



**Generalized Operational FLEXibility for Integrating  
Renewables in the Distribution Grid (GOFLEX)**

### **D10.3 Business and Marketing Plan “Year 2”**

**April 2018**

## Imprint

**Contractual Date of Delivery to the EC:** 30 April 2018

**Actual Date of Delivery to the EC:**

**Author(s):** Alexander von Jagwitz (B.A.U.M. Consult)

**Participant(s):** Kristin Petersen (B.A.U.M. Consult)

**Reviewer(s):** Bradley Eck (IBM)

**Project:** Generalized Operational FLEXibility for Integrating Renewables in the Distribution Grid (GOFLEX)

**Work package:** WP 10

**Confidentiality:** Public

**Version:** 3

**Contact:** Alexander von Jagwitz - a.jagwitz@baumgroup.de

**Website:** [www.GOFLEX-project.eu](http://www.GOFLEX-project.eu)

## Legal disclaimer

The project Generalized Operational FLEXibility for Integrating Renewables in the Distribution Grid (GOFLEX) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731232. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the Innovation and Networks Executive Agency (INEA) or the European Commission (EC). INEA or the EC are not responsible for any use that may be made of the information contained therein.

## Copyright

© GOFLEX Consortium. Copies of this publication – also of extracts thereof – may only be made with reference to the publisher.

## Executive Summary

The document represents the 10.3 deliverable of work package 10 of the project's description of the action.

The partners of the Horizon 2020 funded project Generalized Operational FLEXibility for Integrating Renewables in the Distribution Grid (GOFLEX) envisions that flexibilities and automated dynamic pricing are a cornerstone for the transition towards a more flexible energy system facilitating a higher penetration of distributed renewable energies on regional level.

To meet this vision the main objective of GOFLEX is to bring a set of technology solutions for flexibilities and automated dynamic pricing market ready which enables regional actors like Generators, Virtual Power Plants, Prosumers, Flexible Consumers and DSOs, Energy Suppliers, Microgrid Operators and Energy Communities to aggregate and trade flexibilities. GOFLEX will demonstrate that the GOFLEX solution is a holistic approach to meet the challenges in the field of Smart Energy.

The GOFLEX solution will be easy to integrate in existing eco systems which are open for new services and new players as enablers for this transformation process. GOFLEX wants to bring its solution kit to maturity and to market. The three GOFLEX trials in Germany, Switzerland and Cyprus are a living example how the GOFLEX solution can be adapted by different preconditions.

As the solutions are pushing ahead of the actual practices, both market and regulatory challenges and obstacles can be expected. There is a need to contribute to a "Smart Energy Alliance" that is strong enough to have an impact on policy makers and agenda setters. Thus, the consortium aims to develop the market for distributed flexibilities and automated dynamic pricing together with stakeholders such as other projects, initiatives and companies to facilitate distributed flexibility trading in Europe.

To meet the strategic goals of the project the communication activities focus on those stakeholders with high impact on the outcomes and the success of GOFLEX. They are the main target groups of all communication, dissemination and cooperation activities. The main target group comprises direct prospects like practitioners in the energy domain running the GOFLEX systems, indirect prospects like providers of flexibility directly connected to the GOFLEX system, stakeholders in the energy system directly affected by the use of GOFLEX and providers of other flexibility solutions (possible partners or competitors).

The strategy includes general information and knowledge transfer, barrier reduction e. g. for policy makers, regulatory bodies, target group development and contact initiation especially to potential prospects cooperation and networking. Moreover, the strategy entails stakeholder relationship management including active involvement of stakeholders e. g. for a GOFLEX Community, lateral project cooperation and prosumers within the trials, as well as a

basis for later market launch of the GOFLEX solution. The stakeholders will be involved during the whole project duration, thus GOFLEX will ensure that stakeholder expectations are met and concerns are overcome as early as possible.

The communication activities will have a change of focus with the project results getting more mature.

In year 1 GOFLEX reached the goal to raise awareness for the project and to get in touch with selected main stakeholders. This included involvement of prosumers and smart customers in the trials via public events and workshops, promotion and building-up of the GOFLEX Community via Energy events, fairs and the website and the representation of the GOFLEX project at stakeholder relevant events.

The objective in year 2 is to enlarge the GOFLEX community and preparing the market launch of the GOLFEX solution by showing the first simulations and successfully implemented pilot applications to the target audience and organise events that meet the needs of our target groups: regional energy suppliers and traders and DSOs.

## Document History

| Ver-<br>sion | Date                      | Status              | Author                | Comment   |
|--------------|---------------------------|---------------------|-----------------------|---|
| 1            | 17th Apr 2018             | For internal review | Alexander von Jagwitz | First version update Y2   |
| 2            | 26 <sup>th</sup> Apr 2018 | For formal review   | Alexander von Jagwitz | Implemented changes of Bradley Eck, Torben Bach Pedersen and Zoran Marinšek |
| 3            | 30 <sup>th</sup> Apr 2018 | Final               | Alexander von Jagwitz | Formal review by Karen McKenna implemented                                  |
|              |                           |                     |                       |   |
|              |                           |                     |                       |   |

## Table of Contents

|  |           |
|--|-----------|
| LIST OF FIGURES.....   | 6         |
| LIST OF ACRONYMS AND ABBREVIATIONS.....  | 7         |
| <b>1 INTRODUCTION.....</b>   | <b>8</b>  |
| <b>2 COMMUNICATION STRATEGY .....</b>  | <b>9</b>  |
| 2.1 Vision .....   | 10        |
| 2.2 General Strategic Goals .....  | 10        |
| 2.3 Positioning.....   | 13        |
| 2.4 Stakeholders.....  | 14        |
| 2.5 Strategic Approach and Communication Emphases per Year.....                        | 17        |
| 2.6 Communication Objectives .....   | 18        |
| 2.7 The GOFLEX Community.....  | 20        |
| 2.8 Stakeholder Specific Communication.....  | 21        |
| 2.9 Style and Tonality .....   | 21        |
| 2.10 Organization of Dissemination Processes .....                                     | 22        |
| <b>3 MEASURES AND IMPLEMENTATION .....</b>   | <b>23</b> |
| 3.1 Project Identity .....   | 23        |
| 3.2 Generation of Content .....  | 25        |
| 3.3 Communication and Marketing Materials and Tools.....                               | 26        |
| 3.4 Distribution and Cooperation .....   | 33        |
| 3.5 Events.....  | 37        |
| 3.6 Surveys .....  | 40        |
| 3.7 Marketing Plan (Year 3).....   | 40        |
| <b>4 OVERALL TARGETS FOR COMMUNICATION ACTIVITIES (AND RESULTS IN<br/>YEAR 1).....</b> | <b>41</b> |
| 4.1 Communication Targets and Indicators, intermediary assessment (year 1) .....       | 42        |

|            |  |           |
|------------|--|-----------|
| <b>4.2</b> | <b>Dissemination Budget .....</b>  | <b>48</b> |
| <b>5</b>   | <b>TIME AND ACTION PLAN YEAR 2.....</b>  | <b>49</b> |
| <b>5.1</b> | <b>Marketing Activities Year 2 .....</b>   | <b>49</b> |
| <b>5.2</b> | <b>Dissemination Event planning Year 2.....</b>  | <b>49</b> |
| <b>6</b>   | <b>CONCLUSION .....</b>  | <b>51</b> |
| <b>7</b>   | <b>REFERENCES.....</b>   | <b>52</b> |
| <b>8</b>   | <b>ANNEX GOFLEX STAKEHOLDERS AND TARGET GROUPS .....</b>   | <b>53</b> |
| <b>8.1</b> | <b>Main Stakeholder Specific Communication.....</b>  | <b>53</b> |
| <b>8.2</b> | <b>List of Cooperation Partners, Projects and Intermediaries .....</b>                             | <b>66</b> |
| <b>9</b>   | <b>ANNEX GOFLEX COMMUNITY FRAMEWORK – INITIAL GOFLEX<br/>FRAMEWORK COOPERATION AGREEMENT .....</b> | <b>68</b> |
| <b>9.1</b> | <b>The initial aim, requirements, definitions and specifications .....</b>                         | <b>68</b> |
| <b>9.2</b> | <b>GOFLEX community identity - systemic goals.....</b>   | <b>68</b> |
| <b>9.3</b> | <b>The concept of the GOFLEX community system .....</b>  | <b>70</b> |
| <b>9.4</b> | <b>Use cases, business models and business cases for GOFLEX community -<br/>core group .....</b>   | <b>71</b> |

## List of Figures

|   |    |
|---|----|
| Figure 1: GOFLEX Stakeholders .....   | 15 |
| Figure 2: GOFLEX project logo and GOFLEX Community logo .....   | 23 |
| Figure 3: First GOFLEX project design .....   | 24 |
| Figure 4: Second GOFLEX project design .....  | 24 |
| Figure 5: GOFLEX project website draft structure .....  | 28 |
| Figure 6: Twitter Channel of GOFLEX .....   | 29 |
| Figure 7: First Flyer promoting the GOFLEX Community .....  | 30 |
| Figure 8: Second Flyer promoting the GOFLEX Community .....   | 30 |
| Figure 9: GOFLEX project video .....  | 31 |
| Figure 10: GOFLEX video announcement in BRIDGE H2020 Newsletter Oct. 2017 .....                                     | 36 |
| Figure 11: Prosumer involvement in Wunsiedel at a local fair Sep 17 and in the Design Thinking Workshop Mar 18..... | 38 |
| Figure 12: GOFLEX at BRIDGE H2020 booth at EUW 2017 in Amsterdam.....   | 39 |
| Figure 13: BRIDGE H2020 booth at EUW 2018 in Vienna .....   | 39 |
| Figure 14: Dissemination Budget Y1-Y3 .....   | 48 |
| Figure 15: Actual dissemination costs Y1 .....  | 48 |
| Figure 16: Concept of the GOFLEX community system .....   | 70 |
| Figure 17: GOFLEX Building Blocks “Onion” model.....  | 72 |

## List of Acronyms and Abbreviations

| Abbreviation | Definition   |
|--------------|--|
| ACER         | Agency for the Cooperation of Energy Regulators  |
| BEUC         | The European Consumer Organisation   |
| BRP          | Balance Responsible Party  |
| CEER         | Council of European Energy Regulators  |
| CEN          | European Committee for Standardization   |
| CENELEC      | European Committee for Electrotechnical Standardization                                    |
| DoA          | Description of Action  |
| DSO          | Distribution System Operator   |
| EASE         | The European Association for Storage of Energy   |
| EASME        | Executive Agency for SMEs  |
| EDSO         | European Distribution System Operators' Association for Smart Grids                        |
| EEGI         | European Grids Initiative  |
| EERA         | Technology Platforms and the European Energy Re-search Alliance                            |
| EIIs         | European Industry Initiatives  |
| ENTSO-E      | European Network of Transmission System Operators for Electricity                          |
| ESMIG        | European voice of smart energy solution providers  |
| ETIP SNET    | The European Technology and Innovation Platform "Smart Networks for the Energy Transition" |
| ETIPs        | European Technology and Innovation Platforms   |
| ETSI         | European Telecommunications Standards Institute  |
| EV           | Electric Vehicle   |
| GEODE        | European independent distribution companies of gas and electricity                         |
| H2020        | Horizon 2020   |
| IEC          | International Electrotechnical Commission  |
| IEEE         | Institute of Electrical and Electronics Engineers  |
| ISGAN        | International Smart Grid Action Network  |
| JRC          | Joint Research Centre  |
| LCE          | Low-carbon energy (see H2020 competitive low carbon energy call)                           |
| RES          | Renewable Energy Source  |
| SCADA        | Supervisory control and data acquisition   |
| SEO          | Search Engine Optimization   |
| SET-Plan     | European Strategic Energy Technology Plan  |
| TRL          | Technology Readiness Level   |
| TSO          | Transmission System Operator   |
| VPP          | Virtual Power Plant  |



## 1 Introduction

Horizon 2020 is a Research and Innovation programme aiming at fostering competitiveness, growth, and increasing benefits to the European Union economy and citizens. Under different funding schemes the framework programme supports research and development activities resulting in new knowledge, new products and services, and also in non-technological and social innovation (For further information see [www.ec.europa.eu/programmes/horizon2020](http://www.ec.europa.eu/programmes/horizon2020)).

In these funding schemes the project “Generalized Operational FLEXibility for Integrating Renewables in the Distribution Grid” or “GOFLEX” works under the topic “Demonstration of smart grid, storage and system integration technologies with increasing share of renewables: distribution system” within the Horizon 2020 Work Programme “Secure, Clean and Efficient Energy”. The GOFLEX consortium is an association of 12 partners from the European countries Ireland, Slovenia, Denmark, Germany, Cyprus and Switzerland. The consortium aims to develop the market for flexibilities and automated dynamic pricing together with other projects, initiatives, and companies and at the same time integrates a set of software and hardware building blocks to build a GOFLEX Solution Kit, which enables regional actors (Generators, Prosumers, Flexible Consumers and DSOs, Energy Suppliers, Microgrid Operators and Energy Communities) to aggregate and trade flexibilities. The GOFLEX Solution Kit consists of validated building blocks which are integrated via open interfaces. The Solution Kit will be tested in 3 European trial sites and the consortium aims to go commercial with the solution after the project is finished.

Under Horizon 2020 it is essential that the society benefits from investment in these projects and so there is a clear accent to the beneficiaries’ obligations to exploit and disseminate the outcomes of the funded activities (European Commission 2014; European Union 2015). The idea is to maximize the take-up of the elaborated knowledge, both for commercial purposes and for policy making, to boost research and innovation among participants within the programme and others who could benefit from the research conducted, to be accountable for expenditure and to make sure that EU citizens benefit.

The business and marketing plan for the GOFLEX project outlines the strategy and measures to communicate, disseminate and exploit the project’s results. The document represents the deliverable 10.1 of work package 10 in the project’s description of action (DoA). There is often some overlap between dissemination, exploitation and communication, especially for close-to-market projects. The present document as well as the updated edition for year 3 comprises both dissemination aspects for sharing research results with potential users (peers in the research field, industry, other commercial players and policymakers) and exploitation aspects for using results for commercial purposes or in public policymaking. Both aspects are merged in an overall communication strategy and related measures and tools. It also takes into

account that the communication activities especially in close to market projects need a change of focus in parallel with the project progress. Therefore, different emphasis is put on communication activities during the project lifetime. So, for the first project year the activities did focus on rising awareness for the project and getting in touch with selected key stakeholders. This included project and main communication materials and tools up and running, involvement of relevant stakeholders in the trials, promotion of the aim to collaborate with interested stakeholders within a so called GOFLEX Community and representation of the GOFLEX project at stakeholder relevant events.

In year 2 the activities will focus more on the trials and associated interim results and later on preparation of the market launch, rollout and take-up of the GOFLEX solution after the project.

An annual controlling of effectivity and efficiency of the implemented measures and budget ensures an adjustment in strategy and measures where necessary.

This plan is an update of the Business and Marketing Plan of Year 1.

## 2 Communication Strategy

The communication strategy determines how to convey messages to stakeholders in order to achieve the strategic goals of GOFLEX. Hence, prior to defining the content and messages of the communication and dissemination of GOFLEX, a common vision and strategic goals of the GOFLEX consortium, and a positioning of GOFLEX are the basis to define communication objectives and specific targets.

For obtaining the communication objectives and approaching suitable interest groups, the different stakeholders have been identified, defined and validated in Year 1 of the project.

The strategic approach describes how to convey the right messages to the key stakeholders and determines specific, measurable, attainable, relevant and time-bound targets. Beyond that the project progress of GOFLEX induces different focus areas for the communication per project year. Specific key messages for the key stakeholders have been developed and linked to suitable tools and channels of communication and per project year.

Communication is successful when it exactly meets its target group. Therefore, it is also necessary to be aware of style and tonality of the communication. At best a communication measure converts in action of the targeted stakeholder like reading an article, joining the community, participate at an event etc.

A clear organization of the communication processes ensures an effective implementation of the measures.

## 2.1 Vision

There are different paths in the evolution of the energy systems in Europe in terms of its provision system, information system and market system. Altogether, they will be shaped by the EC's attempt to establish a European Energy Union including a new market design. The broad trends are from centralised to decentralised generation and control, in parallel with market liberalization. In the light of this situation, the consortium has adopted this overall vision of GOFLEX:

*Distributed flexibilities and automated dynamic pricing are a cornerstone for the transition towards a more flexible energy system facilitating a higher penetration of distributed renewable energies on regional level. A holistic approach for Smart Energy solutions that are easy to integrate technology in existing eco systems which are open for new services and new players are enablers for this transformation process.*

The ambition of the consortium is to develop the market for flexibilities and automated dynamic pricing together with other projects, initiatives and companies and thereby to become a major driver for distributed flexibilities business in Europe.

This vision statement provides the context for the GOFLEX project and its communication efforts.

## 2.2 General Strategic Goals

The GOFLEX strategic goals are derived from the GOFLEX vision and related to topics raised by the society and in politics to face future challenges in the area of energy such as

- Local generation and distribution of energy (generate energy where it is consumed)
- Safe and sustainable energy supply based on local energy generation
- Intelligent homes, buildings and factories as smallest cells in a cellular energy system
- Energy transition based on renewable energies
- Climate protection
- Energy Efficiency
- Technology pioneer in EU

In the call for competitive low-carbon energy (LCE) (H2020-LCE-2016-2017), GOFLEX addresses the topic "Demonstration of smart grid, storage and system integration technologies with increasing share of renewables: distribution system" (LCE-02-2016) within the "Horizon 2020 Work Programme "Secure, Clean and Efficient Energy". For all projects on Electricity Grid Energy Storage (LCE 6 to LCE 10 projects from Horizon 2020 Calls) an integrated approach remains valid and all demonstration projects shall integrate

- Innovative technology development
- Innovative business models
- Develop plans for market uptake (including scaling-up and replication)
- Check existing market barriers and work out proposals for solutions (policy, legislation, regulation, etc.)
- Knowledge sharing among the LCE 6 to LCE 10 projects

Taking into account this framework, GOFLEX has the following strategic goals:

1. Accelerate the GOFLEX technology solution in Europe by developing and demonstrating mature and commercially viable, scalable and easy-to-deploy solutions for distributed flexibilities and automated dynamic pricing enabling sustainable and flexible energy management.
2. Establish a market for distributed flexibilities and automated dynamic pricing to improve the secure energy supply at local level and increase the economic efficiency of the overall energy system.

To meet these strategic goals, the main objective of GOFLEX is to make a set of technology solutions for distributed flexibilities and automated dynamic pricing market ready which enables regional actors (e.g. Generators, Prosumers, Flexible Consumers and DSOs, Energy Suppliers, Microgrid Operators and Energy Communities) to aggregate and trade flexibilities.

GOFLEX will focus on the development of high-TRL solutions that will be demonstrated in the scope of realistic environments. Therefore, the GOFLEX technology solutions will be applied in three demonstration sites representing several application contexts in three European countries – Germany, Switzerland and Cyprus. A constant involvement of relevant stakeholders guarantees the optimal implementation of the trials and validation and evaluation ensures scalability and feasibility beyond the project.

The consortium has a clear orientation towards the commercial exploitation of the GOFLEX solutions. The GOFLEX consortium aims to develop the market for distributed flexibilities and automated dynamic pricing together with other projects, initiatives and companies including a profound strategy to develop stakeholder that are crucial to success.

Therefore, the GOFLEX partners are creating an integrated set of technologies, which provide attractive solutions for all market actors who want to smartly use, provide or trade flexibility as a service, including a flexibility market application and additional service based on a cloud solution.

The core element of the “GOFLEX technology” is an integrated platform of hard and software building blocks, which are connected via open interfaces. Depending on the use case

(e. g. the aggregation of distributed flexibilities from many suppliers) the platform will activate specific building blocks. The building blocks can be applied individually or as an integrated system depending on the needs of the related market actors, e. g. aggregator-prosumer, aggregator-BPR, BRP-DSO/TSO, prosumer-prosumer etc. To be integrated into existing legacy technology (e.g. SCADA systems) the platform can be connected via open interfaces.

The GOFLEX technology can be seen as an umbrella for use case related set of building blocks based on the GOFLEX platform which is open to be completed by new components.

In summary, GOFLEX wants to achieve the following key objectives addressing all aspects of the LCE-02-2016 call:

1. Introduce dynamic pricing of energy through automatic demand response trading by prosumers:
2. Provide focused cost-effective use of demand response through automatic trading of both general, localized, device-specific, and/or aggregated prosumer flexibilities, for balancing grids and mitigation distribution grid congestion problems.
3. Augment demand response through energy storage in processes:
4. Utilize and adapt prosumer demand response for creating temporary – virtual energy reservoirs– in prosumer existing processes and devices, or create new energy reservoirs, based on net economic benefit of demand response offered on the market.
5. Integrate optimized and balanced demand response ready energy management system:
6. Innovate and integrate new and existing solutions of prosumers energy management system (EMS), for managing energy consumption, (renewable energy) production, and storage, as well as optimizing the operation of individual prosumer processes and balancing of internal (prosumer) energy supply and demand.
7. Integrate grid users from the transport – charging/discharging station management system:
8. Include EV charging/discharging stations into the flexibility/adaptation portfolio.
9. Improve observability and manageability of distribution grid for use of demand response:

10. Develop further, innovate, and demonstrate solutions for distribution grid observability and management, building an integrated system capable of computing short term pre-dictions of local operating conditions in the distribution grid and enabling local use of demand response to avoid congestion and increase stability of the grid.
11. Provide cloud (SaaS) based data and forecasts provision service platform for energy market and weather forecasts data:
12. Innovate, integrate, and demonstrate a cloud based data and forecast service platform for acquisition, manipulation of reference energy market data (prices, availability, reference volume-price data, etc.), use of energy (of processes, devices, production), and multi-level combined forecasts (including weather) of cellular subsystems (prosumer, feeder, substation level, etc.). The platform will also provide a centralized measurement and forecasted data repository, allowing the stakeholders to improve decision-making and trading actions, regardless of their position in the electricity market system.

## 2.3 Positioning

The commercialisation of the GOFLEX solution will face two main challenges:

- 1) To persuade our target prospect to use solutions utilising distributed flexibility in competition to other means to handle the volatility of renewable decentralised energy resources on regional level.
- 2) To persuade our target prospects that the GOFLEX Solution offers better benefits compared to other flexibility solutions in the market.

GOFLEX focuses on the utilisation of regional flexibilities supporting an energy system that is based on distributed renewable energies. Currently most applications utilising regional flexibilities are in a pilot stage offering simplified services in lab environments often outside current national regulation. So presently the main effort in GOFLEX is to collaborate with all projects, companies and initiatives working on developing this market rather than to compete with them.

However, after the first analysis of the GOFLEX trial sites certain characteristics of the future GOFLEX solution can be derived to raise the chances for success in a market for regional flexibility/energy management solutions:

- Applicable for different actors and different purposes: Aggregating and managing a portfolio of decentralised flexible energy provision and energy demand, trading

aggregated energy and flexibility on regional markets, providing a regional market application for energy and flexibility

- Offering a complete solution with all hardware and software components available (trading platform, forecasting flexibility need, energy management systems, portfolio management)
- Easy to integrate in an existing environment: All GOFLEX target groups already use software to manage and organise their current operations. Trading flexibility will be another option in an already existing portfolio of measures supported by legacy software.
- Easy to enhance with new building blocks (grid monitoring, community applications etc.), open architecture
- Pricing models that makes it easy for direct (Demand Side Operators (DSO), energy traders, Virtual Power Plants (VPP) etc.) and indirect customers (prosumers, industry plants, storage operators etc.) to purchase the solution (e.g. pricing based on transactions, low initial costs etc.)

All issues are currently discussed in the consortium or already described in the GOFLEX DoA. It requires the implementation in the trial sites, the proof of concept under different conditions and the expected adaptations to strengthen this position combined with a close observation of the market and its future suppliers.

The goal is to develop and improve this unique selling proposition in Year 3 of the project and proof it with testimonials from the GOFLEX trial site users.

## 2.4 Stakeholders

Derived from the strategic goals of GOFLEX those stakeholder groups are identified, which are assumed to have relevant impact on the outcomes and the success of GOFLEX. The stakeholder with the most relevant influence on reaching the GOFLEX strategic goals are seen as the main stakeholders and are therefore the main target groups of GOFLEX communication, dissemination, and cooperation activities. The main stakeholders comprise also later target groups for the market launch of the GOFLEX solution.

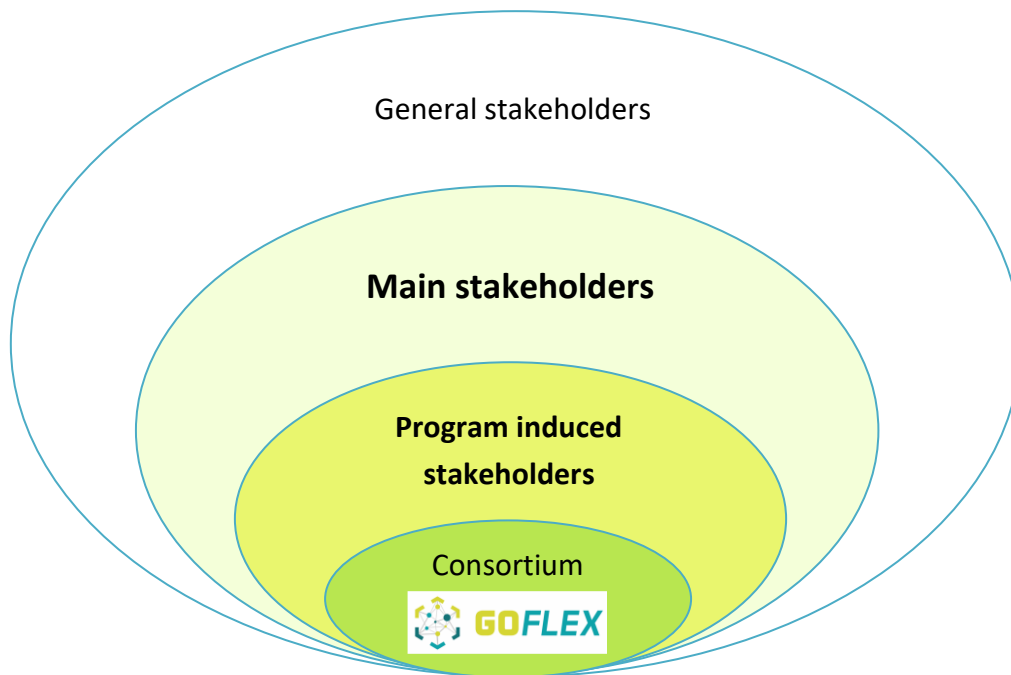


Figure 1: GOFLEX Stakeholders

Beyond that the programme induced stakeholders such as the other H2020 projects on smart grids and storage (LCE6-10 projects), further institutions within the programme and the funding body, the European Commission are important, especially for cooperation and joint dissemination activities (e. g. BRIDGE H2020 working groups and ETIP c working groups). There is a flowing transition between program induced, main stakeholder group intermediaries and interest groups. To that end, the consortium will use the projects, groups and channels that partners are directly involved in (see annex 0).

Additionally, general stakeholders like the “green public” and consumer organisations shaping the public opinion regarding ecological sustainability and safety of energy supply can be crucial for future wide-spread implementation of the GOFLEX solution. Further, general stakeholders are universities and research institutes, practitioners in the Energy Domain, industry experts and executives or venture capitalists.

#### 2.4.1 Main Stakeholders

For the market launch the potential customers and therefore users of GOFLEX solutions in the energy sector are crucial: Regional utilities, aggregators and retailer of renewable regional energy. Involved prosumers as well as first movers already represent a part of these potential prospects.

For the success of the GOFLEX trials to be involved prosumers or flexible consumers in the household and the industrial sector must be addressed properly (which is part of respective tasks in the deployment work packages). This includes also courageous and innovative first



movers related to the initial trials, that will be approached for further pilot implementations capitalizing on the experiences from the initial trials.

The market for Smart Energy products and services where GOFLEX wants to play an important role has yet to be developed. In the current national energy systems in various countries, the actual entities range from nearly harmonized to still totally vertically integrated entities. As the solutions are pushing ahead of the actual practices, both market and regulatory »resistance« can be expected. This cannot be faced by one company or one project and some followers. There is a strong need to involve intermediaries with outreach to a broad stakeholder base and to contribute to a “Local Energy Alliance” that is strong enough to have an impact on policy makers and agenda setters. A lot of communication is needed with those that shape the future energy system and reach out to a broad set of utilities and policy makers. In order to communicate the GOFLEX solutions to key intermediaries, the dissemination activities will focus on national (energy related) associations and institutions (e. g. regulatory bodies) – mainly in the countries involved in trials. Beyond that, the consortium will use their access opportunities to communicate their results to European entities.

GOFLEX also joins forces with parallel projects on national, transnational and international base for dissemination but also cooperation for instance on scaling up the trials and to win partners for the implementation of the GOFLEX solution.

The following sections name typical groups of the main stakeholders for GOFLEX:

For the detailed description of the main stakeholders and their specific opportunities and challenges see annex 8.1.

#### **2.4.1.1 Practitioner in the energy domain running the GOFLEX systems (direct prospects)**

- DSOs who want to handle their grid challenges getting access to flexibility resources directly connected to the distribution grid
- Retailers who want to integrate distributed energy generation and flexible consumers, balance their generation/consumption, and develop new business models
- Aggregators who want to integrate distributed energy generation and flexible consumers, and get access to new customers
- Prosumers and Micro-grid/building Operators who want to trade their flexible demand and volatile generation
- Neighbourhood communities or cooperatives who want to share and balance their locally produced and consumed energy

#### **2.4.1.2 Providers of flexibility directly connected to the GOFLEX system (indirect prospects)**

- Involved prosumers or flexible consumers of the trial sites

- Innovative first movers related to the trial sites (Aggregators, DSOs, Energy Retailers and Microgrid Operators) to implement trial solutions as further pilots

#### 2.4.1.3 Stakeholders in the energy system directly affected by the use of GOFLEX (possible supporters or opponents)

- European Commission (via BRIDGE H2020 and ETIP-SNET)
- Transition System Operators (via ENTSO-e)
- Distribution System Operators (via EDSO)
- National Regulators (via CEER and ACER)
- National Policy Makers (via national contacts of partners and ISGAN)
- Regional Policy Makers (via regional contacts of trial sites)
- Intermediaries and interest groups (ESMIG, EASME, Smart Energy Demand Coalition, EDSO, ENTSOE, EASE, Eurelectric, GEODE, BEUC – The European Consumer Organisation)
- Standardisation Bodies (CEN, CENELEC, ETSI, IEEE, IEC) Providers of other flexibility solutions (possible partners or competitors)

#### 2.4.1.4 Providers of other flexibility solutions (possible partners or competitors)

- Research projects, initiatives and companies addressing regional flexibility, distributed generation based on renewables, microgrids and the cellular approach and regional markets for energy and flexibility
- Providers of other flexibility solutions (hard and software) (possible partners or competitors)

## 2.5 Strategic Approach and Communication Emphases per Year

According to the intended high TRL, dissemination activities towards potential market partners will dominate and supersede communication activities addressing a general audience. The project aims to be recognized by the market as a holistic approach for Smart Energy solutions that are easy to integrate in existing eco systems and which are open for new services and new players.

The main communication targets are derived from the strategic goals and the identified main stakeholders. To meet the strategic goals and the challenges and opportunities regarding the main stakeholders a multi-track strategic approach is chosen. The strategy includes the following elements:

- Information and knowledge transfer for all stakeholder groups,
- barrier reduction e. g. for policy makers and regulatory bodies,

- target group development and contact initiation especially for potential prospects as well as cooperation and networking and
- stakeholder relationship management including active involvement of stakeholders e. g. for the so called GOFLEX Community, lateral project cooperation and prosumers within the trials as well as a basis for later market launch of the GOFLEX solution.

Beyond that the strategic approach considers that the communication activities need a change of focus in parallel during the project progress. Therefore, different emphases are characterising the three years of the project lifetime:

The activities in **year 1** were focused on rising awareness for the project and getting in touch with selected key stakeholders. This included the websites (GOFLEX project and GOFLEX community) as well as main communication materials and tools up and running, involvement of prosumers and smart customers in the trials, promotion of the GOFLEX Community and representation of the GOFLEX project at stakeholder relevant events.

The activities in **year 2** will focus on the trials and associated interim results. This includes presenting the GOFLEX pilot application on industry fairs, extending the GOFLEX Community, implementing further pilots with first movers, involving software developers and doing first preparations for the market launch. For the market launch, activities such as defining the product (or product family) specification and finding an agreement on possible distribution structures are conducted.

The activities in **year 3** will focus on preparation of the market launch, rollout and take-up of the GOFLEX solution after the project. This includes the trial and associated results, marketing strategy, distribution structure, product (or product family) specification, first commercial presentations and trade-fair appearance.

Nevertheless, all basic and further activities will run over the whole project life time.

## 2.6 Communication Objectives

The following section describes the strategy elements with related communication objectives. All derived communication measures and their implementation are checked regularly on how effective and efficient input and outflow correlate. The controlling of communication activities is based on specific communication targets which are specific, measurable, attainable, relevant and time-bound and are outlined in chapter 4.

### 2.6.1 Knowledge Transfer and Barrier Reduction

Information and knowledge transfer gives general and specific information on all GOFLEX contents and activities. As the solutions are pushing ahead of the actual practices, for instance

market and regulatory barriers are expected. To convince, gain synergy with, and support the determining stakeholders is an essential step in market development.

Communication objectives:

- Increased awareness of the project in target groups who highly emphasise regional renewable energy and the cellular approach (usually smaller utilities and regional DSOs, local VPPs and energy communities)
- Increased awareness of the project in target groups who potentially have an impact on Europe's leadership in ICT solutions for Flexibility
- High visibility of the project in professional circles as well as in the general public
- Improved understanding of GOFLEX technology and market implications, as a base for further implementations e. g. within cooperation projects or companies.
- Demonstrated GOFLEX solution for Flexibility in different contexts (running trials)

### **2.6.2 Target Group Development and Contact Initiation**

As for the strategic goals an interaction with the stakeholders is necessary to involve them in the project, e. g. involvement of prosumers in trials, first movers implementing the GOFLEX solution or cooperation with intermediaries and projects. Thus, the desired target groups have to be actively contacted and developed. These strategy elements as well focus on approaching potential customers and users of the GOFLEX solution in preparation of the market launch. The activities should aim for a high overlap of involved stakeholders and potential prospects, because an early involvement of potential prospects is essential to specify future needs and requirements.

Communication objectives:

- Directly approached potential customers and users of the GOFLEX solution
- Successful involvement of prosumers and smart customers in the trials

Note: The communication strategy for the involvement of prosumers and smart customers in the trials will be developed and implemented by the trial sites. See - according to the DoA - e. g. the work packages of the trial sites, deliverable 10.4 "Best Practice Results on Business and Pricing Models, Implementation Guidelines and Recommendations for Regulators and Policy Makers and T10.2 and T10.3.

- Scaled up and replicated trial experiments
- Launched GOFLEX Community
- Collaboration with innovative first movers as potential implementers of the GOFLEX solution

- Collaboration with hard- and software developers
- Successful lateral project networking

### **2.6.3 Stakeholder Relationship Management**

The stakeholder relationship management proposes an active management of the key stakeholders. It is the continuance of the target group development and contact initiation and is based on successful information and knowledge transfer and barrier reduction.

The stakeholder relationship management includes a sustainable approach, which aims at a take-up of the project results towards or after the end of the project.

Communication objectives:

- Established Prosumer Community within each trial site as an example for future customers of the GOFLEX solution
- Established GOFLEX Community including a concept for continuation after the project
- Collaboration within BRIDGE H2020
- Collaboration with intermediaries like energy related national associations and institutions, mainly in the countries involved in trials and European entities (see annex 8.2.1)
- Prepared market launch

## **2.7 The GOFLEX Community**

Central part of the stakeholder relationship management is the GOFLEX Community. The GOFLEX Community is created as a platform to share knowledge about flexibility issues in order to foster transnational learning and maximize impact aiming to develop a market for flexibility. Therefore, the slogan of the GOFLEX Community is “Times up! Let`s shape the market for Flexibility together!”

The community is open for all stakeholders, who are interested in flexibility issues; mainly it addresses flexibility research projects, representatives of research and industry, smart grids experts and smart grids institutions and initiatives. It was defined in details at the GOFLEX consortium meeting in Cyprus

In the community, the stakeholders will especially focus on finding approaches and solutions to cross-cutting topics affecting many of the flexibility actors. It is one of the central ideas to approach these topics collaboratively in order to achieve a maximum impact and create a cross-project, cross-border learning effect, instead of working on these questions separately in individual projects.

Support actions within the community foster

- the synergies among the trials and projects,
- the compatibility of the designs and approaches within the trials,
- the impact of the individual projects and
- serving to facilitate the transfer of results and existing knowledge between the stakeholders.

The Community is built on the active contribution of its members, managed by the GOFLEX dissemination team. Main hub for the Community is the GOFLEX Community website, see section 3.3.1, which offers a project data base, contact options, submit and comment professional articles etc. Beyond that, special community events, e. g. workshops, sessions at events, will be offered.

## **2.8 Stakeholder Specific Communication**

Every main stakeholder needs an own communication approach regarding communication challenges and opportunities, objectives and special requirements. At best a communication measure converts into action of the targeted stakeholder like declaring interest to implement trial solutions as further pilot, joining the community or participate at an event. Besides knowledge transfer and overall dissemination GOFLEX provides several opportunities to join in. Depending on the strategy approach the communication tools and channels have to be chosen very carefully to get the wanted action by the target groups and to bring the right message to the right audience via the appropriate channel in a matching style and tonality. Also, the place of action is relevant. Therefore, a wide communication mix is installed in GOFLEX. The selection is closely related to the above-mentioned strategy elements. For every target group, it has to be checked where to find the respective target group (e. g. at which event), which access to the target group exists (e. g. special network media), if direct contact is necessary (e.g. for the prosumer involvement), what channels are used by the target group (e.g. website, mailings) etc.

Therefore, for every main stakeholder the desired outcomes are outlined, specific key messages have been developed and linked to suitable tools and channels of communication per project year. For the detailed elaboration see annex 8.1.

Beyond the main target group further stakeholders, who have potential influence on GOFLEX, e.g. press, politics, potential users or critics are addressed by appropriate tools and channels, related to the context.

## **2.9 Style and Tonality**

Also style and tonality is taken into account for an effective communication approach. For GOFLEX the following issues are implemented:

- to use a joint design and layout
- to communicate at eye level to the target groups by using an understandable and appropriate wording
- to clearly be identified as messenger
- a simple outline of the complex GOFLEX issues
- to use visualisation and to generate concrete illustrative material (e.g. via the GOFLEX video)
- to tell stories on the project by and about persons where appropriate (e.g. on relevant events)
- to bring in personality and emotion to contrast the highly technical core

The character of communication has varying accents depending on target and target group. With relation to the communication strategy approach and the communication mix the tonality in GOFLEX is based on different levels of involvement of the target audience.

All activities happen in the name of GOFLEX. But as the communication should interrelate with the addressed stakeholders in some cases a concretisation is useful to reach more awareness through more authenticity - for example if an established network of one of the partners is addressed, e. g. in case of the involvement of prosumers. But nevertheless, GOFLEX is then used as an umbrella.

## **2.10 Organization of Dissemination Processes**

Every person of the consortium acts directly or indirectly as a dissemination actor e. g. at events, in dialogue with cooperation partners etc. Hub for all activities is the dissemination team, represented by and located at consortium member B.A.U.M. Consult. The dissemination team is responsible for initiation, implementation and evaluation of the measures. Beyond that the dissemination team for example collects, validates and forwards cooperation, media or community inquiries, collects and/ or coordinates event participations and reviews. Therefore, it is essential for a joint dissemination that all consortium members share their dissemination activities with the dissemination team, like event participation, contact inquiries, publications and press reviews but also special needs.

A general contact with e-mail and phone number for external inquiries of all kinds will be managed by the dissemination team.

### 3 Measures and Implementation

The measures and their implementation ensure the accomplishment of the communication targets. The following chapter describes the different measures relevant for year 1 and 2 in detail.

Further, already envisaged measures are outlined or will be detailed in the business and marketing plans for year 3.

An overview gives the time and action plan year 2, see chapter 5.

#### 3.1 Project Identity

##### 3.1.1 Project Design and Project Logo

The project design, especially the project logo, guarantees that everything realized within the GOFLEX project will be recognized as such. The project design is the starting point for all further communication and marketing materials. The GOFLEX logo is included on every type of marketing material (e. g. project folders, presentations) and is used for every type of template and publication. The GOFLEX logo should be used for external as well as internal communication and it may in no case be adjusted or changed.

The project design including the project logo is laid down in a short GOFLEX project design guide which is part of the Communication Toolbox for the GOFLEX consortium (see chapter 3.3.9).



Figure 2: GOFLEX project logo and GOFLEX Community logo





Figure 3: First GOFLEX project design

second



Figure 4: Second GOFLEX project design

### 3.1.2 Key Slogan, Keywords and Wording

To get the GOFLEX vision into communication messages the wording and also the keywords on the core of the GOFLEX project has to be clear. A slogan strengthens the project identity.

The wording is derived from the vision and the general strategic goals and objectives see chapter 2.1 and 2.2.

|                   |   |
|-------------------|---|
| Full title:       | Generalized Operational FLEXibility for Integrating Renewables in the Distribution Grid   |
| Acronym:          | GOFLEX  |
| Slogan community: | Times` up! Let`s shape the market for Flexibility together!   |
| Slogans project:  |   |
| Keywords:         | Flexibility<br>Cellular System<br>Bottom-up<br>Automated flexibility trading<br>Observability<br>Controllability<br>Grid stability<br>Cloud based data management<br>Load balancing<br>Load forecast<br>Distributed intelligence<br>Distributed energy generation |

### 3.1.3 Visualisation / Graphics

Graphics and visuals can help to make the high technical level and the complexity of the framework of the energy system and the market GOFLEX works in, intelligible for everyone. Therefore, visualizations of GOFLEX issues help to transport GOFLEX messages, e. g. through visualization of the interaction of market actors via GOFLEX or close to everyday live use cases of the GOFLEX technology. Graphics and visuals will be used on the websites, for presentations and posters at events etc.

## 3.2 Generation of Content

For the GOFLEX websites and further communication materials editorial as well as user generated content is used. For the project website and further communication the material is

mainly editorial generated content, for the community website it will be mainly user generated content. Especially for the GOFLEX Community the aim is to create added value towards pure project information.

An editorial schedule helps to coordinate the generation and distribution of content.

Content:

- Informative text (e. g. for one pagers, brochures, websites, presentations, newsletter, mailings, posters etc.)
- Informative graphics (e. g. for one pagers, brochures, websites, presentations, posters etc.)
- Speeches and presentations (e. g. events, download)
- News from the project (e. g. for websites, newsletter, mailings etc.)
- Event announcements (e. g. for websites, newsletter, mailings etc.)
- Event reviews with photos and further documentation elements (e. g. for websites, newsletter, mailings etc.)
- Explanatory videos on project level as well as topic or trial site related
- Testimonials per text or video
- Interviews with internal and external experts, e. g. related to the trial sites
- Professional articles by experts from the consortium as well as from external experts (blog)
- Topic collection with topics close to GOFLEX topics (link list generated via application, twitter)
- Best practice portraits, EU wide
- Projects portraits with focus on similar topics like GOFLEX, EU wide
- Surveys
- Project publications / deliverables

### **3.3 Communication and Marketing Materials and Tools**

#### **3.3.1 GOFLEX Websites**

For the GOFLEX project two closely linked websites were implemented: the project website ([www.goflex-project.eu](http://www.goflex-project.eu)) and the GOFLEX community website ([www.goflex-community.eu](http://www.goflex-community.eu)). The project and the community website are built in the official GOFLEX project design featuring the GOFLEX logo as well as the GOFLEX project and community slogan which increases the recognition value of the GOFLEX project. The project website serves the purpose to inform

interested stakeholders about the project and includes all main information on the project, its progress, project related news and events. It is more static than the community website. The community website is used to build up the GOFLEX community. It goes far beyond project content by serving more as a platform for exchange and collection of issues around the local use of flexibility and local energy systems in general. It is the main hub to establish a community with focus on local flexibility issues. The community website is planned to have a high rate of (proved and validated) user generated content of continuously up-to-date professional articles and discussion contributions, issue related news. That is the focus of the year 2 of the project. The community website has a database for trials, projects and organizations working on local flexibility issues. The plan for year 2 is to get the first 50 trial descriptions online. In general the community website is the hub to involve new and connect established community members.

The websites are central distribution channels for communication activities (see chapter 3.4.3).

The project website contains

- Explanatory videos on project level as well as topic or trial site related. (The cellular approach is explained in an animated way, the next video planned will explain the process of flex offers),
- Graphics and visuals (p.r.n. interactive) to illustrate the trials and other contexts
- Testimonials
- Project related news
- The GOFLEX website further shows information on every project partner and their role within the project. To secure the recognisability of the partners, the website further displays all the logos of the partners.

and the community website will contain i. a.

- Interactive map of flexibility projects resp. trials – template for entry with info text, contact data and options to include media (for GOFLEX all three trials are entered)
- Blog (or blog like) area for professional articles by experts from the consortium members as well as external experts,
- Textual or/and video statements (planned)
- FAQ (content related),
- Issue related news
- Link list for relevant issues around local flexibility or local energy communities

For further ideas regarding content see section 3.2.

To ensure high visibility measures for off page and on page search engine optimization (SEO) is implemented (see also section 3.4.3).

The dissemination team maintains the websites. An annually revision of the websites will ensure its topicality and focus.

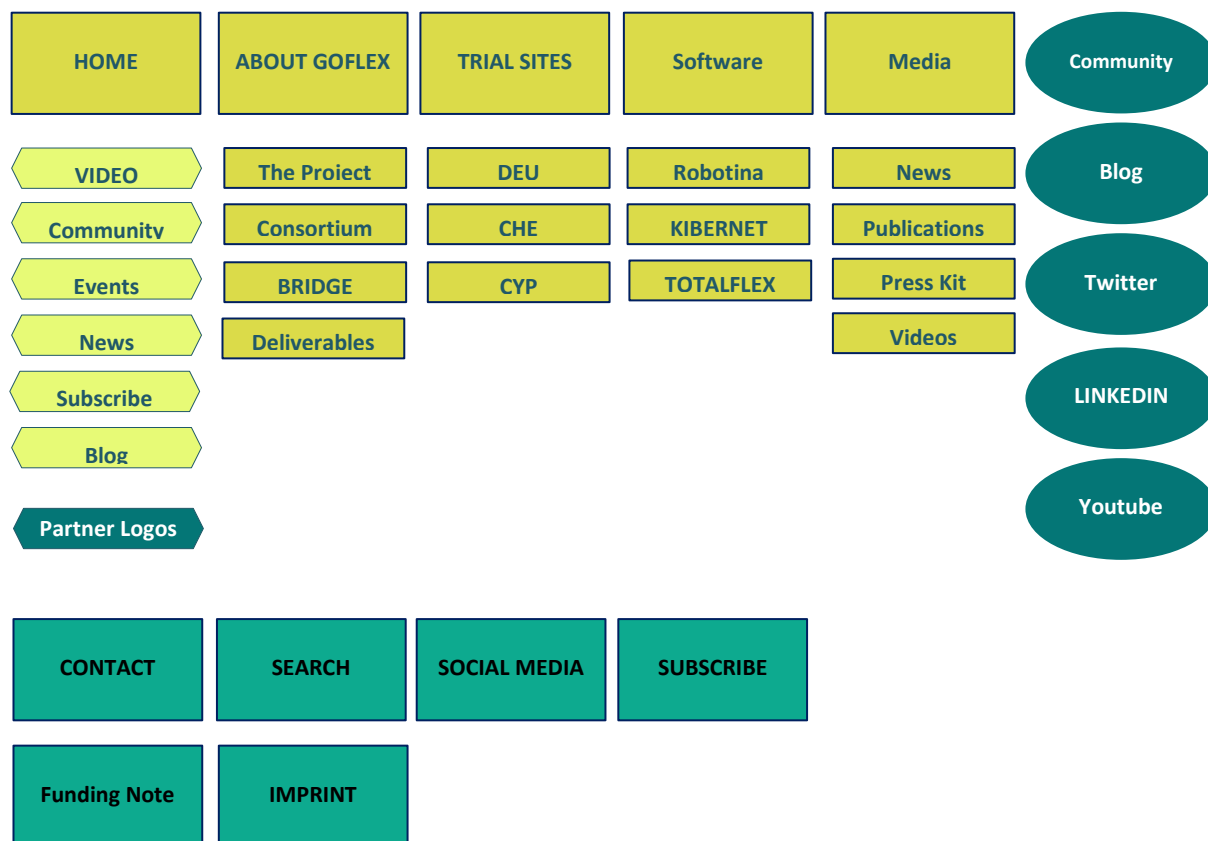


Figure 5: GOFLEX project website draft structure

### 3.3.2 Social Media Channels

#### 3.3.2.1 Twitter

Twitter is a useful information channel to connect people with common interests and find followers for GOFLEX activities in a professional context. All consortium members are welcome to use the GOFLEX twitter channel [www.twitter.com/GoFlexH2020](https://www.twitter.com/GoFlexH2020) for tweeting and re-tweeting GOFLEX and flexibility issue related content. Tweets can be created via the Twitter website, mobile phone either by text messaging (SMS) or by apps released for certain smartphones and tablets. Beyond that the "Express Posting App" (see section 3.3.3) will automatically feed the GOFLEX twitter channel.



Figure 6: Twitter Channel of GOFLEX

### 3.3.2.2 LinkedIn

LinkedIn is a useful networking platform to connect people with common interests and find followers for GOFLEX activities in a professional context. LinkedIn provides tools such as detecting partners with common interests establish groups and discussion panels participate in existing groups or discussion panels, post news and event announcements. A LinkedIn group is planned to be setup that allows exchanging knowledge between GOFLEX and external followers. GOFLEX consortium members being active on LinkedIn are welcome to spread GOFLEX content to their contacts in GOFLEX' own or in other LinkedIn groups where target groups are represented.

### 3.3.2.3 Further Channels

A GOFLEX YouTube channel will be considered during year 2 to show all project-related videos. Further platforms like Facebook or audio-visual orientated channels have been considered as not appropriate to reach relevant stakeholder.

### 3.3.3 Express Posting App

To easily collect and share issues about flexibility available within the World Wide Web an express posting app will be set up. It can be easily used by all consortium members to post short links etc. The app provides an automated output for a link list on the websites and as well on Twitter and other social media channels per app-like solution.

### 3.3.4 Print and Digital Materials

Based on the project design the following templates and materials are created:

- Template for slides
- Set of basic slides
- One pager GOFLEX community



- Banner
- Rollup
- Short brochure

For later on demand i. a. the following materials are planned:

- Poster – u. a. each per trial as well as an overview on the trials
- Postcard
- Folder



Figure 7: First Flyer promoting the GOFLEX Community



Figure 8: Second Flyer promoting the GOFLEX Community

### 3.3.5 Video

Video content is very popular. One explanatory video explaining the GOFLEX cellular approach was created at least another one explaining the flex offer process is planned. Videos help to better understand the complexity of GOFLEX.



Figure 9: GOFLEX project video

Beyond that no cost intensive productions but self-made videos with statements and testimonials to be embedded into the websites made for instance with high quality smartphones are planned. These simple videos make GOFLEX more personal by giving an insight into the men behind the technology. The videos could include for instance short statements (max. 1 minute) from events, experts from the consortium, trial sites, etc. A ready-made frame on the websites provides a consistent look.

A distribution on YouTube is implemented

<https://www.youtube.com/channel/UCXzq-RIFdr7xm97VE887RLQ>

### 3.3.6 Publications

Besides articles, reports on the GOFLEX websites, newsletter features, posts on social media or advertising material, key project publications will be published during the project.

Unlike the marketing materials the main intention of project deliverables and publications is not to communicate specific messages to stakeholders, but publish project results in a scientific manner. Completed project publications include formal information such as author, editor, date of release and imprints.



The following (scientific) publications are planned:

- Deliverables and reports
- Academic articles / papers
- Final report

The publications will be distributed through appropriate channels such as research portals, the download area on the website, announcements via mailings and, if possible, special magazines or media, depending on subject and target group.

### **3.3.7 Policy Briefs**

Policy briefs are a specific type of stakeholder adapted information. Policy briefs are directed at legislation and regulatory bodies to inform them how legislation should be adapted in order to make GOFLEX solutions possible. Policy briefs will be created when such information is available, see e. g. deliverable D 10.4 – Best Practice Results on Business and Pricing Models, Implementation Guidelines and Recommendations for Regulators and Policy Makers.

### **3.3.8 Press Kit**

A GOFLEX press kit provides relevant information for general media inquiries. It includes

- Contact (general, trial sites)
- Press release
- Boiler plate
- Message blocks
- Handout
- Images with high resolution

The press kit will be continually updated following the project progress. For all further media inquiries the dissemination team will provide the appropriate information and contacts within the consortium, e. g. for interviews etc.

### **3.3.9 Toolbox for the GOFLEX Consortium**

The toolbox for consortium members supports current dissemination and cooperation activities. The set comprises i. a.

- Project design guide incl. logo
- General presentation with a project overview
- Template for presentations
- A graphical resume of the project

- Templates for general project material like poster, roll-up
- Checklist event management
- Press kit with tutorial and template press release, boiler plate etc.
- Template for reports on visited events
- Standard project description
- GOFLEX project video in English, French and German

### **3.4 Distribution and Cooperation**

To distribute the editorial and user generated content, to disseminate the results GOFLEX and to establish the GOFLEX community a multichannel and cooperative approach is chosen by using synergy effects wherever possible. Networking and cooperation play an essential role to distribute and disseminate GOFLEX content, results and to care about project's concerns, which can affect the project's success. Information on GOFLEX gains a broader scope of public interest by promoting it through a number of several web based channels, channels of intermediaries like newsletter, backlinks, events, cooperation and bi- or multilateral dialogues. Beyond sharing information, an active involvement of interested stakeholders is basis for establishing the GOFLEX community.

#### **3.4.1 Project and Contact Data Base and E-Mail Distribution List**

The broad public as well as specific stakeholder groups are approached through the general distribution channels, but also through direct contacts. One key enabler for the distribution of information, invitation or announcements is a comprehensive contact data base.

There is a general mailing list, where everyone can subscribe through the GOFLEX website, but also the GOFLEX community database where experts will be listed for specific mailings and workshops, they can register through the GOFLEX community website. All project partners contribute to establish such a comprehensive data base.

Technically, the general mailing list and the GOFLEX community database are one database, but specific groups are tagged in order to enable stakeholder specific mailings.

#### **3.4.2 Mailings**

There are contextual mailings (e.g. event announcement, invitations, news on publications). GOFLEX cooperates with partners to multiply the reach of distributed information, for instance with BRIDGE H2020 and other (see chapter 3.4.5).

An editorial plan (as mentioned above) helps to keep up a continuous spread of information on all relevant events, milestones and other highlights.

Requests towards internal and external partners for contributing content to mailings will be made regularly.

### **3.4.3 Internet and Social Media**

Starting point to get public interest within the internet is to launch a website and to link it with social media. The GOFLEX websites (see details to GOFLEX websites in section 3.3.1) are the main hubs for all communication about the GOFLEX project and of the GOFLEX community. Spread project information such as materials will always refer to the project and /or community URL (depending on the stakeholder) and thus invite to visit the websites. To optimize accessibility and to increase visits off page and on page SEO as well as links, backlinks and integration of social media (see section 3.3.2 for project's own social media channels) are taken into account. A statistic tool shows site views and visits for later evaluation.

SEO can increase the visibility of a website or a web page in a web search engine's results. Most important factors for off page optimization are backlinks, also so called social signals like "shares" on other social media channels.

Backlinks will be systematically build up using platforms, cooperate with partners etc. This includes e. g. links and Backlinks to H2020 activities (e. g. [www.horizon2020-story.eu/bridge](http://www.horizon2020-story.eu/bridge), BRIDGE Newsletter) and projects as well as to the trial sites and web presences of GOFLEX partner, platforms like [www.gridinnovation-on-line.eu](http://www.gridinnovation-on-line.eu), or [www.smartgridsplus.eu](http://www.smartgridsplus.eu). A banner for links can be created.

Share buttons for usual social media enable to share the content of the project and community website like news, events, professional articles and publications.

Beyond being active on the project's own social media networks other groups and personal, project or issue channels are followed and used where appropriate, e. g. twitter channels and LinkedIn groups of BRIDGE (@BRIDGE\_H2020), H2020 and flexibility projects, consortium members etc. Every member of the consortium is welcomed to share issues round about GOFLEX within their own networks where target groups are represented.

A distribution on YouTube is planned.

### **3.4.4 Media**

The consortium wants to ensure good visibility of GOFLEX in the media, especially related to the trial sites and the involved prosumers at local level, but as well as in research and professional media. The media is addressed by the GOFLEX partners, esp. in relation to the trial sites, as well as at transnational level by the dissemination team. Press releases will inform about key steps and results of the trial sites.

At local level the trial sites are supposed to attract media very well organising trial site related events, incl. press conferences and press releases (e.g. the Design Thinking workshop in Wunsiedel, March 16<sup>th</sup>). To attract technical and research related media at national or transnational level addressing the GOFLEX stakeholders the following input can be provided: results of the project, invitations to events incl. press conferences, photos and graphics, articles written by GOFLEX experts, interview partners and organized visits for journalist.

Media are directly contacted by each partner, by using existing media contacts of GOFLEX partners and approaching other journalists and magazines working on GOFLEX related issues.

For media requests, a transnational contact as well as national contacts of partners and trial sites is provided.

Press reviews are listed and reported as clipping reports for internal interest which are not publishable due to copyrights.

### **3.4.5 BRIDGE**

BRIDGE (see [www.horizon2020-story.eu/bridge](http://www.horizon2020-story.eu/bridge)) was established in November 2015 as a co-operation group for all LCE Smart-Grid and Storage projects funded under Horizon 2020. The aim of BRIDGE is to share knowledge, experience and best practice, and to allow projects to speak to the European Commission with one voice. Participation in BRIDGE also increases the profile of projects and provides dissemination opportunities. Therefore, four BRIDGE H2020 Working Groups have been teamed up. GOFLEX is represented in all Working Groups: Regulation, Data Management, User Engagement and Business Models proposing issues to be included. The main goal of the BRIDGE initiative in 2018 is to present their research work on specific issues mentioned in the EC Clean Energy Package ("Winter package). For instance, in the WG regulation a current GOFLEX issue is "Regulations that might hinder the introduction of dynamic prices of energy flexibilities", in Business Models it is "Local flexibility markets".

GOFLEX will be introduced like all involved projects at [www.horizon2020-story.eu/bridge](http://www.horizon2020-story.eu/bridge).

A BRIDGE Newsletter reports every six months (spring and autumn) about all project news. GOFLEX actively contributes to this newsletter. Project news, event announcements etc. are shared on BRIDGE Social Media channel Twitter @BRIDGE\_H2020 and the LinkedIn Group "BRIDGE (Horizon 2020, LCE 6-10)". Further GOFLEX will contribute to BRIDGE and H2020 events wherever needed.



Figure 10: GOFLEX video announcement in BRIDGE H2020 Newsletter Oct. 2017

### 3.4.6 Intermediaries

Cooperation partners facilitates the dissemination activities by being multipliers within specific stakeholder groups, by having influence on regulation and standardisation activities, etc. First potential cooperation partners are identified and are contacted (German solar initiatives, Government of Slovenia, EC expert groups, VDI/VDE in Germany) . The potential cooperation partners will be involved in different ways following the stakeholder relationship management, for instance per direct contact or per stakeholder specific events (e. g. EC workshops, ABSI conference Jan 2018, Expo2020 in Dubai and others). Also, projects and groups where partners are already directly involved in (see annex 8.2.2) are analysed and used for cooperation and distribution activities. The GOFLEX community might develop into one of the hubs for these activities. Beyond that the stakeholder development and relationship management strategy aims to get access to distribution channels of intermediaries. Further channels,

especially those of intermediaries, have to be developed. Yet another type of cooperation partners are potential business partners for the GOFLEX exploitation.

### **3.5 Events**

Events of all kinds are an indispensable channel to distribute information about GOFLEX, a place to initiate cooperation and collaboration activities and to make contact with potential prospects. Events also play a significant role for multiplication and opening of further communication channels. Therefore, at events, most of the communications tools and channels merge - including presentations, moderation, co-organization with partners and intermediaries, booths, media presence etc.

Besides knowledge transfer and one way distribution of information, different kinds of interactive events are a very effective way to attract, involve and link relevant stakeholders in order to establish a GOFLEX Community – one of the targets of the dissemination activities.

To use and generate synergies, 3<sup>rd</sup> party and GOFLEX events are linked as often as practicable (e.g. GOFLEX workshops as a side event of an international conference).

For important events, where representatives of GOFLEX are present, there are news items at the project website. For this, the consortium partner joining the event is requested to give a short report on the event. To ease the reporting a template for event reviews is provided (see chapter 3.3.9).

An event planning calendar with extended information serves as planning tool for internal and external events. This event calendar is shared within the consortium and serves as an overview of relevant events with priorities. It is continuously updated with support of all partners to coordinate attendance and to avoid conflicts of dates. Major events are announced per website, mailings etc.

#### **3.5.1 GOFLEX Events and cooperation events**

##### **3.5.1.1 Stakeholder Specific and Cooperation Events**

GOFLEX aims to organize at least two events in cooperation with intermediaries. Suitable concepts with selected intermediaries are elaborated. One opportunity year 2 is a workshop with an EC expert group on locally tradeable flexibilities, which was offered by the representatives of EC, ENTSO-e and EDSO.

To get in direct contact with and to involve the main stakeholder specific events are organized, e. g. within the GOFLEX community, with industry or representatives of European entities. The most convenient way is to organise it via the GOFLEX trial sites (e.g. the Design Thinking workshops). Suitable concepts beyond the trial events with appropriate formats and topics are elaborated as well.



The character of these events is interactive and results-oriented. They include elements like structured results-oriented discussion processes, involvement of external experts and practitioners and high quality documentations to get far beyond knowledge transfer to a higher level for knowledge creation and exchange.

#### 3.5.1.2 Trial Site Related Events

Trial site related events, e. g. Open Days, booths at local fairs and Design Thinking processes are organized mainly to attract trial related stakeholders like prosumers and other practitioners, media, residents and local administration. The trial site related events are organized by the trial responsibilities, if needed with support of the dissemination team and include presentations and speeches, interactive elements if appropriate, press conferences and visits of the trial if appropriate. At least 6 trial site related events (2 per trial site) are planned.

The first trial site related events took place at 16<sup>th</sup> of September 2017 in Wunsiedel (as part of a local fair) as kick off for prosumer engagement, followed up by a Design Thinking process at 16<sup>th</sup> of March 2018 to create new business models for the decentralised energy system.

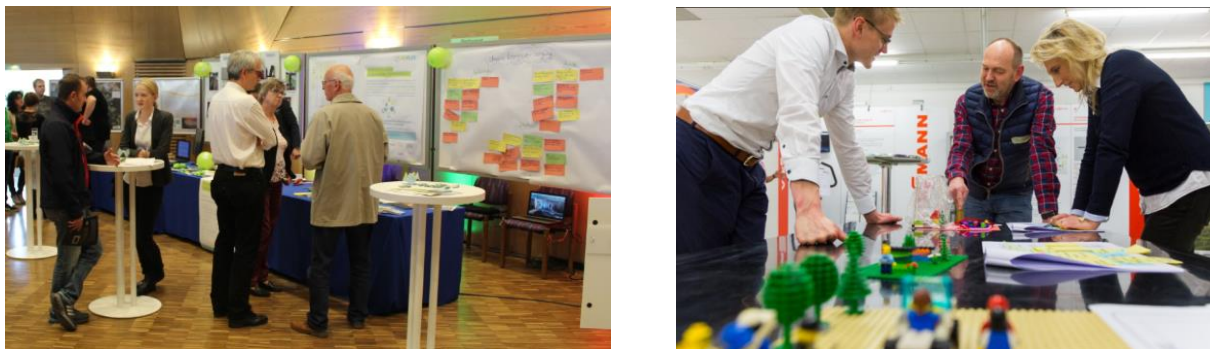


Figure 11: Prosumer involvement in Wunsiedel at a local fair Sep 17 and in the Design Thinking Workshop Mar 18

#### 3.5.1.3 BRIDGE Events

The BRIDGE activities entail regular meetings including overall and working group sessions.

A total of 31 projects, GOFLEX included, participated in the BRIDGE meetings which took place at 16<sup>th</sup> and 17<sup>th</sup> of January 2017 and 20<sup>th</sup> and 21<sup>st</sup> of November 2017 in Brussels.

The Bridge H2020 initiative was also present at a specific booth hub including a speaker corner at the European Utility Week (EUW) 2017 in Amsterdam.



Figure 12: GOFLEX at BRIDGE H2020 booth at EUW 2017 in Amsterdam

For the EUW 2018 in Vienna the BRIDGE H2020 booth is planned in an extended form and GOFLEX will participate.



Figure 13: BRIDGE H2020 booth at EUW 2018 in Vienna

#### 3.5.1.4 Final Event

A final conference at the end of the project will be the entry point into the exploitation phase. The conference will inform on project results and future exploitation and activities of GOFLEX solutions. A suitable concept will be elaborated in year 3.

#### 3.5.2 3<sup>rd</sup>-Party Events

3<sup>rd</sup> party events which meet the subjects of GOFLEX are very important and effective for dissemination and knowledge transfer to different stakeholders. National and international events regarding GOFLEX topics are checked on relevance, on potential impact regarding the target groups, possible involvement for sending a speaker or moderator, cooperation,



exhibition etc. and budget. Events of intermediaries will be given preference. GOFLEX aims to be actively involved at least at four events of intermediaries (see 3.4.6)

Beyond that GOFLEX was present at trade fairs at EUW 2016 in Barcelona, EUW 2017 in Amsterdam and will be present at EUW 2018 in Vienna, and at E-World 2019 in Essen.

### **3.6 Surveys**

Surveys can help to detect common or diverging opinions on certain topics round about flexibility and serve to prepare discussion within events or for the GOFLEX work. Surveys will be applied on the community website to get feedback of the GOFLEX community and better meet the community's objectives.

### **3.7 Marketing Plan (Year 3)**

To prepare a market launch for the GOFLEX solutions a detailed business and marketing plan is needed. As some of the requirements have to be developed and agreed on, e. g. final product specification, creation of an organisational structure or legal body to exploit the GOFLEX solutions, the business and marketing plan will be outlined in year 3.

## 4 Overall Targets for Communication Activities (and Results in Year 1)

All communication measures are checked regularly on how effective and efficient input and outflow correlates. Therefore, communication targets are set up, which are specific, measurable, attainable, relevant and time-bound and are derived from the strategic approach related communication objectives described in chapter 2.5.

These targets will be analysed annually on the one hand on the basis of indicators and on the other hand in relation with the budget plan. A first analysis will be done for the business and marketing plan for year 2. The results will be taken into account to adjust and adapt the strategy approach, the correlated measures, and allocated budget wherever necessary.

To measure the success of the communication targets i. a. the following indicators are taken into account:

- Involved prosumers per trial site
- Implemented trial solutions for further pilots
- Approached potential prospects
- Documented cooperation with partners / intermediaries
- Contacts in contact data base
- Active Community members
- Entries in the project data base
- Visitors of events (expected / participated)
- Followers and active members at the project's social media platforms
- Clipping-Report
- Website statistic
- Sent out mailings
- Press releases and news
- News, event announcements and event reviews at the website
- Published scientific articles / papers
- Cooperation events
- GOFLEX participation at events
- Organizational structure or legal body to exploit the GOFLEX solution

## 4.1 Communication Targets and Indicators, intermediary assessment (year 1)

Communication targets and indicators are following listed:

### **Communication targets in the context of knowledge transfer and barrier reducing:**

Target: Set of marketing material based on a joint project design including presentations and flyers during the first 6 months of the project and later on demand

Results Y1: GOFLEX corporate design ready, 2 flyers, 2 roll-ups produced

Target: Launched project website based on a joint project design during the first 6 months of the project with a constantly increasing and up-to-date high-quality content based on the progress of the project (link list, publications on results, trial description etc.)

Results Y1: GOFLEX project webpage and GOFLEX community webpage set up and operational

Target: At least **4** scientific submitted papers to international conferences

Results Y1:

1. "Generation and Evaluation of Flex-Offers from Flexible Electrical Devices"  
submitted by university of Aalborg to ACM e-Energy, June 2017 Hong Kong  
won the "Best Paper Award".
2. "IoT architecture for decentralised heating control in households" submitted  
to Smartgreens 2018, G. Basso, D. Gabioud, P. Roduit
3. Power systems data fusion ISGT Europe (accepted, not published yet)  
Fusco, Tirupathi, Gormally
4. "Energieversorgung 4.0: Zellulare Betriebsführungskonzepte im Feldversuch"  
bayerninnovativ: Clusterforum Energietechnik Regensburg,  
5.12.2017 Dr. Gerhard Kleineidam
5. "Energieversorgung 4.0: Zellulare Betriebsführungskonzepte im Feldversuch"  
20. Symposium Netzleittechnik, 12. Symposium Informations-technik:  
Digitalisierung des Netzservice im Fokus auf den Betrieb von Niederspan-  
nungs-netzen VDE, Dresden, 18.-19. Oct. 2017 Dr. Gerhard Kleineidam
6. Der zellulare Ansatz - Digitalisierung der Energieversorgung im Feldversuch  
Herbstakademie der Vereinigung für ökologische Wirtschaftsforschung  
(VöW) Berlin, 4.-8. Oct. 2017 Dr. Gerhard Kleineidam
7. Herausforderung an die kommunale Versorgung von morgen und die digitale  
Antwort darauf Digitalisierung und IT-Sicherheit - Kommunale

- Versorgung im Wandel      Kompetenznetz-werk Wasser und Energie e.V.,  
Hof, 28. Sept. 2017    Dr. Gerhard Kleineidam  
- "GOFLEX - EU fördert den regionalen Energiehandel"    Netzwerktreffen  
Kompetenznetzwerk Wasser und Energie    Hof, 11.12.2017      Dr. Gerhard  
Kleineidam
8. "Use of flexibility of drinking water supply"      2. Thüringer Trinkwasser-  
tage: Jena, 22.02.2018, Markus Hausmann, Dr. Gerhard Kleineidam
  9. Feature-driven Time Series Generation      29th GI-Workshop on Foundations  
of Databases (30.05.2017 - 02.06.2017)      Kegel, Lars; Hahmann, Martin;  
Lehner, Wolfgang
  10. Generating What-If Scenarios for Time Series Data 29th International Confer-  
ence on Scientific and Statistical Database Management (27.06.2017 -  
29.06.2017)      Kegel, Lars; Hahmann, Martin; Lehner, Wolfgang
  11. GOFLEX platforma za trgovanje s fleksibilnostmi /GOFELX platform for flexibil-  
ity trading (in Slovenian)      "En.grids17 Conference [http://www.ener-  
getika.net/en-dogodki/enagrids-017#program\\_50](http://www.energetika.net/en-dogodki/enagrids-017#program_50)"    Brus, Golle, Ratej

Target: Presentation of GOFLEX at least at 4 target specific 3<sup>rd</sup> party events or events of inter-  
mediaries (workshops, conferences)

#### Results Y1:

1. Annual Dicyps Conference on Future Energy, Mar 2018, Aalborg (Denmark), AAU
2. e-MOTICON project Workshop Jan 2018 I Tolmin (Slovenia), ETREL
3. ABSI conference Jan 2018, Erlangen (Germany), B.A.U.M.
4. VDE Workshop: "Der zellulare Ansatz", Jan 2018 Nürnberg (Germany), SWW
5. House of Energy conference on the Digital Energy Sector, Nov 2017, Aalborg (Denmark), AAU
6. EC Roundtable Powerelectronic, Sep 2017, Brussels (Belgium), B.A.U.M.
7. Inifinit annual SummIT meeting, Sep 2017, Copenhagen (Denmark), AAU
8. EVS30 conference and fair, Oct 2017, Stuttgart (Germany), ETREL
9. eMoveE360 exhibition, Oct 2017, Munich (Germany), ETREL
10. Innogrid, June 2017, Brussels (Belgium), B.A.U.M.
11. Eranet Smartgrids, May .2017, Vienna (Austria), INEA

12. EC expert workshop “Internet of Energy”, May 2017, Brussels (Belgium), B.A.U.M.
13. EPPEI - Chinese delegation, May 2017, Munich (Germany), B.A.U.M.
14. Mona project meeting, April 2017, Munich (Germany), B.A.U.M.
15. ETIP-SNET meeting, April 2017, Brussels (Belgium), AAU, B.A.U.M.
16. En.Grids17 Conference, Feb 2017, Ljubljana (Slovenia), INEA, ETREL
17. ETIP-SNET Session, Barcelona (Spain), Nov 2016 B.A.U.M.

Target: Successful final event at the end of the project

Results Y1 n/a

**Communication targets in the context of target group development and contact initiation:**

Target: Significant amount contacts of the main target groups in a data base in year 1 (e. g. from own events and events visited by a GOFLEX consortium partner)

Result Y1: app 100 new contacts via events and meetings

Target:  $\geq 20$  involved prosumers on trial site in Cyprus

Result n/a, acquisition in process

Target:  $\geq 200$  actively involved small PV producers and  $\geq 10$  EV owners provided their car as flexible load on trial site in Switzerland

Results Y1 n/a, acquisition in process

Target  $\geq 180$  actively involved households with smart meters and  $\geq 4$  Smart Home owners with power-to-heat solutions actively participated in the project on trial site in Germany

Results Y1 n/a, acquisition in process

Target: Launched community website based on a joint project design during the first 9 months of the project with an increasing high quality content until the end of the project, among that at least 30 projects in the project data base, at least 6 articles per year on the GOFLEX blog etc.

Result Y1: Community website launched, GOFLEX trial sites in the project database, 1 blog entry, 6 news, 6 messages

Target:  $\geq 5$  other smart grid projects are approached and possible collaborations analysed and validated.

Result Y1: Approached projects and companies

- SOGNO H2020 project
- Interflex H2020 project
- Lumenaza <https://www.lumenaza.de/>
- Gantner <http://www.gantner-instruments.com/>
- Gridhound <https://www.gridhound.de/index.php/>

Target  $\geq 200$  prospects (DSOs, retailers, aggregators, prosumers) are contacted via dissemination activities and listed in the project's database

Results Y1: App. 20 prospects from the direct target group are contacted

Target  $\geq 5$  Innovative first movers related to the trial sites (aggregators, DSOs, prosumers) have declared their interest to implement trial solutions as further pilots

Results Y1: Lumenaza has shown interest to implement the GOFLEX flexibility market into its solution

Target:  $\geq 4$  successful participation at fairs to promote the GOFLEX solution to potential customers

Results Y1:

- November 2017 EUW, Amsterdam (Netherlands), B.A.U.M., AAU, INEA, IBM
- June 2017 Intersolar Munich (Germany), Robotina, B.A.U.M.
- Nov 2016 European Utility Week Barcelona (Spain) IBM, INEA, AAU, B.A.U.M.

**Communication targets in the context of Stakeholder relationship management:**

Target: 2 successful open days per trial site during project time

Results Y1

- Oct. 2017 Wunsiedel (Germany) SWW Recruiting Day GOFLEX prosumers
- Dec.2018 Wunsiedel (Germany) SWW Event "House of Energy Future" with exhibition Cooperation SWW Wunsiedel GmbH & Siemens AG, Exhibitor INEA
- March 2018 Wunsiedel (Germany) SWW Design Thinking Workshop with Prosumers and Consumers of Wunsiedel, SWW and B.A.U.M.

Target: Significant increase of users on the GOFLEX community website from start till end of the project

Results Y1: 15 active users

Target: A constantly increasing and up-to-date high quality content on the GOFLEX community website until the end of the project, among that at least 30 projects in the project data base, at least 6 articles per year on the GOFLEX blog etc.

Result Y1: 4 articles

Target: Playing an active role in the BRIDGE H2020 Working Groups

Result Y1: Participation in all 5 BRIDGE Working Groups

Target: Contribution to the BRIDGE H2020 Newsletter

Result Y1: GOFLEX articles in all BRIDGE Newsletters

Target: Contribution to all BRIDGE H2020 events during the project where input of GOFLEX is required

Result Y1: Participation in EUW 2017, BRIDGE booth

Target:  $\geq 2$  successful events jointly organised with intermediaries

Result Y1: N/A

Target: Successful final event at the end of the project

Result Y1: N/A

Target: Organizational structure or legal body to exploit the GOFLEX solution

Result Y1: First definition and framework regarding the GOFLEX community (see Annex 9)

Target: Marketing and sales concept for market launch including product specification and distribution

Result Y1: N/A

Target:  $\geq 5$  companies declared their intention to implement the GOFLEX solution

Result Y1: N/A



## 4.2 Dissemination Budget

The total budget for other direct dissemination costs is 180.000 EUR.

The budget plan will be updated annually and is an important factor for the controlling of the communication activities. The material costs related to the dissemination activities of which the dissemination team is responsible for comprises:

- Costs for marketing and promoting the GOFLEX solution, including website creation and hosting
- Design-agency for logos, project design etc.
- Marketing material (give-aways, brochure, flyers, online campaigns)
- Events:
  - 4 fairs
  - workshops with partners and prospects
  - final event

| Budget Dissemination costs Y1-3 |                  |
|---------------------------------|------------------|
| Events                          | 40.000 €         |
| Marketing Material              | 20.000 €         |
| Videos                          | 30.000 €         |
| Fairs                           | 40.000 €         |
| Website                         | 20.000 €         |
| Final event                     | 30.000 €         |
| <b>total</b>                    | <b>120.000 €</b> |

Figure 14: Dissemination Budget Y1-Y3

| Actual Dissemination costs Y1 |                 |
|-------------------------------|-----------------|
| Events                        | 1.470 €         |
| internal                      | 297 €           |
| Marketing Material            | 2.030 €         |
| Videos                        | 8.901 €         |
| EUW                           | 3.688 €         |
| Website                       | 11.103 €        |
| <b>Total</b>                  | <b>27.489 €</b> |

Figure 15: Actual dissemination costs Y1

The trial site related event costs (2 per trial site) are not covered by the overall dissemination budget and have to be covered by the trial sites.

## 5 Time and Action Plan Year 2

### 5.1 Marketing Activities Year 2

| Time  | 2 <sup>nd</sup> Qu. 18 | 3 <sup>rd</sup> Qu. 18 | 4 <sup>th</sup> Qu. 18 | 1 <sup>st</sup> Qu. 19 |
|---|------------------------|------------------------|------------------------|------------------------|
| Action  |                        |                        |                        |                        |
| Project video available in French and German                      | X                      |                        |                        |                        |
| Second video on FlexOffers  |                        | X                      |                        |                        |
| Product Sheets on GOFLEX components                               |                        |                        | X                      |                        |
| Product Sheet on GOFLEX integrated system                         |                        |                        | X                      |                        |
| Update GOFLEX community website (integration of matchmaking tool) |                        |                        | X                      |                        |
| Update on GOFLEX community Magna Charta Sheet                     |                        | X                      |                        |                        |
| All news and publications available on GOFLEX project website     | X                      |                        |                        |                        |
| First 20 trial descriptions on GOFLEX community website           |                        | X                      |                        |                        |
| First 100 trial descriptions on GOFLEX community website          |                        |                        |                        | X                      |
| Articles on BRIDGE H2020 newsletter                               | X                      | X                      | X                      | X                      |

### 5.2 Dissemination Event planning Year 2

| Event Category  | Start    | End      | Location            | Title  | GOFLEX Participation  |
|-----------------|----------|----------|---------------------|--|---|
| 3rd party event | 26.04.18 | 26.04.18 | Ljubljana, Slovenia | Energy transition as opportunity for Slovenian economy | Participation: INEA presenting GOFLEX project on panel New platforms and business models, GOFLEX roll-ups |

| Event Category  | Start                 | End      | Location           | Title                                | GOFLEX Participation   |
|-----------------|-----------------------|----------|--------------------|--------------------------------------|--|
| 3rd party event | 15.05.18              | 16.05.18 | Brussels, Belgium  | InnoGrid2020+                        | Participation: B.A.U.M. and INEA presenting GOFLEX project on panel; GOFLEX booth; resp. partner: B.A.U.M. |
| BRIDGE event    | 04.06.18              | 05.06.18 | Brussels, Belgium  | BRIDGE meeting                       | Participation: Consortium Representatives  |
| GOFLEX event    | (tba)                 | (tba)    | Brussels, Belgium  | Workshop on flexibility              | Participation: Consortium, EC, and utilities   |
| 3rd party event | 11.9.18               | 12.9.18  | München, Germany   | VDI Tagung (conference)              | Participation: B.A.U.M. presenting GOFLEX  |
| 3rd party event | 06.11.18              | 08.11.18 | Vienna, Austria    | European Utility Week 2018           | Participation: project booth with GOFLEX consortium, hub presentation                                      |
| 3rd party event | 12.9.18               | 12.9.18  | Aalborg, Denmark   | Energiens Dag (Day of Energy)        | Participation: AAU presenting GOFLEX   |
| 3rd party event | 29.10.18              | 1.9.18   | Aalborg, Denmark   | SmartGridComm                        | Participation: AAU presenting GOFLEX and flex-offers   |
| 3rd party event | 05.02.19              | 07.02.19 | Essen, Germany     | e-World 2019                         | Participation: project booth with GOFLEX consortium, hub presentation                                      |
| Trial event     | tba                   |          | Nikosia, Cyprus    | Trial Open Day                       | Participation: FOSS and EAC  |
| Trial event     | tba                   |          | Sion, Switzerland  | Trial Open Day                       | Participation: ESR and HESSO   |
| Trial event     | 3 <sup>rd</sup> Qu 18 |          | Wunsiedel, Germany | Presentation Design Thinking Results | Participation: SWW and B.A.U.M.  |

## 6 Conclusion

The business and marketing plan year 2 gives a review on the success of year 1 communication and dissemination activities. It the basis for all upcoming communication activities and a clear orientation what to do to reach the communication objectives for year 2. The focus is to enlarge the GOFLEX community and prepare the market launch of the GOFLEX solution kit. The effort to be present at stakeholder relevant events will be maintained. The evaluation on the effectiveness of the measures taken will be continued.

The success of the communication activities for year 2 is an essential precondition for the activities in year 3, which will focus on the trial results like trial site open days, further extending the GOFLEX Community, implementing further pilots with first movers, involving software developers and doing preparations for the market launch.

Therefore, the current plan will be updated for year 3 regarding running and further planned activities and further developed in accordance with progress of the project. The upcoming plan will take into account the analysis of success indicators, possible adjustments in strategy approach and implementation of measures. It will also contain the results of the implementation of the measures in year 2.

## 7 References

- European Commission (2014). The EU Framework Programme for Research and Innovation Horizon 2020. Communicating EU research and innovation guidance for project participants. Version 1.0.  
[http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf) (Accessed 10.03.17)
- European Union (2015). European IPR Helpdesk. Fact Sheet: The Plan for the Exploitation and Dissemination of Results in Horizon 2020.  
[https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results\\_1.pdf](https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf) (Accessed 10.03.17)

## 8 Annex GOFLEX Stakeholders and Target groups

### 8.1 Main Stakeholder Specific Communication

#### 8.1.1 Practitioner in the energy domain running the GOFLEX systems (direct prospects)

|   |   |
|---|---|
| Key Stakeholder   | <p>Practitioner in the energy domain running the GOFLEX systems (direct prospects) Small and medium sized regional utilities</p> <ul style="list-style-type: none"> <li>• Distribution System Operators</li> <li>• Aggregators</li> <li>• Virtual Power Plant Operators</li> <li>• Microgrid Operators</li> <li>• Energy Community Managers</li> </ul>  |
| General Description   | <p>These stakeholders are operators or direct beneficiaries of the GOFLEX solution and will be involved in one way or another in all technical and business cases. They request flexibility to balance their system or their portfolio, though due to the current regulation today they might be not obliged to perform this task or just to a certain degree. Communication to these stakeholders has to clearly address the challenges of a future energy system and the potentials of GOFLEX services to add to their business propositions or to reduce their costs today and in the near future.</p> |
| Specific opportunities and challenges and desired outcome after the project | <p>GOFLEX tries to create interest with these stakeholders and motivates them to assess GOFLEX services and applications as specific opportunity to establish or to improve their market and operational proposition.</p> <p>Desired outcome during and after the project:</p> <ul style="list-style-type: none"> <li>• Stakeholders running research, development and deployment projects in the field of distributed flexibility collaborate with the GOFLEX project, exchange knowledge and technology and are committed to develop the market for distributed flexibility</li> </ul>                  |

|                       |   |  |   |
|-----------------------|---|--|---|
|                       | <ul style="list-style-type: none"> <li>Stakeholders are interested to get a pilot installation of the GOFLEX solution and collaborate with the project partners regarding the implementation of the system</li> <li>Stakeholders support to establish a local market platform for energy and flexibility and promote this idea to other stakeholders (e.g. on conferences and workshops)</li> </ul>   |  |   |
| Communication targets | Year 1  | Year 2   | Year 3  |
|                       | <p>The stakeholders should ...</p> <ul style="list-style-type: none"> <li>become aware of the challenges and opportunities of a distributed energy system based on direct marketing of regional renewable energy generation</li> <li>receive knowledge how such a system can be implemented with GOFLEX connecting all relevant actors (in different roles)</li> <li>receive knowledge on what specific benefits the GOFLEX solutions offer to specific actors over other approaches</li> <li>be inspired to collaborate closely with the GOFLEX trial sites making use of their experiences and recommendations regarding the implementation of the GOFLEX solution</li> </ul> |  |   |
|                       | <p>Desired activities of the stakeholders</p> <ul style="list-style-type: none"> <li>join GOFLEX community to stay informed, learn more and actively participate in the discussions on the Community website</li> <li>join energy sector customised events with GOFLEX presence</li> <li>join GOFLEX events customised for the energy sector with interactive</li> </ul>  | <p>same as year 1 plus:</p> <ul style="list-style-type: none"> <li>visit GOFLEX trial sites</li> <li>suggest further pilot implementations of the GOFLEX solution</li> <li>contribute to GOFLEX events as speaker / discussant from the perspective of a potential implementer or user of GOFLEX services</li> </ul> | <p>same as year 1+2 plus:</p> <ul style="list-style-type: none"> <li>visit GOFLEX on fairs like e-World and EUW</li> <li>negotiate implementation of the GOFLEX solution in their operations</li> <li>participate in GOFLEX final event (and potentially present follower activities in the sense of an independent testimonial)</li> </ul> |

|                            |  |  |  |
|----------------------------|--|--|--|
|                            | formats (e. g. customer involvement)   |  |  |
| Key message & Sub messages | Year 1   | Year 2   | Year 3   |
|                            | <p>Key message</p> <p>GOFLEX develops the market for distributed flexibility and supports regional self-sufficient energy systems. Join the GOFLEX community and support the goal.</p>   | <p>Key message</p> <p>GOFLEX is the most promising solution to enable regional self-sufficient energy systems. Join the community and stay tuned.</p>  | <p>Key message</p> <p>GOFLEX has demonstrated the best methods to activate distributed flexibility and offers the best solution for actors who want to implement regional self-sufficient energy systems. Chose GOFLEX.</p>  |
| Tools and Channels         | Year 1   | Year 2   | Year 3   |
|                            | <ul style="list-style-type: none"> <li>• GOFLEX Project-website with content addressing the stakeholder group</li> <li>• GOFLEX Community-website</li> <li>• General GOFLEX information material (folders, rollup)</li> <li>• Use case oriented trial site profiles (website)</li> <li>• presentations at 3rd party events which address the energy sector for presenting and representing GOFLEX</li> </ul> | <p>adding:</p> <ul style="list-style-type: none"> <li>• Updated use case oriented trial site profiles (website)</li> <li>• GOFLEX deliverables (available from website and promoted via mailings)</li> <li>• Customized GOFLEX communication material (folders, rollup, poster)</li> <li>• Articles in BRIDGE H2020 LCE6-10 project newsletters</li> <li>• Articles in specialist magazines on available solutions addressing the stakeholder group</li> </ul> | <p>adding:</p> <ul style="list-style-type: none"> <li>• Invitation to GOFLEX at fairs</li> <li>• Reports on results focused on benefits for the GOFLEX prospects</li> <li>• Finally updated use case oriented trial site profiles</li> <li>• Invitation to GOFLEX final event</li> </ul> |



|  |   |   |  |
|--|---|---|--|
|  | <ul style="list-style-type: none"> <li>• Customised GOFLEX mailings with news and announcements customized for the GOFLEX main stakeholders</li> <li>• LinkedIn Group addressing the stakeholder group</li> <li>• Invitation and involvement in GOFLEX Stakeholder workshops</li> <li>• Representing GOFLEX in BRIDGE H2020 working groups</li> <li>• Project profile on joint H2020 LCE6-10 projects web platform <a href="http://www.horizon2020-story.eu/bridge">www.horizon2020-story.eu/bridge</a></li> <li>• Twitter channel</li> <li>• Press releases to special interest press</li> </ul> | <ul style="list-style-type: none"> <li>• Trial site open days demonstrating how solutions create real benefit for prospects</li> <li>• Invitation to specific GOFLEX events addressing this stakeholder group</li> <li>• Personal contacts and bilateral meetings to initiate collaboration with GOFLEX partners</li> </ul> |  |
|--|---|---|--|

### 8.1.2 Providers of flexibility directly connected to the GOFLEX system (indirect prospects)


|                 |   |
|-----------------|---|
| Key Stakeholder | <p>Providers of flexibility directly connected to the GOFLEX system (indirect prospects)</p> <ul style="list-style-type: none"> <li>• Prosumers and flexible consumers (private, public, industrial)</li> <li>• Operators of distributed energy generation plants</li> <li>• Operators of storage devices/plants</li> </ul> |
|-----------------|---|

|   |  |        |        |
|---|--|--------|--------|
| General Description   | Providers of flexibility are key actors for regional distributed energy systems. Flexibility can be provided from supply side and demand side or directly provided from mobile and immobile storage devices/plants. This stakeholder group is usually addressed by the operator of a flexibility or energy aggregation system like GOFLEX. The GOFLEX solution offers onsite devices for flexibility providers like energy management systems and charging stations for electric vehicles.   |        |        |
| Specific opportunities and challenges and desired outcome after the project | <p>Since GOFLEX needs to be compatible with all on site devices from different suppliers the project needs to prove that the GOFLEX devices are the best choice for flexible consumers, generators and prosumers who want to provide their flexibility services to aggregators or other regional actors performing this role (e.g. retailers).</p> <p>A possible solution for the GOFLEX operators could be to offer the flexibility contracts and the on-site devices as bundle</p> <p>Desired outcome during and after the project:</p> <ul style="list-style-type: none"> <li>• All GOFLEX trial sites succeed to involve the planned number of stakeholders providing flexibility</li> <li>• Customer of GOFLEX on site devices is satisfied with the products and the product services and are ready to provide testimonials for the GOFLEX website.</li> </ul> |        |        |
| Communication targets   | Year 1   | Year 2 | Year 3 |
|   | <p>The stakeholders should ...</p> <ul style="list-style-type: none"> <li>• Be informed that their regional utility/DSO/Microgrid operator supports the use of 100% renewable local energy, reducing CO2 emissions and create business and jobs for the region</li> <li>• Be informed how their activated flexibility enables self-sufficient regional energy systems based on renewables and how the GOFLEX operator awards their efforts</li> <li>• Be informed how to best use the onsite devices and where to get support</li> <li>• Get encouraged to give feedback to all GOFLEX service providers and offer testimonials when they are satisfied</li> <li>• Get encouraged to inspire other stakeholders in the region to join the project as test customer</li> </ul>  |        |        |

|                            |  |  |   |
|----------------------------|--|--|---|
|                            | <p>Desired activities of the stakeholders</p> <ul style="list-style-type: none"> <li>Participate in the GOFLEX events at the GOFLEX trial sites</li> <li>join the trial sites of the project as active participant</li> </ul>  | <p>same as year 1 plus:</p> <ul style="list-style-type: none"> <li>provide constructive feedback to the GOFLEX operator and the suppliers of GOFLEX applications, services and on-site devices</li> </ul>  | <p>same as year 1+2 plus:</p> <ul style="list-style-type: none"> <li>provide testimonials for the GOFLEX website</li> <li>inspire other regional stakeholders to join the project</li> </ul>  |
| Key message & Sub messages | Year 1   | Year 2   | Year 3  |
|                            | <p>Key message</p> <p>Support your region to go renewable and get the best benefits for all people in the region. Join the GOFLEX project!</p>   | <p>Key message</p> <p>Provide feedback to improve the GOFLEX solution. Inspire others in your neighbourhood to join!</p>   | <p>Key message</p> <p>Help other regions to go renewable too. Share your good experience online or help to improve the GOFLEX solution.</p>   |
| Tools and Channels         | Year 1   | Year 2   | Year 3  |
|                            | <ul style="list-style-type: none"> <li>Trial site prosumer recruiting events</li> <li>Announcement in trial site publications and local press</li> <li>One-to-one dialogs with industry stakeholders</li> <li>Promotion for GOFLEX equipment</li> <li>Co-creation workshops to shape the vision of the project and to collect the requirements of the prosumers</li> </ul> | <p>adding:</p> <ul style="list-style-type: none"> <li>Kicking off prosumer communities (virtually and with face-to-face events)</li> <li>Trial site open days in collaboration with prosumers involved in the project to promote the GOFLEX solution</li> <li>Continuous press releases in the local press about the progress of the project</li> <li>Continuous reports in trial site publications about the progress of the project</li> </ul> | <p>adding:</p> <ul style="list-style-type: none"> <li>Maintaining the prosumer community, adding new features like competitions, benchmarks, chat rooms etc.</li> <li>Setting up a GOFLEX ambassador program for participating prosumers (prosumers talking to prosumers)</li> <li>trial site open day to explain how the community is maintained after the project has finished</li> </ul> |

|  |   |  |  |
|--|---|--|--|
|  | <p>regarding usability and expected benefits</p> <ul style="list-style-type: none"> <li>• Twitter channel</li> <li>• Videos on the website to explain complex issues</li> </ul> | <ul style="list-style-type: none"> <li>• Prosumer hotline</li> <li>• Regular feedback rounds documenting strength and weaknesses regarding the implementation of GOFLEX appliances</li> <li>• One-to-one industry talks</li> </ul> |  |
|--|---|--|--|

### 8.1.3 Stakeholders in the energy system directly affected by the use of GOFLEX (possible supporters or opponents)

|                     |  |
|---------------------|--|
| Key Stakeholder     | <p>Stakeholders in the energy system directly affected by the use of GOFLEX (possible supporters or opponents)</p> <ul style="list-style-type: none"> <li>• European Commission (via BRIDGE H2020 and ETIP-SNET)</li> <li>• Transition System Operators (via ENTSO-e)</li> <li>• National Regulators (via CEER and ACER)</li> <li>• National Policy Makers (via national contacts of partners and ISGAN)</li> <li>• Regional Policy Makers (via regional contacts of trial sites)</li> <li>• Intermediaries and interest groups (ESMIG, EASME, Smart Energy Demand Coalition,  EDSO, ENTISOE, EASE, Eurelectric, GEODE, BEUC – The European Consumer Organisation)</li> <li>• Standardisation Bodies (CEN, CENELEC, ETSI, IEEE, IEC)</li> </ul> |
| General Description | <p>The European energy system is in a transition process towards the integration of a high percentage of renewable energy supply (depending on the policy of the member states). There are mainly two competing/complementing approaches how to reach this goal:</p> <p>1. Mainly the established actors steer this process (TSOs and big utilities) replacing fossil fuel plants (in some countries also nuclear power plants) by large wind parks and CHPs, enhancing the transition/distribution grid and installing grid scale storage to balance the system.</p>  |

|   |   |        |        |
|---|---|--------|--------|
|   | <p>2.The system will be organised from bottom-up (cellular approach). DSOs get the main responsibility to ensure security of supply and balancing their region (organising the smaller cells like buildings, factories and micro grids). All cells aim to generate the energy that it consumes. Cells of the same order organise the exchange of energy and flexibility amongst each other. TSOs have the role of an insurance company in case the cell exchange in the lower levels does not work. GOFLEX is a system which supports this approach.</p>  |        |        |
| Specific opportunities and challenges and desired outcome after the project | <p>Both agendas are often seen as antagonistic. Approach 2 entails a radical change of business processes, roles and business models. Some of the established actors are in danger to lose their business models. For new actors, there are new business opportunities. Energy becomes a regional issue (like regional food, regional infrastructure, public transport etc.)</p>  |        |        |
|   | <p>Desired outcome during and after the project:</p> <ul style="list-style-type: none"> <li>• The cellular approach is widely accepted as COMPLEMENTARY approach to the current system using local flexibility to balance regional systems.</li> <li>• The role of the DSO has been strengthened, a majority of DSOs have accepted the challenge and have initiated a process of change in their grids to make it more transparent and balanced (using distributed flexibility).</li> <li>• Regional utilities, VPP operators and energy communities play an important role for the regional energy supply having convinced regional consumers to become customers offering their energy flexibilities to the system</li> <li>• Best practice, new technologies and successful business models are widely discussed</li> <li>• National regulation has implemented the main recommendations from the EC “winter package” and beyond, supporting the regional, distributed cellular approach utilising distributed flexibility</li> <li>• Regional authorities recognise this approach as great opportunity for environmental protection and business opportunity for regional actors</li> </ul> |        |        |
| Communication targets   | Year 1  | Year 2 | Year 3 |
|   | The stakeholders should ...   |        |        |

|                            |   |   |  |
|----------------------------|---|---|--|
|                            | <ul style="list-style-type: none"> <li>Put the issue of regional cellular energy systems permanently on the agenda of conferences, meetings and workshops</li> <li>Challenge current regulation hampering cellular regional energy systems on all levels</li> <li>Support the exchange about technology, business models and best practice examples regarding regional cellular energy systems in the energy community</li> </ul> |   |  |
|                            | <p>Desired activities of the stakeholders</p> <ul style="list-style-type: none"> <li>Join the GOFLEX community</li> <li>Invite GOFLEX partners (especially the trial sites) to conferences and workshops</li> <li>Initiate specific events for regional cellular energy systems</li> </ul>  | <p>same as year 1 plus:</p> <ul style="list-style-type: none"> <li>Recognise GOFLEX as one of the main players in this field</li> <li>Integrate GOFLEX partners in discussions about new regulations and standards</li> </ul> | <p>same as year 1+2 plus:</p> <ul style="list-style-type: none"> <li>Invite GOFLEX partners to sponsor or organise events</li> <li>Support large deployment of cellular regional energy systems utilising distributed flexibility</li> </ul> |
| Key message & Sub messages | Year 1  | Year 2  | Year 3   |
|                            | <p>Key message</p> <p>The cellular approach using distributed flexibility is a serious complementary alternative to the current energy system</p>   | <p>Key message</p> <p>DSOs and local energy providers using this approach are successful and contribute to the satisfaction of regional citizen</p>   | <p>Key message</p> <p>The cellular approach using distributed flexibility is a standard cost-effective way to utilise renewable energy and is widely accepted and supported by the general public</p>  |
| Tools and Channels         | Year 1  | Year 2  | Year 3   |

|  |   |   |   |
|--|---|---|---|
|  | <ul style="list-style-type: none"> <li>• Presentations and networking at BRIDGE H2020, ETIP-SNET, EU roundtables etc.,</li> <li>• Collaboration with authorities on national level being concerned about Smart Grid development (e.g. BMWi Germany and bmvit Austria)</li> <li>• Dialogue with national regulation in public meetings</li> <li>• Dialogue with national and EU standard bodies</li> <li>• Customised GOFLEX mailings with news and announcements</li> </ul> | <p>same as year 1 plus:</p> <ul style="list-style-type: none"> <li>• Inviting stakeholders to GOFLEX open days</li> <li>• Inviting stakeholders to other GOFLEX events</li> </ul> | <p>same as year 1 plus:</p> <ul style="list-style-type: none"> <li>• Inviting stakeholders to fair booths</li> <li>• Inviting stakeholders to the GOFLEX final event</li> </ul> |
|--|---|---|---|

#### 8.1.4 Providers of other flexibility solutions (possible partners or competitors)

|                     |  |
|---------------------|--|
| Key Stakeholder     | <p>Providers of other flexibility solutions (possible partners or competitors)</p> <ul style="list-style-type: none"> <li>• Research projects demonstrating flexibility solutions</li> <li>• Providers of flexibility solutions (hard and software)</li> </ul>   |
| General Description | <p>There are many companies, initiatives and research projects looking at the issue of regional energy systems, regional trading platforms and energy markets, utilising distributed flexibility. But the key element of these future markets, the balancing of these regional energy systems by utilising distributed flexibility is not implemented yet.</p> |

|  |   |               |               |
|--|---|---------------|---------------|
| <p>Specific opportunities and challenges and desired outcome after the project</p> | <p>To compete with others in a market that does not exist yet is futile. At this stage of development all technology suppliers, consultancy companies and research institutes need to collaborate and quickly develop technology and business models and get influence on the creation of standards, laws and regulation. To reach this beyond projects and specific initiatives is still a challenge because the commercial potential is big (but difficult to tap) and very likely big actors want to dominate the scene.</p> <p>Desired outcome during and after the project:</p> <ul style="list-style-type: none"> <li>• GOFLEX has built a strong network of dedicated solution providers working together regarding data models, interfaces and standards.</li> <li>• GOFLEX and other initiatives, projects and companies have started to demonstrate that solutions are compatible to each other</li> <li>• The GOFLEX community together with other initiatives has developed a set of rules and standards that is widely accepted and accelerates the market for distributed flexibility solutions.</li> </ul> |               |               |
| <p>Communication targets</p>   | <p>Year 1</p>   | <p>Year 2</p> | <p>Year 3</p> |
|  | <p>The stakeholders should ...</p> <ul style="list-style-type: none"> <li>• Get informed that the GOFLEX community exists and supports the utilisation of decentralised flexibility in the European market</li> <li>• Get informed that GOFLEX aims to become part of a European movement together with other initiatives to support this goal</li> <li>• Get informed that GOFLEX is interested in direct knowledge exchange and the mutual test and joint development of interfaces, data models and applications</li> <li>• Recognise the GOFLEX approach in events and workshops by the visibility of the GOFLEX community</li> <li>• Get a global overview about pilots, demonstrations and commercial applications of decentralised energy systems</li> </ul>   |               |               |



|                            |   |  |   |
|----------------------------|---|--|---|
|                            | <p>Desired activities of the stakeholders</p> <ul style="list-style-type: none"> <li>Join the GOFLEX community and contribute demonstrations, pilots and best practice examples for the GOFLEX community website</li> <li>Start discussions with GOFLEX partners on workshops and conferences about teaming up to develop the market for distributed flexibility</li> </ul> | <p>same as year 1 plus:</p> <ul style="list-style-type: none"> <li>Join GOFLEX workshops about data management, architecture and business models</li> </ul>  | <p>same as year 1+2 plus:</p> <ul style="list-style-type: none"> <li>Collaborate with GOFLEX partners to demonstrate joint applications</li> <li>Acquire further pilots and customers for joint installations (using the best applications from different suppliers)</li> </ul> |
| Key message & Sub messages | Year 1  | Year 2   | Year 3  |
|                            | <p>Key message</p> <p>The GOFLEX project aims to shape the market for distributed flexibility together with other projects, initiatives and companies</p>   | <p>Key message</p> <p>The GOFLEX project is one of the premium sources for knowledge about technology, standards and business models regarding the utilisation of distributed flexibility in regional energy markets</p> | <p>Key message</p> <p>The GOFLEX consortium is a premium partner for the joint deployment of distributed flexibility solutions. The GOFLEX solution is compatible to other solutions in the market</p>  |
| Tools and Channels         | Year 1  | Year 2   | Year 3  |
|                            | <ul style="list-style-type: none"> <li>Interactive GOFLEX community website</li> </ul>  | <ul style="list-style-type: none"> <li>Special interest workshops to explore possible collaborations</li> </ul>  | <ul style="list-style-type: none"> <li>Joint trial sites (GOFLEX and other projects) open days</li> <li>Invitations to the GOFLEX final event</li> <li>Joint booths on fairs</li> </ul>   |

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"><li>• Presentations and networking on BRIDGE H2020 and ETIP-SNET working groups</li><li>• Presentations and networking on third party events (e.g. Innogrid 2017)</li><li>• Twitter channel</li><li>• Customised GOFLEX mailings with news and announcements</li><li>• Scientific publications</li></ul> | <ul style="list-style-type: none"><li>• Moderated discussions on the GOFLEX community website</li></ul> |  |
|--|---|--|

## **8.2 List of Cooperation Partners, Projects and Intermediaries**

The lists will be detailed and updated during the project.

### **8.2.1 European Entities**

- EDSO – European Distribution System Operators' Association for Smart Grids
- ENTSO-E – European Network of Transmission System Operators for Electricity
- EASE – European Association for Storage of Energy
- GEODE – European independent distribution companies of gas and electricity
- SET-Plan – European Strategic Energy Technology Plan – TP Energy Efficiency – The Smart Cities Initiative
- ESMIG – European voice of smart energy solution providers
- EASME – Executive Agency for SMEs
- Smart Energy Demand Coalition
- CEER – Council of European Energy Regulators
- ACER – Agency for the Cooperation of Energy Regulators
- JRC – Joint Research Centre
- ETP – European Smart Grid Task Force, mainly Expert Groups 2 and 3
- Suppliers for the Energy Domain & other Industry taking-up the Business
- ISGAN – International Smart Grid Action Network
- CEN – European Committee for Standardization
- CENELEC – European Committee for Electrotechnical Standardization

- ETSI – European Telecommunications Standards Institute
- IEEE – Institute of Electrical and Electronics Engineers
- IEC – International Electrotechnical Commission
- Cooperatives Europe (to address stakeholders involved in smart energy via cooperatives)
- BEUC – The European Consumer Organisation
- ETIP SNET –The European Technology and Innovation Platform "Smart Networks for the Energy Transition"

#### **8.2.2 Parallel Projects on National, Transnational and International Base**

GOFLEX will see to join forces with parallel projects on national, transnational and international base. To that end, the consortium will see to collaborate with those projects, groups and channels that partners are directly involved in such as

- ERA-Net Smart Grids Plus Initiative of 21 countries and regions
- Universal Smart Energy Framework - USEF initiative
- OGEMA and EE-Bus initiative
- FLEXICIENCY
- ELSA
- GRID+Storage project respectively a follow-up project in the framework of LCE-03
- ISGAN
- SOGNO
- Interflex
- Integriddy

## 9 Annex GOFLEX Community framework – initial GOFLEX Framework Cooperation Agreement

Main propositions and conclusions of and based on the meeting (draft of Magna carta)

### 9.1 The initial aim, requirements, definitions and specifications

The initial aim of GOFLEX community stems from GOFLEX business model and plan for dissemination and exploitation in DoA. In preparing the business concept for Agreement for extended observation, the following was defined and supported by GOFLEX partners:

1. The business model of cooperation of GOFLEX partners was conceptually defined in Section 2:
  - Section 2.1 Cooperation of GOFLEX solution providers
  - Section 2.2 Cooperation of GOFLEX partners
  - Section 2.3 Relationship of GOFLEX suppliers and demonstration case partners and the need to separate the GOFLEX community cooperation from Agreement for extended observation was established and the need for a separate GOFLEX Framework cooperation agreement was established and supported
2. The field of activities was addressed and the model of financing in Section 6.2.1
3. The different roles to be played by partners – members of GOFLEX community were identified and described (section 6.2.1)
4. The table of roles of GOFLEX partners »3 years after GOFLEX« was started

These initial requirements and specifications are copied into Appendix 1

### 9.2 GOFLEX community identity - systemic goals

**The GOFLEX community identity** is to be defined based on our specific technologies and business goals, which are proposed to be:

1. 100% RES on the grid

2. dispersed RES energy production (as opposed to concentrated energy production)
3. Local balancing of energy flows on the distribution grid (-> use of energy flexibilities by DSO)
4. Dynamic prices of energy (flexibilities) based on actual conditions on the grid
5. Avoided costs (long term & short term)/net income principle for business evaluation
6. Electricity system model = vertically nested systems (cellular systems) with fractal like characteristics, based on Harmonized electricity market model in Europe: further harmonization of the electricity grid system and extension to local microgrid and local energy community level

**Further qualifiers of our attributes**

1. GOFLEX supports the energy transition toward carbon free economy
2. big step towards the possibility of implementation of cellular approach
3. The end user is in the centre of the story. Prosumer-centric approach is very rare. This is unique

**GOFLEX community as a (virtual) business system**

1. Our identity represents the base for treating the GOFLEX community as a (virtual) business system, with its mission, vision and business goals.
2. We have to agree on our identity and formulate our identifiers before we start acquiring potential new partners. They will represent the criteria for looking for new members and clear guidance to them
3. We have to make a set of rules, specifications – framework agreement, before we approach them

### 9.3 The concept of the GOFLEX community system

The GOFLEX community system is structured into three concentric circles:

- core group (business core)
- supporting circle (marketing, research?) (associated members?)
- interested environment (supporters, »sympathisers«)

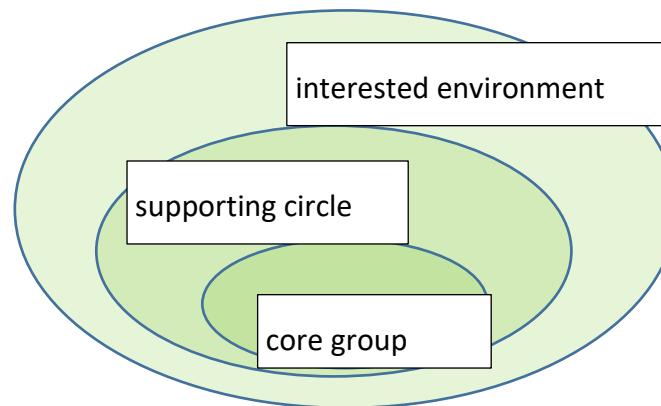


Figure 16: Concept of the GOFLEX community system

The attributes (functions, membership, other) of the three circles should be clearly defined.

Conditions/issues

- diffused borders (for cooperation partners - users, for new solution providers)
- we have to define where we put the border for our »identifiers«



The GOFLEX core group could materialize into

- joint venture company
- economic interest grouping

The core group has to include for innovation cycle component:

- technologies development has to be incorporated in the partners group (R&D partners)

The GOFLEX community is a cooperation system of different partners in different Roles, as defined in Appendix 1, Section 2

- presently 6 roles were identified, (the roles list can be expanded, if we find this functional)

#### **9.4 Use cases, business models and business cases for GOFLEX community - core group**

The systemic framework for business models and business case are the use cases stemming from the GOFLEX community objectives, based on

- vertical structuring of front-end of electricity market system into vertically nested subsystems (cellular systems) with essentially the same characteristics - functions and processes
- carrying this structuring also to the back end of electricity system –the grid, re-partitionning the responsibilities between TSO and DSO and consequently generating new business model for DSO

Market and regulatory resistance

The impact of GOFLEX technology on the market depends on evolution of the Electricity Market system in Europe in the direction of further harmonization. In dissemination and deployment we expect both market resistance from existing players and regulatory resistance to change. In order to overcome/balance these interests and inertia, sufficient mass of stakeholders has to be built up. This is the important reason for building GOFLEX community in three concentric circles.

The resulting use cases, presently accessible and presently anticipated in the future are described in part of deliverable D6.2 »Roles and processes«

The business models and business cases depend on the use case and the roles (players), the business model of the *driving role* determines the framework conditions for the business models of cellular (vertically nested) roles

The business models of GOFLEX core group players follow the »Onion model«, from individual building block solution to integrated GOFLEX solution systems

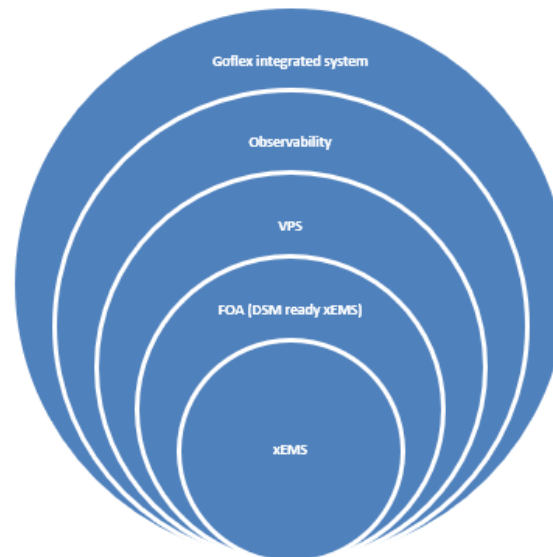


Figure 17: GOFLEX Building Blocks "Onion" model

Who is the buyer or user of what?

| Building block →              | FMAR | FMAN | FOA | xEMS | DOMS |
|-------------------------------|------|------|-----|------|------|
| Buyer user ↓                  |      |      |     |      |      |
| DSO                           | (*)  |      | *   |      | *    |
| BRP                           | *    | *    | *   |      |      |
| prosumer                      |      |      | *   | *    |      |
| Aggregator                    | (*)  | *    | *   |      |      |
| Esco – service provider       |      |      | *   | (*)  |      |
| ATP operator                  | *    |      |     |      |      |
| (small) utility (LSE)         | *    | *    | *   | *    | *    |
| Service provider (to utility) | *    | *    | (*) | -    | ?    |