



R-ACES
Energy Cooperation Platform

Dissemination and Exploitation Roadmap 1
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Dissemination and Exploitation Roadmap

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DATE :



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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

² R = Document, report

DEC = Websites, patent filings, video, etc.

DEM= Demonstrator, pilot, prototype

OTHER= other





Document history

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Project Summary

The R-ACES project is an initiative promoted by 8 partners from 6 European countries, with the vision to support high-potential industry parks and clusters to become fully fledged ecoregions that reduce emissions by at least 10 %. R-ACES means a step-change in the contribution of European Industry to the climate targets of the EU. The industry sector after all represents 25% of all energy demand – and 50% of the total cooling and heating demand on the continent; yet only 16% comes from renewables. By focusing on collective measures and clustering, the efficiency of industry can be drastically increased.

The focus of R-ACES therefore is to turn high-potential, high-impact industrial clusters into ecoregions that achieve at least a 10% reduction in emissions. They do so by exchanging surplus energy, making extensive use of renewables and tying everything together with smart energy management systems. An ecoregion is a geographic area where energy and information exchanges occur between various companies and actors to reduce waste and energy consumption. Ecoregion can be centred on an (eco-)industrial park or (eco-) business park, linked to its surroundings by a 4th/5th generation district heating/cooling network.

R-ACES is the capping stone, condensing the knowledge and experience gathered throughout EU and national projects into a set of three focused tools, namely a self-assessment tool, a legal tool and a smart energy management platform. The tools are embedded in support actions built around peer-to-peer learning, more formal coursework and webinars, and serious games. Together they enable a cluster to really become an ecoregion and set up meaningful energy collaboration. The entire package of tools and support is aimed at the high-potential clusters identified in the European Thermal Roadmap. It will be validated in three ecoregions, actively deployed in another seven regions, and disseminated to identified ninety regions European wide. In addition, the tools and support methodology will be made available to third parties in a sustainable way after the end of this project.





Partners:



Institute for
Sustainable
Process Technology

<https://ispt.eu/>



Condugo

<https://www.condugo.com/>



DOWEL
MANAGEMENT

https://www.dowel.eu/management_en/



<http://www.spinerogy.it/>



<https://www.cleancluster.dk/>



<http://www.energycluster.it/en>



<https://www.pomantwerpen.be/>



<https://www.esci.eu>





Executive Summary

The R-ACES project intends to pave the road for effective energy exchange in industrial clusters and business parks in Europe. As a Coordination and Support Action (CSA), the project was designed with the objective of disseminating the project results at a wide extent. This is the reason why a significant number of high priority regions is targeted in order to reach a critical mass. The sizing of such critical mass was set overall at ninety 'ecoregions', with the first ten 'ecoregions' acting as early adopters of the project outcomes.

In this context, the present report is the '*Dissemination and Exploitation Roadmap*' of the R-ACES project, which describes the expected outcomes of the project (in the form of 'Key Exploitable Results') and the dissemination activities to bring them to primary stakeholders of the ninety high impact/high priority 'ecoregions' in the countries of the partners of the R-ACES consortium (i.e. Belgium, Denmark, Italy, The Netherlands) and beyond.

Groups of stakeholders in the regions (such as industry park managers, business parks and intermediaries as potential multipliers) will be targeted to strike their involvement in energy cooperation in general, and more specifically in industrial symbiosis. They will be encouraged to start Learning Community activities and create networks in their region via multipliers and high impact events in order to leverage the outreach.

Keywords

R-ACES keywords

Industrial Symbiosis, Energy System Integration, District Heating and Cooling, Energy Cooperation, Ecoregion, Eco-Industrial Parks

Deliverable keywords

Key Exploitable Results, Dissemination, Exploitation, Tools, License

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Abbreviations

Abbreviation	Description
CHP	Combined heat and power production
CSA	Coordination and Support Action
DH	District Heating
DHC	District Heating and Cooling
BP	Business park
EBP	Eco-business park
GHG	Greenhouse Gas
HRE4	Heat Roadmap Europe 4
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
KER	Key Exploitable Results
LC	Learning Community
RE	Renewable Energy
RES	Renewable Energy Strategy
SME	Small Medium Enterprise





Table of Contents

1	INTRODUCTION	9
1.1	OBJECTIVE OF WORK PACKAGE 5 'DISSEMINATE'	9
1.2	OBJECTIVE OF THE DELIVERABLE AND KEY DEFINITIONS	10
2	EXPLOITATION ROADMAP	12
2.1	OBJECTIVES	12
2.2	DEFINITIONS AND METHODOLOGY	12
2.2.1	<i>Definitions</i>	12
2.2.2	<i>Approach</i>	13
2.3	IDENTIFICATION OF RESULTS	14
2.3.1	<i>Overall Mapping of project results</i>	14
2.3.2	<i>Overview of current results</i>	14
2.4	SYNTHESIS ON THE MAIN EXPLOITATION ROUTES CONSIDERED BY THE PARTNERS	19
3	DISSEMINATION ROADMAP	20
3.1	OBJECTIVES	20
3.2	TARGETED AUDIENCES AND STAKEHOLDERS	21
3.2.1	<i>Scout specific contacts to build stakeholders list</i>	Fout! Bladwijzer niet gedefinieerd.
3.3	DISSEMINATION ACTIVITIES BY TARGET GROUP OF STAKEHOLDERS	25
3.3.1	<i>Implementation actions</i>	25
3.3.2	<i>Maximise R-ACES impact at EU-level</i>	28
3.3.3	<i>Overview of the dissemination timeline</i>	31
3.4	KEY PERFORMANCE INDICATORS	34
3.5	DISSEMINATION PROCEDURES	FOUT! BLADWIJZER NIET GEDEFINIEERD.
3.5.1	<i>Obligations to disseminate results</i>	Fout! Bladwijzer niet gedefinieerd.
3.5.2	<i>EU acknowledgement</i>	Fout! Bladwijzer niet gedefinieerd.
3.5.3	<i>Procedures for dissemination activities</i>	Fout! Bladwijzer niet gedefinieerd.
3.5.4	<i>Approval of dissemination activities</i>	Fout! Bladwijzer niet gedefinieerd.
3.5.5	<i>Monitoring of dissemination activities</i>	Fout! Bladwijzer niet gedefinieerd.
3.5.6	<i>Responsibilities of partners</i>	Fout! Bladwijzer niet gedefinieerd.
4	CONCLUSION	37





Table of figures

Figure 1: The R-ACES funnel approach.....	Fout! Bladwijzer niet gedefinieerd.
Figure 2: Exploitation, Dissemination, Communication (Source: EC)	11
Figure 3: Variety of project results and their typical target audiences (Source: EC)	13
Figure 4: Mapping of R-ACES KERs	14
Figure 5: Dissemination objectives	20
Figure 6: Work packages involved in dissemination activities	Fout! Bladwijzer niet gedefinieerd.
Figure 7: Mapping of key stakeholders' group for dissemination.....	Fout! Bladwijzer niet gedefinieerd.
Figure 8: Guiding objectives to be achieved for each individual target.....	Fout! Bladwijzer niet gedefinieerd.
Figure 9: Part of the final list of identified stakeholder for the Dissemination activities	Fout! Bladwijzer niet gedefinieerd.
Figure 10: Mapping dissemination (and communication) activities	Fout! Bladwijzer niet gedefinieerd.
Figure 11: Tentative overview of the Implementation actions to be conducted for the Dissemination Roadmap.....	27
Figure 12: Excel file to monitor Dissemination activities and stakeholders reached.....	31
Figure 13: Timeline of the Dissemination and Exploitation roadmap	332
Figure 14: Tentative target values for intermediate dissemination KPIs	365





1 Introduction

1.1 Objective of dissemination activities

The R-ACES project intends to pave the road for effective energy exchange in industrial clusters and business parks in Europe. We develop a methodology to come to concrete energy cooperation activities. To make a significant impact, we aim to disseminate the project results to a wide extend of 90 so-called ecoregions across Europe.

“Our ambition is to equip practitioners with capacities, knowledge and skills, to make them confident and well informed about the possibilities with energy cooperation as well as to support them with an implementation approach that fits their specific needs.”

Our dissemination activities aim at enhancing the uptake and the extension of energy cooperation activities within the industrial clusters and/ or business parks. The tools and methods developed by R-ACES that could facilitate the uptake of these activities are:

- The **R-ACES Toolkit** consisting of three practical tools:
 - The Self-Assessment Tool helps to identify and start up new energy cooperation activities within an ecoregion.
 - The Legal Decision Support Tool helps to deal with legal issues related to the development of energy cooperation activities.
 - The Energy Management Platform helps to optimize and manage energy and waste streams within an ecoregion.
- The **R-ACES Serious Game “Heatopoly”** makes stakeholders familiar with the concept of energy cooperation and serves as a way to get to know stakeholders within an ecoregion.
- An **educational environment** containing materials that enable students and experts to obtain knowledge on various aspects of energy cooperation.
- A **Use Case Library** containing inspiring examples of energy cooperation projects.

We spread the materials and the R-ACES approach through national and European orientated webinars and other dissemination activities. All these activities will be focussed on the needs of stakeholders within ecoregions: What knowledge and skills do they need to further develop energy cooperation activities? The identification of these needs is an iterative process of talking to stakeholders. Based on the outcome of these talks the dissemination materials are developed. For a more information, see the R-ACES dissemination roadmap¹.

¹ Can be downloaded on : <https://r-aces.eu/downloads/>





1.2 Objective of the dissemination & exploitation roadmap and key definitions

The purpose of the “*Dissemination and Exploitation Roadmap*” is to present the expected outcomes of the R-ACES project (the so-called project ‘Key Exploitable Results’²) towards a critical mass of key stakeholders in high impact, high priority regions being defined in the following way:

- Within the R-ACES project an ‘**ecoregion**’ is a geographic area where energy and information exchanges occur between stakeholders of various types to reduce energy consumption. Geographical size does not matter (the size of an ecoregion can be as small as a business park or as large as a city). As such, the term ecoregion functions as an ‘umbrella term’.
- A **high priority region** is an ecoregion, as defined above, that has balanced potential match of heating/cooling supply and heating/cooling demand in both quantitative (amount of heating/cooling) and qualitative (temperature, form of heat) terms. The region should be identified by heat roadmap studies (for example, the Heat RoadMap Europe or other research activities). In addition, the regions should have networking possibilities.
- A **high impact region** is an ecoregion that has a high potential impact on the R-ACES KPIs and, more specifically, on KPI 1: Primary energy savings, and KPI 3: Number of plant sites and number of industrial parks where businesses commit to energy cooperation.

The ecoregion concept

An ecoregion is a geographic area where energy and information exchanges occur between stakeholders of various types to reduce energy consumption. Geographical size does not matter (the size can be as small as a business park or as large as a city). Important is that an ecoregion relies on an anchor organization responsible for managing the area. Another aspect is the proximity of stakeholders to ensure interconnected energy flows. Within an ecoregion, a wide range of assets could be involved: office parks, data centers, multimodal centers, technological centers, agro-centers, science parks, brain parks, lighthouse parks, chemical parks, eco-industrial parks, and cluster/business parks. Also residential areas could be considered.

²See Chapter 2 for a definition





It is also important to remind the European Commission's (EC) definitions of the three key concepts that will be used in this deliverable in order to avoid overlaps: exploitation, dissemination, communication.

- *'Exploitation'³ refers to the use of project results (either directly or indirectly, in particular through transfer or licensing) in further research activities (outside the action), or in developing, creating or marketing a product or process, or in creating and providing a service, or using them in standardisation activities.*
- *'Dissemination'⁴ refers to the public disclosure of results by any appropriate means, including scientific publications, to audiences that may use the results in their own work (e.g. peers, industry, and other commercial actors, professional organisations and policy makers).*
- *'Communication'⁵ refers to taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.*

Figure 2 presents an overview of the respective focus of 'Communication', 'Dissemination' and 'Exploitation'.

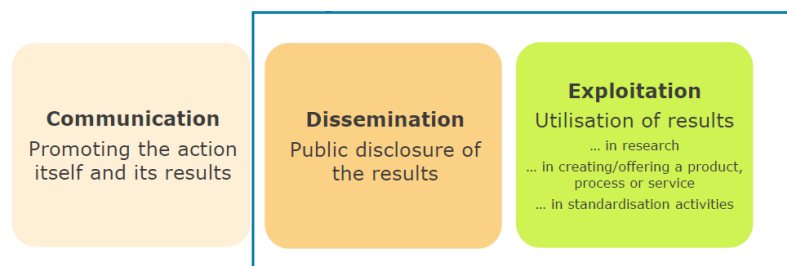


Figure 1: Exploitation, Dissemination, Communication (Source: EC)

Since exploitation drives dissemination, this deliverable first introduces the Exploitation Roadmap and then the related Dissemination Roadmap.

Although not in the main scope of the present roadmap since dealt in the 'Communication', communication activities are mentioned in the present document when they contribute to the dissemination objectives and strategy.

³See Grant Agreement, article 28.1 on the obligation to exploit the results

⁴See Grant Agreement, article 29 on the obligation to disseminate the results

⁵See Grant Agreements, article 38.1.1 on the obligation to promote the action and its results





2 Exploitation Roadmap

2.1 Objectives

This document represents the exploitation roadmap for the R-ACES project as defined in December 2020, and collectively developed with R-ACES partners.

The roadmap covers the exploitation strategy and includes:

- A preliminary description of results expected to be produced by the project and related intentions from the partners regarding their use, in terms of content, target users, type of use and benefits for users;
- The ownership of each result, either single or joint between several partners;
- The ambitions for exploitation of these results, as expressed by the consortium partners at the present stage, including potential commercial exploitation, diffusion/sharing of result, IP protection measures considered;
- Measures to ensure that exploitation ambitions are reached beyond the end of the project.

Due to the public nature of the present deliverable, the following chapters are an extract of the confidential roadmap.

The R-ACES consortium believes that the project results will be highly relevant to the European industrial energy symbiosis through the facilitation of actual implementation of energy cooperation in industrial sites and business parks.

The consortium is committed to facilitate the exploitation of projects results. Exploitation is considered in its broad meaning: it encompasses the individual exploitation strategy of each partner, and also prepares the way for a large adoption of R-ACES concepts and tools through a critical mass of stakeholders and Learning Communities.

2.2 Definitions and Methodology

2.2.1 Definitions

Some useful definitions related to exploitation⁶ provided by the (EC) are reminded below:

- *“Result” means any (tangible or intangible) output of the action, such as data, knowledge or information whatever their form or nature, whether or not they can be protected, which is generated in the action, as well as any rights attached, including intellectual property rights.*
- *‘Key Exploitable Result (KER)’ is an identified main interesting result (as defined above) which has been selected and prioritised due to its high potential to be “exploited” – meaning*

⁶See Chapter 1 for a definition of Exploitation





to make use and derive benefits- downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education.

- "Background" means any data, know-how or information — whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that: (a) is held by the beneficiaries before they acceded to the Agreement, and (b) is needed to implement the action or exploit the results.



Figure 2: Variety of project results and their typical target audiences (Source: EC)

2.2.2 Approach

The approach implemented for the development of the exploitation roadmap involved two main steps:

- list and describe the results and their ownership: starting with the preliminary list of results established in the description of work, partners are requested to identify, formalise and characterize the results they are expected to produce through the project;
- express and formalise the exploitation ambitions for each result, with clear measures to be undertaken in the short term to reach these ambitions.

Progress meetings were used to address exploitation issues and foster exchanges on this matter among partners. They were a key step alongside the process in order to first identify and characterise the results, and then to validate the exploitation ambitions and strategy.

It is to be stressed that a regular status and update of the exploitation roadmap shall be performed during the project at WP Leader level all along the completion of their deliverables.



2.3 Identification of results

2.3.1 Overall Mapping of project results

The results expected to be generated in the R-ACES project can be characterised according to three main layers:

- *Tools and methods*: the development of tools as modules of the *R-ACES platform* for use by the R-ACES partners first, and then by the R-ACES community;
- *Other guidance for energy cooperation facilitation*: a set of guidelines, templates and use cases library to establish reference schemes having an EU-wide dimension;
- *Business services*: the design of *energy cooperation services* based on the R-ACES tools and capacity building services to ease the implementation of energy cooperation projects.

The following figure presents a mapping of the overall project results according to these three layers to provide a synthetic overview.

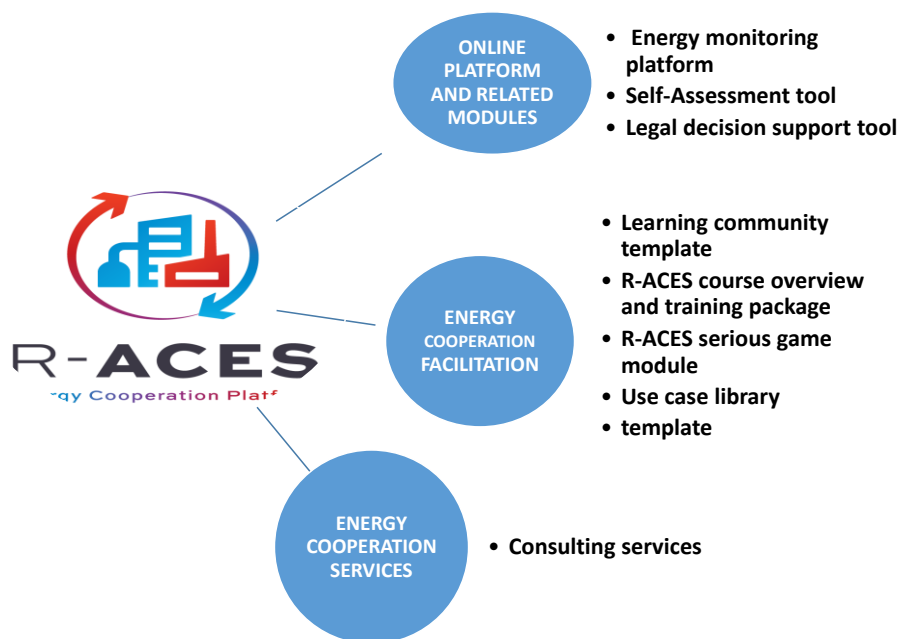


Figure 3: Mapping of R-ACES KERs

2.3.2 Overview of current results

In this section, an overview is provided of each Key Exploitable Result (KERs) at month 6 of the project, including a description of the result, the targeted user(s) of the result and the main benefits expected.



2.3.2.1 KER # 1: Energy Management Platform

Result title: Energy Management Platform	
Result overview	An ICT-tool that makes energy flows transparent, allows energy consumption and production to be allocated to specific installations, stakeholders and nodes, and identifies anomalies & opportunities.
User(s) of this result	Industrial sites and business parks; public administrations (e.g. hospitals, clinics, university campus, etc.)
Benefit and impact for the user	-Provide an objective first overview of potential energy surpluses and demands when starting with a new industrial site/ecoregion -Fundamental tool for managing settlement and reconciliation once energy exchanges effectively occur.
Result description	The tool is developed as a cluster module add-on to the Energy Hub package provided by Condugo. The Energy Hub is designed to handle industrial environments with many interlinked energy flows, conversions, local production and high numbers of energy meters and user. The cluster module adds an aggregated view expanding these capabilities from one company to a group of companies that can be monitored as a whole.

2.3.2.2 KER # 2: Self-Assessment tool

Result title: Self-Assessment tool	
Result overview	An assessment framework that covers multiple themes (legal, economic, spatial, technical, social/managerial). It provides best practices, check lists to users, and it helps to identify next steps towards energy cooperation.
User(s) of this result	All practitioners in ecoregions that want to assess the potential and ambition of joint energy services in their ecoregion. This includes representatives of all organizations in a region coming from industry, businesses, local and regional government, and society. It is expected that ESCOs, DHC managers, business park facilitators and energy professionals will be firstly interested in the tool. The first usage will be in the learning community meetings of the R-ACES project.
Benefit and impact for the user	The self-assessment tool gauges the level of maturity at the start of the joint energy services. It will help the understanding of the specific socio-economic contexts to address obstacles in an effective way and to identify the next steps to be taken towards a higher level of maturity.
Result description	The tool will function as a self-assessment tool that can be used in a workformat that suits local users. It is expected that an interactive series of workshops with stakeholders from the region could be used as a best practice. It can also be implemented as an online survey tool to prepare meetings to investigate the possibilities for joint energy services.





2.3.2.3 KER # 3: Legal decision support tool

Result title: Legal decision support tool	
Result overview	A practical and simple-to-use legal tool to support the management decision on the required legal framework for energy cooperation projects. The legal framework consists of the entire set of laws, rules, regulation and contracts that govern energy exchanges and collaboration in a given region (consisting of both industrial sites and business parks). The tool should give advice on the legal framework to be constructed before the energy cooperation starts. The tool should also be useable to evaluate existing legal frameworks. It facilitates contract type selection, helps to set up the appropriate contract evaluation criteria and triggers to make a full inventory of applicable national and European legislation. The focus will initially be the Italian, Danish and Belgium cases; and then the Dutch and French cases.
User(s) of this result	All practitioners in ecoregions that want to assess the potential and ambition of joint energy services in the ecoregion. This includes representatives of all organizations in a region coming from industry, local and national government, and society. ESCO, DHC managers, business park facilitators and energy professionals are expected to be first interested in the tool. The first usage will be in the learning community meetings of the R-ACES project.
Benefit and impact for the user	It facilitates contract type selection, helps to set up the appropriate contract evaluation criteria and triggers to make a full inventory of applicable national and European legislation
Result description	The format of the tool is under construction: suggestions made so far vary from flowchart and checklists to a rule-based decision framework or a more advance simulation model.

2.3.2.4 KER # 4: Learning Community Template

Result title: Learning Community ⁷ Template	
Result overview	The description of governance, workshops formats, reflection tools and approach of a Learning Community per region
User(s) of this result	Potential stakeholders willing to play the role of a Learning Community
Benefit and impact for the user	Stakeholders build interaction among peers and exchange their experiences in energy cooperation with peers

⁷A Learning Community in R-ACES is the local group of stakeholders that are: a) directly involved with the energy collaboration on a site; b) engaging in both organised and informal exchange of knowledge and best practices over the course of the project period.





Result description	The learning community format describes the governance, the workshop formats, and the reflection tools and approach of a learning community
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2.3.2.5 KER # 5: Course Overview and Training Package

Result title: Course overview and training package	
Result overview	Training material implemented as an educational service in an online learning environment provided by ISPT in its Innovation Academy for students and professionals (see education.ispt.eu)
User(s) of this result	Identified learning communities, institutions in charge of/or animating energy cooperation in Europe
Benefit and impact for the user	Improved skills and competencies
Result description	R-ACES impacts can be maximized by providing training material that can be incorporated in courses and used by trainers and teachers. This requires courses to have clear learning objectives, content descriptions and a clear classification. Priority will be given to training material directly related with energy cooperation which can be found and applied in many different courses and in many disciplines, like Industrial Ecology, Energy Technology or Responsible Innovation. The courses will be used not only to fill the lack of technical knowledge but also to grow awareness on societal impacts

2.3.2.6 KER # 6: Serious Game module

Result title : Serious Game module	
Result overview	A serious game presenting participants a case study, in which they play pre-assigned roles to reach pre-defined objectives.
User(s) of this result	All practitioners in the ecoregions that want to assess the potential and ambition of joint energy services in the Region. This includes representatives of all organizations in a region coming from industry, local and national government, and society. We expect ESCO, DHC managers, business park facilitators and energy professionals to be the first that are interested in the tool. In addition, the game can be used outside the ecoregions at educational institutes as a training/education tool as part of energy/sustainability courses.
Benefit and impact for the user	The serious game is an innovative approach to create awareness. Research provides concrete evidence that serious gaming promotes learning because of its specific gaming characteristics. Studies on the impact of training on UN Sustainable development goals also show that online and mobile learning possibilities are successful in creating awareness and supportive action-oriented behavior by





	trainees. With the help of games, the motivation and involvement of the participants can be influenced in a positive and stimulating way and a learning environment can be created. They offer a safe and contextual environment that allows the discussion about a certain strategy to be conducted in an effective and attractive way: learning-by-doing in the simulated game environment.
Result description	A serious game is offered in an interactive (online) session that is facilitated by the game leader. No extra software is foreseen at the moment and it will be accessible on laptop/PC, not on smart phones or tablets.

2.3.2.7 KER # 7: Use Case Library

Result title: Use Case library	
Result overview	Library of use cases containing data and good practice on energy cooperation solutions (repository/database)
User(s) of this result	Identified learning communities, institutions in charge of / animating energy cooperation in Europe
Benefit and impact for the user	Facilitate energy cooperation thanks to the share of use cases described in practitioners wording and setting and the convincing power of storytelling
Result description	The use case library will be created for the various types of energy cooperation, renewable technologies, and types of locations in the regions (DHC, exchange of surplus heat, upgrading DHC, implementing digital tools,...) based on the large number of use cases found in the preparation of the R-ACES proposal

2.3.2.8 KER # 8: Tailored consulting services

Result title: Tailored consulting services	
Result overview	Energy cooperation services based on the R-ACES tools and capacity building services to ease the implementation of energy cooperation projects In particular, a standardised approach will be developed, which will be used to provide consulting services after the end of the R-ACES project.
User(s) of this result	Industrial sites and business parks, any intermediary acting as a multiplier
Benefit and impact for the user	More efficient support for cluster projects, more widely available than before.
Result description	Consulting handbook, including a 'trainer's manual' on how to use the tools.





2.4 Synthesis on the main exploitation routes considered by the partners

From the systematic description of project results and exploitation ambitions formalized by the partners, the following elements can be observed that will impact the dissemination strategy (and in turn the communication of the project):

- *A wide audience will be targeted to benefit from the R-ACES results which are mainly destined to public sharing: This is naturally in line with the CSA (Communication and Support Action) nature of the R-ACES project and consequently of most project results (i.e. tools, good practices).*
- *R-ACES partners show strong commitment to ensure that their results will be kept publicly accessible and further used and disseminated.*
- *The R-ACES Toolkit with examples and guidance materials, together with the training material, the use case library, the learning community template, and the serious gamewill be hosted online on the R-ACES website to make sure they remain publicly accessible.*
- *Other resultsshow potential for commercialization of new product/services, which partners intend to exploit by themselves.*
- *The exploitation of the results after the project end datewill be also facilitated by the integration of R-ACES results in the long-lasting environments of the R-ACES partners to ensure long term accessibility of results.*



3 Dissemination Roadmap

3.1 Objectives

As mentioned in the previous chapters, the dissemination strategy derives from the exploitation strategy and interacts with other tasks of the project. The main objectives for R-ACES dissemination strategy are detailed below:

- Engage in a dialogue with stakeholders and potential users to foster energy cooperation in selected ecoregions;
- Make R-ACES results available to stakeholders in the selected ecoregions;
- Facilitate the accessibility of R-ACES results by stakeholders in the selected ecoregions;
- Foster exchange of knowledge among stakeholders
- Share information and best practices on R-ACES project

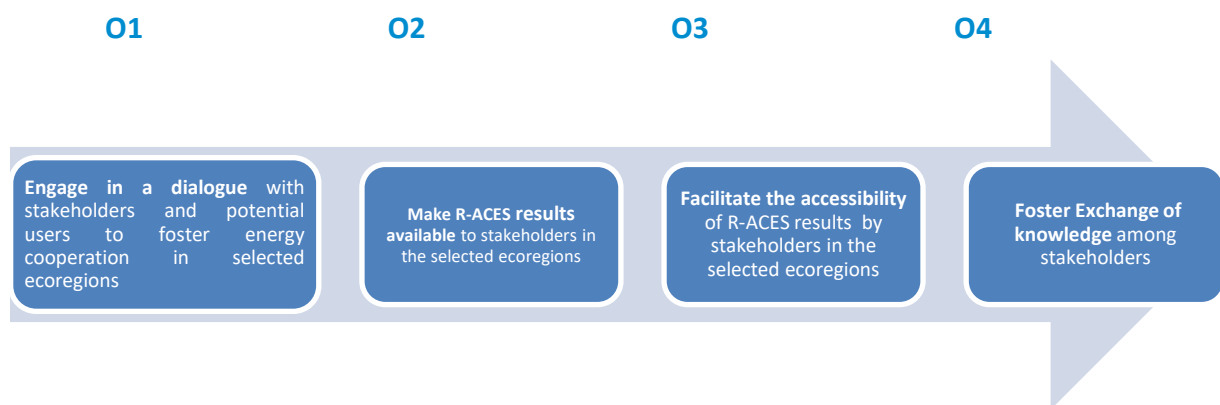


Figure 4: Dissemination objectives

In order to reach the above-mentioned objectives, dissemination activities involve the following R-ACES activities:

- "Develop": which provide the three tools (self-assessment tools, legal support decision tools and the energy management platform) that are the core of the support that R-ACES offers.
- "Facilitate": which validates the tools in three pilot 'ecoregions' in Italy (Lombardy region), Belgium (Antwerp region) and Denmark (Nyborg region);
- "Expand": which establishes an Expansion Roadmap for the scale-up and replication of the R-ACES tools towards seven 'ecoregions', via Learning communities;
- 'Disseminate': dealing with the "trigger-type" activities, i.e. the extension towards the broader number of 'ecoregions' ;
- 'Communication': at the interface between communication and dissemination and addressed in the task 'Reach-out to stakeholder group'.

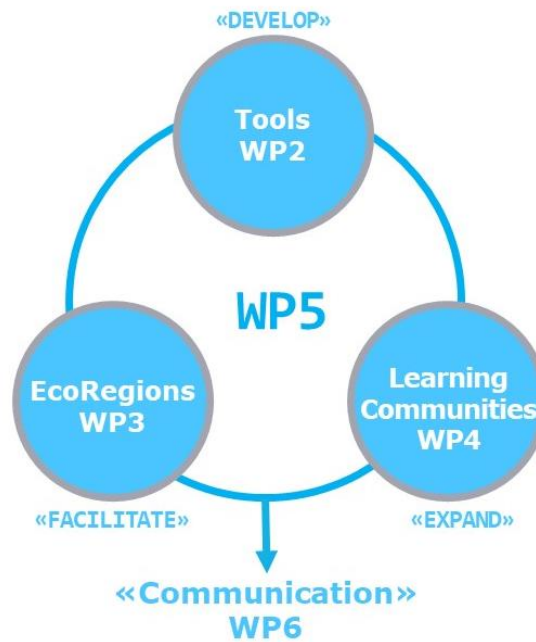


Figure 6: Work packages involved in dissemination activities

The multidisciplinary background of R-ACES partners⁸ will facilitate dissemination activities, which will involve an ongoing dialogue with potential users during the life of the project.

3.2 Targeted audiences and group of stakeholders

The identification of the target audiences of R-ACES dissemination activities is key to make sure that the channels are set and the messages are delivered in an effective way in order to reach the above-mentioned objectives.

The exhibit below presents the mapping of key stakeholders identified with R-ACES partners, in coherence with the key adopters of R-ACES results, in order to adapt the dissemination and exploitation activities depending on their role.

This mapping aims to be updated during the course of the project with the objective of making sure that all relevant stakeholders are targeted by the dissemination activities.

The identified stakeholders have been classified into four main groups:

- ***Legal & policy:*** this group includes policymakers and public sector stakeholders from local, regional and national government agencies.
- ***Industries & Energy Managers:*** this group includes business parks, industries on the energy side, energy managers and energy stakeholders.

⁸The R-ACES consortium includes three SMEs, an ESCO, three clusters of public and private sectors, and a regional authority



- ***Researcher & Universities:*** this group includes Academia experts, all research institutes at the national and regional level and DHC experts.
- ***NGOs & Associations:*** this group includes industry and non-profit associations with energy and DHCs-related issues.

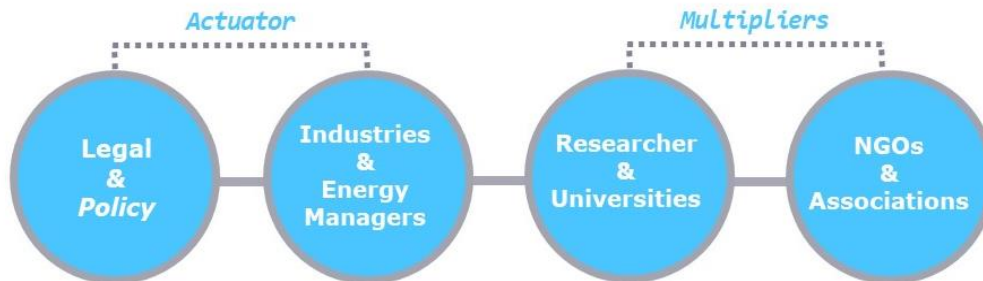


Figure 7: Mapping of key stakeholders' group for dissemination

The first two selected macro groups of stakeholders (Legal & Policy, Industries & Energy Managers) are the most important for the dissemination activity. They represent the very "actuators" for the project and the dissemination activity as, thanks to their professional networks, they can guarantee a greater and more important expansion of the expected impacts in the medium and long term.

The other two macro-categories (Researchers & Universities, NGOs & Associations) are to be considered as very important amplifiers and multipliers of the dissemination activity, as they will be able to further expand the expected results and guarantee, above all, future developments in terms of technological innovations in the field of research. This group is also important because it will allow reintroducing the benefits brought by R-aces in training environments such as universities.

For each macro group of stakeholders identified, specific "objectives" have been associated which are expected to be achieved for each target group. This allows categorising the expected positive impacts for each group. The highlighted objectives are the following:

- ***Decision Making and advocacy*** (Legal & policy target group): the positive impacts brought by R-ACEs will be used by national and regional policymakers to build an infrastructure that will facilitate political initiatives to create advocacy around the issues of energy cooperation and industrial symbiosis.
- ***Awareness and productivity*** (Industries & Energy Managers): this is the most operational and in some ways most important target group. The impacts of R-ACEs brought through the dissemination activity want, in this macro group, to increase



their awareness to realise, in their territories and their own company network, concrete initiatives in the field of energy cooperation.

- *Future innovations and new technologies* (Researcher & Universities): The field of research will be strategic for dissemination activities. Universities and research centres will be able to amplify the results of R-aces in order to realise future innovations and new technologies in the field of district heating and industrial energy symbiosis.
- *Awareness and Recruitment* (NGOs & Associations): A proper dissemination activity towards trade associations and NGOs can build awareness on the issues brought by R-aces that will allow the district heating sector to grow in terms of employment and related projects.

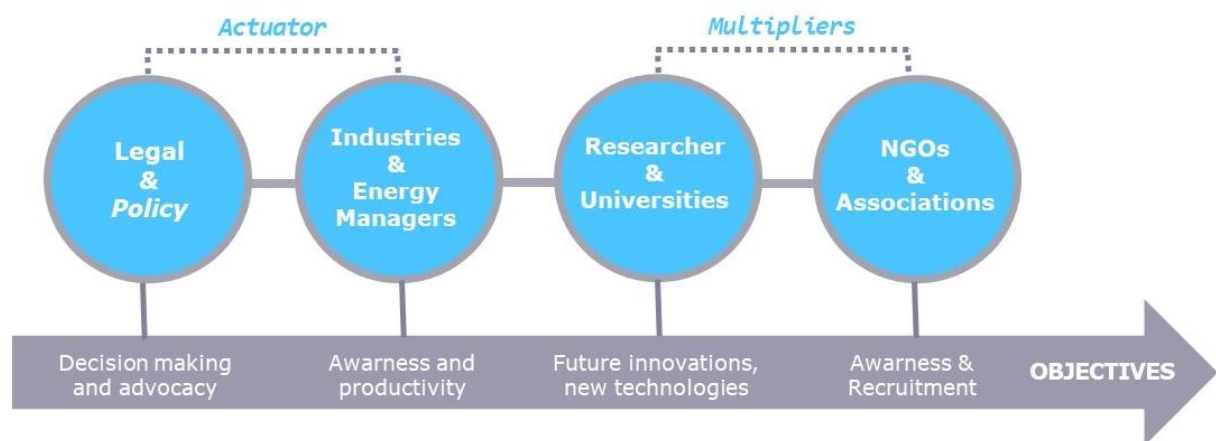


Figure 8: Guiding objectives to be achieved for each individual target

Having identified the four main categories of stakeholders to be reached by the dissemination activity, the two key vectors for the dissemination activities are (i) the Learning Communities, a core concept in the adoption and scaling-up of the R-ACES approach, and (ii) the ecoregion Assembly. The latter may also have an active role in the dissemination activities to ensure the implementation of the solutions in the identified ecoregions. They will be encouraged to participate in the networking events that the project will organize to engage with the stakeholder community.

3.2.1 Scout specific contacts to build stakeholders list

The activity of categorising the four macro-areas of stakeholders was useful to give a general picture of the objectives and groups of contacts to be reached and involved in the dissemination activity. Having defined these generic macro-areas, the following





activity moved on to search for specific contacts at the national and European level starting from each selected macro group.

With the help of the Consortium partners, and in particular, those responsible for the dissemination and communication, a specific list of stakeholders to be involved was created. The final list, including contacts and geographical areas of reference, resulted from:

- Task 6.1 "Stakeholder identification" provided by the partner ESCI
- "Internal stakeholder list" provided by the partner Euro Heat and Power (EHP)
- "Stakeholder list" provided by the national and international network of Lombardy Energy Cleantech Cluster (LE2C)

These three different lists made it possible to create a single stakeholder list at the European level to monitor and direct Dissemination activities.

Name	Country	Region - Area	Group of stakeholder	Typology	Notes	Read	Cc	R-aces activity 1	R-aces activity 2	R-aces activity 3
AEE INTEC	Austria		Industries & Energy Manager	Industry	AEE - Institute for Sustainable Technologies (AEE INTEC) is an			EHP Newsletter		
Isoplus	Austria		Industries & Energy Manager	Industry	Isoplus supplies complete					
Radius-Kelit Infrastructure	Austria		Industries & Energy Manager	Industry	Your partner for					
Wien Energie	Austria		NGOs & Associations	Association	Wien Energie GmbH is part of			EHP Newsletter		
Comsof	Belgium		Industries & Energy Manager	Industry	Comsof is a supplier of			EHP Newsletter		
Danfoss	Denmark		Industries & Energy Manager	Industry	Danfoss is a Danish multinational			EHP Newsletter		
Fjernvarme	Denmark		Industries & Energy Manager	Industry	Fjernvarme Fyn is Denmark's			EHP Newsletter		
Grundfos	Denmark		Industries & Energy Manager	Industry	Grundfos is a global leader in			EHP Newsletter		
Zero Friction	Belgium		Industries & Energy Manager	Industry	Zero Friction offers a Smart &					
EnergyVille	Belgium		Researcher & Universities	Academic - University /	EnergyVille unites the Flemish			EHP Newsletter		
Energy Institute Hrvoje Pozar	Croatia		NGOs & Associations	Non-profit scientific institut	The institute is a wholly			EHP Newsletter		
University of Zagreb	Croatia		Researcher & Universities	Academic - University /	The University of Zagreb, Faculty		Yes	EHP Newsletter		
HeatConsult	Estonia		Industries & Energy Manager	Consultancy -	HeatConsult is an international			EHP Newsletter		

Figure 9: Part of the final list of identified stakeholder for the Dissemination activities

In particular, the presence of EHP in the consortium allowed the R-aces project to have access to the A.SPIRE network, the European Association which is committed to manage and implement the SPIRE Public-Private Partnership.

Having constructed the final list of identified regional and European stakeholders, a bottom-up approach was used to determine Dissemination activities: to start from the existing stakeholder list to then reachable 90 high-impact regions. The list is composed from 147 stakeholders spreaded in 8 countries, but the list has an "open source" approach: it will improve during all the project thanks to the more activities that will be done by the partners.





3.3 Dissemination Activities by target group of stakeholders

3.3.1 Implementation actions

To achieve the above assumptions by reaching the specific stakeholders identified in the stakeholder list, various channels and specific actions were assumed to reach them.

The most relevant initial channels were identified as follows:

1. participation in **regional events** based on opportunities to present the results of R-ACES (WP3 "Involve" Local Events). In particular, the events that will be planned in Lombardy (Italy), Nyborg (Denmark) and Antwerp (Belgium) will be fundamental to raise awareness among local stakeholders and to launch future initiatives;
2. participate in **international events** that gather success stories related to R-ACES core themes to expose the project. Specifically, at events that allow to reach out to industry and policymakers;
3. promote the **R-ACES Online Toolkits** to make the tools accessible to potential stakeholders. In addition to online access, one-on-one meetings can be held to explain the tools and how they work;
4. involve the **Working Groups** created within the learning communities in workshop activities. Involve SMEs to introduce them to R-ACES opportunities and discuss with them the theme of ecoregions applied to their real production context;
5. the use of the R-ACES website and webinars to promote **the repository of R-ACES results**, with a focus on the use case library (containing data and good practices on energy cooperation solutions and training packages);
6. perform **Serious Game Sessions** with interested stakeholders to engage them with an entertainment tool designed primarily for educational purposes;
7. get involved in **Partnerships** that can amplify R-ACES opportunities through positive networks such as Alliance 4ECEI, EREK, etc.

The following table presents an indicative overview of the implementation actions to be carried out during the project for the dissemination roadmap, the assigned Work Package, the provisional timeline and the outreach, including also the 'Communication' actions (WP6) that are at the interface between communication and dissemination.

Channels	Actions	Audience	Goal	When	Materials
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<p><i>1.Regional events</i></p> <p><i>a.first dissemination event</i></p> <p><i>b.follow-up event</i></p>	<p>a.present the R-ACES project and ongoing initiatives in the three eco-region (Italy, Denmark, Belgium)</p> <p>b.present the results of R-ACES after a period of time in order to highlight the improvements and successes achieved</p>	<p>Legal & Policy</p> <p>Industries & Energy Managers</p>	<p>a.Disseminate the initiative in the territory and involve possible interested stakeholders.</p> <p>b.Demonstrate the effectiveness of the project and encourage policy makers to invest in it.</p>	<p>3 local events per ecoregion</p> <p>organize first the presentation event and then the follow-up event in the same area trying to keep in touch the same participants</p>	<p>Promote the events:</p> <ol style="list-style-type: none"> 1. Online & social advertising (presentation email, social media posts, event flyers, press realise, QR code) 2. newsletter preparation 3. End of events: call to action that invites to use tools & repository
<p><i>2.International events</i></p>	<p>Present the results of R-ACES in the international environment to raise awareness and inspire the creation of new initiatives</p>	<p>Legal & Policy</p> <p>Industries & Energy Managers</p>	<p>Leverage the operational and regulatory simplifications R-ACES introduces (e.g. legal tool)</p> <p>Encourage policy makers to invest in the sector, inspire the creation of new ecoregion</p> <p>Promote the project at international level</p>	<p>3-4 events in total everyyear</p> <p>Apply in 2 events with R-ACES</p> <p>Apply in 2events with theALLIANCE4 ECEI</p>	<p>Promote the events:</p> <ol style="list-style-type: none"> 1. Online & social advertising (presentation email, social media posts, event flyers, press realise, QR code) 2. newsletter preparation 3. End of events: call to action that invites to use tools& repository
<p><i>3.R-ACES Online Toolkits</i></p>	<p>Promote the R-ACES tools available on the R-ACES website (self-assessment tool, legal tool, energy management platform)</p> <p>a.share the invitation to use the online tools within the network created around R-ACES and beyond</p> <p>b.one-to-one meeting to explain the tools</p>	<p>Legal & Policy</p> <p>Industries & Energy Managers</p> <p>Research & Universities</p> <p>NGO & Associations</p>	<p>Encourage stakeholders to use the tools in their own processes</p>	<p>Periodically</p>	<p>Promote the materials:</p> <ol style="list-style-type: none"> 1. Online & social advertising (presentation email, social media posts, event flyers, press realise, QR code) 2. newsletter preparation 3. Two Pages introduction





<p><i>4.The Working Groups realised within the Learning Communities</i></p>	<p>Events composed of two moments:</p> <p>a.present the R-ACES project and outcomes</p> <p>b.Roundtable to facilitate open discussion with participants involved as experts in their local area</p>	<p>Legal & Policy</p> <p>Industries & Energy Managers</p> <p>Research & Universities</p> <p>NGO & Associations</p>	<p>Involve SMEs to introduce them to R-ACES opportunities and discuss with them the theme of ecoregions applied to their real production context</p>	<p>At least 3events in the seven high priority region</p>	<p>Promote the events:</p> <ol style="list-style-type: none"> 1. Online & social advertising (presentation email, social media posts, event flyers, press realise, QR code) 2. newsletter preparation 3. End of events: call to action that invites to use tools & repository
<p><i>5.The repository of R-ACES results</i></p>	<p>Promote the R-ACES materials available on the R-ACES website in the knowledge hub section (Use cases, Training materials)</p>	<p>Legal & Policy</p> <p>Industries & Energy Managers</p> <p>Research & Universities</p> <p>NGO & Associations</p>	<p>Spread awareness, improve stakeholders' approach to creating ecoregions through knowledge materials</p>	<p>Periodically</p>	<p>Promote the materials:</p> <ol style="list-style-type: none"> 1. Online & social advertising (presentation email, social media posts, event flyers, press realise) 2. newsletter preparation
<p><i>6.Serious game session</i></p>	<p>Create events where serious games are used (physical and online) and promote active discussion among participating members</p>	<p>Industries & Energy Managers</p> <p>Research & Universities</p>	<p>Engage the stakeholders with an entertainment tool for educate and raise awareness</p>	<p>At least 3 sessions for each countries as follow:</p> <ul style="list-style-type: none"> - physical/online sessions with Research &Universities; - physical/online sessions with Industries; 	<p>Promote the events and the materials:</p> <ol style="list-style-type: none"> 1) Form proposing the dates for the serious game sessions to enrollin; 2) Format email preparation 3) Online advertising 4) newsletter preparation
<p><i>7.Partnership</i></p>	<p>Forge partnerships with initiatives, groups, projects that can amplify the opportunities of R-ACES in its dissemination</p>	<p>Legal & Policy</p> <p>Industries & Energy Managers</p> <p>Research & Universities</p> <p>NGO & Associations</p>	<p>Expose the project to opportunities arising from positive, theme-related networks</p>	<p>Alliance 4ECEI</p> <p>EREK (in progress)</p> <p>SPIRE network</p> <p>Other partnerships</p>	<p>Promote the partnership:</p> <ol style="list-style-type: none"> 1) Online advertising 2) newsletter preparation

Figure 5: Tentative overview of the Implementation actions to be conducted for the Dissemination Roadmap





Related key actions for the exploitation and dissemination of the roadmap are the monitoring of upcoming related events in interested ecoregions and the design of webinars dedicated to the dissemination of R-ACES results. Under this point, the European events in which R-aces will participate will be of great importance, implementing the activities already at national level.

The most relevant channels are the organisation of dedicated R-ACES events in the framework of the Work Package 'Involve' (WP4). Here the main implementation action will be the design and organisation of such events in the framework of its 'Expansion Roadmap'.

Other typical communication channels (e.g. newsletters, videos, social media, brochures, posters) developed by the Work Package 'Communicate' (WP6) will be used for communication campaigns for the recruitment of industrial site managers, awareness-raising towards intermediaries and energy stakeholders.

Due to the continuous evolution of the project, it was agreed with the consortium partners that this Roadmap will be adapted and updated on a biannual basis (for internal use within the R-ACES consortium), including planning and status of the specific dissemination actions that will be undertaken by the Work Packages involved in the dissemination (and described in the progress report of each Work Package).

3.3.2 Maximise R-ACES impact at EU-level

At European level EHP can coordinate EU-level dissemination activities, LE2C and ISPT can contribute with relevant support and the rest of the consortium can provide general support. EHP through the identification of relevant stakeholders and network can maximize the impact at EU-level and reach out to 90 eco-regions. The dissemination activity is based on the spread of R-ACES contents through the network that the project has access to, either through the established contacts of each partner involved (LE2C, ISPT, EHP) or those who have been reached thanks to the events organized for dissemination and communication. Parallel to specific activities such as presence at relevant international events, typical communication channels (newsletter, social media etc) are also included as instrumental for supporting the goal of this task.

Expanding the presence of R-ACES on different online knowledge platforms will bring project results closer to its target audience. In particular European Resource Efficiency Knowledge Network (EREK) has been identified as one of those platforms, as well as the





EHP/DHC+ knowledge hub. Moreover DHC+ is planning a forum-like platform for its members to host discussions and experience exchanges on heating and cooling topics; R-ACES will have a its own dedicated topic where users can ask learn about the R-ACES tools and use cases, connect with other users and unique insights.

Platforms	Project results / Channels
European Resource Efficiency Knowledge Centre	Toolkit, Training Material
DHC+ Knowledge and Innovation Hub	DH-related Use cases
Forum thread with R-ACES topic in DHC+ Members' internal exchange platform	Toolkit, DH-related ecoregions and Use cases

The project outcomes will constitute the topic of a mini series of webinars organized by EHP. Three online sessions focusing on the R-ACES toolkit and project results, where targeted audience will be invited to attend and participate. By involving DHC+ members and including their perspective in the discussion, these online sessions will be relevant and useful for the ecoregion stakeholders.

Channel	Actions	Audience	Goal	When	Materials
<i>Webinar</i>	<p>Present the R-ACES project and Legal Support Tool</p> <p>Showcase the tool use from a practitioner</p> <p>Promote the R-ACES the knowledge hub from - website</p>	Energy managers, Industries, DHC operators & associations, SMEs	<p>Encourage stakeholders to use the tools in their own processes</p> <p>Encourage policy makers to invest in the sector, inspire the creation of new ecoregion</p>	September 2022	Legal Support Tool
<i>Webinar</i>	<p>Present the R-ACES project and Self-Assessment Tool</p> <p>Showcase the tool use from a practitioner</p> <p>Promote the R-ACES the knowledge hub from - website</p>	Energy managers, Industries, SMEs, DHC operators & associations,	<p>Encourage stakeholders to use the tools in their own processes</p> <p>Encourage policy makers to invest in the sector, inspire the creation of new ecoregion</p> <p>Promote the project at international level</p>	October 2022	Self-Assessment Tool





<i>Webinar</i>	<p>Present the R-ACES project and Energy Management Platform</p> <p>Showcase the Platform use from a practitioner</p> <p>Promote the R-ACES the knowledge hub from - website</p>	<p>Energy managers, Industries, SMEs,</p>	<p>Encourage stakeholders to use the tools in their own processes</p>	<p>November 2022</p>	<p>Energy Management Platform</p>

Twitter and LinkedIn are the main social media platforms that the partners use for promoting R-ACES project with dedicated campaigns on specific project outcomes and event advertising. EHP/DHC+ supports dissemination with its own means of communication and its own network of contacts (EHP website, EHP and DHC+ newsletters, social media).

The international events for 2022 that R-ACES has identified as advantageous for the purpose of this task and will pursue to participate in are:

- The Celsius Forerunner Group meetings on Waste Heat, where representatives from cities and utilities who are members of the Celsius Initiative participate in invitation-only meetings with experts to discuss and exchange support on planning and implementation of smart and sustainable heating and cooling solutions.
- SPARK conference that is focusing on Energy transition and will be attended by all sorts of energy stakeholders.
- The EU Sustainable Energy Week, which is an established conference bringing EU policymakers closer to the research and implementation project results. R-ACES is going to apply jointly along with the ALLIANCE4ECEI sister projects.





Type of event	Actions	Audience	Goal	Specific event	When	Where
Established conference	Participate in an international event presenting...	Policymakers	Bringing EU policymakers closer to the research and implementation project results	The EU Sustainable Energy Week	Monday 26 September 2022, 10.00 - Friday 30 September 2022, 17.00 (CEST)	Belgium
Invitation-only meetings	<p>Present the R-ACES project and toolkit</p> <p>Showcase the tool use from a practitioner</p> <p>Promote the R-ACES the knowledge hub from website</p>	City energy planners and representatives, Industries	<p>Inspire the creation of new ecoregion</p> <p>Encourage stakeholders to use the tools in their own processes, establish contact</p>	The Celsius Forerunner Group meetings on Waste Heat	May / June 2022	Online
Established Conference	Participate in an international event presenting project toolkit and output	Energy Managers, Industries, Utilities, Energy associations from EU, Europe and beyond	Inspire Energy Managers and industry to use our tools, establish contact, become a use case, create ecoregion.	Spark Conference	21-21 June 2022	London

The list is not exhaustive as continuous monitoring of upcoming European events and assessment if and how R-ACES participation in these will help achieve the goal is necessary. With regards to the Alliance4ECEI, bigger outreach on EU level is achievable by joining forces with sister projects on social media and joint participations to international events.

Having established and identified stakeholder groups, specific contacts to be reached in the target regions, type of main activities and possible actions to be taken, an excel file





was created to monitor the Dissemination activities during the project and the stakeholders reached.

The file will be constantly updated by the various partners in order to obtain, at the end of the project, a complete database with the report of the activities undertaken and the number of contacts and regions reached. For simplicity and clarity, the file has been divided between Dissemination activities at the "national level" and "EU level".

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Date/pt of the e	Event Title	Link to the event/ agenda	Type event	Type of activity	Partne	Title of your R-ACES Interventio	Meeting Plus Remote Meet	Type of Contribution (Post, Pre, listener)	Type of audience (multiple col % is possible)	Size of audience No. of attend	Countries address	
1	10/06/2021	Low Temp 2.0 Partner meeting	LowTEMP 2.0 partner meeting aimed on learning from and exchanging with actors, experts and projects from the DH sector in the Baltic Sea Region.	Participation to a Conference	Agata van Oosten en Christa de Ruyter: R-ACES cooperate presentation	ISPT	Introduction of R-ACES	Webex meeting	Presentation	Scientific Community (Higher Education, Research)	23	Germany, Denmark, Finland, Estonia, Austria, Russia	
2	07/06/2021	R-ACES Ecoregion Meeting on Initiating district heating networks!	https://www.linkedin.com/posts/r-aces_industry/symbiosis-heatex-change-ecoregion-activity-6886597467944572928-950x	Organisation of a Workshop	Presentation of three ecoregions (Nyborg, Bergamo, Ghent) and R-ACES cooperate presentation by Nathan Bowden	ISPT, Condujo, Spineerij, LEZ, EHP, Energy Cluster Denmark	R-ACES Ecoregion Meeting on Initiating district heating networks!	Zoom meeting	Presentation	Industry	28	Belgium, Netherlands, Italy, Germany	
3	00/11/2020	Waste heat recovery & energy cooperation in European Industries	https://r-aces.eu/2020/11/10/effective-energy-exchange-in-industrial-users-across-europe-duplicate-1-2/	Participation to a Workshop	Presentation of R-ACES by Anne Blaastrup Holm	Energy Cluster Denmark	R-ACES Presentation	Online					
4	30/04/2021	R-ACES Serious Game for young energy professionals	The serious game Heatopoly was played with young professionals of a Dutch Traineeship Programm. Young Professionals of different organisations in the energy sector had an inspiring session on the development of heat networks. The game served as an introduction to this topic.	Organisation of a Workshop	Playing the R-ACES Serious Game	ISPT (Christa de Ruyter & Lotte van der Velde)	R-ACES Serious Game "Heatopoly"	Driebergen-Zeist/ Den Haag	Facilitating the R-ACES Serious Game	Other	20	Netherlands	
5	11/05/2021	R-ACES Serious Game for Industry	Online working group with main stakeholder in Lombardy for the Industrial Symbiosis	Organisation of a Workshop	Playing the R-ACES Serious Game	ISPT (Christa de Ruyter & Lotte van der Velde)	R-ACES Serious Game "Heatopoly"	Online	Facilitating the R-ACES Serious Game	Industry	8	Netherlands	
6	06/05/2021	R-ACES Serious Game for policy makers	11-12:30 R-ACES Serious Game. Outcome of the session: Policy makers were very enthusiastic about the serious game and now plan to use the game to inform local stakeholders about the opportunity of energy cooperation.	Organisation of a Workshop	Playing the R-ACES Serious Game	ISPT (Christa de Ruyter & Lotte van der Velde)	R-ACES Serious Game "Heatopoly"	Online	Facilitating the R-ACES Serious Game	Regional policy makers from provinces & municipalities	7	Netherlands	
7	21/05/2021	R-ACES Serious Game for young energy WUR students	The serious game Heatopoly was played with 10 students of Wageningen University.	Organisation of a Workshop	Playing the R-ACES Serious Game	ISPT (Lotte van der Velde)	R-ACES Serious Game "Heatopoly"	Offline	Facilitating the R-ACES Serious Game	Scientific Community (Higher Education, Research)	10	Netherlands	
8	17/06/2021	R-ACES Serious Game for students	Playing the R-ACES serious game with the PTPP students of ISPT. These students follow an additional honours course on waste heat reuse in energy technologies.	Organisation of a Workshop	Playing the R-ACES Serious Game	ISPT (Lotte van der Velde)	R-ACES Serious Game "Heatopoly"	Online	Facilitating the R-ACES Serious Game	Scientific Community (Higher Education)	24	Netherlands	

Figure 12: Excel file to monitor Dissemination activities and stakeholders reached

Excel has been broken down and organised to keep track of the main KPIs useful for Dissemination activity and monitor its results over time.



3.3.3 Overview of the dissemination timeline

In summary, the strategy is to *progressively increase dissemination efforts* as the project results are obtained, in order to ensure, first of all, a broad awareness of the project (in the scope of the 'Communication' WP) and, to gradually create favourable conditions to facilitate the dissemination of its outcomes. The *peak* in dissemination activities is foreseen to take place *from M12 to M30*. A first outline of the project impact enhancement strategy is presented in the graph below, showing the gradual increase of dissemination and exploitation activities.

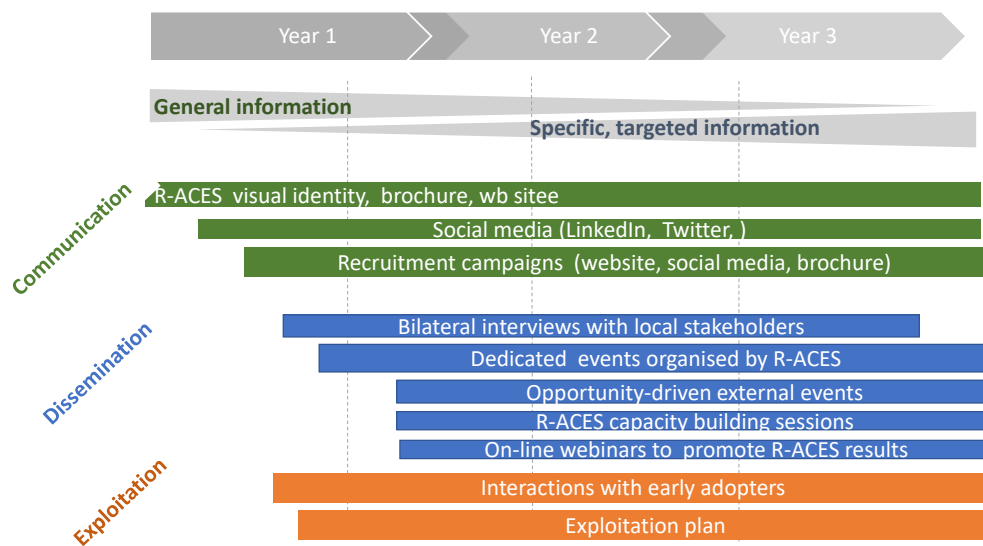


Figure 6: Timeline of the Dissemination and Exploitation roadmap



3.4 Key Performance Indicators

As said above for the implementation of the Excel file, it is important to identify quantifiable Key Performance Indicators (KPIs) in order to monitor the impact of the dissemination activities and their results over time.

The global KPI most relevant for dissemination activities is identified to be *KPI 4: Number of relevant stakeholders (e.g. ESCOs, industrial park managers) aware of and/or interested in implementing joint energy services.*

Intermediate KPIs will contribute to reaching this global KPI. *Some intermediate KPIs useful for measuring the degree of involvement in the ecoregions reached by Dissemination activities could be:*

- Nb. Of opportunity-driven events with R-aces participation
- Nb. Of attendees of R-aces webinars
- Nb. Of attendees of Serious Game sessions
- Nb. Of attendees of capacity building session
- Nb. Of stakeholders recruited

The table below presents a more comprehensive list of intermediate KPI with tentative target values to be further refined and confirmed by the relevant Work Packages.





Channels	Timing	WP	KPI	Tentative Target Value
<i>Bilateral interviews with stakeholders from local, regional and national government agencies</i>	M6 onward	'Facilitate' WP (WP3), 'Involve' (WP4)	Nb. of interviews	to be defined in WP4 and WP3
<i>On-purpose dedicated online events organised by R-ACES</i>	M10 onwards	'Facilitate' WP (WP3)	Nb. of dedicated events	3 local events per ecoregion (tbc)
			Nb. of attendees	25-40 participants /event
<i>On-purpose dedicated online events organised by R-ACES via the Learning Communities vector</i>	M10 onwards	'Involve' WP (WP4)	Nb. of events	> 2 events (tbc)
			Nb. of attendees	25-40 participants/event
			Nb. of video visualisations	> 2.000 video visualisations
<i>Capacity building sessions: R-ACES formal training sessions</i>	M10 onwards	'Involve' WP (WP4)	Nb. of training sessions	to be defined in WP4 expansion roadmap
			Nb. of attendees per course and per year	20 attendees per course
<i>Capacity building sessions: R-ACES online training sessions</i>	M10 onwards	'Involve' WP (WP4)	Nb. of online training sessions	5-10 (tbc)
			Nb. of attendees that follow an online training	100 (tbc)
			% of attendees that follow an online training and obtain a certificate	10%
<i>Capacity building sessions: serious game sessions</i>	M10 onwards	'Involve' WP (WP4)	Nb. of serious game sessions	10 (tbc)
			Nb. of attendees	120
<i>Opportunity-driven external events on energy cooperation organised at regional level</i>	M8 onwards	'Disseminate' WP (WP5)	Nb. of opportunity-driven external events	Opportunity driven
<i>General communication channels (website, social media, brochure) for recruitment campaigns towards selected stakeholders</i>	M8 onwards	'Communicate' WP (WP6)	Nb. of stakeholders recruited	About 200 stakeholders in additional ecoregions (to be confirmed once ecoregions selected)
<i>Online webinars to promote -R-ACES results (in particular use case library & training material)</i>	M12 onwards	'Disseminate' WP (WP5)	Nb. of webinars	to be defined once the additional ecoregions are selected
			Nb. of attendees	Idem



<i>Opportunity-driven external events on energy cooperation for connection to sister projects and institutions organised at EU level</i>	M8 onwards	'Communicate' (WP6)	WP	Nb. of events	> 4 events
				Nb. of attendees	250 +
<i>Use of R-ACES website for a broad dissemination of R-ACES results</i>	M12 onwards	'Communicate' (WP6)	WP	Nb. of downloads of use case library and training material	2 000

Figure 7: Tentative target values for intermediate dissemination KPIs





4 Conclusion

The present document is the R-ACES '*Dissemination and Exploitation Roadmap*' at Month M12 of the project. It is a strategic document for R-ACES partners helping them to establish the bases for their dissemination and exploitation activities.

The strategy is to progressively increase dissemination efforts as the project results are obtained in order to gradually create favourable conditions to facilitate the use and uptake of its outcomes by the relevant stakeholders in the selected ecoregions. Indeed, the consortium's visibility on the project outcomes will increase all along the project deployment.



Annex1: FORM for reporting about dissemination activities

Unique ID	D_Familyname_No(Example: D_PAGANO_01; 'D' stands for 'Dissemination')		
TYPE OF ACTIVITY	<input type="checkbox"/> Bilateral Interviews <input type="checkbox"/> Capacity building sessions: online training sessions <input type="checkbox"/> Opportunity-driven External events at regional level <input type="checkbox"/> Opportunity-driven external events on energy cooperation for connection to sister projects and institutions organised at EU level	<input type="checkbox"/> Dedicated online Learning community events <input type="checkbox"/> Capacity building sessions: serious game <input type="checkbox"/> On-purpose dedicated online events organized by R-ACES <input type="checkbox"/> Recruitment campaigns towards selected stakeholders	<input type="checkbox"/> Capacity building sessions: formal training sessions <input type="checkbox"/> Capacity building : other (specify) <input type="checkbox"/> Online webinars to promote -R-ACES results <input type="checkbox"/> Other (specify)
PARTNER(S) contributing to this action	<input type="checkbox"/> 01_S-ISPT <input type="checkbox"/> 02_Spinergy <input type="checkbox"/> 03_CLEAN <input type="checkbox"/> 04_CONDUGO <input type="checkbox"/> 05_EHP <input type="checkbox"/> 06_LE2C <input type="checkbox"/> 07_POM <input type="checkbox"/> 08_ESCI		
WORK PACKAGE	<input type="checkbox"/> WP2 ; <input type="checkbox"/> WP3; <input type="checkbox"/> WP4 <input type="checkbox"/> WP5 <input type="checkbox"/> WP6		
TITLE			
DATE AND PLACE			
TYPE OF AUDIENCE	<ul style="list-style-type: none"> - <input type="checkbox"/> <i>Generation and supply side</i> managers of industrial sites; industry and business associations, ESCOs and energy stakeholders and technology providers - <input type="checkbox"/> <i>Local energy/Heat and Cooling demand side</i>:business park manager, real estate managers ; DHC operators 		



	<ul style="list-style-type: none">- <input type="checkbox"/> <i>Legal and policy</i>: policy makers and Public sector stakeholders from local, regional and national government agencies- <input type="checkbox"/> <i>Expert and academia community</i>, including DHC experts (4th, 5th G), cooling and heating experts; Legal experts, IT experts, data scientists; Academia (energy, social sciences)- <input type="checkbox"/> <i>Other</i>(specify)
SIZE OF AUDIENCE	
COUNTRIES ADDRESSED	
DESCRIPTION OF THE CONTRIBUTION	
ANNEX: material developed (article, poster, presentation...)	Please send to WP5 leader

