ENCOURAGE

Embedded iNtelligent COntrols for bUildings with Renewable generAtion and storaGE

Grant Agreement No.: 269354

D8.2–ENCOURAGE Dissemination Plan

Author: Luís Miguel Pinho (ISEP)

Document Number	D8.2
Document Title	ENCOURAGE Dissemination plan
Version	1.3
Status	Final
Work Package	WP8
Deliverable Type	Report
Contractual Date of Delivery	M06
Actual Date of Delivery	M06 – 20/12/2012
Responsible Unit	ISEP
Contributors	All Partners
Keyword List	Dissemination, Planning
Dissemination level	PU

Amendment History

Version	Date	Author (Unit)	Description
1.0	11.11.11	LMP (ISEP)	First draft
1.1	22.11.11	LMP (ISEP)	Update
1.2	15.12.11	All Partners	Update with partner contributions
1.3	20.11.11	CFH (AAU)	Final

Executive Summary

This document presents the Dissemination Plan of the ENCOURAGE project. It includes an identification of the main targeted groups for ENCOURAGE dissemination, the foreseen activities for the dissemination of the project and its results. It also provides an update of the partners' individual dissemination plans in the technical annex [1].

The dissemination plan includes the different stakeholders specifically related to ENCOURAGE, such as energy producers, consumers, cluster and initiatives in smart grids, but also general audience such as the Artemis community, international bodies and the overall profession and academic community.

The project plans a wide international dissemination via several complementary channels such as academic and research conferences and publications, participation in events and fairs and direct contacts with relevant external actors. Very important to the dissemination plan is also to be able to feed the project with information coming from relevant actors external to the project. It is necessary that the plan also foresees channels for collecting and internally distributing information. Dissemination must be both-ways.

Although a supporting, transversal activity, dissemination provides for the project's visibility and awareness, being fundamental for the project works and results to have the indented impact.

Table of Contents

1 Introduction

The dissemination activities of the project are part of task 8.2 (Standardisation, dissemination and liaison activities). The main objective of WP8 is to make relevant stakeholders aware of project results and guide the exploitation strategy of the project, being the detailed objectives:

a) Assess the market for new product and service offering enabled by ENCOURAGE technologies, focusing primarily on energy management, distributed generation, and electricity distribution.

b) Specify the exploitation plans of the project as a whole and for each partner individually.

c) Promote and disseminate the results of the project as they become available.

d) Actively participate in exhibitions and/or organise events (workshops, special issues in magazines / journals) to disseminate the evolving project results.

e) Contribute to relevant standardisation forums and emerging initiatives.

This document relates to objectives c) and d) above.

The dissemination of the project and of its results is an important activity which provides for the project's visibility, increasing the opportunities for public promotion. Without these activities, the technical achievements of the project would be unnoticed, and thus not having the expected impact.

The purpose needs to be twofold, raising awareness for the project and its results within the specifically targeted community, both public and private stakeholders, and informing the general public in order to raise awareness for the smart grid capabilities and advantages, leveraging with actual use.

Project partners will actively engage in the activities organised both by the project itself and also by the different stakeholders, with the objective of providing input towards common activities and receiving feedback (e.g. from clusters), contributing to area and portfolio analyses, offering advice and guidance and receiving information. It is important to connect to standards, policy and regulatory activities, as well as other national or international initiatives in this area.

A website was created (http://www.encourage-project.eu/) to provide general public access to the information both concerning the project itself (objectives, partners, scope, etc.), and concerning the news, events, publications and presentations of the project. Results of ENCOURAGE will also be promoted through the project web site and to end user communities through meetings and focused presentations. The extensive contact networks of consortium members will facilitate contacting a wide targeted audience.

It is nevertheless important that this plan is not seen as static, but evolving and including new groups or activities which are considered to be important to address during the scope of the project. The area of Smart Grid is rapidly evolving with different initiatives and projects being started, therefore it is expectable that target groups will need to be constantly monitored and updated if needed. Also, new tools, technologies and channels for dissemination will always be analysed to evaluate if they can be used in the scope of ENCOURAGE.

2 Target Groups

The dissemination target groups have been identified in the Technical Annex, aggregating all different stakeholders which can constitute both target of presentations and publications concerning the project and sources of input and information for the project's work. These include

(i) potential users (producers, consumers, tech providers);

(ii) institutional bodies, such as Artemis, international/national energy agencies interested in the goals of the project, and related standardisation bodies;

(iii) clusters and initiatives in energy efficiency, smart grids; and

(iv) the academic and research community.

2.1 Potential Users

One of the main target groups for the dissemination of the project are the potential users of the ENCOURAGE results. These include not only energy producers, consumers and "Prosumers" (that is, those that both produce and consume energy), but also technology providers and integrators.

This dissemination will be performed in the scope of regular users group conferences organized by industrial partners oriented towards raising public and industrial awareness, and by teaming up with other projects and clusters in the domain, in broader dissemination activities.

2.2 ARTEMIS Community

The ARTEMIS community is a central hub of dissemination of the ENCOURAGE project and results. ENCOURAGE will interact with the ARTEMIS office in order to disseminate the project through events and dissemination channels of the programme, as well as will create bidirectional channels with relevant ARTEMIS projects.

Experiences from the project will be reported to the ARTEMIS community also through the dissemination channels and activities presented in the next section.

Project partners will actively participate in the activities organised at programme level with the objective of providing input towards common activities and receiving feedback (e.g. from clusters), contributing to area and portfolio analyses, offering advice and guidance and receiving information relating to ARTEMIS programme implementation, standards, policy and regulatory activities, national or international initiatives, etc.

2.3 Standardisation Bodies, Initiatives and Energy Agencies

ENCOURAGE will contribute to the standardisation objectives of the ARTEMIS Standardisation Strategic Research Agenda (SRA) via cooperation with both National and International Standardisation Organizations.

Organization	Scope
ISO International Organization for Standardization http://www.iso.org/iso/home.html	International
IEC International Electrotechnical Commission http://www.iec.ch/	International
ISO/IEC JTC 1 Special Working Group on Smart Grid http://www.jtc1smartgrid.org/	International
IEEE http://smartgrid.ieee.org/ieee-smart-grid	International
CEN European Committee for Standardization http://www.cen.eu/cen/pages/default.aspx	European
CENELEC European Committee for Electrotechnical Standardization http://www.cenelec.eu/	European
ETSI World Class Standards http://www.etsi.org/WebSite/homepage.aspx	European
CEN, CENELEC and ETSI Smart Grids Coordination Group (SG-CG) http://www.cen.eu/cen/Sectors/Sectors/UtilitiesAndEnergy/SmartGrids/Pages/default.aspx	European
IPQ Instituto Portugues da Qualidade http://www.ipq.pt/	Portugal
UNI Ente Nazionale Italiano di Unificazione http://www.uni.com/	Italy
DS Dansk Standard http://www.ds.dk/en-GB/Sider/default.aspx	Denmark
AENOR Asociación Española de Normalización y Certificación http://www.aenor.es/aenor/inicio/home/home.asp	Spain

NSAI National Standards Authority of Ireland http://www.nsai.ie/	Ireland
NIST National Institute of Standards and Technology http://www.nist.gov/smartgrid/	United States

Table 1 – Preliminary list of standardisation organizations

ENCOURAGE will create links with ARTEMISIA's working group on standards, aligning and ensuring consistency with the ARTEMIS policy for standardisation.

A detailed list of standards and regulations that are related to the project will be prepared identifying how ENCOURAGE partners can actually influence in standardisation bodies (monitoring, contribution, harmonisation tasks).

ENCOURAGE will also target European, national or regional energy management bodies, which promote efficient usage and the smart grid concept in order to raise awareness of the project and its results.

Organization	Country
EUROPEAN ENERGY NETWORK http://www.enr-network.org/	European
ADENE (Agência para a Energia) http://www.adene.pt/	Portugal
AIEA (Association of Irish Energy Agencies) http://www.aiea.ie/home	Ireland
AEIT (Italian Association for Electric, Electronic, Automation, Informatic and Telecommunication) http://www.aei.it/	Italy
ENEA (Agenzia Nazionale per le Nuove Tenologie, l'Energia e lo sviluppo Economico Sostenibile) http://www.enea.it/	Italy
ENERGINET (Danish TSO) http://www.energinet.dk/EN/Sider/default.aspx	Denmark
Danish Energy Association http://www.danishenergyassociation.com/	Denmark

ENS (Danish Energy Agency) www.ens.dk/en-us	Denmark
IDEA (Instituto para la Diversificación y Ahorro de la Energía) http://www.idae.es/	Spain
ICAEN (Institut Català d'Energia) http://www20.gencat.cat/portal/site/icaen	Spain
EVE (Ente Vasco de la Energia) http://www.eve.es/web/Portada.aspx?lang=en-GB	Spain

Table 2 – Preliminary list of energy management organizations

2.4 Clusters and Initiatives in Energy Efficiency, Smart Grids

The project will create links with technology platforms, association, energy-efficient clusters and related initiatives and projects in the areas of energy efficiency and smart grids. The initiatives and projects listed in table 3 will be contacted in a first phase, but efforts will be made to connect with other ongoing or already completed projects.

Initiative	Scope
Global Smart Frid Federation http://www.globalsmartgridfederation.org/	International
European Technology Platform for Electricity Networks of the Future http://www.smartgrids.eu/	European
EDSO European Distribution System Operators for Smart Grids http://www.edsoforsmartgrids.eu/	European
European GreenBuilding Programme http://www.eu-greenbuilding.org/	European
E2B EI (Energy Efficient Buildings European Initiative) http://www.e2b-ei.eu/default.php	European
ICT4SMARTDG TN (ICT for Smart Distributed Generation Thematic Network) http://www.ict4smartdg.eutc.org/	European
HOSPILOT Project (Intelligent Energy Efficiency Control in Hospitals) http://www.hospilot.eu/	European

ENERsip Project (ENERgy Saving Information Platform for generation and consumption networks) www.enersip-project.eu/	European
EnPROVE Project (Energy Consumption Prediction with Building Usage Measurements for Software-Based Decision Support) http://www.enprove.eu/	European
eDIANA Project (Embedded Systems for Energy Efficient Buildings) http://www.artemis-ediana.eu/ediana_contact.php	European
ADDRESS Project (Active Distribution network with full integration of Demand and distributed energy RESourceS) http://www.addressfp7.org/index.html	European
THINK Project http://www.eui.eu/Projects/THINK/Home.aspx	European
COVENANT OF MAYORS http://www.eumayors.eu/index_en.html	European
GREENERBUILDINGS Project http://www.greenerbuildings.eu/	European
FINSENY Project (Future Internet for Smart Energy) http://www.fi-ppp-finseny.eu/	European
E-ENERGY Initiative (Smart Grids made in Germany) http://www.e-energy.de/en/	Germany
INOVGRID Project http://www.edpdistribuicao.pt/pt/rede/InovGrid/Pages/InovGrid.aspx	Portugal
ECO GRID Project www.eu-ecogrid.net	Denmark
iPOWER Platform http://www.risoe.dtu.dk/Research/sustainable_energy/energy_systems/projects/IES_IPower.aspx?sc_lang=en	Denmark
AICCRE Italian Section of European Region and Local Council Association http://www.aiccre.it/	Italy
ALTROCONSUMO Consumers Association http://www.altroconsumo.it/	Italy

Table 3 – List of clusters and initiatives in energy efficiency and smart grids

2.5 Researchers and Academics

The project will also reach to the broad scientific community (universities, societies, networks of excellence) to disseminate the goals and results of the project, and to gather input and feedback in terms of technical and scientific issues.

3 Dissemination Channels

The main challenges for the dissemination activities of ENCOURAGE are to:

a) Mobilize and integrate a critical mass at European level for driving a significant part of an application domain of the SRA.

b) Act as an instrument to help structure and to contribute significantly to its SRA part.

c) Facilitate and support the transformation of research results into industrial deployment in their domains.

d) Establish instruments for achieving cross-project synergies supporting industrial deployment, such as shared platforms and test beds.

e) Stimulate innovation within its scope through spin-offing and business development activities.

Although some of these challenges will be supported through more detailed market analysis and exploitation plans in Deliverables 8.3/8.4/8.7, the dissemination channels of ENCOURAGE will provide both a global awareness of the project, and detailed information to specific targets, facilitating their successful achievement.

3.1 Publications

The project will conference and journal articles in areas of energy efficiency, renewable energy, building / home automation, distributed generation, smart metering, advanced control, communication networks, and human machine interfaces.

Project results will also be disseminated through the organization of satellite events to top-ranked conferences in the related areas, such as parallel workshops or special tracks/sessions.

Initial list of conferences and journals is summarized in the following table.

Journals	Conferences / Workshops
Energy Journal (Elsevier) Energy and Buildings (Elsevier) International Journal of Energy Research (Wiley) Renewable Energy (Elsevier) Applied Energy (Elsevier) Building and Environment IEEE Power & Energy Magazine International Journal of Information Technology and Decision Making IEEE Wireless Communications IEEE Communications Magazines IEICE Transactions on Communications IEEE SYSTEMS JOURNAL Special Issue on "Smart Grid Communications Systems"	International Symposium on Power Electronics Power-Gen Europe AL-Invest PRES - Process Integration, Modelling and Optimisation for Energy Saving and Pollution Reduction CeBIT, CES IEEE Conference on Decision and Control IFORS Conference on Decision Support Systems IFAC World Congress IEEE International Symposium on a World of Wireless, Mobile and Multimedia Networks SENSORCOMM: International Conference on Sensor Technologies and Applications CLOUD COMPUTING: International Conference on Cloud Computing, GRIDs and Virtualization S-Cube: International ICST Conference on Sensor Systems and Software ICSNC: International Conference on Systems and Networks Communications GREEMBED: Green and Smart Embedded System Technology: Infrastructures, Methods and Tools ACM Workshop On Embedded Sensing Systems For Energy- Efficiency In Buildings (BuildSys) http://www.buildsys.org

Table 4 – Preliminary list of targeted publications

3.2 Workshops, Courses and Seminars

The project will also organize several external and internal workshops. External events will target both professionals in related areas, as also standardization bodies, certification entities, and energy efficiency policy makers. Tutorials, training courses and student projects will also be provided to help prepare professionals in these areas.

Each partner of the consortium will organise internal seminars during the project to inform their staff about the project and the business benefits to their organisation. This will be useful experience (and should generate useful feedback) for the experience exchange. For research institutions, the main aim of the internal dissemination will be to disseminate, especially to young researchers and dedicated students, the new scientific results and the innovation gained by the project activities. For the industrial partners, the main aim will be to advance re-use of the results within the same partner, for other products and the engineering process improvement.

3.3 Participation in Events and Fairs

Project partners will participate in international industrial fairs, as well as promotion of the project to communities of end-users as part of regular users group conferences organized by industrial partners.

The project will also make use of the dissemination activities undertaken by Artemis programme (such as the participation which took place at the ITEA & ARTEMIS Co-summit 2011) or related organizations (such as the participation which took place at the Future Internet Assembly 2011). In addition, ENCOURAGE will seek to organise joint dissemination events with other projects addressing common topics.

Event		Location
ITEA & ARTEMIS Co-summit 2011 www.itea2.org/cosummit2011	October 2011	Finland
Future Internet Assembly (FIA) www.future-internet.eu/	October 2011	Poland
Future Internet Assembly (FIA): Smart Cities and Internet of Things http://www.future-internet.eu/events/eventview/article/future-internet-assembly-aalborg.html	May 2011	Denmark
ITEA & ARTEMIS Co-summit 2012	TBD	TBD

CIB World Building Conference (2013) http://www.cibworld.nl/site/news/newsletter.html?year=2011&number=8	May 2013	Australia
The EnergyShow 2012 http://www.seai.ie/News_Events/Energy_Show/	March 2012	Ireland
E-world energy & water (Int. trade fair and congress) http://www.e-world-2012.com/en/home/	February 2012	Germany
Renewable Energy World Europe co-located with POWER-GEN Europe http://www.renewableenergyworld-europe.com/index.html	June 2012	Germany
Modern Heating / Moderní Vytápění (Int. Trade Fair of Green Energy, Heating and Air Conditioning) http://www.modernivytapeni.cz/?lang=en	February 2012	Czech Republic
Energy Efficiency & RES Exhibition for SE Europe (Int. Exhibition on Energy Efficiency and Renewable Energy Sources) http://www.eeandres.viaexpo.com/en/exhibition	March 2012	Bulgaria

Table 5 – Preliminary list of events

ENCOURAGE already prepared a leaflet and poster (Annex A) to be used in these events, with an overview of the project's goals, relevance and innovation. A power-point presentation was also prepared, which can be downloaded from the project website.

3.4 Public Channels

A project website (Figure 1) was established to provide wide dissemination of the results, papers, and information about the project. All public deliverables will be available on this internet site.

Figure 1 – ENCOURAGE website homepage

The project also intends to use business-oriented and public social networking tools such as LinkedIn (http://www.linkedin.com) and Facebook (http://www.facebook.com) to get in touch with both the community which is connected to the topic, but also to increase general public awareness. We plan to setup ENCOURAGE groups in LinkedIn and Facebook and distribute invitations to join the group. We will use the groups to post advancement of the project, get feedback and contribution from subscribers, get the ENCOURAGE project known among business people working on the area of application for sensor networks and embedded system development, and the general public. This will be beneficial to 1) greatly enhance the visibility of ENCOURAGE; 2) gather interests at large-scale, and 3) significantly enhance the new business contacts and trusted connections.

Finally, the project will prepare occasional press releases to promote dissemination of specific project achievements. These PR can also be adapted by project partners to specific local contexts.

3.5 Direct Interaction

ENCOURAGE will interact directly with and support initiatives of European clusters in energy efficiency for buildings and smart grids, and related international projects, targeting information exchange, result dissemination, feedback gathering, and fostering joint initiatives. The project will create a database of contacts, which will be used for the interactions. Baselines and measuring points will be established by detailed interviews of key persons, and progress will be monitored during selected project activities. The actual choice of interviews, baselines and measuring points will be made at project start as part of the project planning.

3.6 Demonstrators

Demonstrators will be key dissemination channels for the projects' results. Not only informational will be broadcasted using public and direct channels of the project, but also workshops and guided tours to the demonstrators will be provided by the project partners, contributing to the dissemination of experiences and results coming from the ENCOURAGE project. Furthermore, the demonstrators will be in real scenarios, with real users, allowing for a living demonstration of the project.

The demonstrators are also important from the perspective of raising general public awareness, which is more focused on the applications and societal impact, and less in the technical achievements of the project. Each demonstrator will have a dissemination-related activity which will connect with public media, both national and local entities, with the goal to disseminate it through these channels.

In particular, the Terrassa Urban Campus (Spain) demonstrator will not only provide demonstration of project achievements through buildings located in a campus, but the actual social scenario planned for this site is also focused on raising users' awareness.

Students, professors and administrative staff will be involved within the Campus demonstrator and thus, this will create interest in the project. Corporate web pages will be used to provide information on the project itself. Specific instructions for participating in the ENCOURAGE experimentation will also be provided through these WebPages. Social networks will play a key role in promoting users' participation within the demonstrator.

4 Per partner Dissemination Plan

All ENCOURAGE partners will participate in the projects' dissemination activities. Nevertheless, each partner will also use its network and outreach activities to perform specific dissemination activities, which are detailed below.

4.1 Aalborg University

Aalborg University (AAU) will disseminate research results from ENCOURAGE through regular journals and conferences. Furthermore, and together with project partners, selected scenarios from the ENCOURAGE demonstrators will be downscaled in a way that is feasible for presentation at selected exhibitions like ARTEMIS Co-Summit. Finally, AAU will establish synergy between ENCOURAGE and relevant national projects, where it has a key role. This includes a national innovation network (InfinIT) and a national research project on Smart Grids (TotalFlex).

4.2 Energi Nord

To visualize the results of the ENCOURAGE project as they become available, EnergiNord is planning a collaboration with Aalborg University – the Department of Architecture, Design and Media Technology. The plan is to have a visual demonstration of the demo site at Jadevej. The visual work must be accessed from the ENCOURAGE website (http://www.encourage-project.eu/). This possibility allows a greater dissemination and knowledge of the ENCOURAGE concept than guided tours to the demonstrators. A visual depiction of Jadevej will also make it possible to simulate changes in tariffs and trade between the dwellings. At written plan, EnergiNord will publish their participation and results in the ENCOURAGE project both externally and internally.

Externally, this will be done in professional relevant publications such as "Ingeniøren" (www.ing.dk), "Maskinmesterbladet" (www.maskinmester.dk) and "Dansk Energi" (http://www.danskenergi.dk/). In addition, a series of articles to be published in 2012 is planned in the local newspaper "Nordjyske" in North Jutland. In several of the articles the ENCOURAGE project will be discussed.

- Week 9 - Geothermal and heat pumps
- Week 22 - Smart home - focusing on standby consumption and burglar alarms during the holidays
- Week 31 - Energy saving advices with focus on household appliances
- Week 35 - Air to air heat pumps in holiday cottages

Finally, EnergiNord will inform about the ENCOURAGE project in their newsletters currently sent to approx..30,000 customers in Denmark about once a month.

Internally, EnergiNord writes articles about the project in their staff magazine, distributed quarterly to approx. 300 current and former employees.

In connection with EnergyNord's participation in "Housing Fair" in autumn 2012 in Aalborg, we will inform about the ENCOURAGE project and demonstrate the equipment available at that time.

4.3 Seluxit

Seluxit plan to disseminate the results of the ENCOURAGE project through participation of exhibitions and conferences. Furthermore Seluxit plans to add references to the project on the Seluxit website.

Besides the dissemination to the general public Seluxit plans to inform existing partners and customers about the results of the project. For some of Seluxit's customers and partners this project is very relevant and Seluxit will use the results from the ENCOURAGE project to implement solutions with these customers and partners.

As Seluxit is a member of the Z-Wave alliance, Seluxit will also inform the members of the Z-Wave alliance about the interoperability functionality that will be achieved in this project.

4.4 Advantic Sistemas y Servicios

ADVANTIC will contribute to the dissemination of project ENCOURAGE research results, through conferences and publications. These contributions are going to be aligned with the specific policies arranged by the consortium for this purpose. Also, having the possibility to participate or organize specific workshops related to the main subject of the project is contemplated. If possible, ADVANTIC will contribute to standardization organization, specifically in areas related to devices interoperability (ISO/IEC 30101, Information technology - Sensor Networks: Sensor Network and its Interfaces for Smart Grid System). ADVANTIC will also promote collaboration with other energy efficiency related projects where it participates, like FP7 project GreenerBuildings. It is also planned to exploit the results of the project, by incorporating the developed technologies into its energy monitoring & control line of products, home and building energy consumption monitoring (branch and appliance level).

4.5 GNERA Energia y Tecnologia

GNERA plans to integrate the results of the project into its current energy efficiency services. Partners will be trained and results will also be combined with other projects currently developed by GNERA in the field of monitoring, predicting or energy economics, in order to offer implantation, support and monitoring services.

GNERA will disseminate the activities and the results of the project through the publication of dedicated articles in specialized journals and magazines, and the presentation in conferences and exhibitions, mainly aimed to industry, companies or administrations

4.6 ATOS

ATOS as a founding member of the European Technology Platform NESSI (Networked European Software and Services Initiative), will present the technical results and issues related to the project in meetings held by this platform.

At national level, ATOS will disseminate the project in different ways leveraging of established working relations within public sector and local government to identify opportunities for the uptake of project philosophy and results. Some of these local authorities related to energy management are: Instituto Catalán de Energía (ICAEN), Ente Vasco de la Energía (EVE) Instituto para la diversificación y el ahorro energético (IDEA) and Agencia de Energía de Barcelona.

ATOS plans to disseminate the project also internally with special focus on the solutions promoted from ATOS Worldgrid, an international subsidiary of ATOS, is a unique player in smart energy. Building on an unprecedented track record in the Energy & Utilities market, it has the capability to cover all business critical systems across the entire Energy & Utilities value chain from production, to transport, distribution and supply. The results from the project will be disseminated from ATOS Worldgrid to all their costumers and established working relations within public sector and local governments around Europe.

ATOS is present in some projects in which the thematic area is very close to the ENCOURAGE project. In relation to these projects, some workshops with experts in this thematic will be organized and ATOS will take profit of it to disseminate the project to all these important experts from different countries in Europe. Workshops allow to disseminate project results and to gather intensive feedbacks from experts and interested members of target groups. Workshops are thus an effective means of ensuring and measuring the impact of the project.

Finally, the scientific society is seen as an important target group to spread the results and get feedback on the conceptual and technological solutions. Publications in international conferences and journals will be used to communicate with the given group.

Therefore, intermediate dissemination will include participation in scientific conferences and workshops such as the CIB World Building Conference (2013). Effective dissemination will also be taken into account through the publication of the results in international journals.

4.7 ESVALL

ESVALL plans to disseminate the results achieved within the ENCOURAGE project through its corporate webpage (http://www.esvall.com/). This webpage will include a direct link to the ENCOURAGE website and news will be regularly published and updated.

Furthermore, ESVALL will also disseminate project results through two technical magazines oriented to the engineers' collective. Driven by the Catalan Engineer professional association (Col·legi d'Enginyers Industrials de Catalunya), FULLS DEL ENGINYERS is mailed to all the associated engineers and it is also available through the website (www.eic.cat). THECKNOS is a free monthly magazine edited by the Association of Technical Industrial Engineers of Barcelona (Col.legi de Ingenieros Técnicos Industriales) and it is addressed to all its members and students who have not yet joined the association. This magazine is also available through the website (http://www.cetib.cat).

4.8 ISA-Intelligent Sensing Anywhere

In the beginning of 2011, ISA has created a Business Unit dedicated to Energy sector – ISA Energy.

ISA Energy emerges as ISA's new business area, directed towards the energy market with groundbreaking technologies and solutions. Its mission is to help companies and consumers find the best energy efficiency solutions, reduce consumption and adopt more sustainable lifestyles.

So the main dissemination contribution from ISA will be by exposing ENCOURAGE objectives to clients and partners, using ISA's extended contact database.

At European level, ISA participates in several projects in which energy efficiency is the main area, namely ENERSIP, BEEM-UP, E3SoHo and SPORTE2. The scope of these projects is closely related to ENCOURAGE and ISA intends to establish communication channels to exchange experiences and results, to facilitate and improve the work in common activities. Common workshops can be planned in order to expand audience and to increase dissemination impacts.

At national level, we foresee to publish an article in a national newspaper. Internally, periodic reports about project results will be communicated in our weekly staff magazine.

ISA will also disseminate the project results through regular participation in international conferences, namely organized by Metering International (http://www.metering.com/).

4.9 Instituto Superior de Engenharia do Porto

Instituto Superior de Engenharia do Porto (ISEP) plans to disseminate the innovative results of the project through regular participation in international conferences and publications in academic conferences and journals. Furthermore, ISEP will leverage its participation in the two European Networks of Excellence in the area (ArtistDesign and CONET) to promote and disseminate the results of ENCOURAGE. ISEP will also promote synergies with other relevant projects where it participates, namely ARTEMIS project EMMON, on environmental monitoring, and Portuguese project SENODs, on energy-efficient data centres.

Apart from participating in the wide consortium dissemination activities, ISEP will foster national and local public awareness, through connecting to general media and society agents, targeting the dissemination not particularly of the technical achievements of the project, but the societal impact that the project's results will have.

4.10 ENEL Ingegneria e Innovazione

ENEL will use the results of this project to strengthen its position as a leading energy company, which creates and distributes value in the international energy market for the benefit of the customers' needs, the shareholders' investment and the economic and environmental interests of the countries in which it operates. Besides, ENEL IIN has a strong interest in the application of the project solution to its own buildings, in the framework of a global energy efficiency commitment of the group.

More specifically, the following exploitation plans will be considered:

- NEST, Laboratory building of Scuola Normale Superiore di Pisa (Italy) - due to its peculiar characteristics, a research center with close connections with the Academic world, NEST will be able to organize workshops and guided tours for students, visiting professors and guests, contributing to the dissemination of experiences and results coming from the ENCOURAGE project.
- Enel Laboratory: in the Enel Research centre will set up a control center that will show real-time consumption of the Nest Laboratory and the gains obtained through the ENCOURAGE Technology will be emphasized

ENEL will contribute to the dissemination activities by ensuring that the stakeholders understand the opportunities of an industrial development of the product and that final users understand the opportunities offered by the project application with respect to reduction of their energy bills and taking advantage of renewable energy sources. In conjunction with other partners, ENEL will participate in conferences, seminars and workshops to present papers related to the project.

4.11 eZmonitoring

eZmonitoring will make the ENCOURAGE methodology an integral part of its value proposition, by using it to clearly demonstrate to its clients the real tangible benefits of deploying the eZmonitoring SaaS solutions. Direct links to the ENCOURAGE website and public reports. Inclusion in 6 monthly newsletters to our existing customer base (c.1100 companies).

Furthermore, eZmonitoring will disseminate the results in all markets in which it operates, with the intent of showing them in fairs, conferences and exhibitions such as; The SEAI EnergyShow 2013, Renewable Energy World Conference in Germany 2013. Opportunities to speak at energy focused events will also be prioritised.

5 CONCLUSIONS

The purpose of the dissemination activity is to ensure that the information about the project is provided to all relevant actors, in the course of the project. These activities should also provide a bidirectional flow of information between the project consortium and the external entities, allowing both to raise external awareness of the project and to receive information and inputs to support the projects' technical tasks.

It is important to note that although dissemination is not within the core activities of the project (these are the technical tasks whose results are required for the dissemination), it is fundamental in both supporting the direction of the technical work (by receiving input from the external actors) and supporting the exploitation of results by raising awareness and interest.

As in any dissemination plan, it must start by a clear identification of the targeted audience, and the required and appropriate channels. This was the goal of this document. The dissemination achievements will be presented yearly in the progress reports and deliverables D8.5, D8.6 and D8.8.

References

[1] ENCOURAGE Consortium, Technical Annex, April 2011

Appendix A. Dissemination Material

Figure A.1 – ENCOURAGE Poster

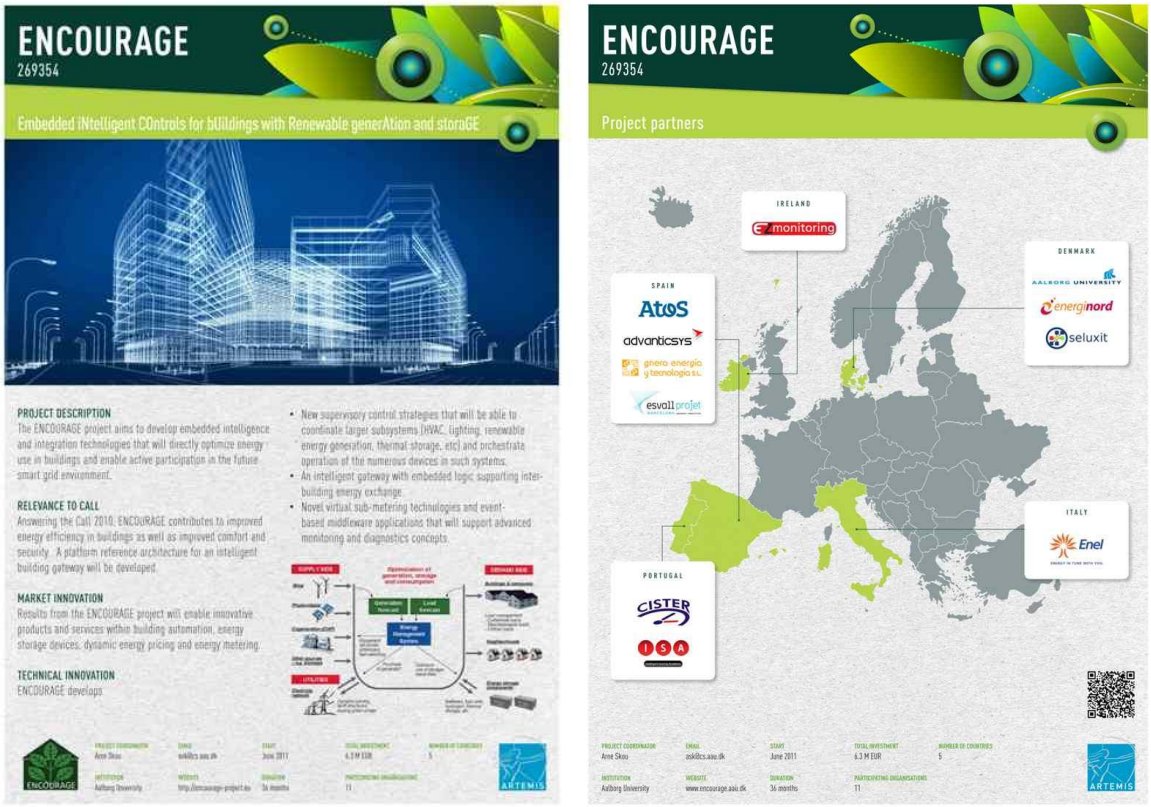

Figure A.1 – ENCOURAGE Poster

Figure A.2 – ENCOURAGE Leaflet