

April 2025

D7.1 – Communication and Dissemination Plan

EnerTEF: The future of energy through AI testing and experimentation

NTUA

Disclaimer



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the European Union

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AUTEL	AUTEL NETHERLANDS BV	NL		LMS	PANEPISTIMIO PATRON	EL	
COMS	COMSENSUS, KOMUNIKACIJE IN SENZORIKA, DOO	SI		VEOLIA	VEOLIA SERVICIOS LECAM SOCIEDAD ANONIMA UNIPERSONAL	ES	
ELES	ELES DOO OPERATER KOMBINIRANEGA PRENOSNEGA IN DISTRIBUCIJSKEGA SISTEMA	SI		PWC	PRICEWATERHOUSECOOPERS BUSINESS SOLUTIONS AE	EL	
JSI	INSTITUT JOZEF STEFAN	SI					

Executive Summary

This document outlines the Communication and Dissemination Plan (D7.1) for the EnerTEF project, which establishes a European-scale Federated Testing and Experimentation Facility (TEF) for Artificial Intelligence in the energy sector. The strategy defines a clear framework for engaging diverse stakeholder groups through targeted messages, tailored tools, and coordinated outreach activities. This deliverable covers the initial strategic phase of the project—from Month 1 to Month 6—and sets the foundation for all communication and dissemination actions to follow throughout the project lifecycle.

This deliverable is closely linked to subsequent WP7 outputs: the mid-term update “Communication and dissemination plan update” (D7.2), the “Capacity Building Programme material and report” (D7.3), and the “Communication and Dissemination activities final report” (D7.4). It also supports ongoing alignment with European communication efforts, contributing to common dissemination activities coordinated by CINEA and fostering collaboration with other TEFs and EU-funded initiatives.

Stakeholders are mapped into key categories, each addressed through specific communication channels and materials, including a project website, social media, newsletters, policy briefs, and events. A distinct visual identity supports brand consistency, while a monitoring tool tracks performance against defined KPIs.

The strategy also emphasises collaboration with other EU-funded projects and initiatives, particularly through CINEA and the broader TEF ecosystem. Future plans include regional workshops, training materials, video content, and participation in high-impact events such as IISA 2025 and Enlit Europe. These efforts will ensure the project visibility, promote adoption, and contribute to the wider uptake of trustworthy AI in the energy domain.

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List of Acronyms

AgriFoodTEF	Testing and Experimentation Facility for the Agri-Food sector
AI	Artificial Intelligence
AI-Matters	Testing and Experimentation Facility for Manufacturing
AIoD	Artificial Intelligence on Demand
B2B	Business-to-Business
CINEA	European Climate, Infrastructure and Environment Executive Agency
CitCom.ai	Testing and Experimentation Facility for Smart Cities and Communities
DSO	Distribution System Operator
EC	European Commission
EDIH	European Digital Innovation Hub
EDSO	European Distribution System Operators
EnerTEF	Energy Testing and Experimentation Facility
EU	European Union
GDPR	General Data Protection Regulation
IISA	International Conference on Information, Intelligence, Systems and Applications
KPI	Key Performance Indicator
O&M	Operation and Maintenance
R&D	Research and Development
RES	Renewable Energy Sources
SMEs	Small and Medium-sized Enterprises
TEF	Testing and Experimentation Facility
TEF-Health	Testing and Experimentation Facility for Health
TSO	Transmission System Operator
WCAG	Web Content Accessibility Guidelines
WP	Work Package

1. Introduction

The EnerTEF project, funded under the Horizon Europe Programme, is establishing a Common European-scale Federated Testing and Experimentation Facility (TEF) for Artificial Intelligence in the energy domain. The project aims to accelerate the development, validation, and adoption of trustworthy AI solutions by offering a distributed, multi-node infrastructure that enables real-world testing at scale. To support this ambition, Work Package 7 (WP7) defines the strategic framework for communication and dissemination activities, which play a crucial role in engaging stakeholders, amplifying project visibility, and facilitating the adoption and replication of its outcomes across Europe.

This deliverable, D7.1 – Communication and Dissemination Plan, outlines the structure, strategy, and tools to be employed throughout the lifecycle of the EnerTEF project. It serves as a living document, establishing the principles, channels, and indicators by which the project visibility and outreach will be ensured. In doing so, it aligns with the obligations of Article 17 of the Grant Agreement and contributes directly to achieving project impact objectives.

Communication and dissemination are coordinated by NTUA, with significant contributions from task leaders LMS and COMS, with continuous support from all consortium partners throughout the project lifetime.

1.1 Purpose and scope

The purpose of this document is to define a comprehensive strategy for external communication and dissemination of the EnerTEF project, targeting both technical and non-technical audiences. It sets out the framework for planned outreach activities, visual identity, stakeholder engagement, and content creation, with the goal of ensuring that EnerTEF outcomes are shared widely, accurately, and in a timely manner. The plan provides a mapping of stakeholders, outlines appropriate tools and messages for each audience, as well as mechanisms for monitoring and evaluation. It covers all communication dimensions across digital, physical, and hybrid formats, while it supports knowledge transfer, visibility, replication, and the long-term sustainability of the project results.

1.2 Communication objectives

The communication and dissemination strategy outlined in this deliverable aims to achieve several interconnected objectives that support both the operational progress and the long-term impact of the EnerTEF project. At its core, the strategy seeks to **raise awareness of the project mission, structure and results** among a wide and diverse range of stakeholders—including AI developers, energy system operators, cities and regions, researchers, regulators, and the general public. Clear and consistent messaging will ensure that these audiences understand the value of the EnerTEF infrastructure and the opportunities it presents.

Another key objective is to **foster engagement and participation**. By promoting the project activities—such as testing opportunities, training programmes, pilot services, and events—EnerTEF will encourage direct involvement from stakeholders who can benefit from or contribute to the development and validation of AI tools in the energy domain. Communication efforts will also reinforce trust by highlighting transparency, and the alignment of EnerTEF services with ethical and regulatory frameworks for trustworthy AI.

Furthermore, the strategy supports **capacity building and knowledge transfer**. Tailored training activities, informative collateral, and sector-specific materials will help equip target audiences with the skills and understanding necessary to engage with the project services. These efforts are particularly important in lowering the entry barriers for SMEs and public authorities wishing to test or adopt AI-based energy innovations.

An additional essential component of the project communication objectives is **collaboration and expansion**. The project will actively pursue synergies with other European initiatives—particularly the other sectorial and horizontal TEFs—as well as research alliances, thematic networks, and major EU-level events. Joint campaigns and clustering activities will enhance the reach and resonance of project messages.

Lastly, EnerTEF is committed to contributing to **common information and dissemination efforts coordinated by** the European Climate, Infrastructure and Environment Executive Agency (**CINEA**). By participating in shared platforms, cross-project showcases, and thematic communication campaigns, EnerTEF will help strengthen the collective visibility of Horizon Europe-supported actions and reinforce the impact of the broader TEF ecosystem across Europe.

These objectives pull together to form a robust foundation for targeted, inclusive, and impactful communication that will maximise stakeholder value, support adoption, and promote the long-term sustainability of project results.

2. WP7 Governance & Responsibilities

2.1 Consortium contribution

Work Package 7 (WP7) is a collaborative effort involving all EnerTEF partners under the leadership of NTUA. As WP7 leader, NTUA coordinates the overall communication and dissemination strategy, ensuring a coherent approach and consistent messaging across the consortium. This governance structure allows a unified direction while leveraging each partner's strengths and networks for maximum impact.

Concretely, all partners contribute collectively to the project communication activities. They assist in producing dissemination materials (e.g., project flyers, presentations, press releases) and provide content (news updates, results) for the project website and social media channels. Partners actively participate in events and conferences, presenting EnerTEF progress and demonstrations to stakeholders.

They also amplify the project visibility by sharing posts and updates via their own institutional social media accounts and networks. Through this joint effort, the consortium maintains an active presence online and offline, raising awareness of EnerTEF. Moreover, partners cooperate in preparing exploitation of results – ensuring that communication under WP7 lays the groundwork for market uptake by identifying success stories and leads for future adoption, among others. NTUA, as coordinator, monitors these activities and facilitates collaboration (e.g., regular communication briefings), but the responsibility is distributed: every partner engagement is essential to reach diverse audiences and multiply the dissemination effect. Overall, WP7 governance fosters a team approach where each partner's contribution – whether in content creation, event organisation or stakeholder engagement – supports the project outreach objectives in a coordinated manner.

2.2 Target audience

EnerTEF communication and dissemination efforts are directed at **nine key stakeholder groups**, as defined in the Grant Agreement. Each category represents a segment of the energy and AI ecosystem that the project aims to engage and benefit. The target audiences and their relevance to the project are:

1. **TEF Node Operators** – The organisations operating the project testing facilities (TEF nodes). This group (including certain consortium partners hosting EnerTEF nodes) gains increased opportunities to integrate and test cutting-edge AI solutions in real energy systems. By engaging node operators, EnerTEF ensures that the latest AI-based technologies can be trialed and validated to solve practical energy sector challenges, directly benefiting those who run the infrastructures.
2. **AI Industry Stakeholders** – Companies and professionals in the AI and IT industry focused on energy solutions. This includes IT firms, web entrepreneurs and software engineers developing AI for the energy domain. They are targeted via innovation workshops and other events to inspire them with EnerTEF open-source results and new ideas. By involving these stakeholders, the project fosters a collaborative innovation environment, where industry players can adopt project outcomes, contribute feedback, and generate new applications using the project platform and tools.
3. **AI Service Developers** – Innovators creating AI models, services, or applications for the energy sector. This category (often startups and SMEs developing data-driven solutions like digital twins, predictive analytics, etc.) will benefit from EnerTEF by gaining a sandbox to develop and validate their AI-driven energy solutions. The

project offers these developers access to resources and use cases to refine their tools, helping them address modern energy system challenges and accelerate the delivery of innovative AI services to the market.

4. **Network Operators (DSOs/TSOs)** – Electricity grid operators, both distribution system operators (DSOs) and transmission system operators (TSOs). EnerTEF outcomes are relevant to them by demonstrating opportunities for improved grid planning, operation and resilience. For example, using project innovations, operators can leverage behind-the-meter data shared (with proper incentives) by consumers, enhancing visibility of the grid's edge. This helps in avoiding or deferring costly grid upgrades and improves coordination, thereby directly supporting network operators in managing demand, integrating renewables, and maintaining stability more efficiently.
5. **Renewable Energy Stakeholders (RES)** – Actors involved in renewable energy generation and management (e.g., solar/wind farm operators, renewable project developers). EnerTEF delivers value to RES stakeholders by providing AI-validated methods to increase equipment efficiency and optimise operation & maintenance (O&M). Through the TEF, renewable energy operators can test deployment scenarios or preventive maintenance schemes using advanced AI models before applying them in the field. This enables them to improve asset performance and reliability, reduce downtime, and lower O&M costs by adopting innovations that have been proven in a project testing environment.
6. **Aggregators, Energy Retailers & Suppliers** – Companies aggregating consumer loads/flexibility, utility retailers, and energy supply companies. These stakeholders are targeted because EnerTEF can enhance their services with AI insights. They stand to gain improved consumer demand predictability through digital twin models developed in the project. EnerTEF also explores how to make energy flexibility data sharing more attractive to end-users (for instance, via social incentives or better user experience), which in turn helps aggregators and retailers. Additionally, this group can develop new cross-sector business models using project results – for example, combining energy data with other sectors (healthcare, building management, mobility, etc.) to offer innovative data-driven services. Engaging this audience helps drive the creation of new offerings and business opportunities around flexibility and data sharing.
7. **Cities and Regions** – Local and regional authorities, municipalities, and city governments. EnerTEF targets this audience as it offers tools for system-level energy planning across sectors. City and regional planners can use insights from the project to integrate energy, mobility, and infrastructure data for more holistic planning and operation of urban systems. For example, EnerTEF outcomes can assist cities in identifying and mitigating energy poverty through data-driven approaches (supporting “green financing” or targeted interventions). By communicating with cities/regions, the project ensures that public authorities are aware of how AI-tested solutions can support sustainable urban energy transitions and community resilience.
8. **Researchers and Academia** – Universities, research institutes, and the scientific community at large. This group is a key target for dissemination to further amplify EnerTEF impact through research and education. Academic stakeholders are encouraged to build upon the project results: they can extend the project novel technologies to other application domains or incorporate findings into new research initiatives. By participating in project-organised events and accessing open science outputs (datasets, publications, etc.), researchers and students gain knowledge and inspiration from the project. In turn, this leads to continued innovation and ensures the project concepts are propagated in future R&D, fostering an ecosystem of ongoing learning and development around AI in energy.

9. **Regulators and Professional Networks** – Energy regulators, policy makers, standardisation bodies, and professional service networks (including consultants and industry associations). EnerTEF engages this audience to provide real-world evidence and learnings that can inform policy and regulatory frameworks. Regulators gain insights into potential risks and challenges (e.g. market failures, immature business models) associated with new energy-AI services by observing the project demonstrations. They also benefit from knowledge of user acceptance levels and operational data from EnerTEF go-to-market trials, which is valuable for shaping supportive regulations for TEF operations. Professional networks (such as consulting firms or industry alliances) similarly obtain first-hand information on emerging AI applications in energy, enhancing their advisory capabilities. By targeting regulators and professional networks, EnerTEF contributes to an enabling environment for AI and TEF services – helping guide new regulations, standards, or best practices that will support the sustainable development and deployment of such technologies.

2.3 Key messages

In order to ensure impactful communication and effective engagement, EnerTEF has developed a set of targeted key messages tailored to the needs, interests, and expected interactions of each stakeholder segment. These messages are aligned with the overarching goals of the project and take into account the varying levels of involvement each group may have with the EnerTEF infrastructure, services, and results (Table 1 Target Audience and Key Messages).

By addressing the distinct motivations and expectations of its stakeholders, EnerTEF ensures that its communication activities are relevant, engaging, and contribute meaningfully to the adoption, validation, and replication of AI-driven services in the energy sector. The key messages are designed to support awareness, trust-building, knowledge sharing, and, ultimately, the uptake of project offerings.

Table 1 Target Audience and Key Messages

Target Audiences	Key Messages
TEF Node Operators	EnerTEF Node Operators gain advantages from extensive testing in real-world environments to validate and optimise AI-driven energy innovations.
AI Industry Stakeholders	EnerTEF provides AI industry stakeholders opportunities for collaboration and innovation through a unified European infrastructure for energy AI solutions.
AI Service Developers	EnerTEF enables AI service developers to validate, refine, and scale their AI models across various realistic energy contexts.
Network Operators (DSOs/TSOs)	EnerTEF allows network operators to enhance grid planning and resilience by utilising validated behind-the-meter data and AI services.
RES Stakeholders	EnerTEF helps RES stakeholders enhance performance and minimise maintenance expenses by implementing AI-tested solutions in realistic pilot environments.
Aggregators & Retailers	EnerTEF equips aggregators and retailers to improve demand-side flexibility and

	introduce innovative, data-centric energy services via specialised tools.
Cities & Regions	EnerTEF assists cities and regions in local energy planning, identifying energy poverty, and exploring innovative, cross-sectoral development opportunities.
Researchers & Academia	EnerTEF provides researchers and academia access to pilots and findings for research, experimentation, and educational activities.
Regulators & Professional Networks	EnerTEF delivers valuable real-world insights to regulators and professional networks, informing policies and aiding the regulation of trustworthy AI.
Consumers & End Users	EnerTEF offers consumers and end users AI-driven energy solutions that promote sustainability and smarter energy management.
Media & General Public	EnerTEF informs the media and general public clearly and accessibly about digital and green innovation initiatives across Europe.

2.4 Individual plans

In alignment with their role in the project, all EnerTEF partners have defined individual dissemination and communication responsibilities. These are categorised into four strategic groups based on their organisational type and contribution to the project. Each group will contribute to the broad dissemination of EnerTEF outcomes, both internally and externally, across relevant networks, events, and communication channels.

2.4.1 B2B Energy Stakeholders as TEF Asset Owners and End – Users

Partners: CEO, EnergiPark, ATHENS, UTBM, VEOLIA, CPO, AUTEL, ELES, ELGO, SWW, PPC

These partners are primarily responsible for disseminating EnerTEF results within their operational domains and to related business networks, such as utilities, municipalities, mobility providers, and renewable operators. As end-users and infrastructure hosts, they will:

- Communicate EnerTEF use cases, pilot results, and service experiences to other practitioners and energy companies
- Share insights with industry associations such as EDSO, Smart Grids and smartEN
- Organise or host regional events and site demonstrations for stakeholders
- Incorporate project outcomes into their strategic planning and internal communications, fostering adoption across the value chain

Their involvement ensures that the project impact is not limited to R&D but reaches practical implementation environments where AI-based energy services are validated and adopted.

2.4.2 Leading Research and Technological Institutions

Partners: NTUA, INESC TEC, LIST, JSI, RWTH, LMS

As core R&D contributors and thought leaders, these institutions will lead scientific dissemination, engage academic stakeholders, and provide training to emerging researchers. Their dissemination activities will include:

- Publishing results in peer-reviewed journals and presenting at national and international conferences
- Participating in academic workshops and scientific forums to facilitate exchange with other EU research initiatives and institutions
- Hosting or contributing to public lectures, webinars, and educational events focused on AI, energy systems, and digital innovation

This group ensures that EnerTEF contributes to Europe's research excellence and influences future scientific developments in AI and energy.

2.4.3 IT Industrial Partners and SMEs (AI Service Developers)

Partners: ED, REBASE, EMOT, COMS, GH, ESG, DAEM

These partners will be central to the promotion of AI tools and services developed within EnerTEF, particularly among the startup and SME ecosystem. Their responsibilities include:

- Internal dissemination within their business units to bridge R&D and commercial teams, ensuring project knowledge informs future product development
- Sharing project outcomes with their counterparts and innovation networks
- Promoting EnerTEF AI testing capabilities through social media campaigns
- Participating in hackathons, innovation days, or SME engagement events to attract new users to the TEF infrastructure

Through this group, EnerTEF reaches early adopters and third-party innovators who can reuse and extend the project outputs.

2.4.4 Business Consultants and Regulatory Advisors

Partner: PwC

PwC will lead the dissemination of the TEF concept, methodologies, and policy implications to high-level stakeholders, particularly those involved in digital regulation, market development, and investment. Its role includes:

- Publishing insights and findings in business and policy-oriented magazines or platforms
- Leveraging its professional networks to promote EnerTEF in joint events and roundtables
- Supporting the creation of policy briefs and coordinating with regulators, standardisation bodies, and EU-level forums

- Facilitating clustering with other initiatives and maximising strategic visibility at conferences and investor meetings

By doing so, PwC helps position EnerTEF not only as a technical project, but as a cornerstone in the development of a robust European AI testing ecosystem, ready for market impact and regulatory endorsement.

3. Visual Identity

A coherent and distinctive visual identity is fundamental to building recognition and trust around EnerTEF and its mission. In accordance with the communication obligations outlined in the Grant Agreement (Article 17), the consortium has collaborated to establish a strong and unified branding framework from the very start.

This **common identity** ensures consistency across all communication channels, enhances visibility, and reflects the project core values of innovation, trustworthiness, and sustainability in AI for energy systems.

The visual identity package developed for EnerTEF includes the following key elements, as outlined in this deliverable:

- Project logo
- Templates
- Flyer
- Roll Up
- Brand Book
- Glossary
- Banners

Together, these tools will ensure a consistent and professional image across all project materials, both online and offline, while also complying with the required EU visibility guidelines.

3.1 Logo

The development of the EnerTEF logo was initiated in close collaboration with the project consortium to ensure that the visual identity accurately reflects the project vision and values. During the Kick-off Meeting held in Athens on 26–27 November 2024, partners were invited to contribute to the design selection process. A series of preliminary logo concepts were presented, each representing a distinct interpretation of EnerTEF mission to advance AI testing and experimentation in the energy sector, as well its node/satellite collaborative setup. To facilitate inclusive decision-making, a brief online voting procedure was distributed among participants, allowing them to express their preferences and provide qualitative feedback on the proposed designs. This collaborative and participatory approach ensured that the final logo design not only embodies the core themes of **innovation, sustainability, and collaboration**, but also resonates with the entire consortium.

The selected logo encapsulates the essence of EnerTEF through a modern, dynamic, and symbolically rich design. At its core lies a lightning bolt, representing energy, power, and forward momentum. This central element reflects EnerTEF technological drive and transformative approach to modernising the energy sector. The lightning bolt is embedded within a circular and interconnected structure, signifying inclusivity, continuous innovation, and the federated nature of the project. This network-like layout visually expresses EnerTEF role in bridging stakeholders, systems, and geographies across Europe (Figure 1 Primary Logo).



Figure 1 Primary Logo

A key feature of the logo is its warm gradient, which transitions from pink to orange. This colour transition has been carefully chosen to represent the fusion of **human-centered AI** (symbolised by pink) and **technological advancement** (represented by orange). The overall palette exudes dynamism, adaptability, and optimism—core attributes of EnerTEF identity.

To maintain clarity and consistency, multiple other versions of the logo have been developed:

- **Stacked logo:** A vertical arrangement suitable for constrained spaces (Figure 2 Stacked Logo).

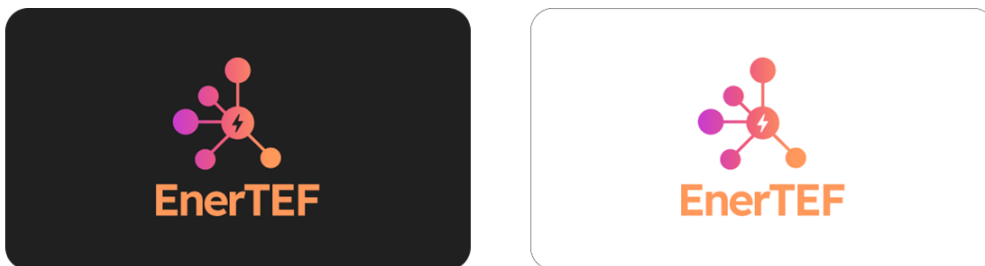


Figure 2 Stacked Logo

- **Monochrome versions:** For use in single-colour or print-only applications (Figure 3 Logo Monochrome Versions).

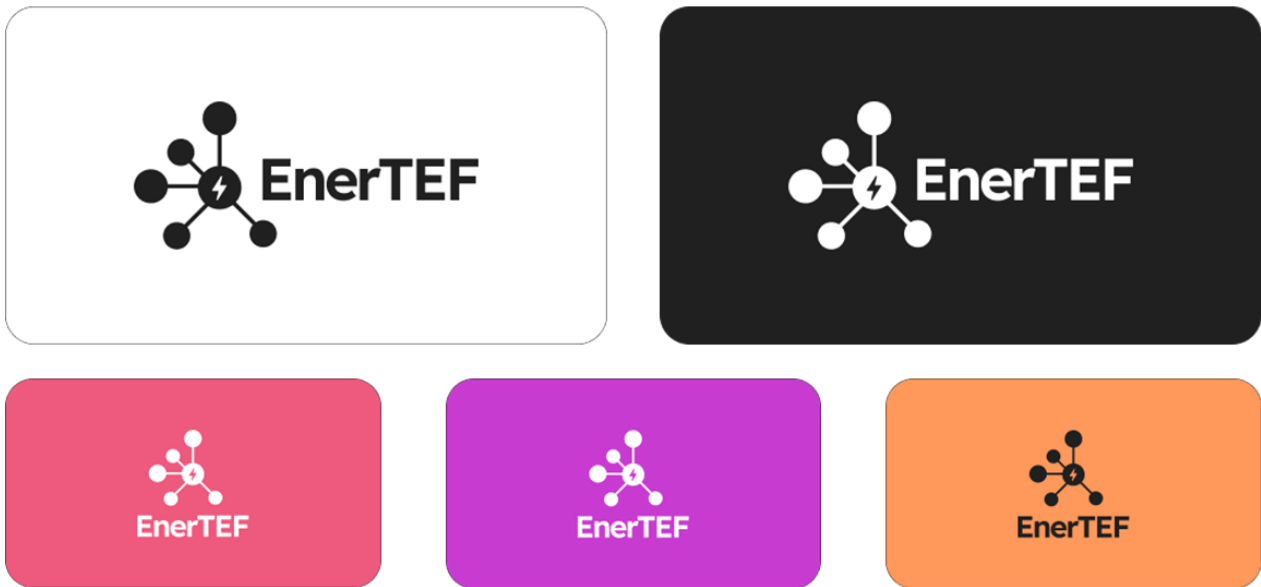


Figure 3 Logo Monochrome Versions

- **Symbol-only version:** Used when the EnerTEF name is already present or for favicons and social media avatars (Figure 4 Logo Symbol-only versions).

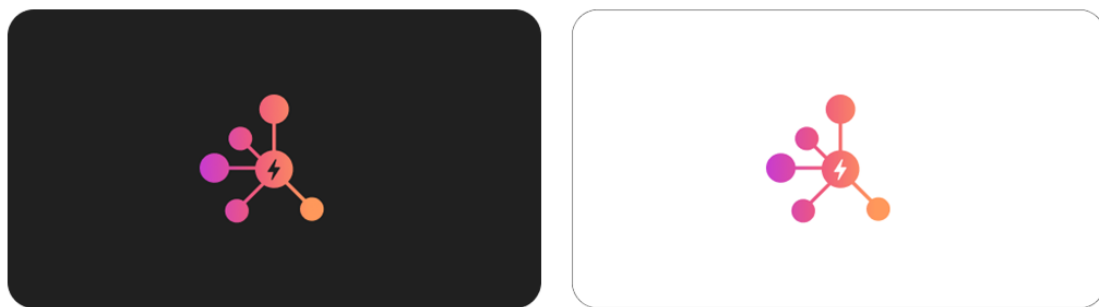


Figure 4 Logo Symbol-only versions

Detailed guidance on minimum clear space, scaling, and acceptable placements is also provided to ensure the logo is always applied consistently and professionally. Improper uses—such as colour modifications, distortion, added effects, or unapproved reconfigurations—are strictly discouraged to preserve brand integrity.

The logo serves not only as a visual identifier but also as a symbol of EnerTEF values and collaborative spirit. Its careful design and consistent application across all project materials contribute to a strong and recognisable presence across the energy and AI innovation landscape.

3.2 Templates

To promote consistency, professionalism, and brand recognition across all communication outputs, the project has developed a comprehensive set of document and presentation templates. These templates are aligned with the EnerTEF Brand Book and are designed for use by all consortium partners in the preparation of deliverables, internal reports, meeting documentation, and external presentations.

3.2.1 Deliverable Template

The official deliverable template is a Microsoft Word document pre-formatted with the project branding elements. It includes:

- A standardised cover page featuring the project logo, tagline (*“The future of energy through AI testing and experimentation”*), project metadata (acronym, number, coordinator, website), and the Horizon Europe funding acknowledgment.
- Clearly structured document metadata sections including version history, contributors, reviewers, dissemination level, keywords, and disclaimers aligned with EU guidelines
- Automated styling for headings, body text, captions, footnotes, and lists using predefined paragraph styles (e.g., *EnerTEF-Body*, *EnerTEF-Caption*, *EnerTEF-OL*).
- Instructions for inserting correctly styled tables, figures, and references to ensure formatting uniformity.
- A built-in structure for executive summaries, content tables, annexes, and APA-style bibliographic references.

This template ensures that all deliverables submitted to the European Commission or shared publicly reflect the same visual standards and layout structure, improving clarity and accessibility for reviewers and stakeholders (Figure 5 Deliverable Template).

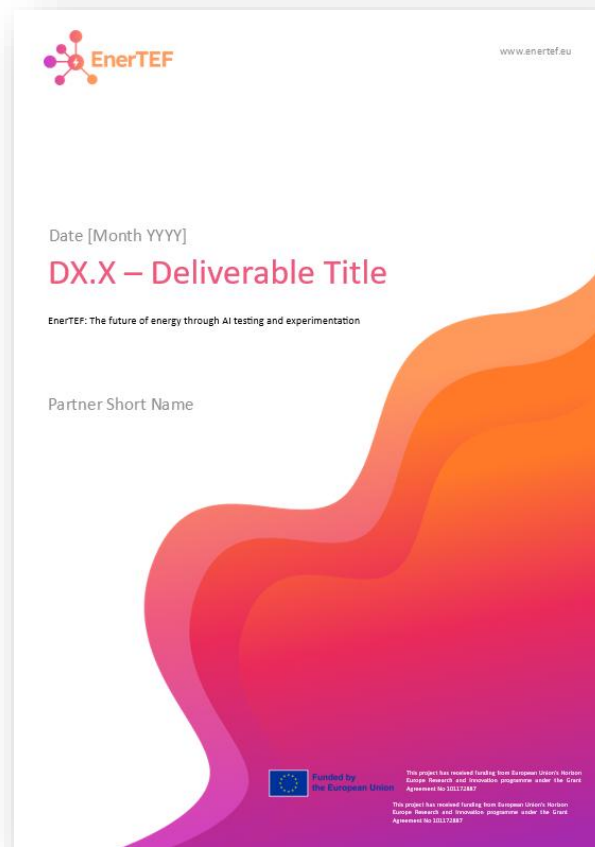


Figure 5 Deliverable Template

3.2.2 Meeting Documentation Templates

A suite of Word templates has also been developed for project meetings:

- **Meeting Agenda** template, used to schedule and structure project meetings. It features consistent header and footer branding, as well as date/time formatting and activity columns
- **Minutes of Meetings** template, used to capture discussion highlights, action points, decisions, and participant lists. It includes clear sections for organising agenda items, outcomes, and follow-ups
- **Participation List**, designed to record physical attendance and signatures for events and meetings, complying with project record-keeping requirements

These templates streamline project coordination and ensure that all documentation adheres to a unified style (Figure 6 Meeting Agenda, Minutes of Meeting and Participation List Templates).

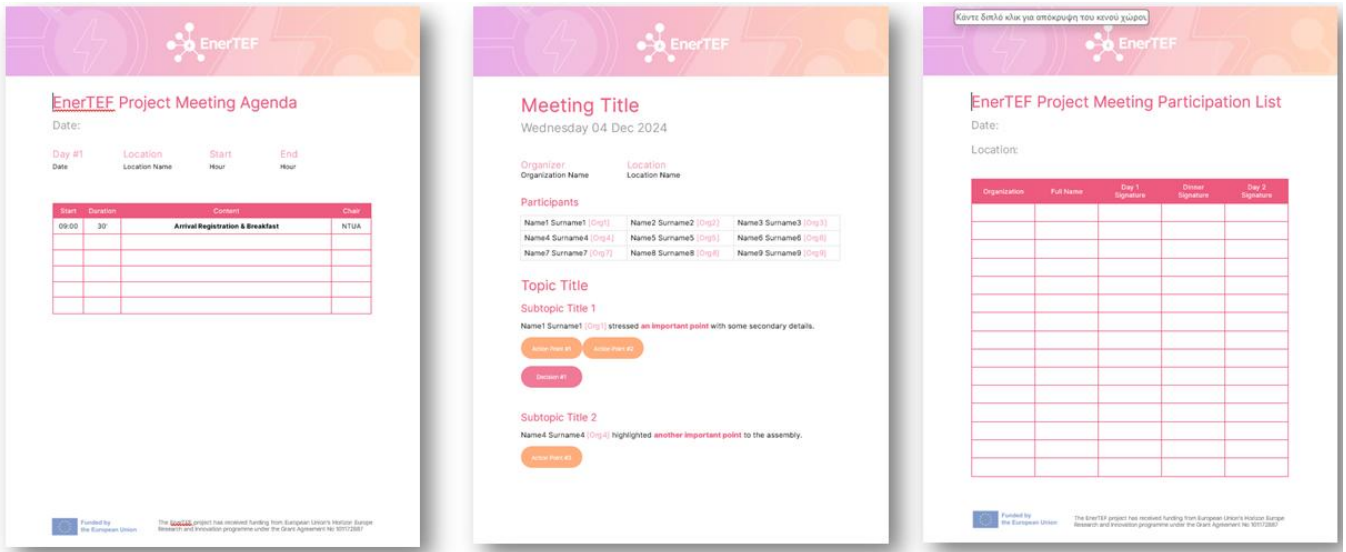


Figure 6 Meeting Agenda, Minutes of Meeting and Participation List Templates

3.2.3 Presentation Templates

EnerTEF PowerPoint templates offer two official variants:

Full Graphic Template (“Blob” version) – A visually rich design incorporating the brand’s dynamic colour palette and graphic elements. It includes:

- A branded title slide
- Custom layouts for text, charts, infographics, and media
- Footer sections with EU funding acknowledgment
- A closing “Thank You” slide with project contacts and social media handles

Minimal Template (No Blobs) – A clean and versatile alternative for more formal or content-heavy presentations, retaining core brand identity elements such as logos, colours, and social media links, but with a simplified layout.

Both templates are intended for use in conferences, stakeholder workshops, consortium meetings, and external dissemination events. They support structured and consistent delivery of project messages, regardless of presenter or audience (Figure 7 EnerTEF PPT Template).



Figure 7 EnerTEF PPT Template

3.3 Flyer

As part of the project visual identity and public-facing materials, a dedicated flyer has been developed to support general communication and dissemination objectives. The flyer serves as a compact, visually engaging introduction to the project scope, goals, and strategic positioning within the European AI and energy innovation landscape.

The EnerTEF flyer follows the project visual identity guidelines, incorporating the official logo, project colour palette, and consistent graphical elements (Figure 8 EnerTEF Flyer). It outlines the main objectives, introduces the structure of the Testing and Experimentation Facilities (TEFs), and highlights the added value offered to AI developers, energy sector stakeholders, and policy actors. It also presents the composition of the consortium, including a European map indicating the location of the TEF Nodes and Satellites, thereby delineating the distributed nature and geographic reach of the project.

Designed for use at conferences, exhibitions, workshops, and other stakeholder events, the flyer acts as a key entry point to the project. It is intended to attract initial attention, prompt engagement, and direct interested parties to the project website and further communication channels.

The flyer is available in digital format for download on the project website and will be printed and distributed at major dissemination events throughout the project lifecycle.



Figure 8 EnerTEF Flyer

The EnerTEF roll-up banner is a key promotional asset designed to support the project visibility at physical events, including conferences, workshops, exhibitions, and stakeholder meetings (Figure 9 EnerTEF Roll Up Banner). Its purpose is to provide an immediate visual representation of the project, capturing the audience's attention while delivering core messaging in a concise and engaging manner.

The roll-up banner has been developed in line with the Brand Book, ensuring full consistency with the project visual identity. It features the primary EnerTEF logo, as well as the project tagline – “The Future of Energy through AI Testing and Experimentation”. This central message reinforces the core vision of the project and establishes clear thematic alignment with all other communication materials.

The design of the banner adheres to a vertical format (0.87 m x 2.00 m), optimised for readability from a distance. It includes the following key elements:

- EnerTEF logo and visual symbol, prominently placed for immediate brand recognition
- The project full title and tagline, clearly presented to convey the mission at a glance
- A concise project description, summarising EnerTEF objectives and scope
- The project website URL for more information
- EU funding acknowledgment, including the Horizon Europe logo and the funding statement as required by Article 17 of the Grant Agreement

The layout follows best practices for roll-up materials, balancing text and graphics to ensure clarity without overcrowding. The use of the colour gradient provides visual dynamism, while the typography ensures legibility under varying lighting and venue conditions.

The roll-up banner is intended to be used by all project partners during any public-facing activities. The high-resolution, print-ready version is made available through the internal project repository and the official website, alongside guidance on printing specifications and usage scenarios. By adhering to the visual identity and maintaining consistency across public events, the roll-up banner contributes to a strong and unified representation of the project initiative.

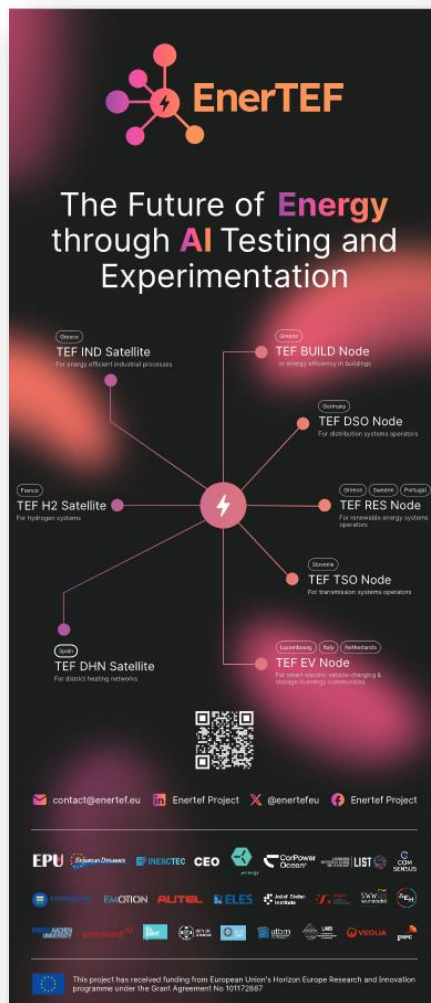


Figure 9 EnerTEF Roll Up Banner

3.4 Brand Book

The EnerTEF Brand Book serves as the definitive guide for the project visual identity and branding. Its purpose is to ensure that all project communications and materials present a unified, professional image in line with the project mission and values. By consolidating guidelines on logo usage, colours, typography, and styling, the Brand Book helps

all partners and stakeholders maintain consistency in how EnerTEF is portrayed. This consistency is crucial for building recognition and trust, as a coherent visual identity allows audiences to immediately associate materials with the EnerTEF project. In essence, the Brand Book provides the foundation for a clear and coherent representation of the project across all platforms, supporting the broader Communication and Dissemination strategy.

3.4.1 Brand Book Philosophy

EnerTEF brand philosophy is grounded in the project core themes of **innovation**, **sustainability**, and **collaboration**.

Accompanying the philosophy is EnerTEF **tagline**, which succinctly communicates the project vision. The tagline – “*The Future of Energy through AI Testing and Experimentation*” – is prominently featured in the Brand Book.

This tagline encapsulates the project aim to shape the future of the energy sector by leveraging AI in testing and experimentation, and it reinforces the forward-looking and innovative spirit of the EnerTEF initiative. All communications are encouraged to incorporate this tagline where appropriate, further unifying the project voice and message.

3.4.2 Colour Palette

EnerTEF colour palette is a bold and dynamic spectrum chosen to reflect the project innovative character. The Brand Book describes the palette as “bold, dynamic, and forward-thinking,” aligning with EnerTEF mission to revolutionise the energy sector through AI-driven innovation. The core brand colours are warm and vibrant, combining warmth and intensity with a futuristic edge. This combination reinforces EnerTEF role as a leader in AI testing and experimentation in the energy industry. The palette is carefully balanced to marry innovation with approachability, ensuring the visual identity feels cutting-edge yet inclusive to all stakeholders. The vibrant hues chosen reflect technological advancement, energetic progress, and adaptability, all contributing to a modern and engaging visual identity.

The primary colours of EnerTEF include the signature gradient tones and neutral support colours (Figure 10 EnerTEF Primary Colors). The standout scheme is the pink-to-orange gradient featured in the logo, composed of a bright magenta-pink transitioning into a vivid orange. These colours not only provide high visual impact but also carry meaning (human-centric innovation to tech-driven progress) as noted above. In practice, the pink and orange tones (and intermediate shades) are used for highlights, accents, and key graphic elements to convey energy and momentum. Neutral tones complement these vibrant colours: a deep charcoal (nearly black) and white. The charcoal grey (#202020 in hex) serves as a primary text colour and can be used for backgrounds or lettering to ensure readability, while white is used for clean backgrounds or reversed text. Together, this set of colours constitutes the primary palette used in EnerTEF logo and principal designs.



Figure 10 EnerTEF Primary Colors

The Brand Book also defines secondary colours that can be used in supporting graphics, backgrounds, or charts (Figure 11 EnerTEF Secondary Colors). These secondary colours extend the visual language while harmonising with the primary palette. The lighter tints or variations of the core gradient colours are provided for uses such as infographics or as background hues, ensuring that all materials remain on-brand. Each colour in the palette is specified with exact values (HEX for web, RGB for digital media, and CMYK for print) so that all reproductions of the EnerTEF colours are accurate and consistent. The Brand Book emphasises using the correct colour mode for the medium – CMYK for printed materials and RGB for digital displays – to maintain colour fidelity. By adhering to the defined colour palette, designers and partners ensure that every flyer, presentation, or web page associated with EnerTEF visually reinforces the project identity and messaging.

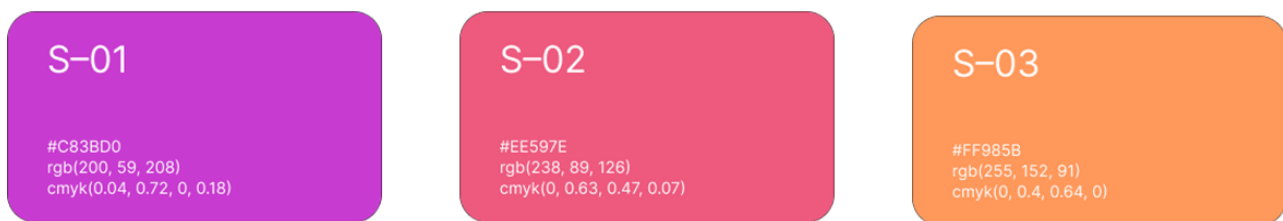


Figure 11 EnerTEF Secondary Colors

3.4.3 Typography and Layout

The official typeface for EnerTEF is Inter, a modern sans-serif font selected for its clarity, readability, and contemporary style. The Brand Book highlights that Inter embodies modernity, clarity, and accessibility – key qualities for an AI-driven energy innovation brand. The Inter geometric yet friendly design aligns with the EnerTEF mission of making advanced AI testing and experimentation approachable to energy stakeholders. In other words, the font clean lines and open shapes help demystify complex concepts by presenting text in a clear, easily digestible form. Inter offers excellent legibility across both digital and print mediums, ensuring seamless communication of information; its high readability helps make complex information easy to absorb. Moreover, as a versatile and forward-thinking font, Inter reflects the EnerTEF commitment to technological excellence and collaboration across Europe’s evolving energy landscape. This alignment between typography and brand values means the very look of the text reinforces the project innovative and cooperative ethos.

In terms of style specifications, the Brand Book prescribes Inter to be used across all EnerTEF materials for consistency. This includes various weights and styles of Inter to establish a clear visual hierarchy in documents and designs, e.g. as bold for headlines, regular for body text. By using a single font family, EnerTEF ensures that headings, subheadings, and body text maintain a coherent look and feel, enhancing professionalism. The layout logic in the EnerTEF templates and publications is built around this typography – ample white space, clear headings, and legible body text contribute to a clean and accessible layout. The consistent use of Inter in predefined font sizes and weights, as given in the Brand Book’s templates or style guidance, helps create a unified reading experience. All partners are expected to apply these typography guidelines in deliverables, presentations, and promotional materials, which aids in instantly recognisable branding. In summary, the EnerTEF typographic style supports both aesthetic consistency and effective communication of content.

3.4.4 Proper and Improper Usage Guidelines

To protect the integrity of the brand, the EnerTEF Brand Book includes explicit rules on proper and improper use of the logo and other visual elements. Adhering to these rules is essential for maintaining a professional and consistent appearance. The guidelines include several “do not” rules with examples of incorrect usage to avoid. Key rules can be summarised as follows:

- Do not modify or distort the logo appearance. The logo should never be stretched, compressed, or rotated out of its standard orientation. Its proportions must remain unchanged – for example, no stretching or tilting the logo at an angle. Additionally, the logo should not be outlined or re-drawn in any way that alters its design. Any form of distortion or addition (such as drop shadows, glows, or other effects) is prohibited, as these treatments can compromise legibility and brand consistency.
- Use only approved colours and formats. The logo and all brand graphics should be displayed only in the official colour palette. Unapproved colours or colour combinations are not allowed – for instance, one should not arbitrarily change the logo to a different colour outside the Brand Book’s palette.
- Do not create unapproved versions. The logo should always be used as provided, without any alterations to its elements or composition. Partners must not create their own variations of the EnerTEF logo – for example, by rearranging the icon and text, changing fonts in the wordmark, or adding taglines directly to the logo graphic. Such custom or improvised versions undermine the consistency and legal integrity of the brand.

The Brand Book can be found in the [ANNEX 1](#) part of the Deliverable.

3.5 Banners

To further support the communication and dissemination strategy, EnerTEF has developed a series of branded visual assets specifically designed for use across digital and social media platforms. These assets contribute to a dynamic and recognisable online presence and help reinforce the project visual identity in public-facing communications.

3.5.1 TEF Node & Satellite Cards

Dedicated visual cards have been created to introduce and promote each **TEF Node and Satellite** involved in the project (Figure 12 TEF Nodes & Satellites Graphic Cards). Each graphic:

- Highlights the geographic location and scope of the node/satellite
- Presents associated logos of involved partners
- Communicates the targeted AI application domain (e.g., DSO, RES, EV, H2, BLD, IND)
- Uses the official EnerTEF gradient and typography over a consistent visual structure

These cards are optimised for sharing on platforms such as LinkedIn and Twitter and are a key component of the project awareness-raising strategy.



Figure 12 TEF Nodes & Satellites Graphic Cards

3.5.2 Multimedia and Video Content

In addition to static visuals, EnerTEF has begun producing short-form videos for use in online campaigns, presentations, and events. These videos are designed to showcase the mission, values, and technological ambition of the project in an accessible and engaging manner. Video production follows the same branding guidelines regarding fonts, colours, logos, and messaging. Screenshots of these videos are provided below (Figure 13 Preview of EnerTEF Videos and Media).

All visual and multimedia assets are made available to consortium partners through the internal repository. These materials not only enhance engagement but also ensure consistency across the project digital footprint.

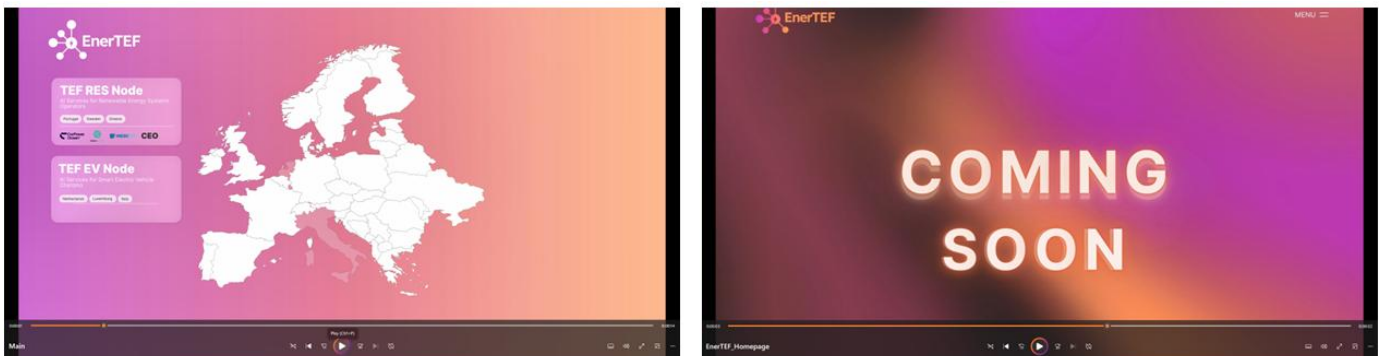


Figure 13 Preview of EnerTEF Videos and Media

3.5.3 Greeting Cards

As part of community engagement and outreach, a seasonal greeting card was designed and distributed during the 2024–2025 holiday season (Figure 14). This type of visual content helps humanise the project and foster a sense of connectedness with stakeholders and followers across platforms. More cards will be created in the future.

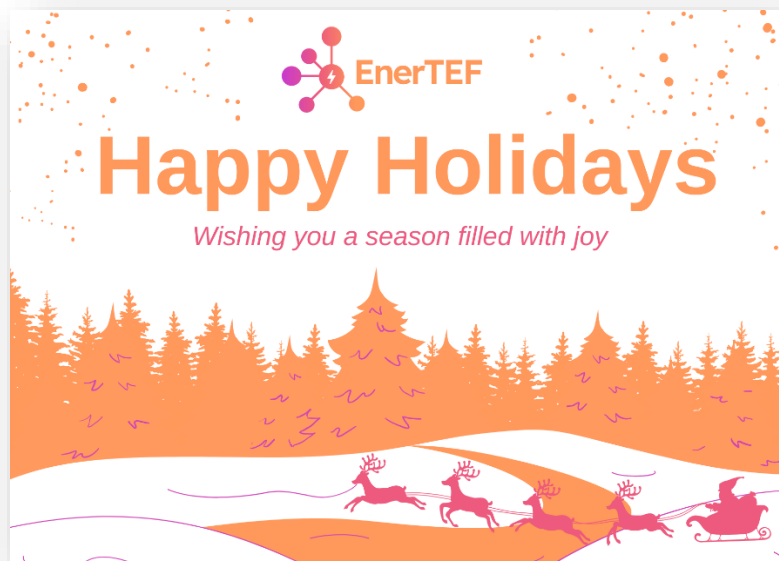


Figure 14 EnerTEF Greeting Christmas Card

4. Communication Channels

4.1 Website

The official EnerTEF project website (www.enertef.eu) is live and serves as the central digital hub for all dissemination and communication activities. It is the main public gateway to the project and the wider EnerTEF community consolidating up-to-date information, news, and resources in one accessible platform. The website maximises the visibility of the activities and outcomes and facilitates direct engagement with diverse stakeholders. The website currently includes several key sections:

1. **Homepage:** Provides an introduction to EnerTEF mission, objectives, and consortium at a glance, giving visitors a high-level overview of the project scope and importance.
2. **Nodes & Satellites.** A dedicated section to introduce each of the five Nodes and three Satellite sites, including infrastructure profiles, specialisations, and associated partners.
3. **News & Events:** Features a regularly updated feed of project news, press releases, and upcoming events. This section ensures stakeholders can follow the latest developments – from project milestones and announcements to information on workshops or conferences the project is involved in.
4. **Contact:** Offers a direct communication channel to the project. It typically includes contact details (and/or a web form) for reaching the project coordinator or relevant partners, encouraging inquiries, networking, and feedback from interested parties.
5. **Resources**
 - Deliverables – Public deliverables (e.g. D7.1 available; next upload scheduled for August).
 - Publications – Scientific papers and articles from academic partners.
 - Policy Briefs – At least 1 policy brief & best practices
6. **Communication Material**
 - Newsletters – Internal and External mentions
 - Dissemination Material – Posters, presentations, factsheets shared at external events.
 - Videos – Short-format promotional or explanatory videos (to be developed).
7. **About**
 - Project Summary.
 - Objectives (mirrored from homepage).
 - Consortium (full partner list with roles).
 - Synergies (collaboration with other projects and initiatives).

The following sections are planned or are under construction to provide comprehensive content and resources for all user groups:

8. About

- Project Structure.
- Node Structure.
- Architecture.

9. Services Catalogue *(Under Construction – expected May 2025)*

Detailed descriptions of the AI testing services, organised by Node and Satellite facilities. This section will evolve with WP2 inputs and become a central reference for external users.

Examples of the already implemented website pages are provided below (Figure 15 EnerTEF Website Pages).

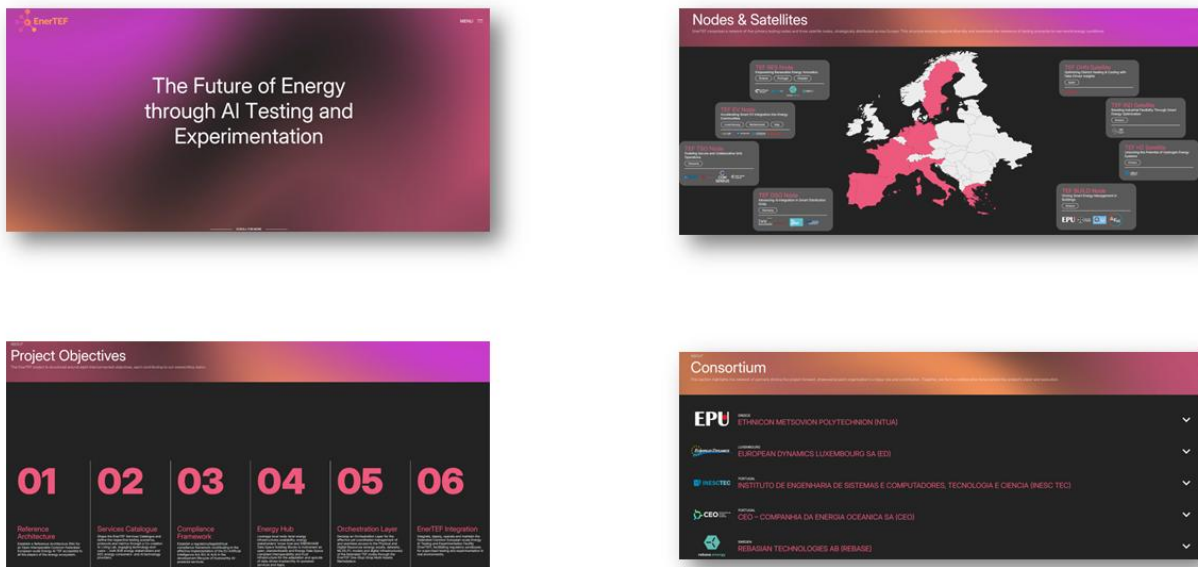


Figure 15 EnerTEF Website Pages

This comprehensive structure ensures EnerTEF website provides clarity, transparency, and engagement throughout the project lifecycle. Each section is being developed in collaboration with respective WP/task leaders to ensure consistency and quality. As the project advances, the website will integrate interactive features such as an AI-driven recommendation engine and service request form (Task 7.4. AI-driven recommendation engine for SMEs/Startups service development consultation)

Through clear navigation and audience-oriented content, each visitor group can find relevant information tailored to their interests. For instance, technical stakeholders will find details on the testing services and infrastructure (important for potential TEF users seeking to validate AI solutions), while policymakers and the general public can find high-level

project summaries, news, and impact stories. The site also features interactive elements to boost engagement – for example, an option to subscribe to the project newsletter and possibly registration forms for events or calls. Notably, an e-newsletter sign-up is available so that interested visitors can receive regular email updates; EnerTEF plans to issue periodic newsletters (at least two per year, totaling ~6 over the project) to keep subscribers informed of progress, results and upcoming opportunities.

Finally, the website is maintained as a living platform with regular updates throughout the project lifecycle. The consortium will continuously publish fresh content to keep the site current and engaging – for example, posting news articles and press releases about project achievements, announcing events and milestones, and later showcasing success stories or demonstrator results. This approach is backed by specific targets in the “Communication and Dissemination Plan” D7.1.

4.2 Social Media

Social media platforms play a vital role in EnerTEF digital communication strategy, enabling widespread, cost-effective dissemination of project updates, results, and events.

Social media provides a low-barrier publishing environment that empowers both technical and non-technical audiences to access updates and share information. Given the proliferation of specialised communities and niche interest groups online, EnerTEF social media strategy will also take into account long-tail keywords and diverse content styles to maximise reach and relevance.

Regular campaigns will be coordinated by the dissemination team and shared with partners via email and the internal workspace. Each campaign will:

- Include draft posts, visuals, suggested hashtags, and accounts to tag
- Encourage tagging of local and EU-level stakeholders (e.g., local energy agencies, municipalities, policy networks)
- Be designed for multilingual sharing when possible, with partners translating content into national languages

All social media posts will include the project hashtag: #EnerTEF

Other hashtags may include:

- #AlinEnergy, #DigitalEurope, #EnergyTransition, #TEFs, #HorizonEU, #CleanEnergyEU, #EU2050, #TrustworthyAI

Social media performance will be regularly monitored using native analytics tools (e.g., Twitter Analytics, LinkedIn Insights) and integrated with website traffic analysis via Google Analytics. These insights will help:

- Assess engagement levels and refine messaging
- Identify top-performing content and audiences
- Inform campaign design and timing

As the project evolves, so too will its digital strategy. New campaigns will be tailored to the progress of EnerTEF pilots, key milestones, and public deliverables. Social media will not only support visibility but also encourage stakeholder interaction, community building, and trust in AI for energy.

EnerTEF maintains dedicated accounts on the following platforms:

- **X (Twitter):** x.com/enertefeu
- **LinkedIn:** linkedin.com/company/enertef-project
- **Facebook:** facebook.com/profile.php?id=61569980070304
- **Youtube:** <https://www.youtube.com/channel/UCzCR1jNqqj-pB0GTHkH6rRg/>

These channels are used to:

- Announce upcoming events, webinars, workshops, and campaigns
- Disseminate public deliverables, reports, and publications
- Highlight consortium activities, achievements, and pilot developments
- Promote media content such as videos, flyers, and infographics
- Share sector-related news (AI, energy, EU policy, TEFs) and boost synergies with other projects
- Interact with stakeholders and redirect traffic to the main website (www.enertef.eu)

EnerTEF will tailor its messaging based on each platform's dynamics.

4.2.1 X

A strategic decision was made to create a dedicated EnerTEF X account aiming at the following benefits.

- Consistent and regular posting (e.g., daily updates, live tweets during events)
- Running thematic campaigns (e.g., #AIforEnergy, #TEF4Energy, #EnerTEFpilots)
- Cross-tagging and networking with EU initiatives such as @DigitalEU, @cleanenergy_eu, @HorizonEU
- Easier tracking of engagement via Twitter Analytics
- Connection to Google Analytics to measure website referrals via social media

The X account will also retweet relevant updates from other EU-funded projects and industry stakeholders, expanding visibility and supporting cross-project engagement.

Figure 16 provides a clear example of our effort to communicate one of the 5 Nodes, the TEF EV Node.



Figure 16 EnerTEF X Post

4.2.2 LinkedIn

A dedicated LinkedIn page was created to ensure professional visibility and alignment with partner communication policies. It enables easier sharing of content within partner networks and industry-specific circles. Its purposes include the following:

- Project updates and insights
- Partner spotlights and technical posts
- Industry-relevant discussions, results, and deliverables
- Reposts from pilot activities or publications

Figure 17 provides an example of our TEF RES Node, including all the necessary information for audience to better understand TEF Nodes.

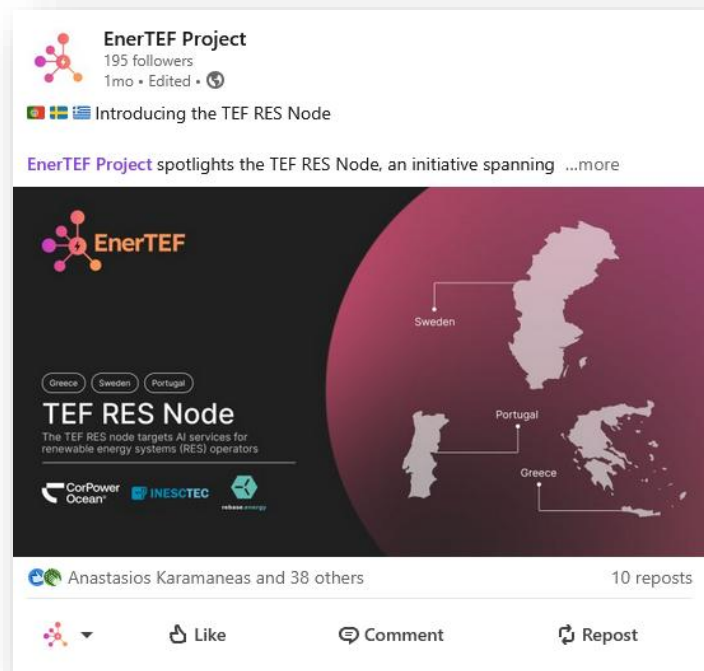


Figure 17 EnerTEF LinkedIn Post

Partners are encouraged to amplify visibility by sharing content from the official page on their institutional accounts. Where relevant, partners may also localise or translate posts into national languages for broader outreach.

4.2.3 Facebook

The EnerTEF Facebook page supports broader outreach, especially toward local and civic audiences. It will host:

- Photo galleries from events and workshops
- Short explanatory texts, flyers, and citizen-friendly updates
- Interactive content that aligns with general outreach and public awareness goals

Figure 18 wraps a moment of Project Coordinator participating at BRIDGE General Assembly 2025.



Figure 18 EnerTEF Facebook Post

4.2.4 Youtube

The EnerTEF YouTube channel amplifies visual storytelling and engagement with broader audiences through dynamic video content. It supports outreach by offering:

- Short thematic video clips (1–2 per node) that highlight key activities, project milestones, and innovations
- A flagship project video that has garnered over 900 views, reinforcing visibility and impact
- Compelling visuals to complement EnerTEF awareness-raising and educational efforts

1 video has been uploaded to EnerTEF channel about Nodes & Satellites overview.

4.3 Newsletter

A series of electronic newsletters (2 newsletters per year as described in the GA) will be issued throughout the project to support EnerTEF outreach and dissemination efforts. The newsletters aim to raise awareness about the project scope, ongoing activities, and results while keeping relevant stakeholders engaged and informed.

The EnerTEF newsletters are created and distributed via the **MailerLite platform**, a GDPR-compliant email marketing tool. Newsletters are shared with a growing list of stakeholders at both EU and national levels who have subscribed and explicitly provided their consent to receive electronic communications regarding the project progress. In line with GDPR, all subscriber data is handled securely, and users can opt-out at any time.

The communication strategy stipulates for the newsletter to be:

- Sent twice per year, in alignment with the KPI defined in the Communication and Dissemination Plan

- Published in electronic format and hosted on the project website (www.enertef.eu) for open access and archival
- Promoted through all social media channels, including LinkedIn, X, and Facebook
- Shared across partner networks and potentially included in their institutional newsletters

A dedicated newsletter template has been designed in line with EnerTEF visual identity and branding guidelines. It ensures visual consistency and a professional presentation across all issues.

The first EnerTEF newsletter, shown in Figure 19 and [accessible here](#), was released in March 2025 and focuses on:

- General information about the project
- Highlights from the Kick-off Meeting
- Launching the project website
- Past events, upcoming events and communication assets



Figure 19 Newsletter, Issue March 2025 1st page

Future newsletters will cover additional topics such as:

- Public deliverables and technical insights

- Highlights from the pilots and testing nodes
- Synergies with other TEFs or EU-funded projects
- Key outcomes from events
- Featured publications, media, and visual materials

The newsletter content will be drafted primarily by NTUA, in close collaboration with project partners. All consortium members are encouraged to contribute content such as news, articles, photos, and event summaries. Where relevant, EnerTEF may also feature in external newsletters issued by partner institutions or networks, that will be tracked and reported as part of dissemination metrics.

To build a solid distribution list, the project will also leverage the existing networks of partners and the outreach capacity of organisations within the consortium. The newsletter will thus serve as a project-branded communication channel that capitalises on collective visibility and maximises stakeholder reach across sectors.

4.4 Events

Events represent a core component of EnerTEF communication and dissemination strategy, offering opportunities to raise awareness, share progress, showcase results, and engage directly with diverse stakeholder groups at local, national, and EU levels. The EnerTEF project will implement a dual-track approach to event participation: organising branded project events and participating in targeted external events, including international conferences and policy forums.

4.4.1 Project-Branded Events

EnerTEF will organise a series of branded events, both physical and virtual, aligned with the phases of the project and the evolution of its services. These events will facilitate capacity building, feedback gathering, policy dialogue, and ecosystem engagement across the consortium's five nodes and three satellite sites.

According to the Grant Agreement, the following branded events are planned.

4.4.1.1 EU Thematic Online Seminars

EnerTEF will hold three thematic webinars during the project lifespan. These will engage up to 30 participants each and cover strategic topics such as:

- AI-driven Digital Twins for grid optimisation and asset management
- AI validation frameworks for energy flexibility and storage
- Secure and federated experimentation for energy AI services

These seminars will bring together AI developers, system operators, policy experts, and research institutions to stimulate cross-sector dialogue and promote uptake of project tools.

4.4.1.2 Regional Capacity-Building Workshops

Each node and satellite partner will host at least one regional workshop to:

- Demonstrate EnerTEF services and testing infrastructure

- Train local users (e.g. SMEs, cities, aggregators, grid operators)
- Tailor content to regional regulations and innovation needs

These workshops will begin in 2026, once early testing activities are mature enough for live demonstrations. They are designed to support service replication and deepen project outreach at the national level.

4.4.1.3 Final Dissemination Event

A high-profile final event will be held in Brussels in 2027, with more than 100 participants expected. This flagship event will:

- Showcase key results, open-source tools, and demonstrators
- Deliver EnerTEF policy messages to EU decision-makers
- Highlight impact on AI testing, cross-node collaboration, and business model innovation

The final event will involve policymakers, energy regulators, TEF coordinators, industry representatives, and the media.

4.4.2 Participation in External Events

In parallel with its own events, EnerTEF will maintain a strong presence at major external conferences, fairs, and policy platforms to broaden its visibility and reach key stakeholder groups. The project aims to:

- Participate in at least 2 high-level events per year
- Contribute to 2–3 EU policy events during the project
- Present results in one major policy conference by the end of the project

EnerTEF has already participated in several events that built early visibility and stakeholder engagement:

- Kick-off Meeting (26–27 November 2024, Athens) – Formal launch of EnerTEF with all 25 partners
- Workshop on AI and New Technologies in Justice (October 2024, Athens) – Presented EnerTEF mission
- DATAMITE Meetup (6 February 2025) – Networking with other EU-funded digitalisation projects
- Athens Climate Neutrality Workshop (26 February 2025) – Presented EnerTEF in the context of sustainable urban transitions
- BRIDGE General Assembly (25–26 March 2025) – Positioned EnerTEF in the EU's broader energy innovation ecosystem
- Smart Energy Cluster – 3rd Collaboration Workshop (16 April 2025, online) – EnerTEF to present project goals and use cases

Upcoming events:

- IISA 2025 (10–12 July 2025, Mytilene, Greece) – Co-organised EnerTEF session/workshop on digital intelligence for energy systems

These external events serve as strategic venues for clustering, policy dialogue, research dissemination, and market uptake promotion (Table 2 List of Events and Targeted Stakeholders).

Table 2 List of Events and Targeted Stakeholders

Event	Targeted Stakeholders
AI-on-Demand Events	AI Industry Stakeholders, AI Service Developers, Researchers and Academia
Sustainable Places	TEF Node Operators, Cities/Regions, Aggregators and Energy Suppliers
European Sustainable Energy Week (EUSEW)	Network Operators, RES Stakeholders, Regulators
Enlit Europe	DSOs/TSOs, Aggregators, AI Industry
Conference on AI & Big Data in Engineering	AI Developers, AI Services, Research and Academia
IDSA Conferences	AI Developers, Grid Operators, Regulators
European Big Data Value Forum	AI Industry, Policymakers, Research Community
ETIP SNET WG4 Workshops	Network Operators, Technical Experts and Regulators
IEEE SmartGridComm, ICML, EEM, ISGT	AI Service Developers, RES Stakeholders, Academia
International Conference on Electricity Distribution	DSOs/TSOs, Regulators, Node Operators
EU Covenant of Mayors Events	Cities/Regions, RES Stakeholders, Aggregators
I-on-Demand Events	AI Industry Stakeholders, AI Service Developers, Researchers and Academia
Sustainable Places	TEF Node Operators, Cities/Regions, Aggregators and Energy Suppliers

EnerTEF will also collaborate closely with other TEFs, the AI-on-Demand platform, NetZeroCities, BRIDGE, and the Horizon Results Booster (HRB) to identify joint dissemination opportunities and amplify messaging at external events. More details on Section 5 “Collaboration with EU-Funded Projects”

The events are thoroughly described in T7.3. KPIs will be provided in the section 7.2.1 part of the Document.

4.5 Editorial Content and publications

EnerTEF editorial content and publication strategy is designed to disseminate the project outcomes, insights, and innovation potential across a wide range of stakeholder groups, using a blend of scientific, policy-oriented, and public-facing formats. These efforts play a central role in raising awareness, promoting adoption, and supporting long-term impact through structured knowledge sharing.

The editorial activities are aligned with the objectives and performance indicators of Work Package 7 (WP7) and contribute directly to stakeholder engagement, capacity building, and policy influence. A diverse portfolio of written outputs is planned, tailored to the interests and technical understanding of different audiences—from academic and technical experts to practitioners, municipalities, and the general public.

As defined in the Grant Agreement, the project will produce:

- At least twelve peer-reviewed scientific publications in recognised international journals, focusing on methodological innovations, pilot results, and key technical advances achieved within the project.
- A minimum of fifteen contributions to international peer-reviewed conferences, to ensure scientific dissemination and visibility across the European research and innovation landscape.

- One policy brief, providing evidence-based insights, regulatory considerations, and recommendations derived from project activities, pilot feedback, and stakeholder engagement.
- Over eight thematic factsheets and infographics, designed to present key results and services in a visual and accessible format for non-specialist audiences.
- A final “Innovation Handbook”, synthesising the project core outcomes and best practices, to support replication and exploitation by energy stakeholders, AI developers, public authorities, and network operators.

All editorial materials will conform to the EnerTEF visual identity guidelines and will be published on the project website. Their reach will be extended through project newsletters, targeted social media campaigns, and dissemination at events.

In parallel, editorial content will be closely linked with the project broader event strategy, supporting participation in key dissemination opportunities such as **Enlit Europe, Sustainable Places, and IISA 2025**. Communication collateral produced for these events—including brochures, use case overviews, and project summaries—will serve as tailored engagement tools for specific audiences.

Through this editorial and publication approach, EnerTEF aims not only to contribute to scientific excellence but also to provide practical, policy-relevant insights and accessible knowledge products. These outputs will be monitored and evaluated within the project KPI framework, ensuring they continue to support the strategic goals of WP7.

4.6 Consortium partner channels

In addition to centralised project-level communication, EnerTEF will leverage the existing channels of all consortium members to amplify visibility and disseminate content across diverse national and thematic networks. Each partner will act as a multiplier by promoting EnerTEF through their institutional websites, mailing lists, and social media accounts.

4.6.1 Partner Mailing Lists

Each partner maintains contact lists relevant to their stakeholder communities, such as national energy networks, research institutions, SMEs, policy stakeholders, or innovation hubs. The consortium has compiled two internal mailing list databases:

- A general partner mailing list for administrative and coordination purposes, including named contacts and representatives from each organisation involved in EnerTEF.
- A Node and Satellite-specific mailing list, identifying key communication leads for each test facility and regional focus, ensuring effective localisation and dissemination at the operational level.

Their primary value lies in strengthening group communication, enabling structured collaboration, and securing consistent coordination across all levels of the consortium.

All the above can be found in EnerTEF Consortium repository [here](#).

4.6.2 Institutional Channels and Media Outlets

The media assets and online channels of each partner have also been mapped and are actively integrated into the EnerTEF dissemination ecosystem. This includes:

- Official websites of the 25 project partners.
- Social media accounts (X/Twitter, LinkedIn, Facebook).

All partners are encouraged to:

- Reshare project content from EnerTEF official social media accounts
- Tag EnerTEF in posts and use the hashtag #EnerTEF.
- Include EnerTEF in their event announcements and conference appearances.
- Add the EnerTEF website and logo to their project landing pages.

A complete folder of partner logos SharePoint at: [EnerTEF SharePoint – Partner Logos](#), as well as folder with the partner media channels: [EnerTEF Sharepoint – Media Channels](#).

This collaborative, decentralised approach ensures that EnerTEF visibility is embedded across the ecosystem of 25 institutions spanning academia, industry, energy innovation, municipalities, and digital infrastructure.

4.7 Communication products overview

To ensure that key messages effectively reach and resonate with the intended stakeholder groups, EnerTEF applies a broad range of communication tools. These tools are selected and adapted based on audience preferences, communication objectives, and the nature of the content to be shared. Together, they form a comprehensive communication ecosystem that enables the dissemination of project updates, results, opportunities, and engagement activities across multiple channels and formats.

These tools support both high-level visibility and targeted outreach, combining digital and physical formats, technical and non-technical language, and formal and informal communication styles. The selected tools enable the project to engage a wide spectrum of stakeholders—from policymakers and technical experts to SMEs, investors, cities, and the general public (Table 3 Communication Channels and Target Groups).

Table 3 Communication Channels and Target Groups

Tool	Purpose
Project Website	Central hub for project updates, service descriptions, deliverables, and media
Social Media Channels	Real-time updates, event promotion, stakeholder tagging, campaign visibility
Newsletters	Periodic updates and highlights delivered directly to subscribers
Infographics & Factsheets	Visually engaging summaries of project concepts, pilots, and services
Videos	Dynamic storytelling and explainer content for broad engagement
Policy Briefs	Condensed recommendations tailored for policy decision-making
Scientific Publications	Peer-reviewed papers disseminating technical and research results

Events (Webinars, Workshops, Final Conference)	Direct interaction, training, promotion, and networking
Press Releases & Media Articles	Media outreach and awareness-raising across EU and national press
Partner Communication Channels	Dissemination through institutional newsletters, websites, and events
Clustering Materials	Joint outputs with other EU projects (flyers, posts, statements)

5. Collaboration with EU-Funded Projects

5.1 Smart Energy Cluster

EnerTEF is a proud member of the Smart Energy Cluster, a growing collaboration platform uniting over 30 EU-funded projects working on integrated energy services, digital innovation, and the energy transition. The cluster was initiated by the LIFE project InEEsS, co-managed by EPU-NTUA and IECCP, with the goal of breaking silos, enabling cooperation across initiatives, and amplifying dissemination impact through shared strategies and resources.

5.1.1 Objectives of the Smart Energy Cluster

The cluster mission is to:

- Establish synergies among projects sharing similar themes and performance goals
- Facilitate knowledge exchange on dissemination, stakeholder engagement, and communication approaches
- Promote collaborative outreach through cross-promotion, joint events, and coordinated content sharing
- Engage common target groups and create critical mass in promoting the smart energy transition
- Enhance visibility by leveraging joint platforms such as the #SmartEnergyCluster hashtag, website, newsletters, and shared social media campaigns

5.1.2 EnerTEF Role and Participation

EnerTEF officially joined the Smart Energy Cluster in 2025 and presented its goals and activities at the 3rd Collaboration Workshop on 16 April 2025. During the session, EnerTEF was introduced as a key TEF project supporting the trustworthy development of AI in energy systems through a federated, multi-node infrastructure.

As a member of the cluster, EnerTEF will:

- Participate in joint communication actions, such as social media campaigns, newsletters, and events
- Share dissemination materials (e.g. flyers, news, upcoming events) via the cluster's website and platforms
- Attend or co-organise cluster-wide workshops, webinars, and conference sessions (e.g. IISA 2025, Enlit Europe 2025)
- Collaborate bilaterally with other cluster members on thematic synergies (e.g. digital twins, RES integration, energy efficiency in buildings)
- Populate and maintain EnerTEF presence on the Smart Energy Cluster website, including pilot mapping and updates

5.1.3 Strategic Benefits

Membership in the Smart Energy Cluster enhances EnerTEF reach beyond the immediate TEF ecosystem by:

- Connecting with LIFE, Horizon 2020, and Horizon Europe projects addressing AI, energy efficiency, digitalisation, and cross-sectoral services

- Multiplying visibility through collective branding (e.g. #SmartEnergyCluster hashtag already used 120+ times on social media)
- Creating potential for standardisation activities, joint exploitation, and replication efforts

EnerTEF will continue to actively contribute to the cluster's vision and benefit from coordinated outreach strategies designed to support the European Green Deal, digital transition, and innovation in AI for energy.

5.2 Other initiatives

5.2.1 Collaboration Among Energy TEFs

EnerTEF has formally initiated coordination activities with the other two TEFs in the energy domain: **AI-EFFECT** and **EnergyGuard**. This trilateral collaboration is designed to facilitate the exchange of knowledge and best practices, jointly address shared technical and governance challenges, and align outreach efforts.

- AI-EFFECT aims to establish a European Testing and Experimentation Facility for AI applications in the energy sector, enabling AI development, testing, and validation at various system levels.
- EnergyGuard seeks to create a pan-European network of five interconnected TEF sites across Portugal, Spain, France, Italy, and Latvia, dedicated to accelerating the development and adoption of trustworthy AI solutions in diverse energy ecosystems.

The three energy TEFs have jointly committed to:

- Coordinated communication and dissemination actions, including cross-referencing on websites, shared participation in EU events, and co-branded outreach initiatives;
- Thematic alignment on key topics such as federated data access, AI validation processes, and ethical testing environments;
- Exploration of joint activities related to training programmes, open calls, and policy engagement.

This collaboration is expected to strengthen the visibility and influence of the TEF energy community and contribute to the establishment of a unified European approach to AI testing, validation, and deployment in the energy domain.

5.2.2 Collaboration Opportunities with other TEFs

In addition to coordinating with energy-specific initiatives, EnerTEF also aspires to synergies with the four horizontal TEFs funded under the same programme. These horizontal facilities focus on sector-wide challenges and technological enablers, providing valuable insights and collaboration opportunities across domains.

The TEFs are:

- TEF for Smart Cities and Communities (citcom.ai) – Focusing on AI applications at the urban scale, including infrastructure, mobility, and citizen-centric services.
- TEF for AgriFood (agrifoodtef.eu) – Dedicated to AI innovations in sustainable agriculture, food systems, and agri-tech.

- TEF for Health (tefhealth.eu) – Supporting AI-based solutions in healthcare, diagnostics, and medical data management.
- TEF for Manufacturing (AI-Matters) (ai-matters.eu) – Advancing the deployment of AI and robotics in industrial and manufacturing processes.

Through collaboration with these initiatives, EnerTEF aims to:

- Address cross-sector challenges such as data interoperability, trust, security, and explainability.
- Align service offerings and user engagement mechanisms where there is functional or methodological overlap.
- Coordinate contributions to shared dissemination and policy platforms such as the AI-on-Demand platform and the future European TEF Community portal.
- Exchange knowledge on training design, ethical frameworks, and TEF evaluation methodologies.

These collaborative efforts are expected to enrich EnerTEF communication and dissemination activities, foster a pan-European dialogue on trustworthy AI, and position the TEF network as a cornerstone of the European Digital Strategy.

5.2.3 TEFs and their links with other related EU initiatives

The Testing and Experimentation Facilities (TEFs) established under the [Digital Europe Programme](#) represent central pillars in Europe’s strategy to foster the development, validation, and uptake of trustworthy Artificial Intelligence (AI). While each TEF focuses on a specific sector—such as energy, manufacturing, healthcare, or agrifood—they are designed to operate in close synergy with other EU instruments and initiatives to maximise impact and ensure coherence across the AI innovation ecosystem.

5.2.3.1 Complementarity with European Digital Innovation Hubs (EDIHs)

TEFs are closely linked with the network of European Digital Innovation Hubs (EDIHs). While both initiatives promote digital transformation, their roles are complementary and distinct:

- EDIHs act as regional entry points and support “test-before-invest” services. They help local companies and public bodies evaluate the maturity of digital solutions before large-scale adoption. The technologies deployed through EDIHs are typically mature and ready for market uptake.
- TEFs, by contrast, focus on pre-commercial technologies that require extensive testing and validation in real-world environments. TEFs act as shared central resources—a “toolbox” accessible to EDIHs and any AI user—providing advanced infrastructure and technical support to bring AI innovations closer to market readiness.

Once technologies are validated in a TEF setting, they can be channelled through the EDIH network for scaled local adoption, thus ensuring a seamless pipeline from experimentation to deployment. The Commission actively encourages such cross-integration to enable full utilisation of AI capacities across Europe.

5.2.3.2 Synergies with European Data Spaces

TEFs are expected to integrate with emerging European Data Spaces, which aim to facilitate secure, interoperable data sharing across sectors and borders. Although data spaces are currently being developed via Coordination and Support Actions (CSAs), early engagement between TEFs and data space initiatives is strongly encouraged. TEFs are ideally positioned to:

- Contribute to defining collaboration mechanisms for data access and usage models
- Leverage shared data for training and testing AI models in controlled environments
- Support technical experimentation that ensures AI systems are robust, compliant, and scalable

These synergies will be formalised progressively as the data space infrastructures become operational.

5.2.3.3 Support for the AI Act and Regulatory Testing

TEFs also play a strategic role in supporting the implementation of the AI Act and the development of regulatory sandboxes. They offer a controlled, real-world environment where AI developers and technology providers can:

- Test whether their innovations meet safety, ethical, and legal requirements (e.g. under GDPR, product safety directives, or sector-specific regulations)
- Collaborate with notified bodies and conformity assessment entities
- Receive technical feedback in advance of deployment
- Support the drafting or refinement of voluntary codes of conduct, as foreseen in the AI Act

In doing so, TEFs contribute to building public trust and regulatory clarity around the deployment of AI systems, particularly in high-impact domains such as energy, health, and critical infrastructure.

6. Stakeholder Mapping & Needs Analysis

6.1 Stakeholder mapping

The stakeholder mapping presented below (Table 4 Stakeholder Mapping) provides a structured overview of the key audiences targeted by the EnerTEF project through its communication and dissemination strategy. Utilising the project Grant Agreement target audiences and the overall engagement objectives, stakeholders are classified across three levels based on their relevance to the project core activities and potential use of its services: primary (core users and beneficiaries), secondary (knowledge users and influencers), and tertiary (indirect stakeholders and message multipliers). Each segment is further broken down into relevant subsegments to enable tailored communication, while associated dissemination channels have been identified to ensure effective and targeted outreach throughout the project lifecycle.

Table 4 Stakeholder Mapping

Level	Segment	Subsegment	Key Channels
Primary	TEF Node Operators	Node leads, technical teams, TEF facility managers	Website, Workshops, Innovation Handbook, Newsletter
Primary	AI Industry Stakeholders	Software vendors, AI startups, IT solution providers	Innovation Workshops, Newsletters, Website, Social Media
Primary	AI Service Developers	SMEs, platform developers, algorithm engineers	Website, Developer Events, Factsheets, Newsletter
Primary	Network Operators (DSOs, TSOs)	Regional DSOs, National TSOs, energy system planners	Workshops, Platform Pilots, Website, Targeted Briefs
Primary	RES Stakeholders	Wind, solar, and biomass asset operators; O&M service providers	Website, Communication Collaterals, Training Sessions
Primary	Aggregators, Retailers & Suppliers	Aggregators, demand response providers, retail energy companies	Events, Newsletters, Cross-sector Demos, Website
Primary	Cities / Regions	Local energy offices, urban planners, green finance departments	Workshops, Newsletters, Website, Events
Secondary	Researchers & Academia	Research institutes, universities, PhD/Postdoc students	Scientific Publications, Conferences, Webinars, Website
Secondary	Regulators & Advisors	Energy regulators, legal consultants, standards bodies	Policy Briefs, Webinars, Reports, Final Conference
Tertiary	Consumers / End Users	Citizens, local pilot participants	Website, Social Media, Outreach Videos, Public Events

Tertiary	Media & General Public	Journalists, science communicators, civil society	Website, Press Releases, Social Media, Public Articles
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7. Monitoring & Evaluation

7.1 Monitoring Tool

The EnerTEF consortium has developed a dedicated Monitoring Tool to systematically track all communication and dissemination activities under Work Package 7 (WP7). This tool is embedded in the WP7 governance framework as a central repository for outreach efforts, ensuring that every partner contributions are recorded in a consistent manner and are overseen by the WP7 lead. Its primary purpose is to provide a clear, real-time overview of all promotional actions and to integrate smoothly with internal management and quality processes.

The Monitoring Tool captures all major outreach dimensions of the project communication and dissemination strategy. It logs activities across all significant channels. This includes events (such as conferences, workshops, and webinars), social media output (posts, campaigns, engagements), press and media relations (press releases, media coverage), formal publications (scientific papers, articles, white papers), partner-led contributions (presentations, lectures, stakeholder meetings), and other relevant outreach efforts. By covering this broad spectrum of activities, the tool ensures that no communication effort is overlooked and that the consortium can assess its dissemination performance holistically.

The data collected in this tool is used for regular internal reporting and continuous improvement. At defined intervals, the WP7 team compiles reports from the Monitoring Tool to review progress against the Communication and Dissemination Plan. This allows the consortium to monitor whether outreach efforts are meeting the project objectives and to adjust tactics if necessary. Moreover, by maintaining a structured log of all activities, the tool underpins quality assurance. It enables the team to cross-check the consistency of messaging, verify compliance with the project visual identity and branding guidelines, and ensure the timely execution of planned actions. In essence, the Monitoring Tool functions as both a dashboard and an audit trail for WP7, fostering accountability and high standards in all external communications.

All detailed records of communication and dissemination activities tracked by this tool are maintained as living documents. By keeping the tool, the main body of this strategy remains clear and focused, while still providing complete transparency through the appended records. This approach allows readers to verify and inspect the complete list of activities as needed, without interrupting the flow of the strategic narrative in the main text.

The “Activities” tab as well as all Social Media Posts of EnerTEF reported in the Monitoring Tool will be presented in the [ANNEX Part 2](#) of the Deliverable.

7.2 Key Performance Indicators

7.2.1 EnerTEF Key Performance Indicators

To effectively assess the performance and outreach of EnerTEF communication and dissemination efforts, the consortium has defined a set of key performance indicators (KPIs) alongside a structured overview of the main dissemination channels in use. The tables below (Table 5, Table 6) present the core KPIs used to track communication impact and the dissemination channels mobilised to reach target audiences throughout the duration of the project respectively. These are monitored continuously to ensure alignment with the objectives of Work Package 7 and to support evidence-based adjustments when needed.

Table 5 Communication KPIs

Specific Measures	Target Stakeholders	Target Audience*
Communication kit	1 flyer, 1 roll-up, ppt presentation, presentation video >500 views	All
EnerTEF Website	Landing page online M3; website online M6, >20,000 visits	All
Social Media	800 followers, >3 social media campaigns	All
Press / news releases	12 by the end of the project, distributed to the media, 1000s users	All
Journalistic articles	2 journalistic articles by the end of the project, distributed to the media, 1000s users	All
Videos	5 short video clips (1-2/node), 1 project video > 900 views	All
Factsheets / Info-packs	>8 by the end of the project >300 downloads	1,2,3,4,5,6,7
Infographics and factsheet	WP2 reports, financing typologies, platform, presenting the pilots from WP4, etc.	7
Policy briefs	At least 1 policy brief & best practices > 150 downloads	7
Best practices book	Focused on key results, presented in different modules for different targets >200 downloads	All
Training materials	Collection of training materials >300 downloads/views	1,2,3,4,5,6
Newsletters	6 releases distributed among web subscribers	All
Participation in events	>2 large events/year	All
Organisation of events	Dissemination workshops; 3 EU thematic online seminars (<30 each); 1 final event (>100 participants); 8 capacity building workshops.	All
Policy events	Participation in 2-3 policy events; recommendations presentation (with other EU projects) in at least 1 major EU policy event	All

*Target Audience numbers explained in section 2.2

Table 6 Dissemination Channels

Type	Indicative Examples	KPIs
Exhibition stands in innovation events and fairs	AI-on-Demand events; Sustainable Places; European Sustainable Energy Week; Enlit Europe; Conference on Artificial Intelligence (AI) and Big Data in Engineering Applications; IDSA conferences; European Big Data Value Forum; ETIP SNET WG4	≥ 5
Publication in highly ranked international journals	AI: Foundations and Trends in Machine Learning, Journal of Machine Learning Research, Machine Learning, Artificial Intelligence, Journal of Artificial Intelligence Research, IEEE Transactions on Pattern Analysis and Machine Learning, IEEE Transactions on Neuronal Networks and Learning Systems.; Energy: 'Energy and Buildings', 'Applied Energy', 'Energy', 'Energy Policy'; 'Energy Sources, Part B: Economics, Planning and Policy'; IEEE Transactions on Smart Grid, IEEE Transactions on Power Systems, IEEE Transactions on Power Delivery, Energy, Energy Policy.	≥ 12
Contributions in international peer reviewed conferences	AI: AIAM - International Conference on Artificial Intelligence and Advanced Manufacturing; International Conference on Machine Learning – ICML; IEEE International Conference on Information, Intelligence, Systems and Applications; Energy: IEEE Innovative Smart Grid Technologies; IEEE SmartGridComm; Power Systems Computation Conference; IEEE Power and Energy Society for Innovative Smart	≥ 15

	Grid Technologies Conference; International Conference on Electricity Distribution; Conference on European Energy Market.	
Thematic Workshops Organisation	Dedicated workshops to engage specific target groups with respect to a range of topics Typically arranged within the scope of larger international conferences to promote wider discussion with stakeholders.	≥ 5
Targeted Meetings	Meetings with regional/national energy policymakers and regulators to inform them about the benefits/impacts of different deployment and policy scenarios	≥ 5

7.2.2 Beyond Grant Agreement Key Performance Indicators

In addition to the key performance indicators formally defined in the Grant Agreement, the EnerTEF consortium is systematically monitoring a broader set of metrics to capture a more nuanced understanding of the project communication and dissemination performance. These supplementary indicators have been identified as critical to assessing the real-time effectiveness, reach, and stakeholder engagement across all outreach dimensions.

To complement core output metrics, EnerTEF tracks **monthly performance across social media platforms**, not only in terms of number of posts and followers, but also through post impressions, reactions, shares, retweets, and engagement ratios. These metrics help assess both the volume and the resonance of content shared via LinkedIn, X (formerly Twitter), and Facebook. The project also monitors the number and impact of external mentions from third-party accounts—particularly from other EU-funded initiatives, industry stakeholders, and key multipliers—which are essential for evaluating EnerTEF presence in the wider digital ecosystem.

The **project website** is assessed not solely on total users, but also on the proportion of returning visitors, new user acquisition rates, and navigation trends such as time spent on pages and top-performing sections. These indicators provide insight into the quality and relevance of the online content beyond the simple reach.

Newsletter performance is another area where expanded KPIs are being applied. In addition to tracking the number of subscribers, the consortium monitors open rates, click-through rates, and the frequency of partner re-sharing, helping to understand user interest and message clarity.

In terms of **stakeholder engagement**, additional indicators include the diversity of stakeholder groups represented at each event, follow-up interactions initiated after key activities, and the language diversity of disseminated materials. These qualitative metrics reinforce the inclusivity and relevance of communication efforts across target groups and geographies.

For **materials and dissemination collaterals**, the project monitors not only production (e.g. number of factsheets, brochures, or infographics) but also their use—measured by downloads, distribution at events, and reference in third-party channels. Similarly, scientific publications are tracked not only by submission count but also by early indicators of reach, such as online impressions, reactions, and repository statistics where available.

8. Future Outlook

As EnerTEF enters the next phases of implementation, its communication and dissemination activities will become increasingly central to ensuring the visibility, uptake, and long-term sustainability of the project outcomes. The strategy laid out in Work Package 7 will continue to guide this effort, while also adapting to the evolving dynamics of stakeholder engagement, technological progress, and European policy developments.

As noted already, planning activities have already commenced within the framework of Task 7.3. The outcome so far has been a working document serving as an outline of the plans for awareness activities. In that context, the use of regional workshops and thematic video content was prefigured and will later be reflected in the KPIs summarised in the monitoring tool. Additionally, training material is foreseen for the TEF services, and the relevant documentation requirements have been tentatively set. This working document has been uploaded to the project SharePoint and will serve as a living reference along the implementation progress.

Looking forward, stakeholder engagement will remain a critical focus area. As the testing infrastructure and service catalogue mature, new communication opportunities will arise—particularly in relation to the onboarding of SMEs, energy solution providers, and municipalities. The mapping of target audiences conducted in the early stages will be revisited and refined to ensure that the needs of stakeholders across all TEF Nodes and Satellites are reflected. Emphasis will also be placed on maintaining a feedback loop, where reactions gathered through events, surveys, and consultation mechanisms will help tailor messages and improve engagement tools.

The project key messages will also evolve. As platform services begin to demonstrate value through real-world use cases and pilot outcomes, communication will shift towards showcasing results and use-driven impact. This will allow EnerTEF to speak more directly to the business and operational interests of industry stakeholders, while also producing material tailored for policymakers, regulators, and public-sector actors. Future iterations of communication material may include multilingual formats and simplified resources designed for the general public and end users.

On the technical communication front, EnerTEF will expand its toolkit to include more dynamic content formats, such as animated explainers, service walkthrough videos, and digital infographics. These formats will be instrumental in demonstrating the capabilities of the TEF platform, particularly once the AI-driven recommendation engine under Task 7.4 is publicly released. Social media campaigns will continue to be used strategically, supported by both consortium accounts and aligned efforts from the other TEF projects and Smart Energy Cluster members.

Visibility at high-level events will be reinforced in the coming year, with key targets including the International Conference on Information, Intelligence, Systems and Applications (IISA 2025) and Enlit Europe 2025, where EnerTEF aims to co-host or actively contribute to joint sessions alongside fellow TEF initiatives such as AI-EFFECT and EnergyGuard. These venues provide an ideal setting to demonstrate cross-project synergies, present common messages, and promote interoperability across Europe's AI testing infrastructures.

In addition, future collaboration opportunities with the horizontal TEFs—particularly those focusing on manufacturing, health, smart cities, and agrifood—will be explored in greater depth. Joint communication campaigns, shared publications, and cross-sectoral events could offer added value, especially as EnerTEF prepares for wider outreach during the second half of the project.

As outlined in the Grant Agreement, EnerTEF communication and dissemination efforts are not static but iterative and responsive. In the months ahead, the consortium will continue to build on the foundational work conducted in the first year—transforming strategy into action, and action into measurable, stakeholder-driven impact.

9. Conclusion

This Communication and Dissemination Strategy outlines the roadmap by which EnerTEF will engage stakeholders, build visibility, and ensure the widespread awareness and uptake of its services, results, and impact. Rooted in a well-defined stakeholder mapping and guided by tailored key messages, the strategy ensures that communication activities are inclusive, targeted, and aligned with the project technical and policy ambitions.

Through a diverse mix of communication tools and channels—including digital media, printed materials, scientific dissemination, and event participation—the project aims to foster a vibrant ecosystem of engagement around the development and validation of AI solutions in the energy sector. Monitoring and evaluation mechanisms are in place to ensure accountability and continuous improvement, with KPIs clearly defined and supported by a robust tracking tool.

As the project advances, dissemination efforts will evolve accordingly, focusing on emerging results, validated services, and opportunities for replication and policy input. Planned activities such as thematic workshops, strategic event participation (e.g. IISA 2025, Enlit Europe), and clustering with other TEFs will play a key role in maximising visibility and fostering synergies within the broader European innovation landscape.

Ultimately, the communication and dissemination strategy will contribute to ensuring that EnerTEF not only reaches its immediate audiences, but also leaves a lasting legacy in support of trustworthy, impactful AI for the energy transition in Europe.

10. ANNEX 1 – Brand Book



Figure 20 Brand Book Mission, Tagline and Philosophy

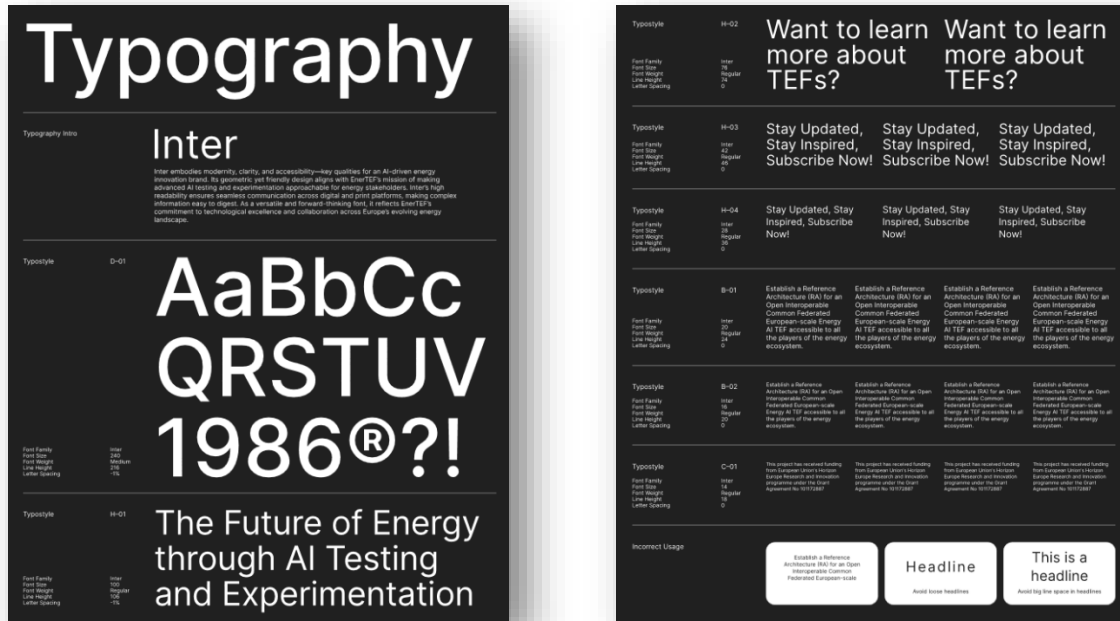


Figure 21 Typography Guidelines



Figure 22 Conclusion and contact

11. ANNEX 2 – Monitoring Tool

Table 7 EnerTEF Activities

Date	Title	Type of Activity
15/10/2024	"Artificial Intelligence, Digital Transformation, and New Technologies in the Operation of Justice" at "Lampros Margaritis" Amphitheater of the Ministry of Justice	Event (internet debate, round table, group discussion, etc.)
13/11/2024	Virtual Kick-Off Meeting	Meetings
26/11/2024	Project Meeting	Meetings
4/2/2025	RWTH AI Center Newsletter February 2025	Newsletter
6/2/2025	DATAMITE MeetUp 2025	Event (internet debate, round table, group discussion, etc.)
18/2/2025	Social Media Videos	Video
22/2/2025	Nodes & Satellites Graphics	Print materials (brochure, leaflet, posters, stickers, banners, etc.)
25/2/2025	EnerTEF Roll-Up	Print materials (brochure, leaflet, posters, stickers, banners, etc.)
26/2/2025	"Climate Neutrality and Resilient Athens: Green and Blue Interventions in the City in the Era of the Climate Crisis"	Event (internet debate, round table, group discussion, etc.)
28/2/2025	Roll Up	Print materials (brochure, leaflet, posters, stickers, banners, etc.)
25/3/2025	BRIDGE General Assembly	Event (internet debate, round table, group discussion, etc.)
26/3/2025	EnerTEF Newsletter, Issue March 2025	Newsletter
3/4/2025	Flyer	Print materials (brochure, leaflet, posters, stickers, banners, etc.)

Table 8 EnerTEF Social Media Posts

Channel	URL
LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7270056062462935040
X	https://x.com/enertefeu/status/1864326865583833541
Facebook	https://www.facebook.com/permalink.php?story_fbid=pfbid02jtjLPRBp3P7q3FbUjrtTPD7xMvtDfrpeXaZASFhqmySePAKFv5y9KJQtQ13d6sxl&id=61569980070304&__cft__[0]=AZXhJpHC-wCrWcc_IVlyZvbaUeyW5pehkVSry7GA5cSDtHSwGUc3T1tHFU6w3XZeJprmtmESXDvzWGqxWZPIE2W

	mVpSMsJNxL6uVYQS4wi6jvTPJuA3eMkdWHIPKRttzd1hfBA8k-jCSVPCynWq_UjS8tTILQlouKKF502z7hViKA&__tn__=%2CO%2CP-R
LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7270359674443476992
LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7273254160320380929
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LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7295020561368248320
Facebook	https://www.facebook.com/permalink.php?story_fbid=pfbid0AWurrYs6bUmYWNqtVv88wYDGG6jep3qnCgHdMZ7Ugqh8V86jggCDGsPhyexQPrDBhl&id=6
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LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7300450280372858880
X	https://x.com/enertefeu/status/1894684624959254787
Facebook	https://www.facebook.com/permalink.php?story_fbid=pfbid0hA6ZwGTckAPYuysHnP24Ta7EdLjANjPZQRzqv8ZiRVspBgLt2fAr9zA3UYvaxEvKl&id=61569980070304
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X	https://x.com/enertefeu/status/1900191073990824042
Facebook	https://www.facebook.com/permalink.php?story_fbid=pfbid0smwYGpCkcXAwMjtuMjuN7dHFgKBpZMXBZpuAUFQqqT3FpWYmgsoLH832k7QUpdml&id=61569980070304
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Facebook	https://www.facebook.com/permalink.php?story_fbid=pfbid03dTEkbNxxkNEA2ooyLjvPo73AUTg8q6zxEZ4BnHvvtob2iL9LzTEHVwXhXL5g46RI&id=61569980070304
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Facebook	https://www.facebook.com/permalink.php?story_fbid=pfbid0mhRdNbfGP12SPEzvwUYRCY44zpNQ21ydriXbGQYB43xmXUTid9g6aSgGcZasftTXI&id=61569980070304