's milestones*

Milestone No	Milestone Name	Means of Verification	Due Date (month)
1	Project Handbook, Web-presence launched, Data Management Plan; Communication, Dissemination and Engagement Plan	D1.1, D1.2, D6.1 delivered	6
2	Business, regulatory, data-sources & stakeholders needs analysed; KPIs and evaluation plan defined	D2.1, D2.3, D2.5 delivered	6
3	Business, regulatory, data-sources & stakeholders needs analysed; KPIs and evaluation plan updated	D2.2, D2.4, D2.6 delivered	24
4	Architectural design specified	D2.7, D4.1 delivered	9
5	Architectural design finalized	D2.8, D4.2 delivered	27
6	Social and sustainable innovations for energy community toolkit – first version successfully released	D3.1, D3.3, D3.5, D3.7 delivered	15
7	Social and sustainable innovations for energy community toolkit – second version successfully released	D3.2, D3.4, D3.6, D3.8 delivered	30
8	Digital platforms and tools for energy communities - first version successfully released	D4.1, D4.3 delivered	15
9	Digital platforms and tools for energy communities - second version successfully released	D4.2, D4.4 delivered	30
10	MASTERPIECE integration and necessary pilot adaptations – first version successfully released	D5.1 delivered	18
11	Pilot intervention programs deployment, implementation & baseline measurement – first cycle completed (baselines)	D5.3, D5.6 delivered	18

12	Pilot preliminary performance measurement – second cycle completed (preliminary evaluation)	D5.4, delivered	D5.7	30
13	Pilot performance final assessment and holistic evaluation completed	D5.2, D5.5, delivered	D5.8	42
14	Communication, Dissemination and Standardization – first cycle completed	D6.2 delivered		15
15	Communication, Dissemination, Engagement, Ecosystem, MASTERPIECE replicability, Exploitation plans – second cycle completed	D6.3, D6.5, delivered	D6.6	33
16	Communication, Dissemination, Engagement, Ecosystem, MASTERPIECE replicability, Exploitation plans – third (last) cycle completed	D6.4, D6.7, D6.8, delivered	D6.9	42

In the project, the 16 milestones (MSs) have been grouped according to the month by which they need to be achieved or near it. This organisation facilitates a clear and structured approach to tracking progress and aligning our training activities with each milestone's timeline. Therefore four groups were obtained. Therefore, each group has a training activity associate with it, having four training activities.

The training activities will normally be carried out after the milestone's achievements. However, in some cases it will be done before them, as the results of the training activities are essential for continuous development. Moreover, each training activity will be organised by a partner of the project, previously decided (they are decided a few months before the milestone is reached). Therefore, the strategy defined for the training activities within the timeline of the project is as follows:

**Table 2. Strategy of the training activities**

Task	Training Leader	M9	M10	M14	M15	M16 - M17	M18 - M29	M30	M31	M32 - M39	M40	M41	M42
Training activity 1	CERTH	No1, MS2, MS3, MS4	T1										
Training activity 2	EXP & Lead tool technical developer partners			T2	MS6, MS8, MS14	T2							
Training activity 3	UMU							MS5, MS7, MS9, MS10, MS11, MS12	T3				

Training activity 4	(To be decided)									All milestones	T4		End
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As it can be observed, there are four training activities. It is important to take into account that a training activity may encompass more than one session/activity.

- **Training activity 1 (T1)** – Workshop WP2

The first training session was organized by CERTH in collaboration with the task leaders of WP2 (UB, EXP, UMU and ODINs) in M10. It took the form of a workshop aimed at sharing the knowledge gathered in the initial months of the project regarding WP2 and its research and project context phase, as documented in deliverables D2.1, D2.3, D2.5, and D2.7. All these deliverables are public. The main purpose of this workshop was to ensure that everyone involved in the project is up to speed with the progress made in WP2. This alignment is crucial as WP2 forms the foundational basis for the subsequent work packages of the project, WP3, WP4, and WP5.

As part of this workshop, the leaders responsible for these WP2 deliverables have presented their work with twofold focus: firstly, to showcase the key highlights and substantial progress made in the work conducted thus far, and secondly, to synthesize the information articulated in these deliverables. Furthermore, it was encouraged all attendees (especially pilot partners and technical developers) to actively engage in the session by asking questions and participating in discussions.

Given that there were four deliverables to cover, each of it has an allocated duration of 20-30 minutes, the total duration of the workshop was set to approximately 2.5 hours. This arrangement allowed sufficient time for both the presentations and a question-and-answer segment.

At the end, this comprehensive workshop and engagement approach was pivotal in fostering a seamless transition into the next stages, with all partners fully prepared and synchronized in their efforts.

- **Training activity 2 (T2)** – DEMOs + Discovery & Validation workshops

This training is multifaceted, and it planned to be done post M15 during M16 /M17. This training activity will include two types of activities:

- Comprehensive demonstrations (DEMOs) organised by technical partners leading the project tools, highlighting the achieved MS6. These DEMOs will showcase the first version of the tools available to be used, aiming to provide an in-depth understanding of their functionalities. The primary audience for these demonstrations will be the rest of the project partners, especially the pilot partners, who are crucial as they will be directly using these tools in their respective use cases. These sessions are designed to be interactive, allowing for feedback and discussions, which will not only enhance the knowledge transfer but also facilitate fine-tuning of the tools based on practical insights. Additionally, this training is expected to play a pivotal role in ensuring seamless integration and effective application of these tools in real-world scenarios, thereby bolstering the overall success of the project.
- Discovery & Validation workshops aimed on one hand for user research and discovery on user journeys, and, on the other hand, validation on that user journey

identified, being aligned with MS8. The discovery workshop has been considered as a pre-training part within the awareness phase, while the validation workshop is considered as the training part. This validation part goes through i) identify precise needs during the awareness/consideration phase, tailored to the specifics of each pilot; ii) validate the hypotheses and design approaches in collaboration with pilots. These activities were already done. In the case of Swedish and French pilots, the Discovery & Validation workshops were separated into two different sessions, the first one for the discovery part, and the second for the validation. In these last cases, it was done three separately trainings with Swedish pilot sites, ALEC pilots sites and SEIN&RDIUP pilot sites. Although, the other two pilot cases, Turkey and Italian, was decided to merge in one session both workshops as they are just one pilot site per each pilot case. The decision to separate or combine the workshops was based on the specific needs of each pilot case, showing a flexible approach tailored to the circumstances of each case. The results and details analysed and used of these workshops can be found in the deliverables of WP3.

- **Training activities 3 and 4 (T3 and T4)**

The strategy for these training sessions will be determined at a more advanced stage of the project, ensuring that it is optimally tailored to meet the evolving needs and contribute most effectively to the project's progress and success. T3 will be linked with MS5, MS7, MS9, MS10, MS11, MS12, while T4 will become the final training activity, reflecting all MSs achieved and the arrival of the end of the project.

## 5.2. Activity training materials

Training materials are more than just educational content; they are the building blocks of a robust and dynamic learning environment used for training activities. These materials enhance understanding, engagement, and the overall effectiveness of the training process.

The selection and creation of training materials are guided by the dual objectives of meeting the immediate needs of the training session and providing lasting resources for continuous learning and application.

The versatility of these materials allows them to adapt to various teaching methods and learning preferences, making the training experience both effective and engaging.

Furthermore, the development of these materials is an evolving process, in this case influenced by the dynamics of the training activities themselves. Therefore, what transpires during a training session can inspire the creation of additional resources, ensuring that the learning process extends beyond the confines of the activity and continues to impact not only the partners but also other stakeholders and public. Training materials are not only enclosed to training activities, but training materials can also be obtained from other activities too.

Within the project, we have identified potential formats for training materials: infographics, graphic materials, presentations oriented to be public accessible, manuals and study guides, educational videos, audio recording, readings, and reference articles, among others.

Up to this point, from the internal presentations generated and used for **Training 1**, both video and pdf have been developed and will be available through the website. Furthermore, the video also was shared on social media channels (e.g., [LINKEDIN](#), [INSTAGRAM](#)). The intention behind this approach is to dynamically and visually convey the content presented in Training 1 to all publics.



*Figure 16. Training 1 material - Cover of the video and pdf*

These resources are designed to provide an engaging and accessible overview of the key topics and insights from the training, ensuring wider dissemination and understanding of the research phase carried out in WP2, already available in the previously mentioned deliverables. By leveraging these formats, we aimed to extend the reach and impact of the training, making the information accessible to all publics.

For **Training 2**, particularly concerning the DEMOs, we are planning to record these sessions. This will result in a collection of videos that will be made available for project partners to access at their convenience. With this approach is get that all the valuable insights and demonstrations are captured and preserved. By doing so, we not only facilitate immediate learning but also provide a resource that can be revisited for clarification or reinforcement of concepts. The availability of these recordings will enhance the utility and longevity of the training content, allowing partners to engage with the material in a flexible and self-paced manner.

The planning of the training materials regarding **T3** and **T4**, will be made at a later stage, if applicable. As previously stated, our strategy for these activities is to align them with the corresponding milestones of the project, bringing them closer to either the consortium itself or a different audience when the time comes. Our aim is to ensure that all materials created or

inspired from these training sessions are not only relevant but also offer the greatest benefit and value to the project and its participants.

## 6 DISSEMINATION EVENTS AND ACTIVITIES

Dissemination and communication are two strands of the same thread, each reinforcing the other's role in the transmission of knowledge. Through dissemination, we lay the foundation for engaging dialogue, while communication amplifies this dialogue to create meaningful interactions. Our activities, ranging from workshops and webinars to media publications and interviews, are not merely channels for information distribution; they are the catalysts for creating an interactive ecosystem where information flows bi-directionally.

The mapping of activities within this section is reflective of our understanding that successful dissemination is the result of carefully orchestrated events. By delineating the types of activities, the intended audience, and the target events, we establish a clear pathway for impactful communication that aligns with our project's vision and delivers our message to the heart of our community.

### 6.1. Types of activities

In the landscape of the MASTERPIECE project, an array of carefully curated activities forms the backbone of our communication and dissemination strategy. Each activity is chosen for its unique capacity to convey our message, share our findings, and engage with stakeholders. The activities span various formats and platforms, from in-depth workshops to broad-reaching media engagements, ensuring that the knowledge generated by the project is shared widely and effectively. We prioritise inclusivity and relevance in our dissemination efforts, ensuring that our outputs are not only informative but also accessible. As the project evolves, so does our approach to sharing its journey, adapting to new insights, and embracing innovative ways to communicate our successes and challenges.

Through a strategic combination of scholarly articles, engaging training materials, and dynamic social media presence, we strive to maintain a consistent and transparent narrative about MASTERPIECE's mission and achievements. It is through these concerted efforts that we continue to build a strong foundation for the dissemination of knowledge, the cultivation of partnerships, and the advancement of our field.

**Table 3. Types of dissemination and communication activities**

Types of dissemination and communications activities	Description
Pilot site specific workshops	Targeted sessions designed to address the particularities of each pilot site, fostering hands-on experience and personalised engagement
Dissemination/Presentation at EU conferences, fairs, and events	Public presentations and participations in European-wide events that offer several significant opportunities such as networking and dissemination



Cooperation and joint research with EU research projects and clustering initiatives	Initiatives undertaken in cooperation with other EU research projects, aimed at clustering knowledge and maximising synergies
Webinar of the year conducted by MASTERPIECE	At least one webinar per year that encapsulate annual progress and insights, showcasing innovation and thought leadership
Other type of event (None of the above)	Events/activities from none of the predefined types but are essential for reaching specific audiences or achieving targeted outcomes
Training activities	Training activities structured to equip participants with the knowledge and skills pertinent to the project's domain. A training activity can simultaneously be a specific type of dissemination and communication activity, but not vice versa as they are pre-established (T6.2).
Scientific/industrial publications	High-calibre scientific and industrial publications that contribute to the body of knowledge and demonstrate industrial relevance
Publication in conferences/workshops	Papers and presentations delivered in the context of academic and professional gatherings, contributing to the discourse within the field
Other publications (e.g. reports)	Other forms of published work such as detailed reports, which serve to disseminate findings and progress beyond the traditional academic sphere
Training material	Training materials specifically crafted to support the lessons learned along the evolution and progress of the project's works
Interviews	Organised interviews and articles that facilitate direct communication with the media and the wider public + Press releases could offer timely updates on project achievements
Articles	
Press release	
Communication material	Being printed material such as leaflets, flyers, brochures, etc or videos
Mainstream media publications	Publications in prominent media outlets recognised at national or international levels, ensuring high visibility
Flyer project designed	Continuous visual identity and communication channels
Roll-up project designed	
Social media channels	
Website	

## 6.2. Target audience

The communication and dissemination activities of our project are directed at a multifaceted audience, each playing a vital role in the energy ecosystem and society at large. Therefore, they have been categorised into groups, identifying a list of potential stakeholders, which serve to point the audience reached by those activities. These groups are: G1 - Consumers, prosumers, and associations of consumers, who are the backbone of market demand and the acceptance of innovations. G2 - Other ECs, LECs, associations, and cooperatives, which embody collaboration and the exchange of best practices. G3 - Municipalities and local governments are pivotal for the implementation of sustainable policies and regulatory support; G4 - Energy Service Companies (ESCOs) drive energy efficiency and optimisation; G5 - Aggregators, utilities, and energy traders are key players in energy management and

distribution; G6 – s bring forth the innovation and necessary infrastructure; G7 - The scientific community contributes knowledge and technological advancements; G8 - The general public represents awareness and civic participation; G9 - International and supranational entities offer opportunities for large-scale collaboration and taking a step further; G10 - Partners or pilots of the project are essential for the development and successful execution of the project.



*Figure 17. Target audience groups*

### 6.3. Targeted events

Aside the workshops and events in which all partners have contributed for the project (see monitoring tool), MASTERPIECE consortium has targeted two mainly conferences in which it will be presented in the coming years: **SUSTAINABLE PLACES** and **EUSEW**.

Sustainable Places is a conference organised by R2M. It is an ideal platform for the dissemination of research, the conduct of workshops, EU project clustering and networking between stakeholders of all types. SP2024 will be held in Luxembourg over three days in a hybrid (digital + in-person) event format. MASTERPIECE is preparing a joint application for a workshop in SP24 which the project was presented in an Energy communities' session in 2023.

For the European Sustainable Energy Week, MASTERPIECE is applying together with other projects to have a booth in the networking session of the conference. This will provide the opportunity for visualisation of the project.

## 7 MEANS OF COMMUNICATION AND DISSEMINATION TRACKING

In order to track the dissemination and communication activities, a monitoring tool was developed. This helps the project on having localised all the events/publications in general activities carried out/participated on behalf of MASTERPIECE by all partners.

This tool is an online live spreadsheet accessible for the complete consortium of the project, in the online repository Only Office. Each partner has to report about the event/publication/communication material they were involved in the corresponding sheet. The tool is composed by the *Instructions* sheet, three main sheets where partners must report the information, and the *KPIs* sheet which has been designed to automatically calculate the KPI values, then partners are not allowed to touch it. In the following sections it will be shown some screenshots as examples of the general look of the sheets of the tool as it is not a final one. The tool is in evolution to always facilitate the tracking of the activities in the more efficient way according to the project and partners collaboration.

### 1) Instructions

This figure presents the content displayed on the first sheet of our reporting tool, designated for our project partners. It encompasses detailed instructions for reporting their communication and dissemination activities within the tool. As illustrated, the sheet is organised into three distinct sections:

- Purpose of the tool:

This section delineates the overarching aim of the tool, emphasising its role in streamlining the reporting process for communication and dissemination activities conducted by project partners.

- Guidelines (How it works):

Here, we elucidate the operational mechanics of the tool. This includes instructions on how partners can input their data, the layout of the reporting structure, and the way the data is to be collated and analysed.

- Notes for Consideration:

The notes section provides critical reminders and key considerations that partners must bear in mind while reporting. This is integral to ensuring the accuracy and consistency of the data entered.

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Calibri 11

**Monitoring tool purpose**

The purpose of this tool is to **track share dissemination & communication information** within the Project. Therefore, it **helps monitoring** the activities/publications carried out/participated by the partners in behalf/related to the project. Additionally, it **allows to obtain the KPIs** each 7 months.

**Guidelines**

Each **partner** can add its **input** in the **corresponding sheet**

a) Completed dissemination events  
b) Papers & publications  
c) Social media & Comms.material

The reader will find IN EACH SHEET more information about what to add and what specifically to not to touch.

Please, **read each column heading and** the accompanying **comments** (if any)

All cells in **different shades of yellow** have to be filled. The cells in **red** are especially **mandatory** as they are used in the semi-automatic calculation to measure the KPIs.

The **KPIs sheet and other specified cells** must **NOT be modified by any partner** with the exception of the tool's manager (UMU)

**Notes for consideration**

Please note that any **suppression demand/problem/comment** should be **addressed to the dissemination and communication manager** using comment/email, in order to facilitate the concatenation work and assure the adequate collection of information.

Contact monitoring tool manager: UMU

Periods	Color period identifier in the column: No.
M1-M7	
M8-M14	
M15-M21	
M22-M28	
M29-M35	
M36-M42	

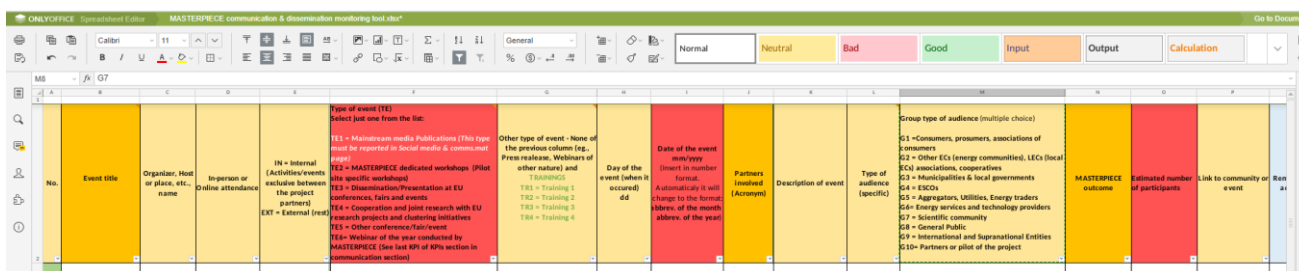
**Figure 18. Monitoring tool - Instructions sheet**

## 2) Completed dissemination events

This sheet is structured to record and reflect the comprehensive array of dissemination activities accomplished by our project partners. Partners are requested to document each event, filling:

- **Event Title:** the official name of the event.
- **Organizer Details:** the name of the organizer or host.
- **Attendance Mode:** to indicate whether the event was in-person or online.

- **Event Type:** to choose from a predefined list. Labels have been established for the events to facilitate the subsequent analysis and filtering of reported information, as well as to measure the KPIs.
- **Date and Partner Involvement:** to state the event date and list the partner acronyms involved.
- **Event Description:** to provide a brief narrative of the event's nature.
- **Type of Audience reached and group:** to indicate the audience of the activities and to select from the list group predefined the audience in general terms.
- **Outcomes:** to highlight any significant outcomes for MASTERPIECE.
- **Participant Numbers:** to indicate the number of attendees.
- **Event link:** to include a link to the event to information availability.
- **Additional Remarks:** to note any other pertinent observations.



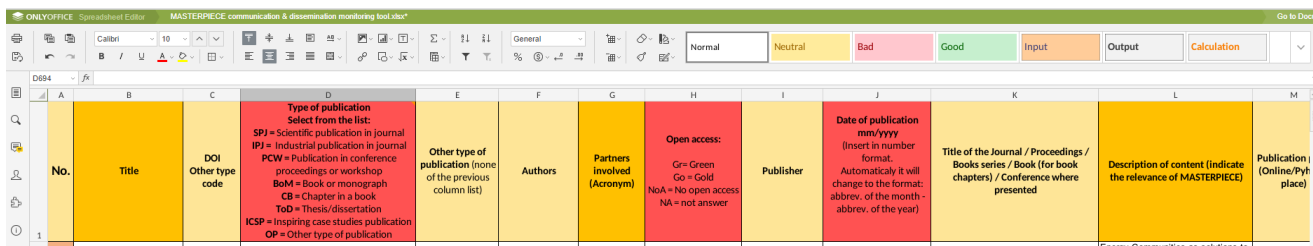
No.	Event title	Organizer: Host or place, etc.	Imperson or Online attendance	Type of event (TE) Select just one from the list: TE1 = Mainstream media Publications (This type must be reported in social media & communication) TE2 = MASTERPIECE dedicated workshops (Pilot site specific workshops) TE3 = Dissemination/Presentation at EU conferences, fairs and events TE4 = Cooperation and joint research with EU research projects and clustering initiatives TE5 = Other conference/fair/event TE6 = Webinar of the year conducted by MASTERPIECE (See list KPIs of KPIs section in communication section)	Other type of event - None of the previous column (e.g., Press releases, Webinars of other nature) and TRAININGS TR1 = Training 1 TR2 = Training 2 TR3 = Training 3 TR4 = Training 4	Day of the event (when it occurred) dd	Date of the event mm/yyyy (Insert in number format. Automatically it will change to the format dd/mm/yyyy of the month above of the year)	Partners involved (Acronym)	Description of event	Type of audience (specific)	MASTERPIECE outcome	Estimated number of participants	Link to community or event	Remarks
				IN = Internal (Activities/events exclusive between the project partners) EXT = External (event)						Group type of audience (multiple choice) G1 = Consumers, consumers, associations of consumers G2 = Other ECs (Energy communities), IECs (local ECs) associations, cooperatives G3 = Municipalities & local governments G4 = ESCOs G5 = Aggregators, Utilities, Energy traders G6 = Energy services and technology providers G7 = Scientific community G8 = General Public G9 = International and Supranational Entities G10 = Partners or pilot of the project				

**Figure 19. Monitoring tool - Completed dissemination events sheet**

### 3) Paper & publications

This sheet is meticulously arranged to catalogue the scholarly output of our project partners, providing a systematic method for documenting publications and academic contributions. Partners are invited to record pertinent details, which mainly include:

- **Title and DOI:** the formal title of the publication and its Digital Object Identifier.
- **Type of Publication:** to choose from a predefined list. Labels have been established for the publications to facilitate the subsequent analysis and filtering of reported information, as well as to measure the KPIs.
- **Authors and Partner Involvement:** the names of the authors along with the acronyms of the involved partners.
- **Access Status:** an indication of the accessibility status, whether open (Green or Gold) or restricted (No open access).
- **Publication Details:** information regarding the publisher, publication date, etc.
- **Peer Review and Collaboration:** indicators of whether the publication has undergone peer review and if it is a joint effort.
- **Content Description:** a brief description highlighting how the publication relates to the MASTERPIECE objectives.
- **Comments:** Space for any additional remarks or notes regarding the publication.



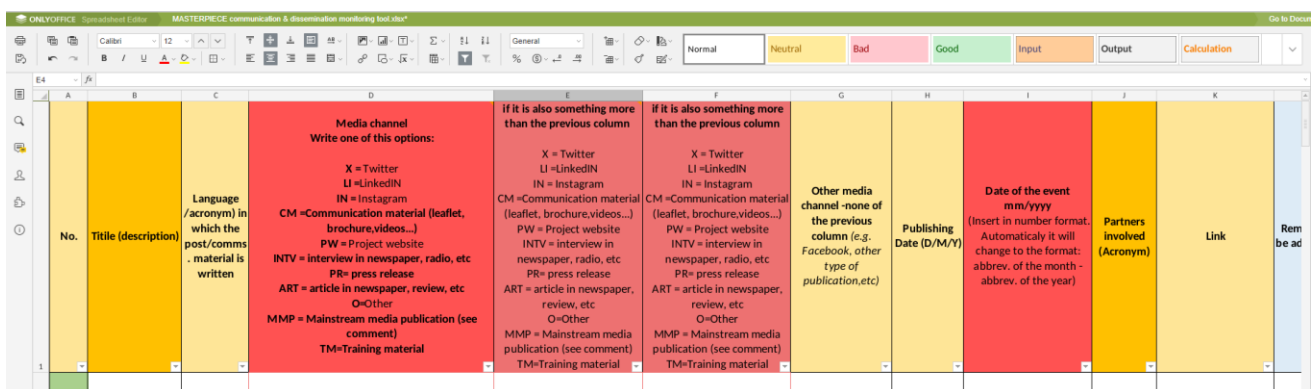
No.	Title	DOI Other type code	Type of publication Select from the list: SPJ = Scientific publication in journal IPJ = Industrial publication in journal PCW = Publication in conference proceedings or workshop BOM = Book or monograph CB = Chapter in a book TD = Thesis/dissertation ICSP = Inspiring case studies publication OP = Other type of publication	Other type of publication (none of the previous column list)	Authors	Partners Involved (Acronym)	Open access: G= Green Go = Gold NoA= No open access NA= not answer	Publisher	Date of publication mm/yyyy (Insert in number format. Automatically it will change to the format: abbrev. of the month - abbrev. of the year)	Title of the Journal / Proceedings / Books series / Book (for book chapters) / Conference where presented	Description of content (indicate the relevance of MASTERPIECE)	Publication (Online/Print place)
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Figure 20. Monitoring tool - Paper & publications sheet

#### 4) Social media & Comms. Material

This sheet is meticulously designed to collect and organise the extensive array of communication efforts made by our project partners through various media channels. The main focus is to collect whenever a partner has made an interview, press release, report, mainstream media publication on behalf of MASTERPIECE or also training materials. The essential information documented on this sheet include:

- **Title (Description):** A concise descriptor of the communication post or material.
- **Media Channel:** Identifying the platform utilised, such as, LinkedIn, Instagram, or traditional media like press releases or articles. It must be chosen from the list established.
- **Additional Channels:** when it is in the list established.
- **Publishing Date:** The specific date when the material was published, or the activity took place.
- **Partners Involved:** Denoting the project partners involved within the publication.
- **Link:** Where applicable, a direct URL or link to the actual content or material.
- **Remarks:** Any additional notes or pertinent observations that need to be highlighted.



No.	Title (description)	Language /acronym in which the post/comms - material is written	Media channel Write one of this options: X = Twitter LI =LinkedIn IN = Instagram CM =Communication material (leaflet, brochure,videos...) PW = Project website INTV = interview in newspaper, radio, etc PR= press release ART = article in newspaper, review, etc O=Other MMP = Mainstream media publication (see comment) TM=Training material	if it is also something more than the previous column X = Twitter LI =LinkedIn IN = Instagram CM =Communication material (leaflet, brochure,videos...) PW = Project website INTV = interview in newspaper, radio, etc PR= press release ART = article in newspaper, review, etc O=Other MMP = Mainstream media publication (see comment) TM=Training material	if it is also something more than the previous column X = Twitter LI =LinkedIn IN = Instagram CM =Communication material (leaflet, brochure,videos...) PW = Project website INTV = interview in newspaper, radio, etc PR= press release ART = article in newspaper, review, etc O=Other MMP = Mainstream media publication (see comment) TM=Training material	Other media channel -none of the previous column (e.g. Facebook, other type of publication,etc)	Publishing Date (D/M/Y)	Date of the event mm/yyyy (Insert in number format. Automatically it will change to the format: abbrev. of the month - abbrev. of the year)	Partners involved (Acronym)	Link	Remark
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Figure 21. Monitoring tool - Social media & Comms. Material sheet

#### 5) KPIs

The last sheet represents the communication and dissemination targets, facilitating they measurement and following how they are being achieved. Furthermore, in this figure it can be seen the current status of dissemination KPIs (D2.3) from KPI6 to KPI11 (with IDs K6 to K11, respectively) until the moment of written this deliverable. Each period column (M7, M14, M21, etc) has the total

result from M1 until the corresponding column period. Therefore, M14 values are the total from M1 until M14, column M21 corresponds to the period from M1 to M21, and so on.

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<span>Normal</span> <span>Neutral</span> <span>Bad</span> <span>Good</span> <span>Input</span> <span>Output</span> <span>Calculation</span>																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
		KPI ID	Activity	Metric	Target value	Value	M7 Comments	M14 Value	M14 Comments	M21 Value	M21 Comments	M28 Value	M28 Comments	M35 Value	M35 Comments	M42 Value	M42 Comments	
		<b>Dissemination</b>																
		K6 / DSP	Gold open access publications	Number of scientific publications	3	1		3		3		3		3		3		
				Number of industrial publications	3	0		0		0		0		0		0		
		K7 / DMMP	Mainstream media publications	Number of publications	3	0		0		0		0		0		0		
				Number of workshops	4	0		7		7		7		7		7		
		K8 / MDW	Dedicated workshop (in pilot site countries: Italy, Sweden, Turkey, France)	Number of attendees per workshop	≥20	#DIV/0!	There were not specific pilot site workshop	5		5		5		5		5		
		K9 / DCE	Presentation at EU conferences, fairs and events	Number of events	at least 6	2		5		5		5		5		5		
		K10 / DEU	Cooperation and joint research with EU research projects and clustering initiatives	Number of workshops	at least 3	3		4		4		4		4		4		
		K11 / DIC	Development of inspiring case studies	Number of published case studies	3	0		0		0		0		0		0		
		<b>Communication</b>																
				New entry	> 100													
				Number of unique visitors	25000													
				Number of downloads	> 5000													
				Updating frequency	bi-monthly													
				Posts/retweets	> 1000													
				Number of files per post	> 5													
				Number of retweets per post	> 3		provided by communication analytics		provided by communication analytics		provided by communication analytics		provided by communication analytics		provided by communication analytics		provided by communication analytics	
				Number of views per post	> 1000													
				Number of engagement per post	> 10													
				Number of posts	> 150													
				Number of files per post	> 20													
				Number of shares per post	> 2													
				Number of profile visits per week	> 3													
				Number of brochures distributed	> 500													
				Number of persons reached	> 2000													
				Workshop/Webinars	Number of events organised per year	1	0			1		1		1		1		

Figure 22. Monitoring tool - KPIs sheet and values

## 8 ENVISIONING OF THE EXPLOITATION PLAN

As part of the **Task 6.3 Novel energy community business models, exploitation strategies and IPR management** (Subtask 6.3.1 Exploitable Results Identification), R2M with the support of the partners, has identified a list of exploitable results. Out of 16 exploitation results, 11 has a commercial potentiality. Below the first list of MASTERPIECE exploitable results, which it will be updated in the project lifespan.

*Table 4. Preliminary list of exploitable results*

#	ER Name	Brief description	ER Manager (Name / Organization)	Type of result	Type of exploitation
1	SIT	Optimize sizing of storage system and PV plants, optimize siting based on local regulations and location of energy assets. Estimate needed investment and provided access to possible grants (updated DSS from VPP4ISLANDS)	RDIUP	ICT Software Digital solution	Commercial
2	EC-SIM	Estimates of electrical and economic values for energy communities. Detailed analysis of the energy and economic trends of the community and its members. Estimation of costs related to investments and management of the plants	ALWA	ICT Software Digital solution	Commercial
3	EC-MGMT	Platform enable the seamless management of differentiate energy communities in different domains and sectors	ALWA	ICT Software Digital solution	Commercial
4	COMPASS tool	Web-based tool to streamline participation for citizens, prosumers, socially vulnerable groups, and communities in distributed generation and community energy projects through targeted incentives and strategies (economic and non-economic) to navigate and overcome participation barriers.	R2M	ICT Software Digital solution	Public

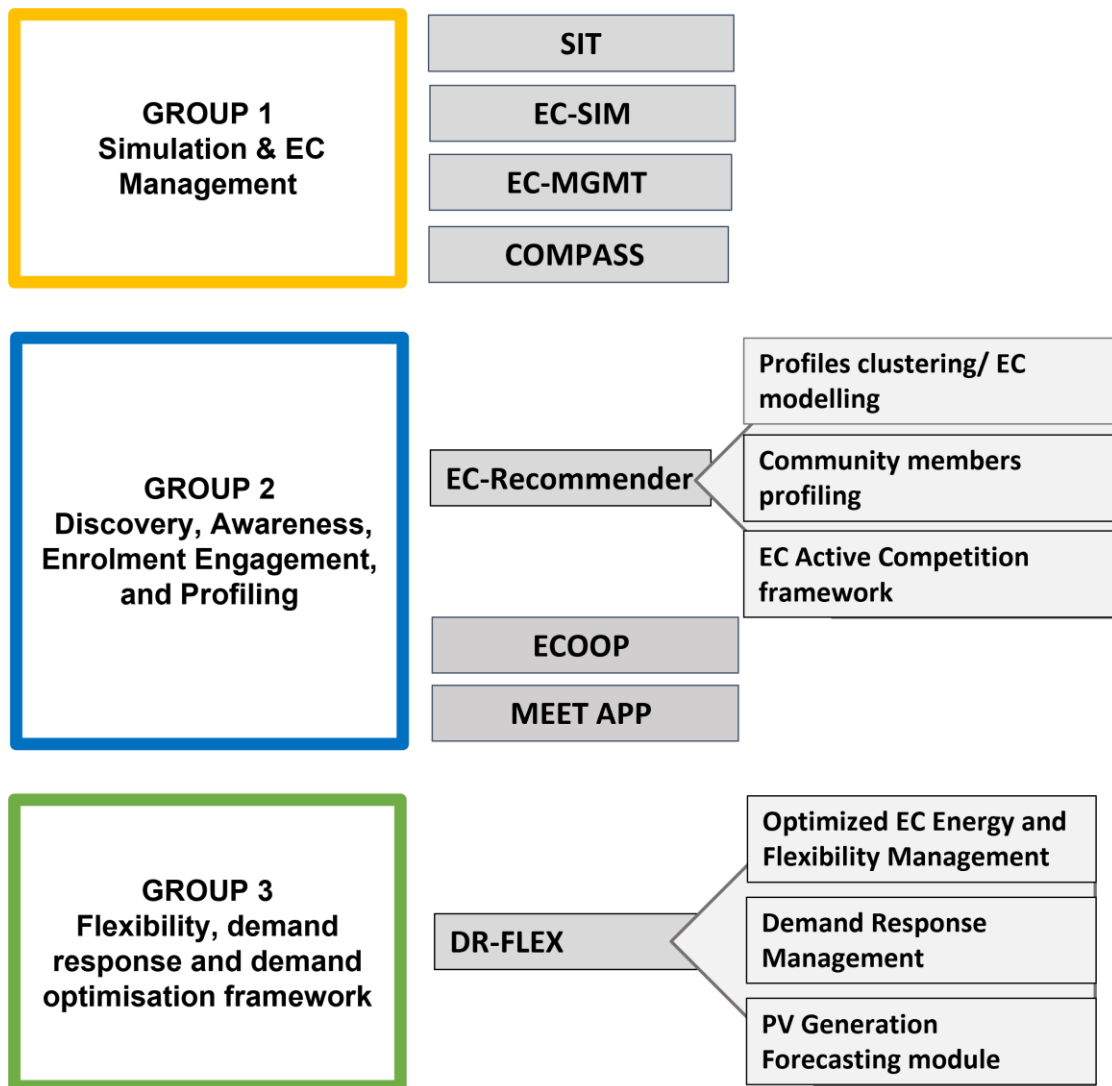


5	<b>PROFILE Clustering/EC Modelling</b>	Clustering of users, behavioural patterns	CERTH/EXP	Scientific or Technological R&D Result including ICT Hardware	Commercial
6	<b>Community member profiling</b>	Create profiles of the EC members and categorize them according to various characteristics	CERTH/EXP	Scientific or Technological R&D Result including ICT Hardware	Commercial
7	<b>EC Active Competition Framework</b>	Developing new Multilevel policy frameworks for the management of energy communities	CERTH/EXP	ICT Software Digital solution	Commercial
8	<b>ECOOP</b>	Configure EC goals, chat and notify members. Access specific functionalities: publish their own assets, study comparison (collective VS self-installation), energy profile, consumption reporting, voting, rating etc..)	RDIUP	ICT Software Digital solution	Public
9	<b>MEET APP</b>	Mobile application for EC discovery and joining guidance	R2M	ICT Software Digital solution	Public
10	<b>Optimized EC Energy and Flexibility Management</b>	A demand scheduling component operates at a high level in order to proactively flatten overall EC demand profile and balance storage and generation based on energy prices and demand response requests	CERTH	Scientific or Technological R&D Result including ICT Hardware	Commercial
11	<b>Demand response management</b>	Leverages each EC member's flexibility assets to plan their control and address the optimized demand curve at the EC level. Provides disaggregated allocation for each EC member participating in the generated demand response event	UMU	Scientific or Technological R&D Result including ICT Hardware	Commercial

12	<b>PV Generation Forecasting module</b>	Estimate the amount of electricity that a PV system will generate in the future (hours ahead or days to months). LSTM techniques	AMU	ICT Software Digital solution	Commercial
13	<b>Policy Recommendations</b>	Recommendation policy for EU policy makers	UB	Policy Related Result	Public
14	<b>Training materials</b>	Guideline for the project lesson learnt facilitating the creation and operation of energy communities	UMU	Other	Public
15	<b>MASTERPIECE FIWARE IoT platform</b>	FIWARE IoT platform with by-design security & privacy features for data collection and elaboration.	ODINS	ICT Software Digital solution	Commercial
16	<b>MASTERPIECE minimal sensors/actuators</b>	Developing of minimal sensors/actuators set to enter to the community	ODINS	ICT Software Digital solution	Commercial

Now, partners are fill in the template to evaluate the Initial Exploitation vision, Development level, an initial SWOT analysis, for each ERs. A first attempt to cluster and selected the Key Exploitable results has been already conducted following the feedback from pilots (first customers and end users)

Below the first scheme of the KERs, in which ERs 5, 6 and 7 have been clustered in the EC- Recommender KERs and ERs 10, 11, and 12 have been grouped in the DR-Flex KER.



*Figure 23. First KERs scheme regarding tools*

## 9 CONCLUSIONS

Building upon the clear objectives set forth in WP6, coupled with the work carried out thus far, the path we are treading allows for a smooth and continual progression not only in the realms of dissemination and communication but also in exploitation.

As observed, branding and visual identity, along with the use of social media channels, are being actively pursued and followed to achieve maximum communication impact, making known the various activities undertaken within the project and by its partners. Furthermore, the various dissemination and communication activities have been reported by the respective partners using the monitoring tool shaving the support of the monitoring tool manager. This tool has facilitated the gathering of information and enabled continuous and efficient tracking. Additionally, for the first time, it has introduced training activities and training materials, providing a plan for disseminating the achievements as the project progresses.

The aim is to continue in this smooth path, adapting to necessary changes and always encouraging partner participation, to bring MASTERPIECE closer to a broader audience, showcasing its potential and capability. To this end, the exploitation plan has started, and it has been the first list of exploitable results.

In conclusion, each element presented in this document serves a specific function to maximise the benefit of MASTERPIECE in terms of communication, dissemination, and the exploitation of its solutions and developments. All work mentioned continues to be actively ongoing in every aspect.