# European Research Infrastructure supporting Smart Grid Systems Technology Development, Validation and Roll Out

Work Package 6

## NA2 - Dissemination, Communication and International Collaboration

Deliverable D6.1

## D-NA2.1 “Promotion and marketing material”


| | |
|---|---|
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| | |
|---|---|
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**Distribution List** ERIGrid consortium members

## Document History

| Revision | Content / Changes | Resp. Partner | Date |
|---|---|---|---|
| 1 | Initial document structure generated | AIT | 25.01.16 |
| 2 | Main information was introduced in the document | DERlab | 29.01.16 |
| 3 | Update, review, improvements | AIT | 04.02.16 |

Everybody please state revision index and short description of what has been done + partners involved and date.

## Document Approval

| Final Approval | Name | Resp. Partner | Date |
|---|---|---|---|
| Review Steering Committee Level | Cyndi Moyo | AIT | 08.02.16 |

## Disclaimer



## Copyright Notice

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## Abbreviations

| | |
|---|---|
| *DL* | Deliverable |
| *EC* | European Commission |
| *EU* | European Union |
| *GA* | Grant Agreement |
| *RI* | Research Infrastructure |

## Executive Summary

This deliverable documents the created materials of the ERIGrid Consortium for disseminating the ERIGrid project.

“Dissemination” is defined as the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

The dissemination activities within the ERIGrid project will cover activities that inform interested parties about the ERIGrid project in general, and about the scientific results and the products/processes developed within the project. The dissemination will be done by means of presentations at companies, institutes etc., ERIGrid web page, attendance at conferences and fairs, among other means.

# 1 Introduction

## 1.1 Purpose and Scope of the Document

This document presents the key elements that form the visual identity of the ERIGrid project with the aim of ensuring consistent representation in all project communication materials. It also provides guidelines on how to use the existing templates in order to maintain a common visual identity of the project in the process of generating public content.

The document covers the following visual elements of the project communication and provides guidelines on their visual use:

- Project logo,
- Project colours, and
- Project fonts.

Further on, the document describes how the visual elements are laid out and also how they should be used in the following collaterals of the project:

- Publications (deliverables, meeting agendas, meeting minutes, publications in journals, and conference publications),
- Website,
- Posters,
- Presentations, and
- Brochures.

Where applicable, the document also presents examples of documents templates (see Annexes).

## 1.2 Structure of the Document

This document is organized as follows: Section 2 provides some information and rules about the visual presence of the project whereas promotion and marketing material is handled in Section 3. Finally, conclusions are provided in Section 4.

## 2 Publications

This type of visual communications refers to the following documents: deliverables, meeting agendas, meeting minutes, publications in journals, and conference publications. Intuitive use is a key criterion when creating a document within the ERIGrid project. The format of documents should follow the rules of thumb mentioned below (in addition to the Grant Agreement (GA) [1] and Deliverable D1.1 DL_D-MGT.1 Project handbook [2]):

- Font to be used in headers is Arial; font to be used in an extended running text body is Arial Regular and Arial Bold for emphasis only when necessary. Using Arial smaller than 10pt in a running text body should be generally avoided.
- If possible, on the first page of the document the following information about the project should be provided:
  - Receipt of funding from the European Commission (EC) under the H2020 programme
  - Provision of the European Union (EU) flag and the ERIGrid logo
  - Deliverable (DL) No.
  - Grant Agreement (GA) No.
- If it is not possible to comply with the format requirements mentioned above (e.g., when published as part of an external publication), the text of the ERIGrid publication piece should contain the following wording *"These results were produced within the ERIGrid project. The ERIGrid project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement No 654113. Responsibility for the information and views set out in this [report/study/article/publication etc.] lies entirely with the author(s)."* (Legal notices and copyright, 2016).

# 3 Promotion and Marketing Material

## 3.1 Project Identity

The strategy for general dissemination is based on the promotion of a common identity for the project. This allows consortium members and stakeholders to readily identify the project, and to facilitate the recognition of the project and its results. The main instruments are the project logo and a common set of templates for internal and external publication.

The ERIGrid logo (see Figure 1) should appear on all documents related to ERIGrid. Any material co-funded with the project budget needs to make explicit reference to it and, if possible, make use of the ERIGrid logo.

*Figure 1: The ERIGrid project logo*

To ensure a consistent representation of the project, templates for documentation and presentation were developed at the start of the project, and made available to the project partners via the ERIGrid collaboration platform [3].

## 3.2 Project Website

In order to disseminate the project's objectives, ongoing activities, and its results to a wide audience, the consortium has developed a project website, which can be reached via the address *https://www.erigrid.eu*.

The content on the website is targeted to a wider audience, including those with a general interest in the project, subject specialists and the European Commission. Furthermore, it acts as information platform for the project's stakeholder group, advisory board, and external users. As shown in Figure 2, the website is organised in so-called "tabs", and consists of the following information (extensions will be added in the future if necessary):

- *Overview* – the content here describes the overall objective of the project. Additionally, some basic contract information is presented in this overview,
- *Consortium* – an outline of the ERIGrid consortium,
- *Restricted* – the link to the collaboration platform used as the information and document exchange environment for the project members,
- *Contact* – a simple contact form, which can be completed by visitors to the website; enquiries are forwarded to the project coordinator who will follow-up on the request.

In addition, links to the H2020 programme and the Research Infrastructure (RI) activities of the EC are provided. Also a brief overview of Twitter messages (see also Section 3.3) is provided at the main site.

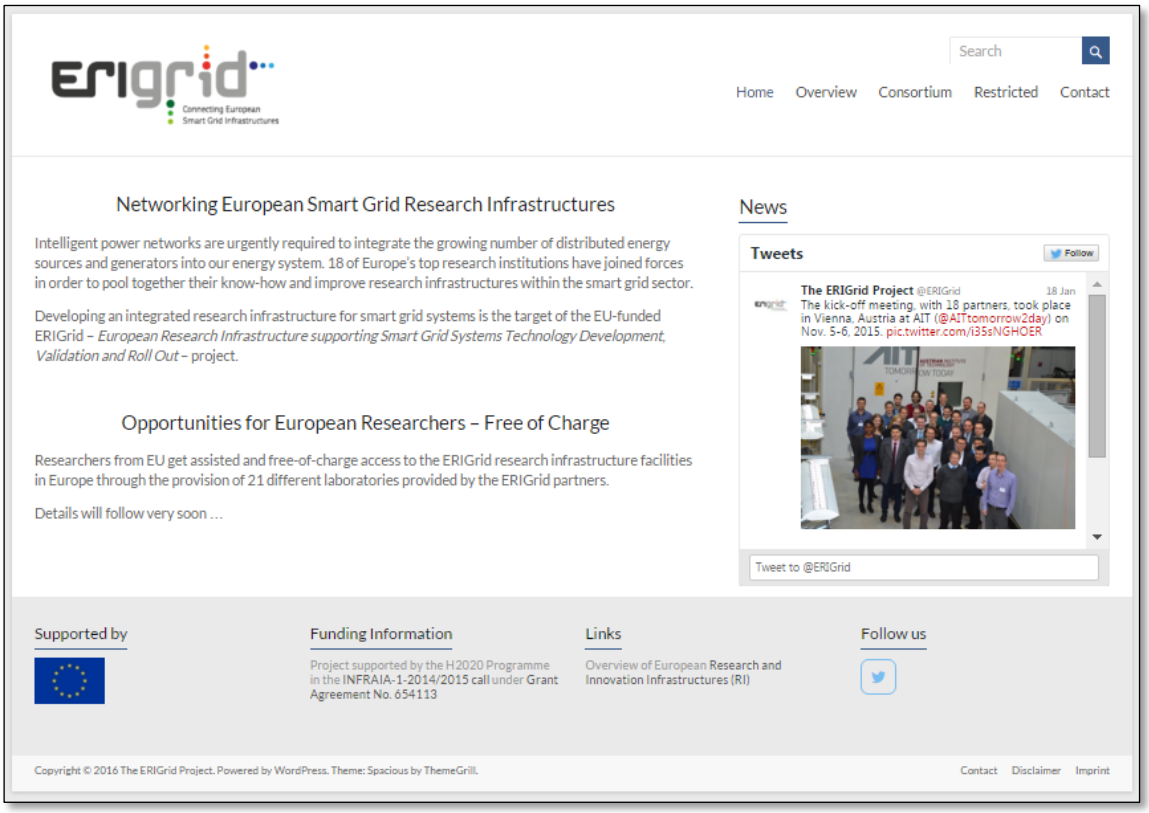



*Figure 2: The ERIGrid website*

Since the project website provides only the initial information available during the starting phase, the website will be extended with the following information in the near future:

- Blog – the consortium will maintain a project blog, with contributions coming from the consortium, which describes the activities of the project in a relatively informal manner,
- Outcomes – in this area, the consortium will make available the project's public deliverables, pointers to the scientific publications that are produced by members of the ERIGrid consortium, and details of various ERIGrid-related workshops,
- User projects – calls as well as outcomes of the user projects from the trans-national access are provided to the public

### 3.3 Social Networking

In order to maximise the awareness and impact of the project, the project consortium has set up a profile account for the ERIGrid project in the social network of Twitter (see Figure 3). Twitter enables the project to readily broadcast short (160 character) messages to a potentially wide audience, and also engage directly with other users of the service.

The consortium plans to use the Twitter account to disseminate a number of different types of activities in the project, including (but not limited to):

- *Participation at events* – to inform the project's followers about the project being present at events, such as industry and academic forums,
- *Availability of project outcomes* – these outcomes can include, for example, public deliverables becoming available or new scientific publications being made available on the project website,

- *New blog entries being made available* – when a new blog entry becomes available, we will use Twitter as a way of increasing its readership,
- *Relevant activities and outcome in the area of smart grid validation/testing, not directly resulting from ERIGrid* – these can be include new standards becoming available, events or interesting scientific publications being made available that are deemed interesting for the project's target audience,
- *Call for user projects* – in order to attract enough trans-national access stays, and
- *Details of the ERIGrid project meetings* – this can include project plenary meetings and, more importantly, details of the stakeholder workshops.

In order to garner interest in the project, and its Twitter-based activity, the aim is to generate a Tweet (a new message) approximately every two days.

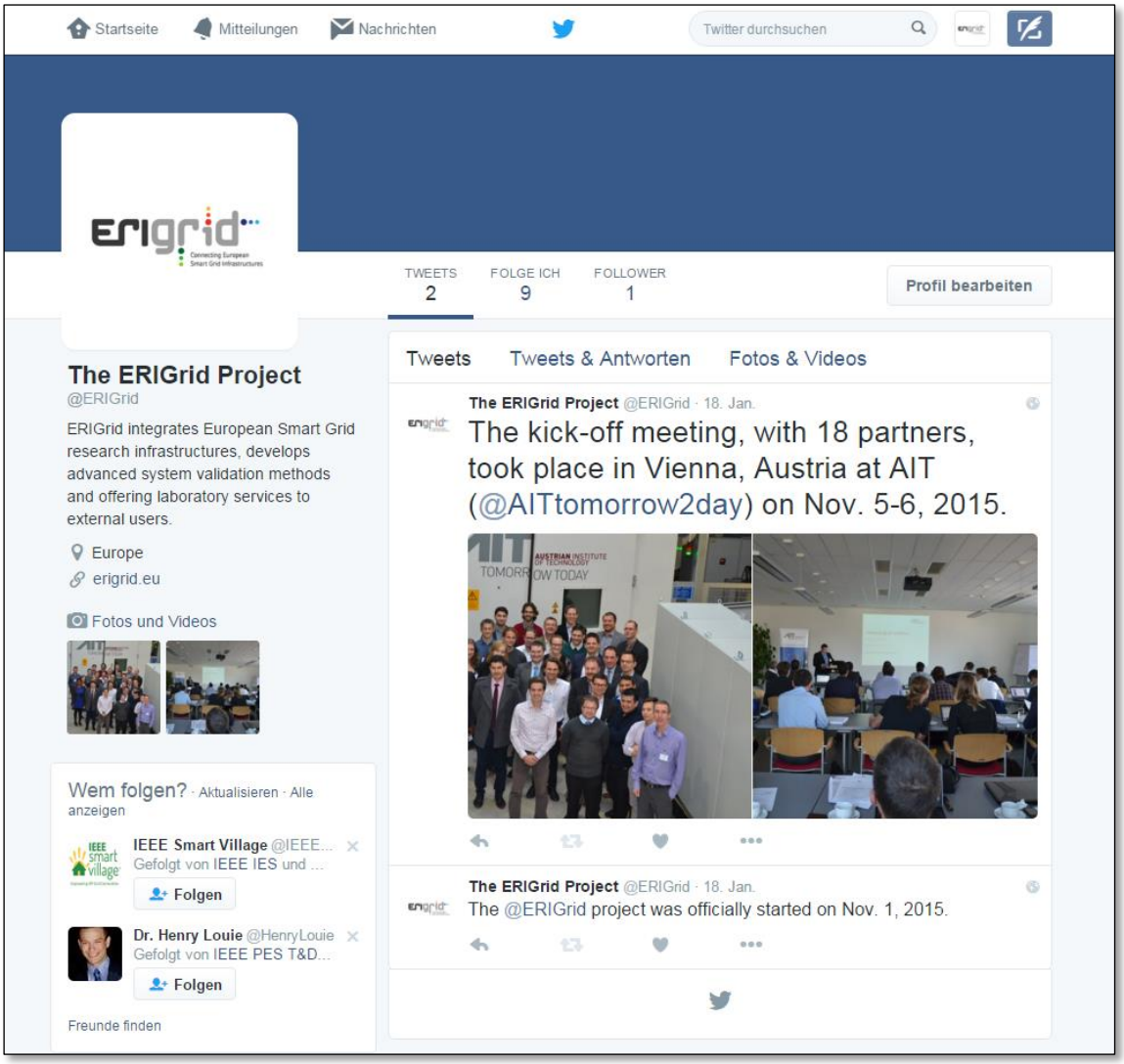



*Figure 3: The ERIGrid Twitter presence*

### 3.4 Project Presentation

The ERIGrid presentation (template see Annex 6.2, initial presentation see Annex 6.3) should be used according to the following guidelines:

- The tables colour (Green # e1ebaf) should not be modified,
- Headlines font: Arial; text body font: Arial, and
- The cover slide should contain a reference to the date, place, and the name of the presenter.

### 3.5 Project Poster

Each ERIGrid poster (template see Annex 6.4) should fallow the template or contain:

- Project logo,
- EU emblem with the wording “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the grant agreement No 654113”, and
- Font used: Arial.

### 3.6 Project Fact Sheet

The ERIGrid project fact sheet (template see Annex 6.5) comes in the format A4, which is an efficient format for getting across the basic facts and the focus of the project both to the general public and to any specific audience.

### 3.7 Project Flyer

The ERIGrid project flyer (see Annex 6.6) comes in the format DIN long, letter fold, which is another efficient format for getting across the basic facts and the focus of the project, both to the general public and to any specific audience.

Should there be further project flyers, they will also have to comply with the general project visual identity guidelines:

- Compliance with the project colour palette,
- Font used: Arial, and
- Presence of the EU emblem with the wording “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the grant agreement No 654113”.

### 3.8 Press Release

In order to inform the public about the project, a press release (available in English and German language, details see Annex 6.7 and 6.8) was developed. During the project starting phase it was used to inform the public about the project itself as well as to provide an overview about the main goals and objectives.

# 4 Conclusions

In this short deliverable, the ERIGrid consortium has presented an overview of the ERIGrid project on-line presence and visual representation within documents.

ERIGrid's visual identity is mainly led by the principles of visual clarity, simplicity and intuitive use of its major document templates. The process of creating an ERIGrid communication document only requires moderate consideration of formatting issues on the part of the contributor through utilisation of the existing standard ERIGrid guidelines and major document templates, that are stored on ERGrid Collaboration Platform, accessible via the internal password-protected file storage and exchange platform.

Nevertheless, consistent visual presentation plays an important role as the visual consistency in all of the project presentations can significantly facilitate the perception of ERIGrid idea and raise the impact on the public.

# 5 References

[1] The ERIGrid Consortium, *Grant Agreement,* European Commission, 2015.

[2] The ERIGrid Consortium, „DL_D-MGT.1 Project handbook," 2016.

[3] The ERIGrid Consortium, „Collaboration Platform," 2016. [Online]. Available: https://www.erigrid.eu/internal.

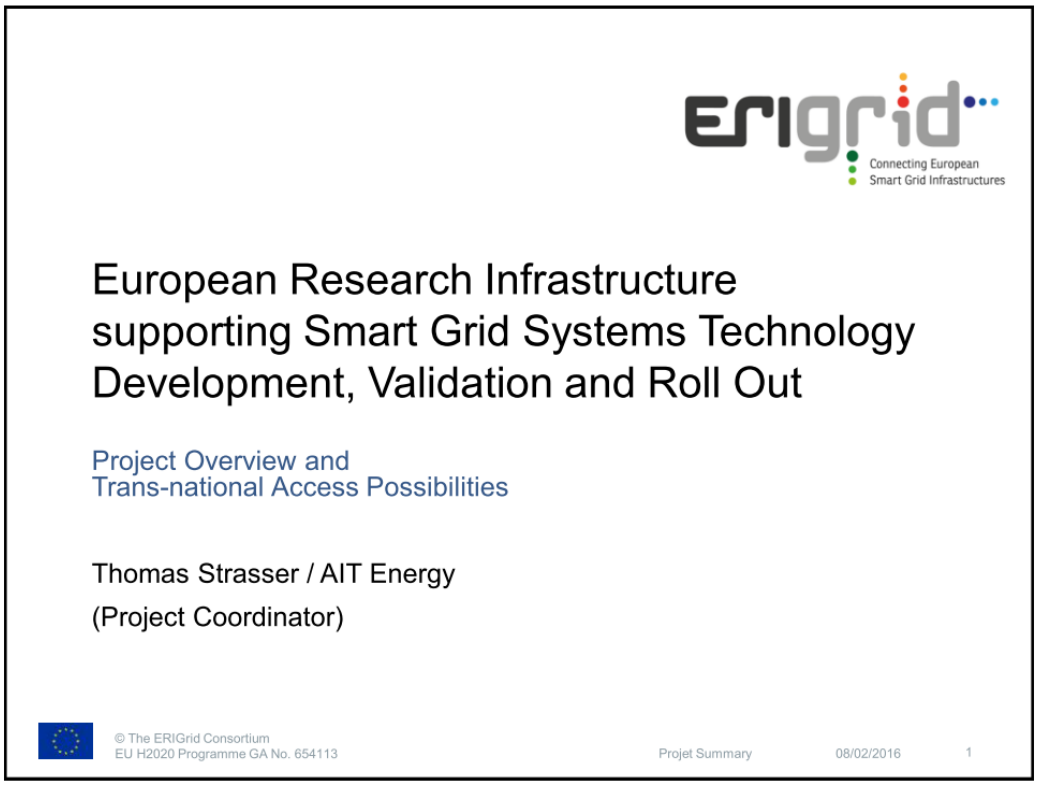
# 6 Annex

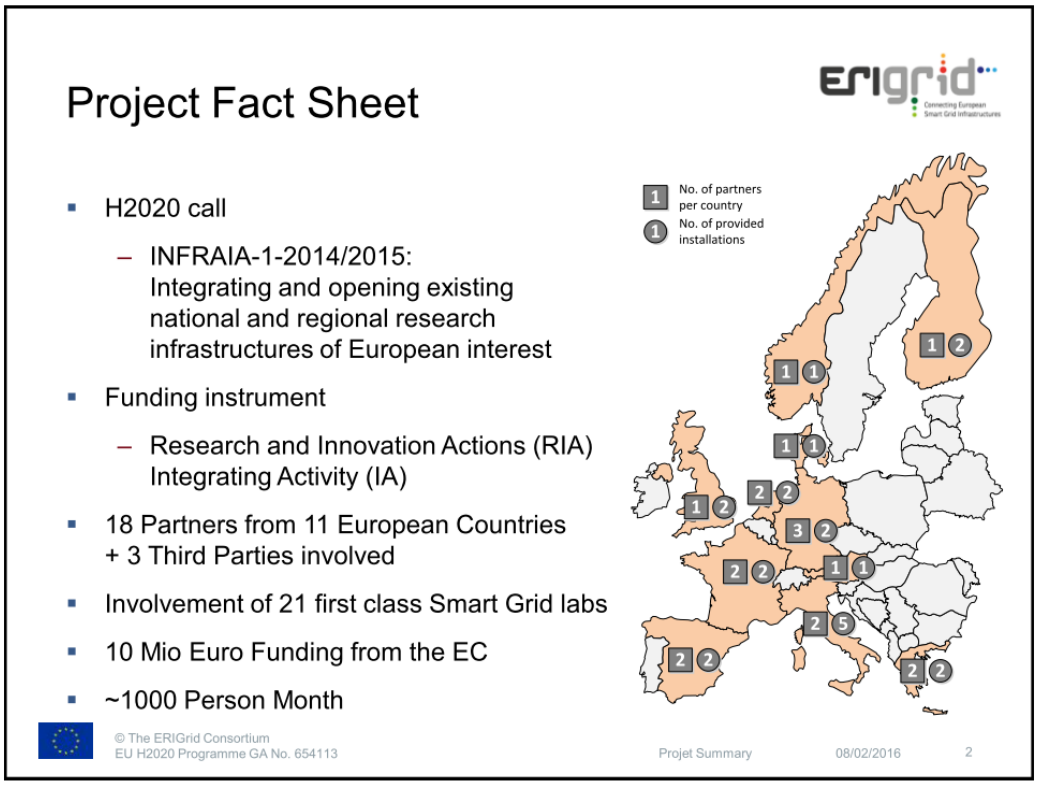
## 6.1 List of Figures



## 6.2 Presentation Template


## 6.3 Project Presentation



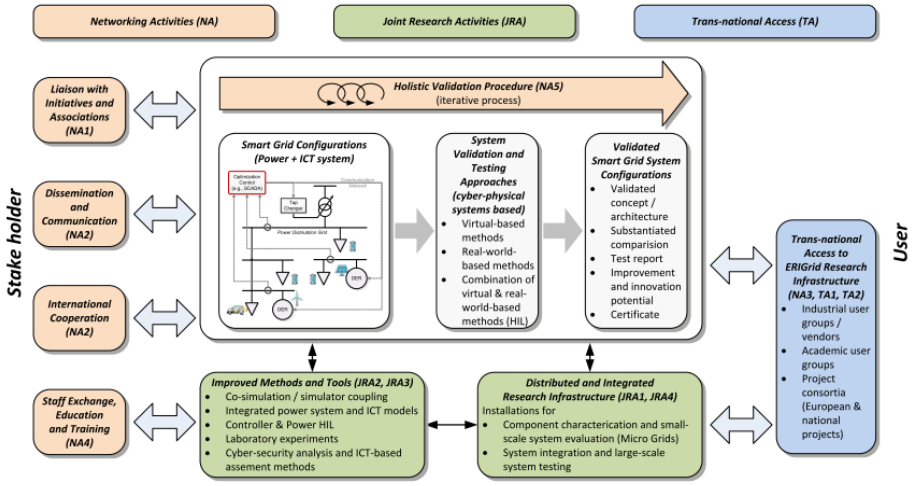
# Main Goals

- Supporting the technology development as well as the roll out of Smart Grid approaches, solutions and concepts in Europe with a holistic, cyber-physical systems approach
- Integrating the major European research centres with a considerable, outstanding Smart Grid research infrastructure to jointly develop common methods, concepts, and procedures.
- Integrating and enhancing the necessary research services for analysing, validating and testing Smart Grid configuration.
- System level support and education for industrial and academic researchers in Smart Grid research and technology development is provided to foster future innovation
- Strengthening the technical leadership of the European Research Area in the energy domain



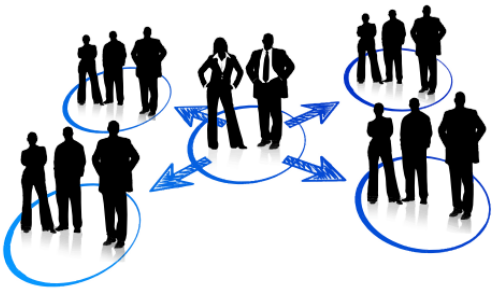

# Overview ERIGrid Approach

- Leading research infrastructure in Europe for the domain of Smart Grids



## Networking Objectives (NO)

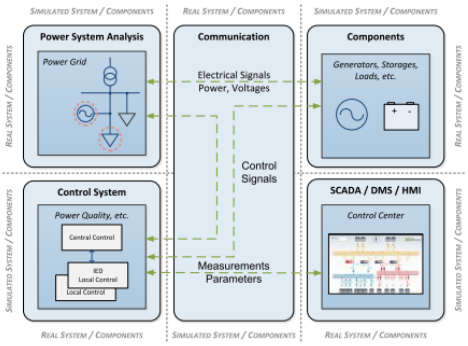
- NO1: Integrated European Smart Grid research infrastructure
- NO2: Reinforced collaboration of key research institutions and industry / utilities fostering innovative Smart Grid solutions
- NO3: Staff exchange of researchers, technicians and research infrastructure managers
- NO4: Training / education of power system and ICT professionals
- NO5: International collaboration





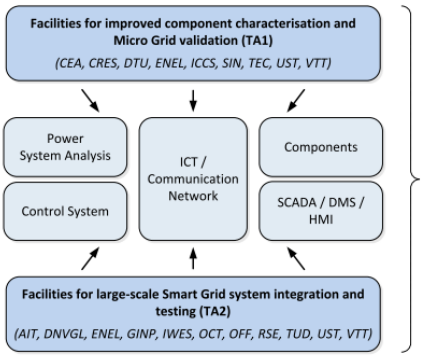

## Joint Research Objectives (JRO)

- JRO1: Technology development and roll out support
- JRO2: Development of advanced system validation method and tools
- JRO3: Common models, harmonized validation and deployment procedures
- JRO4: Implementation of advanced services in the integrated research infrastructure



# Trans-national Access Obj. (TAO)

- TAO1: Provision of user access to research infrastructure of the main players in the Smart Grids European Research Area
- TAO2: Attracting industry-related user projects




| R&D topic | Provided services to external users |
|---|---|
| DER components | • PV-inverter tests (component, integration)<br>• Storage, charging devices test (component, integration)<br>• … |
| Development of new network components | • Test of new component concepts<br>• Validation of advanced control methods for components<br>• … |
| Smart Grid ICT / Automation | • Valdiation of controller implementation and integration<br>• Validation of communication protocols<br>• Test of SCADA system developments and integration<br>• Cyber-security assessment<br>• … |
| Co-simulation | • Co-simulation tests power grid ↔ communication network<br>• Co-simulation tests power grid ↔ components ↔ communication network<br>• … |
| Real-time simulation and HIL | • Integration tests for inverter-based devices<br>• Validation of new power electronic component topologies<br>• … |
| … | … |

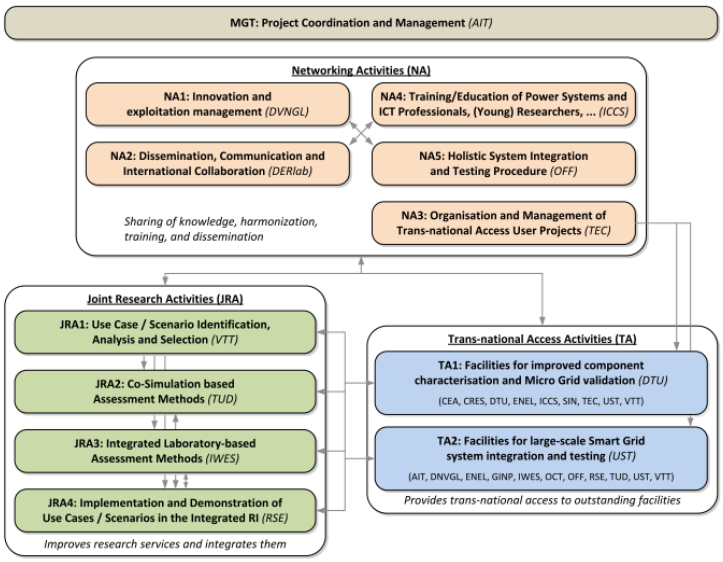



# Long-Term Cooperation

- Advanced Community

| Activity | Involved partners | Covered topics | Input for ERIGrid |
|---|---|---|---|
| FP7 DERri | AIT, CEA, CRES, DERlab, DNVGL, DTU, ICCS, IWES, RSE, TEC, UST, VTT | Research infrastructure supporting DER topics | HIL testing methods for DER, lab-procedures for testing DER, experiences from TA projects |
| FP7 SOPHIA | AIT, CEA, CRES, DERlab, DTU, IWES, OFF, RSE, SIN, TEC, UST, VTT | Research infrastructure supporting PV components and systems | Lab-procedures for testing PV systems and components, experiences from TA projects |
| FP7 ELECTRA IRP | AIT, CEA, CRES, DERlab, DNVGL, DTU, ENEL, GINP, ICCS, IWES, RSE, TEC, UST, VTT | Architecture and concept of the future European electricity system | Requirements for operating future Smart Grids, Smart Grid concepts, inputs for roll out scenarios |
| FP7 COTEVOS | AIT, DERlab, DTU, IWES, RSE, TEC | Concepts, capacities and methods for testing EV systems | Experiences for testing EV systems (incl. charging stations) |
| FP7 STAR-GRID | DERlab, IWES, RSE, TEC | CSA analysing standardization activities for Smart Grids | Comprehensive overview of Smart Grid standardization activities |
| FP7 GRID+ | AIT, RSE, SIN | CSA providing operational support for the development of EEGI | Industrial perspective on future Smart Grid developments, requirements for roll out scenarios |
| IEA ISGAN / SIRFN | AIT, DERlab, GINP, IWES, RSE, DNVGL, TEC, UST, VTT | International Smart Grid research facility network | International activities related to Smart Grid research facilities (incl. requirements and concepts) |

# Project Plan

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# Strong Stakeholder Group Support

- 35 support letters received
  - National, European and international networks
  - Technology platforms
  - Industry (manufacturers, vendors – power & ICT system)
  - Utilities / grid operators
  - Standardization bodies
  - Research institutes
  - Public bodies / national authorities

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## Access to Infrastructures (labs)

- Free of Charge
  - ERIGrid is supported by the H2020 programme of the European Commission under the research infrastructure funding scheme
  - Access to research infrastructures is called Trans-national Access
  - Access and use of the installations (labs) is absolutely free of charge for users (industrial and academic)
  - All expenses, including travel and accommodation are reimbursable, under the conditions agreed with the hosting infrastructure




## Access to Infrastructures (labs)

- Who?
  - Accordingly with the EC Rules for Transnational Access the following Rules for eligibility of the Users Groups being access yield
  - The user group leader and the majority of the users must work in an institution established in a Member State or Associated State
  - The user group leader and the majority of the users must work in a country other than the country(ies) where the legal entity(ies) operating the infrastructure is(are) established
  - Only user groups that are entitled to disseminate the foreground they have generated under the project are eligible to benefit from access free of charge to the infrastructure

## Access to Infrastructures (labs)

- When?
  - After the acceptance, the experimental access time interval will be allocated in the next part of the year, therefore allowing sufficient time for the hosting facility and the user group to agree on the technical and administrative details of the experiment activity




Connecting European Smart Grid Infrastructures

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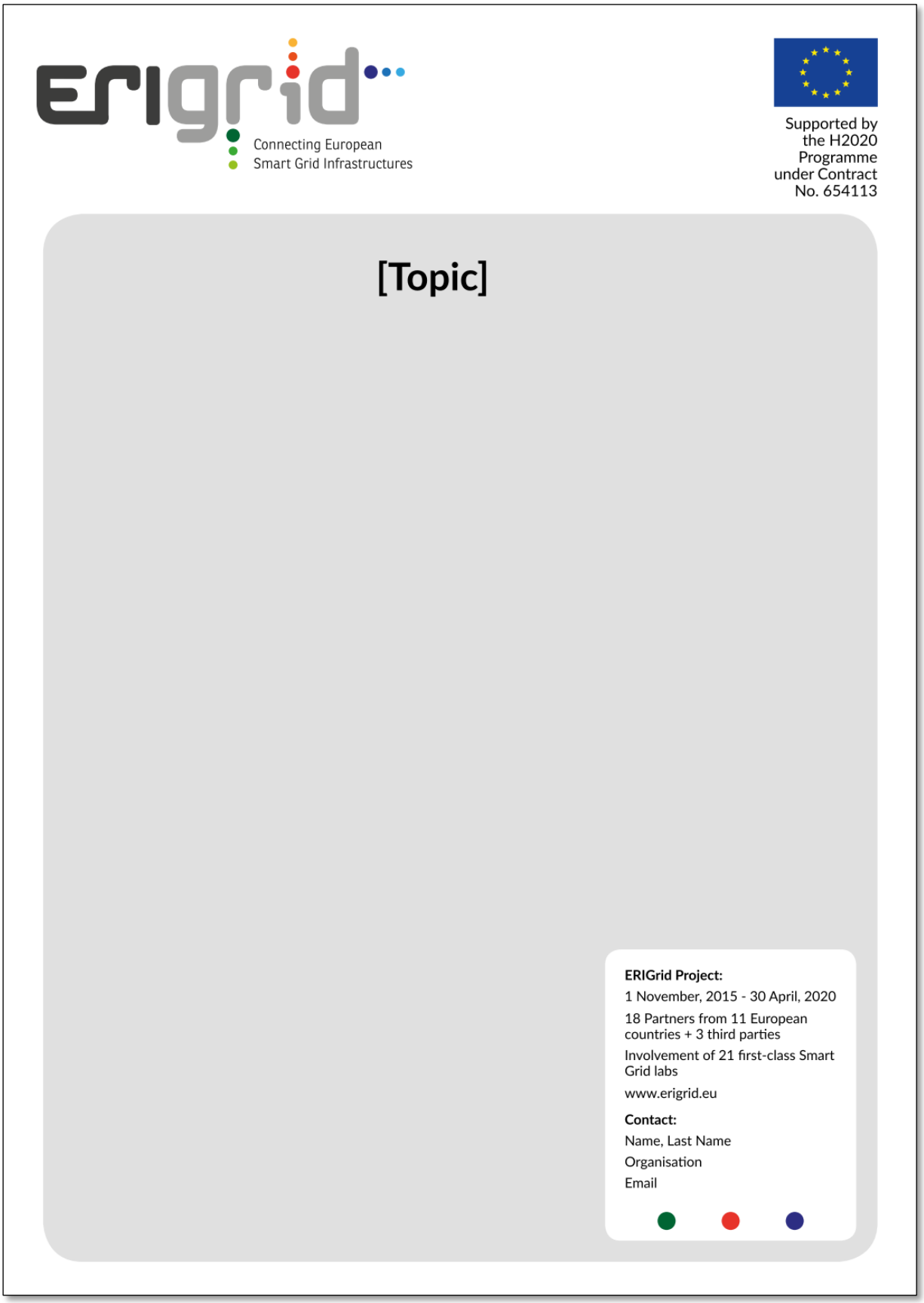
## 6.4 Project Poster Template



## 6.5 Project Fact Sheet Template

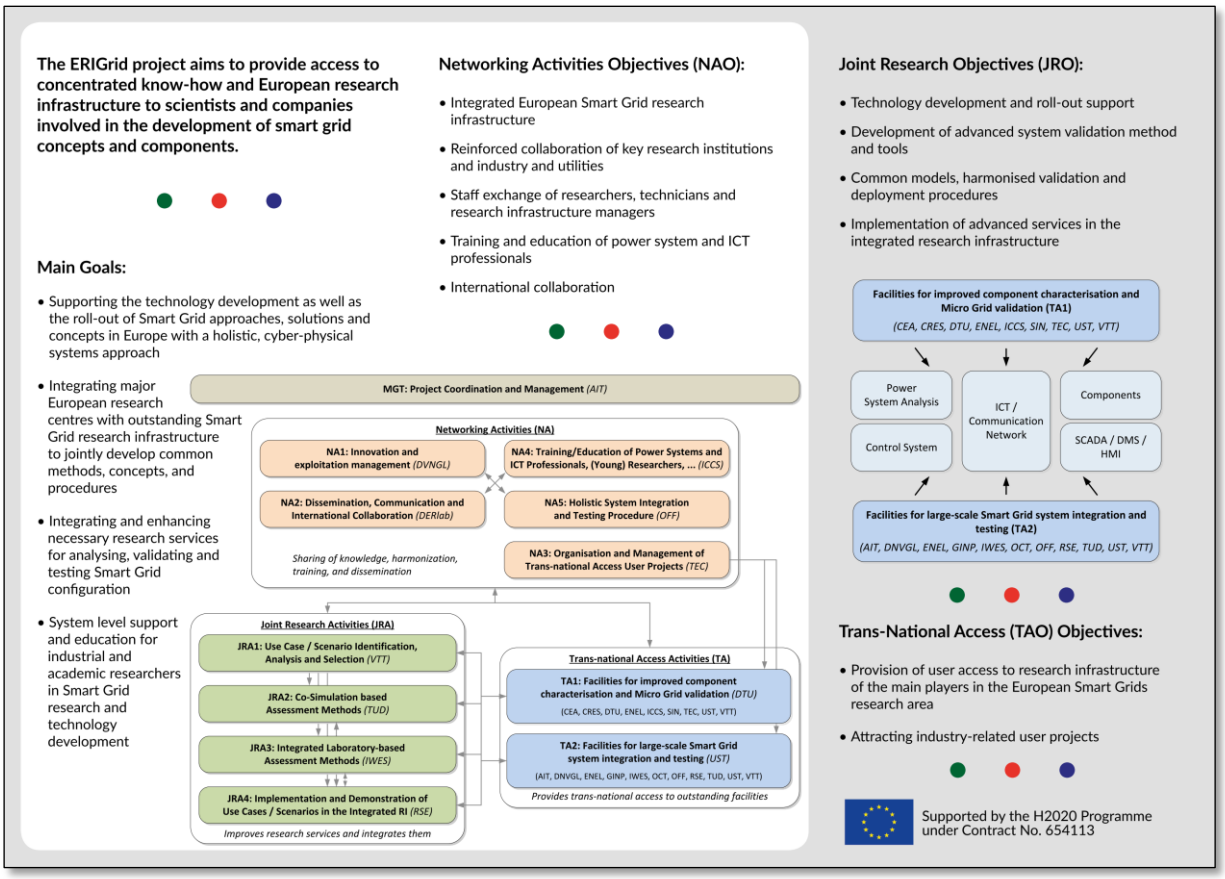
Connecting European
Smart Grid Infrastructures

**Partners**

Supported by the H2020 Programme
under Contract No. 654113

| | | |
|---|---|---|
| **Contact** | Cyndi Moyo (Project Management) | Thomas Strasser (Coordinator) |
| **www.erigrid.eu** | AIT Austrian Institute of Technology<br>Cyndi.Moyo@ait.ac.at | AIT Austrian Institute of Technology<br>Thomas.Strasser@ait.ac.at |

## 6.6 Project Flyer

## 6.7 Press Release (English Version)

***Networking European smart grid research infrastructure***

*Intelligent power networks are urgently required to integrate the growing number of distributed energy sources and generators into our energy system. Under the leadership of AIT, 18 of Europe's top research institutions have joined forces in order to pool together their know-how and improve research infrastructures within the smart grid sector.*

Power grids, in their current form, will soon be unable to cope with the increased use of distributed and renewable energy sources. Since fluctuating wind and solar power generation seldom correlates with actual demand, better coordination between generators and consumers will be required in the future in order to secure both the power supply and quality. Continuous energy management can be achieved through the use of intelligent networks. The envisioned complex system of "smart grids" integrates sophisticated and diverse automation, information and communication technologies in order to provide new solutions for overcoming the enormous challenges for the future energy supply. Up to now, research has primarily focused on developing and monitoring specific and singular aspects of smart grids, while a holistic analysis and evaluation was often impossible due to the lack of suitable infrastructure.

**Concentrated know-how**

In response to this situation, 18 European research institutions from across 11 different countries, and under the leadership of AIT, have joined forces in the transnational ERIGrid project (**E**uropean **R**esearch **I**nfrastructure supporting Smart **Grid** Systems, Technology, Development, Validation and Roll Out). The ERIGrid project is scheduled to run for 4½ years and it is aimed to provide access to concentrated know-how and European research infrastructure to scientists and companies involved in the development of smart grid concepts and components.

"We intend to make the innovative methods, concepts and processes developed within this top-class network available to other interested researchers, industrial enterprises, system operators and standardisation institutions," explains Thomas Strasser of AIT. This unique pan-European research infrastructure will be supplemented by the provision of optimised research services for the analysis and validation of new smart grid configurations.

**From the field to the lab**

"By networking European smart grid research infrastructure through the ERIGrid project, we are driving technological developments and the creation of intelligent networks in Europe," stresses Strasser, who was responsible for initiating and launching this pioneering project. Currently, several demonstration projects are already in execution within Europe so as to test smart grid concepts in the field. However, in future it will not be possible to validate all innovative approaches in the same manner, which is time and resource intensive. "That makes it all the more important to make the relevant research infrastructure available, including improved validation methods," says the expert. "As the ERIGrid project brings together Europe's best research institutions, the resulting dynamic should serve to further strengthen Europe's pioneering role within the energy sector."

## 6.8 Press Release (German Version)

***Vernetzung der europäischen Smart Grids Forschungs-Infrastruktur***

*Damit unser Energiesystem die wachsende Zahl dezentraler Stromlieferanten integrieren kann, brauchen wir dringend intelligente Netze. Nun haben sich 18 der wichtigsten europäischen Forschungseinrichtungen unter der Leitung von AIT zusammengeschlossen, um ihr Know-how und ihre Forschungs-Infrastruktur den vielen Playern im Smart Grid-Bereich zu vernetzen.*

Durch die verstärkte Nutzung dezentraler erneuerbarer Energiequellen werden die Stromnetze in ihrer jetzigen Form in absehbarer Zeit überfordert sein. Da die fluktuierende Einspeisung von Wind- oder Sonnenenergie oft nicht mit dem aktuellen Bedarf harmoniert, müssen sich Energieerzeuger und -verbraucher künftig verstärkt abstimmen, um Stromversorgung und -qualität zu sichern. Dieses kontinuierliche Energiemanagement soll durch intelligente Energienetze erfolgen. Das komplexe System der „Smart Grids“ integriert ausgefeilte Automations-, Informations- und Kommunikationstechnologien und liefert so neue Lösungen für die großen Herausforderungen der künftigen Energieversorgung. Bislang hat sich die Forschung vor allem auf die Entwicklung und Überprüfung bestimmter Aspekte dieser intelligenten Netze konzentriert, eine ganzheitliche Analyse und Evaluierung jedoch war mangels entsprechender Infrastruktur oft nicht möglich.

**Geballtes Wissen**

Aus diesem Grund haben sich unter der Leitung von AIT 18 europäische Forschungsinstitutionen aus 11 Ländern im transnationalen Projekt ERIGrid (**E**uropean **R**esearch **I**nfrastructure supporting Smart **Grid** Systems, Technologie, Development, Validation and Roll Out) zusammengeschlossen. Ziel des auf viereinhalb Jahre anberaumten Projekts ist es, allen an der Entwicklung von Smart Grid-Komponenten und -Konzepten beteiligten WissenschafterInnen und Unternehmen den Zugang zur europäischen Forschungsinfrastruktur und dem geballten Know-how in diesem Bereich zu ermöglichen.

„Die innovativen Methoden, Konzepte und Verfahren, die in diesem hochkarätigen Verbund entwickelt werden, sollen auch interessierten ForscherInnen, Industriebetrieben, Systembetreibern oder Standardisierungsinstitutionen zur Verfügung gestellt werden“, erläutert Projektkoordinator Thomas Strasser von AIT. Optimierte Forschungsservices für Analyse und Validierung neuer Smart Grid-Konfigurationen ergänzen das einzigartige Angebot.

**Vom Feld ins Labor**

„Indem wir über das ERIGrid-Projekt die europäische Forschungsinfrastruktur im Smart Grid-Bereich vernetzen, forcieren wir mit der technologischen Entwicklung auch die Etablierung intelligenter Netze in Europa“, betont Strasser, der das zukunftsweisende Großprojekt initiiert und auf Schiene gebracht hat. Mittlerweile gibt es bereits zahlreiche Demo-Projekte in Europa, in welchen neue Smart-Grid-Konzepte im Feld getestet werden. Doch nicht alle innovativen Ansätze werden künftig auf diesem aufwändigen Weg zu validieren sein. „Umso wichtiger ist es, die entsprechende Forschungsinfrastruktur inklusive verbesserter Validierungsmethoden zur Verfügung zu stellen“, so der Experte. „Da es sich bei ERIGrid um den Zusammenschluss der besten europäischen Forschungseinrichtungen handelt, kann die daraus entstehende Dynamik die Vorrangstellung Europas im Energiebereich weiter stärken.“