



Establishment of a FramewORk for Transforming current EPES into a more resilient, reliable and secure system all over its value chain

D6.5 Communication and Dissemination Plan

Intermediate version



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Table of Contents

Executive summary	8
1 Introduction	9
1.1 Purpose of the document	9
1.2 Structure of the report.....	10
2 Project communication & dissemination strategy	11
2.1 Key C&D objectives	12
3 Internal procedures	14
3.1 Communications Board	14
4 Tools, channels, and activities	15
4.1 Website	15
4.1.1 Traffic Overview.....	16
4.1.1.1 Website Visits and User Engagement	16
4.1.1.2 Traffic Sources and Acquisition Insights.....	18
4.2 Social media	19
4.2.1 LinkedIn	19
4.2.2 X	21
4.3 Press kit & printing materials	21
4.4 Press Releases.....	22
4.5 Scientific and technical publications.....	24
4.6 Non-technical articles	24
4.7 Newsletter	26
4.8 Events, workshops, and conferences.....	26
4.9 Demonstration site strategies	28
5 Evaluation and KPIs	29
6 Conclusion	30
References	31
ANNEXES	32



6.1	Annex I	32
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List of figures

Figure 1: The Lasswell model of communication.....	11
Figure 2: Communication and dissemination objectives	12
Figure 3: eFORT website	15
Figure 4: Website users	17
Figure 5: Website pageviews	17
Figure 6: Session start metric.....	18
Figure 7: Default channel group	18
Figure 8: Impression rate	20
Figure 9: Follower demographic.....	20
Figure 10: X Impressions	21
Figure 11: Project PPT	22

List of tables

Table 1: Press Releases	23
Table 2. Scientific and Technical Publications.....	24
Table 3. Non-technical articles.....	25
Table 4: Event Participation	27
Table 5: Event Organization.....	27
Table 6: KPI List	29
Table 7: Target Audience	32



Abbreviations and Acronyms

Acronym	Description
C&D	Communication & Dissemination
DoA	Description of Action
DOI	Digital Object Identifier
EPES	Electrical Power and Energy Systems
GA	Grant Agreement
HV	High Voltage
IoT	Internet of Things
KER	Key Exploitable Result
KPI	Key Performance Indicator
LV	Low Voltage
RTU	Remote Terminal Unit
MV	Medium Voltage
TSO	Transmission System Operator
WP	Work Package



Executive summary

This report evaluates the communication and dissemination activities of the eFORT project and its demonstration sites, aligning with the objectives outlined in the eFORT Grant Agreement. The analysis covers the first 24 months of the project, comparing planned activities with actual outcomes and incorporating Key Performance Indicator (KPI) measurements to identify possible challenges and propose improvements.

The Communication and Dissemination strategy is structured to enhance awareness, stakeholder engagement, and the dissemination of project results. It follows a phased approach: raising awareness in the initial phase, engaging stakeholders in the current phase, and ensuring sustainability and replication of results in the final phase. This strategy aims to present the project effectively, reach diverse audiences, and support the exploitation of project outcomes.

Various tools and channels have been employed to achieve these goals. The project website serves as a central information hub, featuring updates, visitor statistics, and enhanced content. Social media platforms, particularly LinkedIn and X (formerly Twitter), have been crucial in expanding the project's reach and fostering engagement. Additionally, press kits, newsletters, press releases, scientific publications, and the other tools and activities have been used to maintain visibility and communicate key milestones.

Tailored communication and dissemination strategies for each demonstration site ensure that specific needs and objectives are addressed, promoting effective information dissemination. The report includes a comprehensive evaluation of KPIs, comparing the initial targets with the progress made up to M24. This evaluation has helped to identify successes and areas needing improvement, guiding future actions.

In conclusion, the report outlines proposed action plans to enhance the communication and dissemination efforts, ensuring that the eFORT project continues to make a significant impact and achieve its objectives in the remaining project period. The Communication and Dissemination plan is flexible, and the strategy and activities will be updated in D6.6 Communication and Dissemination Plan and periodic reports. Final version (M48).



1 Introduction

The EU-funded eFORT project is dedicated to the urgent modernization of European Electrical Power and Energy Systems (EPES) to address contemporary societal and environmental challenges. The modernization of the grids is critical to ensure their future security, reliability, and resilience in the face of extreme weather events, human-induced hazards, and equipment failures. Anticipated outcomes of this modernization include a reduction in the frequency and duration of power outages, mitigation of the impact of disruptive events, and expedited restoration of services during outages.

eFORT tackles these complex challenges by developing an integrated set of tools and strategies, encompassing software, hardware, standardization, and regulatory frameworks. These solutions will be implemented and tested at four pilot sites:

- A DSO micro-grid in Spain
- A pan-European transmission-level system in the Netherlands
- A remote distribution grid in Italy
- A digital substation in Ukraine

Each demonstration site is strategically selected to represent different geographical areas and to address various aspects of grid resiliency, thus covering multiple segments of the value chain.

1.1 Purpose of the document

The primary objective of this document is to evaluate the progress of the communication and dissemination activities implemented for the eFORT project and its individual demonstration sites, in accordance with the eFORT Grant Agreement (GA). By establishing distinct communication and dissemination (C&D) strategies for the overall project and each demonstration site, the goal is to ensure an equitable distribution of communication efforts and to appropriately highlight each component of the project. Tailored strategies for each site are designed to address their unique objectives, activities, and stakeholders, thereby enhancing the overall effectiveness of the communication initiatives.

This report utilizes the D6.4 Communication and Dissemination Plan, Initial version, as a benchmark to compare the planned activities with the actual outcomes up to Month 24 (M24). It provides a thorough analysis of the C&D efforts, incorporating feedback and key performance indicator (KPI) measurements collected during the first two years of the project. This analysis aims to identify current challenges and propose mitigation actions to improve the effectiveness of the C&D strategy for the forthcoming period.

The document is closely linked to Task 6.3 (Dissemination and communication actions) and Task 6.7 (Exploitation of synergies with other projects and initiatives including BRIDGE). It builds on the foundation laid by the D6.4 Communication and Dissemination



Plan, Initial version, and serves as a basis for the D6.6 Communication and Dissemination Plan and periodic reports, Final version (M48). This integration ensures a coherent and strategic approach to the project's communication and dissemination activities, facilitating a comprehensive assessment and enabling necessary adjustments to enhance future efforts.

1.2 Structure of the report

In Chapter 2, the strategy and approach to communication and dissemination are outlined, along with the communication objectives. This foundational chapter sets the stage for how information is shared and the goals that guide these efforts.

Chapter 3 details the internal procedures, highlighting the progress of the internal Communication Board, as well as the usage of monitoring and reporting files. This ensures that internal communication processes are structured and efficient.

Chapter 4 provides a comprehensive report on the communication and dissemination activities undertaken and the outcomes achieved up to M24. This chapter also reviews the various tools utilized for these activities over the past two years, offering insights into their effectiveness.

Chapter 5 defines the key performance indicators (KPIs) for the main communication activities, establishing metrics to evaluate the effectiveness of the communication efforts. These KPIs are crucial for measuring success and guiding future improvements.

Finally, Chapter 6 presents the conclusions drawn from the project thus far and outlines the proposed action plans to be implemented in the coming years. These plans will be documented in the D6.6 Communication and Dissemination Plan and periodic reports, Final version (M48).



2 Project communication & dissemination strategy

Before delving into the detailed evaluation and reporting of Dissemination and Communication activities by M24, it is crucial to highlight the primary objectives of the Communication and Dissemination strategy.

Initially outlined in D6.4 Communication and Dissemination Plan and periodic reports, Initial version, this strategy was established on the principles of the Lasswell model of communication (Lasswell, 1948), as shown in Figure 1. This approach ensures that communication efforts are tailored to meet the project's needs and that resources are utilised effectively by serving two main purposes:

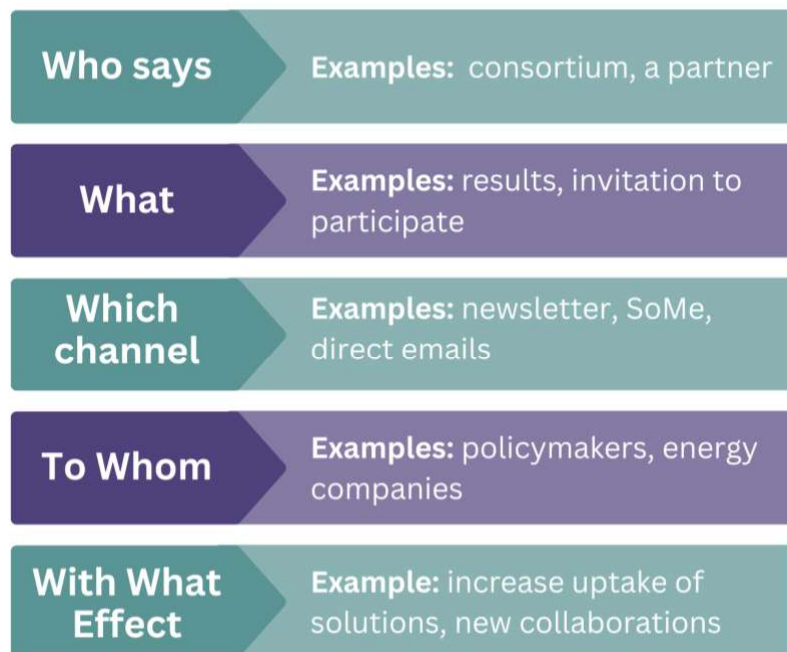


Figure 1: The Lasswell model of communication

Firstly, the strategy acts as a comprehensive guide for project participants and consortium members by assisting them in effectively presenting the project and engaging with diverse audiences during speeches, presentations, and events. Such a strategic approach guarantees that all communications are coherent and resonate with the intended audience, thereby amplifying the project's impact.

Secondly, the strategy aims to increase awareness, engage relevant stakeholders, support the exploitation and replication of project outcomes, influence policy-making, and foster networking within the sector. Besides targeting direct beneficiaries and stakeholders, the strategy aims to reach the media and the general public to enhance the visibility of this EU funded initiative.



2.1 Key C&D objectives

In line with these principles, the strategy identifies three specific Communication and Dissemination objectives, tailored to different phases of the project timeline.

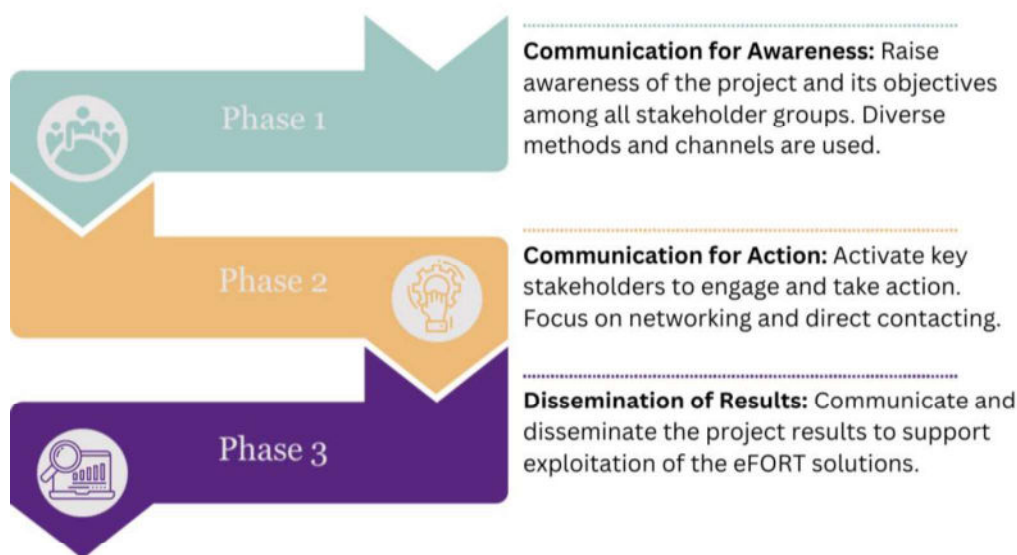


Figure 2: Communication and dissemination objectives

1. Communication for awareness

In the initial two years, efforts focused on raising awareness about the eFORT project. The goal was to inform key stakeholders about the project's objectives, scope, and planned activities, thereby laying a strong foundation for future engagement. A variety of communication tools were employed, including a dedicated website, newsletters, social media channels, event participation, printing materials, etc. Information was tailored to ensure scientific and technical results were understandable to non-technical audiences. These activities also facilitated the formation of crucial connections with stakeholders whose input and influence are vital for the project's success.

2. Communication for action and engagement

During the third year, the emphasis shifts to showcasing the materials developed so far and creating new content to maintain stakeholder engagement. Demonstration sites will become pivotal in this phase, serving as tangible examples of the project's advancements. The initial project results will be shared with specific audiences through targeted communication strategies. Key activities include organizing workshops, engaging in networking with crucial stakeholders, collaborating with other Horizon Europe projects, and highlighting the demonstration sites. These efforts are designed to sustain interest and involvement from all stakeholders.



3. Dissemination of results

In the project's final year, the focus will be on disseminating the project's results and ensuring its sustainability beyond the funding period. Strategies will be developed to facilitate market entry and replication of the project's solutions. This phase aims to solidify the project's impact and relevance, ensuring that the achievements and innovations of the eFORT project can be sustained and expanded in the long term. The eFORT C&D objectives and phases are illustrated above in Figure 2.



3 Internal procedures

3.1 Communications Board

In line with D6.4 Communication and Dissemination Plan., Initial version, the eFORT project has formed a Communication Board to implement its Communication and Dissemination Strategy. This board is essential for driving the project's communication efforts forward. Each project partner has designated one or two representatives to the committee, ensuring that relevant information and feedback are effectively communicated within their organizations. The C&D leader then disseminates this information through various digital and traditional channels, maintaining consistent and efficient communication throughout the project. The Communication Board convenes quarterly, involving the C&D leader and representatives from each partner to ensure smooth coordination.

Key responsibilities of the Communication Board include:

- Contributing to the writing and editing of articles for the eFORT project newsletters.
- Keeping the events list up to date, covering international, national, and local events to ensure clear oversight of participant involvement and timely preparation of communication materials.
- Supplying content to the C&D leader for publication on the project's website, newsletters, and social media channels, following the established Content Creation Schedule and Guideline.
- Providing feedback and insights for the creation of visual materials for the project.
- Collaborating on the development of scripts for project videos and other similar content.

To effectively monitor and document the activities of the Communication Board, various files have been created, including the Content Creation Schedule, Content Creation Guideline, as well as a monitoring file for events and scientific publications. Annually, the C&D leader develops a new Content Creation Schedule and a simplified Content Creation Guideline. Further, each partner continuously updates the monitoring file to ensure a clear overview of ongoing activities.



4 Tools, channels, and activities

To ensure that all stakeholders and target audiences are effectively reached, a diverse array of dissemination tools and channels has been employed as a part of Communication and Dissemination Strategy. The following section provides an in-depth examination of these communication and dissemination tools and activities executed up to M24, highlighting the progress in various initiatives and the strategic use of tools to promote the eFORT message.

4.1 Website

The eFORT website, accessible at [www.efort-project.eu], serves as a centralized information hub tailored for all stakeholders and external audiences. It offers a comprehensive summary of the project and its demonstration sites, outlines the objectives and methodologies, introduces the consortium, provides access to public deliverables, etc. The website's initial design and framework were documented in D6.4. This section details recent updates to the website's content and provides an overview of visitor statistics.

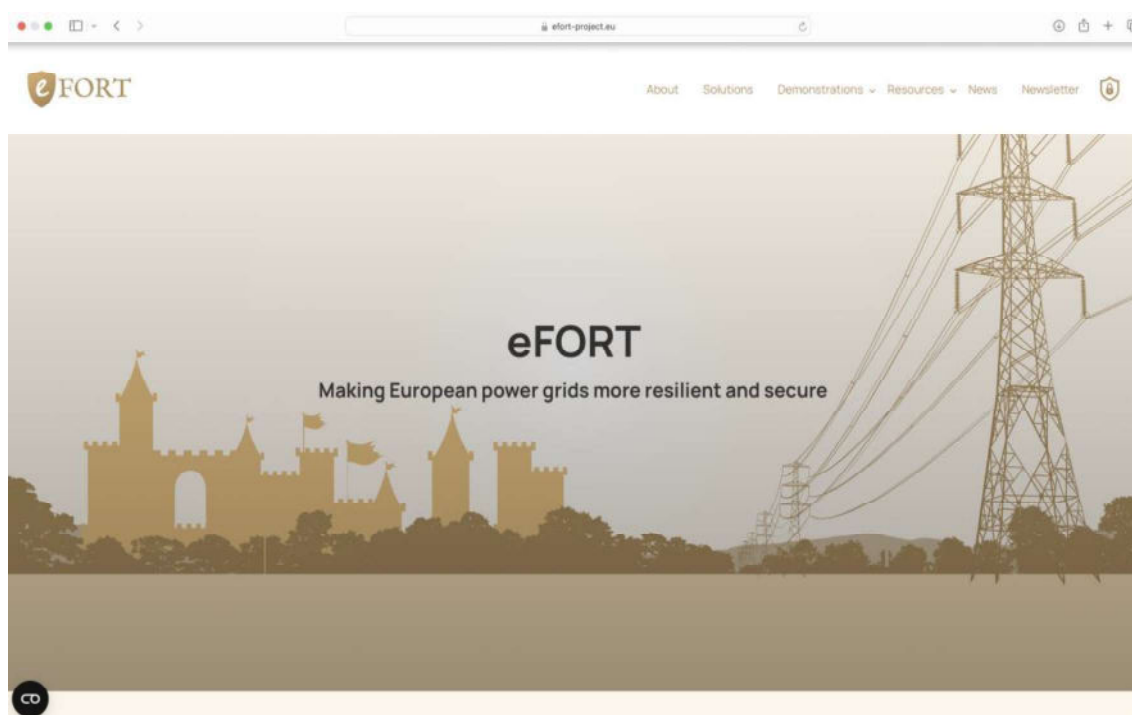


Figure 3: eFORT website

Significant updates have been made to both the content and structure of the eFORT project website to enhance user experience and accessibility.

Structural Changes:

Several new webpages have been added to the sitemap:

- *Communication Materials*: This page offers access to project materials such as roll-ups, leaflets, and newsletters, all available for download.



- *Sister Projects*: This section introduces EU projects collaborating with eFORT, featuring their logos, short summaries, and links to their respective websites.
- *eFORT Innovation Book*: This page will be updated once the material is ready, showcasing innovative developments within the project.

Content Enhancements:

Key updates have been made to improve existing sections:

- *Deliverables and Scientific Publications*: These pages now provide a comprehensive list of public deliverables, including pending and approved documents, as well as published scientific articles related to eFORT projects.
- *Demonstrators Subpages*: Each eFORT Demonstrator has an updated subpage detailing their objectives, anticipated impacts, and the tools being used. These pages will be further updated as work progresses on pilot sites.
- *Newsletter Subscription*: A prominent button has been added to the homepage, leading visitors to a subscription form. This encourages users to join the eFORT community and stay informed about the latest updates and milestones.
- *Official Contact Email*: A new official eFORT email address has been created and added to the website, enhancing professionalism and providing a clear contact point.
- *Cookies Policies Tool*: A cookies policies tool has been implemented to inform visitors about cookie usage on the site and allow them to select their preferred settings.

These updates aim to provide up-to-date information and foster a sense of community among visitors, ensuring the website remains a critical platform for disseminating project-related information and engaging with a broader audience.

4.1.1 Traffic Overview

The eFORT website, integrated within the SIN multisite WordPress platform, utilizes the SIN Google Analytics account for performance monitoring. Analysis of Google Analytics data up to M24 provides comprehensive insights into user interactions and engagement with the site. While the website was launched in M6, significant user engagement began in M12 following the completion of the initial planning phase and the start of the project's initial enhancements.

4.1.1.1 Website Visits and User Engagement

Over the period from M6 to M24, the eFORT website has seen engagement from 1100 unique users. Figure 4 highlights the website's ability to attract a diverse audience interested in the content provided. Tracking the number of unique users helps in understanding the reach and impact of the website. In addition to the user count, another critical metric is the number of pageviews (Figure 5), which stood at 3900 during the same period. This metric captures the total instances of page visits, including views, reloads, and navigation across different pages on the site.



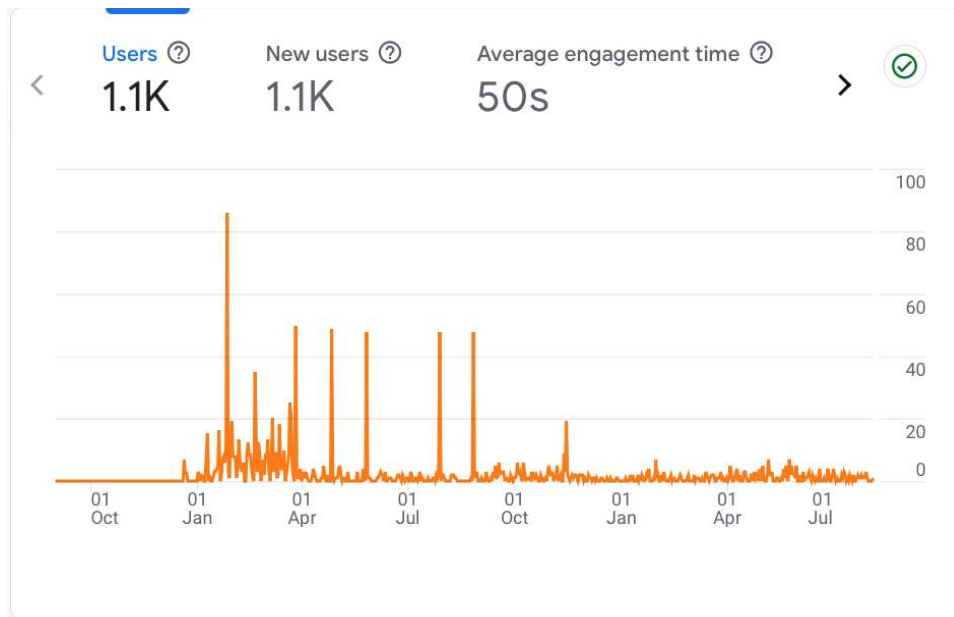


Figure 4: Website users

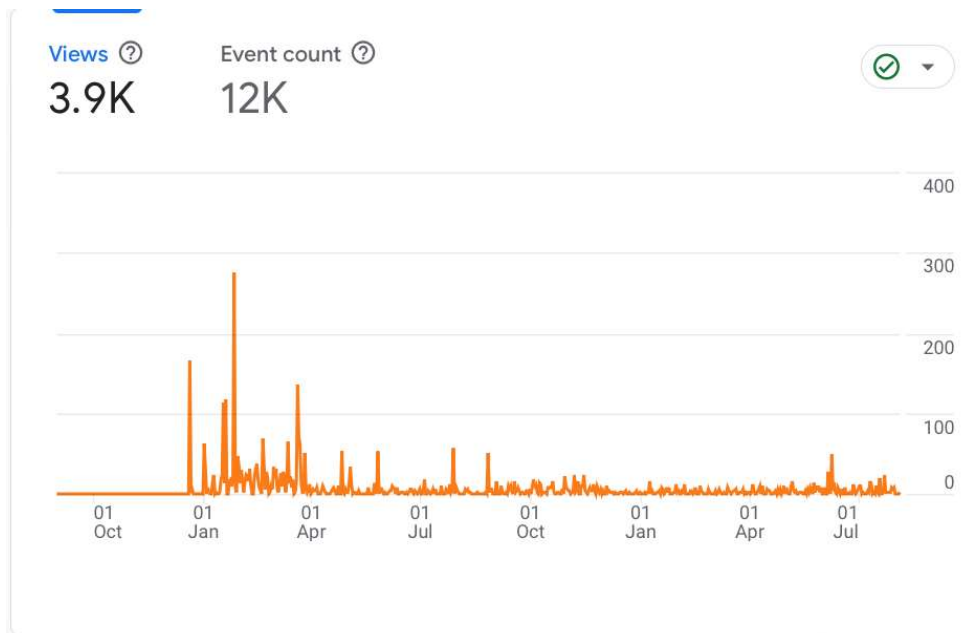


Figure 5: Website pageviews

The sessions start metric (Figure 6), which measures the number of distinct sessions initiated by users within a 30-minute window, averaged around 1.6 sessions per user from M6 to M24. This indicates that users frequently return to the website, suggesting that the content is engaging enough to warrant repeated visits. Furthermore, the average duration of user engagement per visit was approximately 50 seconds (see Figure 4). This provides insight into how long users typically spend interacting with the content, helping to identify whether the website holds their attention effectively.





Figure 6: Session start metric

4.1.1.2 Traffic Sources and Acquisition Insights

Understanding the origins of website traffic is crucial for assessing the effectiveness of communication strategies. According to the acquisition reports from Google Analytics, the majority of eFORT's visitors come from "Direct" and "Organic Search" sources (see Figure 7). This information underscores the importance of search engine optimization (SEO) and the need for the website to be easily discoverable through search engines. Optimizing content for search engines not only enhances visibility but also attracts a targeted audience actively searching for relevant information.

Direct traffic, which includes users who navigate to the site by entering the URL directly or through bookmarks, indicates a loyal user base familiar with the eFORT project. Meanwhile, organic search traffic, driven by search engine results, highlights the success of SEO strategies in capturing users actively seeking information related to the project's themes. By continuously improving SEO practices, the website can maintain and grow its visibility, ensuring that it reaches a broader audience and meets its engagement objectives.

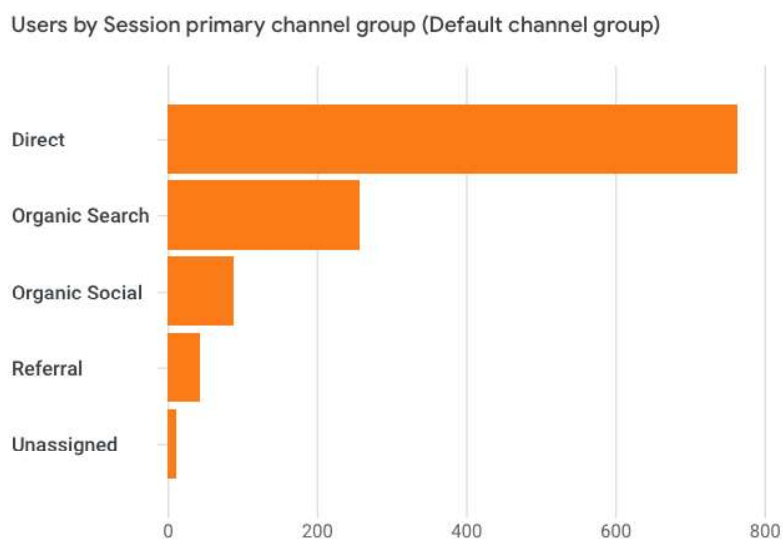


Figure 7: Default channel group



In summary, the detailed analysis of website traffic and user engagement from M6 to M24 provides valuable insights into the eFORT website's performance. The data not only reflects the interest and behaviour of the audience but also offers guidance on areas to focus on for future improvements. By leveraging these insights, the website can continue to enhance its content and optimize user experience, thereby increasing its overall impact and effectiveness.

4.2 Social media

Social media channels have been instrumental in boosting the visibility and outreach of the eFORT project. A comprehensive strategy, detailed in the D6.4 Communication and Dissemination Plan and periodic reports., Initial version, involved collaborative efforts from all members of the Communication Board. This collective approach ensured the effective gathering, sharing, engagement, and assessment of digital content, significantly enhancing the project's online presence.

In January 2024 (M18), a well-structured Content Creation Schedule was implemented, assigning each consortium partner the responsibility to contribute content regularly. This content contains a diverse range of information such as event details, project updates, milestones, and notable news, which were compiled and sent to SIN for publication. This systematic approach aimed to streamline content management, improve communication flow, and highlight key achievements. To maximize awareness and engagement, notifications for the Communication Board members accompanied each new social media post.

However, due to LinkedIn's data retention policy and X's (formerly Twitter) updated data policy, the eFORT account is unable to store or display any page or post data from before August 1, 2023 (M12). Therefore, the next section will present and analyse the data retrieved from M12-M24.

From M12 to M24, the eFORT project successfully generated 87 original posts across all its social media platforms. These posts collectively garnered 1008 interactions, including likes, reactions, and comments, reflecting the effectiveness of the project's social media strategy. This high level of interaction underscores the success of the project's efforts to engage its audience and disseminate information effectively.

4.2.1 LinkedIn

During the M12 to M24 period, LinkedIn emerged as the primary platform for sharing significant information about the eFORT project. The eFORT LinkedIn page, which is available under URL, <https://www.linkedin.com/company/efort-project/>, became a central hub for project dissemination and communication. This platform was used to share a variety of updates, including event participation, newsletters, news articles, and significant project milestones. By the end of this period, the LinkedIn page had accumulated 211 followers, indicating a growing audience for eFORT's updates.



Metrics

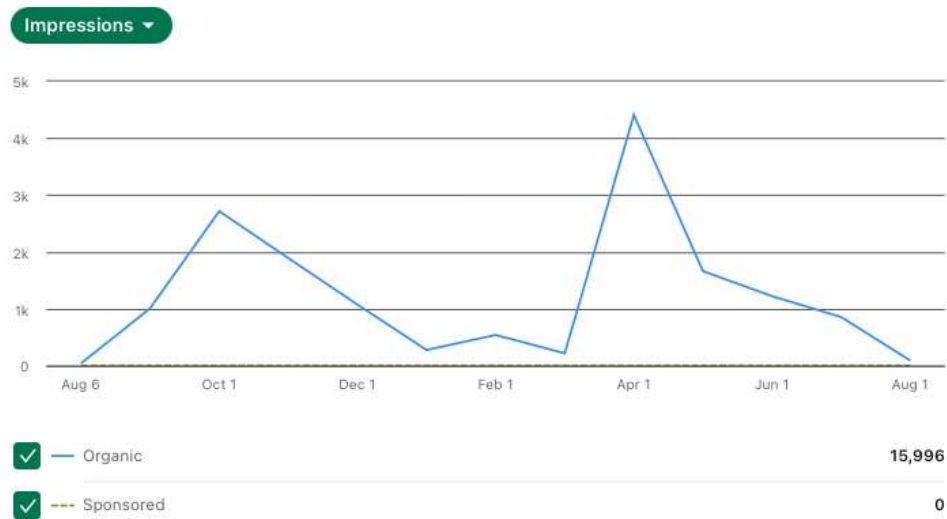


Figure 8: Impression rate

The LinkedIn page posted 41 updates during this period, resulting in a substantial total of 15996 impressions and 8492 engagements. The follower demographic primarily included professionals from fields such as Engineering, Project Management, Research, Operations, and Business Development. This alignment with the target audience identified in the D6.4 (see Annex I) further validates the effectiveness of the communication approach employed.

Follower demographics

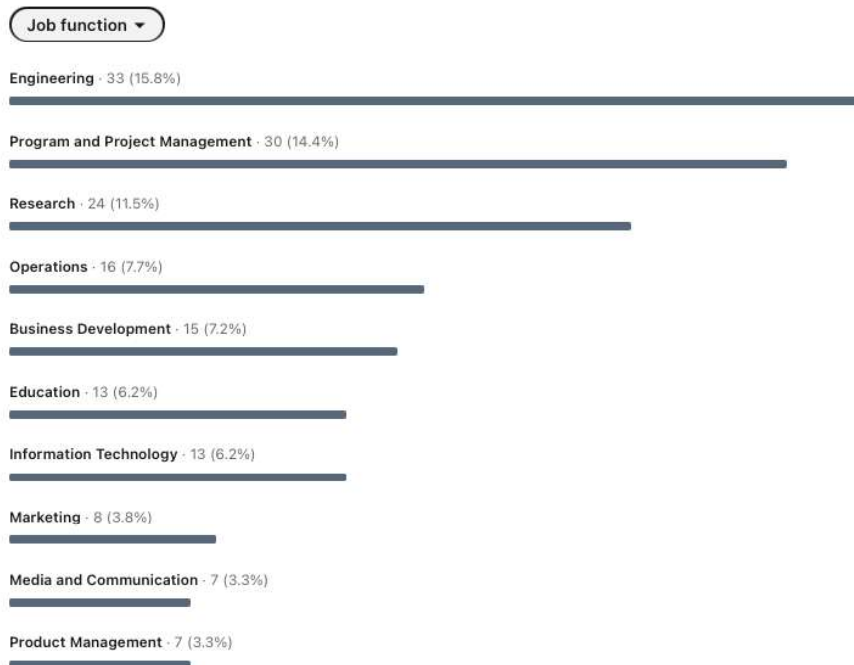


Figure 9: Follower demographic



4.2.2 X

In addition to LinkedIn, X (formerly known as Twitter) played a strategic role in the eFORT project's communication efforts. The eFORT project's X page, accessible here (<https://twitter.com/EfortProject>), shared project-related updates to ensure broader dissemination of information. From M12 to M24, the X page posted 46 updates, which generated 908 impressions. This activity and engagement on X highlight the platform's role in expanding the project's reach and fostering interaction.



Figure 10: X Impressions

The coordinated use of LinkedIn and X as part of the broader communication and dissemination strategy has significantly amplified the visibility and impact of the eFORT project. By leveraging these platforms effectively, the project has been able to engage a diverse audience and ensure that key achievements and updates are communicated widely and efficiently. This strategic use of social media not only highlights the project's milestones but also facilitates continuous engagement with stakeholders and the broader community. The project's ability to generate substantial engagement and interaction across multiple platforms showcases the effectiveness of the communication plan. This robust online presence ensures that the eFORT project remains visible, relevant, and influential within its target audience.

Overall, the strategic use of social media has proven to be a cornerstone of the eFORT project's outreach and visibility efforts. By maintaining an active and engaging online presence, the project continues to build awareness, foster community engagement, and highlight its key achievements, ensuring ongoing support and interest from stakeholders and the public alike.

4.3 Press kit & printing materials

The eFORT project press kit is an invaluable resource designed to streamline and enhance the project's promotion through a well-rounded collection of materials. This press kit now features a specialized PowerPoint presentation that captures the essence and key elements of the eFORT project. The presentation is expertly crafted to provide detailed yet concise information, making it ideal for use during meetings and external events. The material ensures that communication remains consistent and coherent, reinforcing the project's message across various platforms.





Figure 11: Project PPT

Moreover, the press kit includes a project roll-up and leaflet, both of which are essential tools for increasing the project's visibility at both national and international events. These materials have been thoughtfully designed to grab attention and convey the project's core messages effectively. They are readily available in the eFORT repository and on the project's website, ensuring that all partners have easy access to these resources for their promotional efforts.

In addition to these visual aids, the press kit also offers a range of other promotional materials. This includes the project's written identity and key messages, which provide a clear and unified narrative of the project's aims and achievements. A comprehensive press release is included to facilitate media engagement and public announcements. The kit also contains a list of frequently asked questions, addressing common inquiries and providing quick, accurate responses to stakeholders. To further support promotional activities, a collection of copyright-free photographs is available, ensuring that high-quality visuals are always on hand.

These diverse resources within the press kit demonstrate a strong commitment to maintaining uniform communication and ensuring that the eFORT project's goals and successes are widely disseminated.

4.4 Press Releases

The eFORT project, as detailed in the Description of Action (DoA), set a target to issue at least 16 press releases by its conclusion. By M24, this goal was well on its way to being surpassed, with 10 press releases already distributed across a variety of media platforms. These platforms included partners' websites, online newspapers, and business portals, ensuring extensive coverage and dissemination. A detailed breakdown of all press releases up to M24 is provided in Table 1, illustrating the project's broad outreach and communication efforts. This proactive approach highlights the project's



commitment to maintaining a strong presence in the public domain and engaging with a wide audience.

Name	Link
Press release: eFORT project develops a digital twin of the grid to increase cybersecurity	https://efort-project.eu/press-release-efort-project-develops-a-digital-twin-of-the-grid-to-increase-cybersecurity/
Press release: eFORT project to enhance European electrical grid security and resilience	https://efort-project.eu/press-release-efort-project-to-enhance-european-electrical-grid-security-and-resilience/
АТ«Прикарпаттяобленерго» перемогло в престижному конкурсі «Горизонт Європа»	https://oe.if.ua/uk/articles/624ff868db9c424784a53e86
Enhancing European Grid Resilience Through eFORT Project	https://www.powerinfoday.com/thermal/enhancing-european-grid-resilience-through-efort-project/
Enhancing Grid Security: Dutch Project Unveils Digital Twin to Combat Cyber Threats	https://digitaltwininsider.com/2024/05/02/enhancing-grid-security-dutch-project-unveils-digital-twin-to-combat-cyber-threats/
eFORT - Establishment of a Framework for Transforming current EPES into a more resilient, reliable, and secure system all over its value chain	https://www.tudelft.nl/en/ewi/over-de-faculteit/afdelingen/electrical-sustainable-energy/intelligent-electrical-power-grids-iepg-group/projects/current-projects/efort
eFORT project to enhance European grid resilience	https://www.smart-energy.com/industry-sectors/energy-grid-management/efort-project-to-enhance-european-grid-resilience/
eFORT: Transforming Europe's electricity grids	https://cuervaenergia.com/en/innovation-people/research-and-development/efort/
Revolutionising grid security: Dutch project pioneers digital twin technology	https://innovationorigins.com/en/revolutionising-grid-security-dutch-project-pioneers-digital-twin-technology/
ENCS to participate in Horizon Europe project “eFORT”	https://encs.eu/news/encs-to-participate-in-horizon-europe-project-efort/

Table 1: Press Releases



4.5 Scientific and technical publications

Table 2 presents the scientific publications that were accepted for submission up to M24. These publications are available online and all of them are publicly accessible.

Partner Name	Description and DOI
COMILLAS	J. A. Font, J. Jarauta, R. Gesteira, R. Palacios and G. López, "Threat models for vulnerability analysis of IoT devices for Manipulation of Demand attacks," 2023 JNIC Cybersecurity Conference (JNIC), Vigo, Spain, 2023, pp. 1-8, https://ieeexplore.ieee.org/document/10205781
ICAI	V. G. Fernández, N. Rodríguez Pérez, R. G. Miñarro, J. M. Domingo, R. P. Hielscher and G. López López, "Dynamic risk assessment tool for customer IoT infrastructures for Smart Grids," 2023 JNIC Cybersecurity Conference (JNIC), Vigo, Spain, 2023, pp. 1-4, https://ieeexplore.ieee.org/document/10205786
COMILLAS TU Delft	Rodríguez-Pérez, N.; Matanza Domingo, J.; Sigrist, L.; Rueda Torres, J.L.; López López, G. "Confronting the Threat: Analysis of the Impact of MaDIoT Attacks in Two Power System Models. Energies". 2023, 16, 7732. https://doi.org/10.3390/en16237732
COMILLAS	Rodriguez-Perez, Nestor, et al. "Measuring the digitalisation of electricity distribution systems in Europe: Towards the smart grid." 2024. International Journal of Electrical Power & Energy Systems 159 : 110009. https://www.sciencedirect.com/science/article/pii/S0142061524002308?via%3Dihub
COMILLAS	Reina Quintero, A.M., Ceballos Guerrero, R. y Varela Vaca, Á.J. (Eds.) 2024. IX Jornadas Nacionales de Investigación en Ciberseguridad. Sevilla. https://idus.us.es/handle/11441/159179
LINKS	A. A. Sundhu, S. Saadatmandi and M. Arnone, "Enhancing Grid Resilience: Islanding Control in a Digital Twin of Real Electrical Distribution System," 2024 6th Global Power, Energy and Communication Conference (GPECOM), Budapest, Hungary, 2024, pp. 596-605, https://ieeexplore.ieee.org/document/10582670

Table 2. Scientific and Technical Publications

4.6 Non-technical articles

As outlined in the C&D strategy, a minimum of four non-technical articles will be published throughout the project's duration to broaden the communication reach and engage a wider audience. The primary responsibility for producing these articles lies with



the C&D leader. However, partners have opportunities to contribute based on their resources. This collaboration can take various forms, such as co-authoring articles, providing interviews, and suggesting relevant topics and resources. Before any article is published, it is circulated among the partners for feedback and revisions to ensure quality and coherence.

The current status of the initial content plan for these articles is as follows:

Topic	Description	Year	Status
eFORT's Innovative Approach to European Cybersecurity in Energy Grids	The article addresses eFORT's innovative approach to enhancing cybersecurity in Europe's power grids, involving 23 partners across nine countries. eFORT aims to create secure and resilient energy infrastructures, learning from past cyberattacks like the 2022 attack on Ukraine's power grid. Supported by EU regulations such as the Network Code on Cybersecurity and the Cyber Resilience Act, eFORT integrates new technologies, including digital twins for real-time grid modelling, secure-by-design solutions, and intelligent intrusion detection systems. Demonstrated across pilot sites in Spain, the Netherlands, Italy, and Ukraine, eFORT's efforts not only tackle current cybersecurity threats but also build a foundation for a secure energy future in Europe. https://efort-project.eu/eforts-innovative-approach-to-european-cybersecurity-in-energy-grids/	2023	Published
Cybersecurity in electronic grids	The growing need for improved cybersecurity in the field of electricity will be discussed, along with the eFORT solutions.	2024	
Presenting the demonstration sites	The four demonstration sites will be presented. The focus of the article will be on the project's impacts and benefits on the local communities as well as European citizens.	2025	
eFORT solutions	The results and learnings of the project will be introduced.	2026	

Table 3. Non-technical articles



4.7 Newsletter

The eFORT project newsletter stands out as a crucial communication tool, expertly designed to keep its select subscribers both informed and engaged. Every subscriber has previously given consent and shown a keen interest in staying updated with the latest developments from the eFORT project. As of August 2024 (M24), the newsletter has successfully built a loyal readership of 50 subscribers, consistently delivering high-quality content.

The journey of the eFORT newsletter began in M9 of the project. The initial edition ([Newsletter #1](#)) introduced the consortium and provided an in-depth look at the eFORT pilot sites. This first issue was packed with essential updates, including the project's participation in significant events like the Barcelona Security Congress, the BRIDGE General Assembly, and its membership in the European Cluster for Securing Critical Infrastructures (ECSCI). Impressively, the newsletter achieved a perfect delivery rate, ensuring that every intended recipient received the communication. Engagement was particularly notable, with 45 opens and a remarkable 41.7% click-through rate per unique open, demonstrating the subscribers' keen interest.

The second edition ([Newsletter #2](#)), released in M15, continued this trend by showcasing eFORT's participation in prominent events such as the ARES conference, the ECSCI Cluster 1st Annual Conference, and an ECSCI workshop. Additionally, this edition introduced the eFORT press kit and Zenodo community, broadening the scope of information available to subscribers. Maintaining its perfect delivery rate, the second newsletter edition saw a significant increase in engagement, with a total of 74 opens.

By M20, the third edition ([Newsletter #3](#)) had further cemented the newsletter's role as an informative resource. This edition featured articles on "eFORT's Innovative Approach to European Cybersecurity in Energy Grids" and included an insightful interview with Jesús Torres, the technical coordinator. It also highlighted the project's participation in various international events and provided updates on upcoming activities. Moreover, the third edition offered insights from sister projects such as SYNERGY H2020 and REEFLEX Horizon, focusing on their progress and contributions to energy innovation. This edition maintained the perfect delivery rate, achieving 77 opens and an impressive 35.9% click-through rate.

The consistent high engagement rates highlight the newsletter's effectiveness in connecting with its audience and disseminating crucial project information. As the eFORT project continues to advance, the newsletter remains a pivotal tool for sharing progress, insights, and developments. It plays an essential role in fostering a well-informed and engaged community, ensuring that all subscribers stay up to date with the project's milestones and achievements. This commitment to clear and engaging communication ensures that the eFORT project newsletter will continue to be a valued resource for its readers.

4.8 Events, workshops, and conferences

To broaden the reach of eFORT, the project was actively promoted through a series of events held both locally and internationally. These events provided a platform for



partners to represent and discuss the eFORT project, fostering engagement and collaboration with a wide range of stakeholders.

Title	Partner	Date
ENLIT Europe	SELTA - DP	2022
Barcelona Cybersecurity Congress	COMILLAS	2023
NEIS Conference	CIRCE	2023
COCOON KoM event	CUERVA	2023
EU-CIP Project & ECSCI Cluster 1st Annual Conference	CIRCE	2023
EUSEW 2023	RINA-C	2023
ECSCI event	CIRCE	2023
European Days of Research and Innovation	JSC	2023
SGTech Week 2023 Conference	TUD	2023
SMI2G brokerage event	FRH	2024
36th Annual FIRST Conference	TNO	2024
EUSEW 2024	RINA -C	2024
6th Global Power, Energy and Communication Conference	LINKS	2024

Table 4: Event Participation

Besides participation, eFORT partners also organized a number of events:

Title	Partner	Date
ENCS webinar	ENCS	2023
ARES workshop	TNO	2023
EPESec Workshop	TNO	2024
Seminar at the National University of Oil and Gas	JSC	2024

Table 5: Event Organization

In addition to event participation, the project's demonstration sites will play a crucial role in disseminating information. These sites will be introduced to target stakeholder groups and the general public using various methods, such as presentations, videos, and workshops. The approach to showcasing each site will be detailed in individual



demonstration plans, which will consider the feasibility of physical access to the public. For sites where physical access is impractical, alternative methods like online workshops and conference presentations will be utilized to ensure comprehensive dissemination.

The responsibility for organizing these demonstrations lies with the local teams, who will receive support from the C&D leader. This collaborative effort aims to maximize the visibility and impact of the demonstration sites, ensuring that the project's innovations and findings are effectively communicated to all relevant audiences. Through these diverse dissemination strategies, eFORT aims to engage and inform stakeholders, fostering a deeper understanding and appreciation of the project's contributions.

4.9 Demonstration site strategies

For each demonstration site, a tailored Communication and Dissemination strategy has been developed. This process involved consulting with demonstration leaders to ensure the activities and communication needs specific to each site are effectively addressed. The strategies, comprehensively detailed in document D6.4, include clearly defined target groups, key messages, objectives, and the primary channels of communication and dissemination for each location.

As the demonstration activities are slated to begin in March 2025, the initial strategy will serve as the foundation. This strategy will be revisited and refined in the upcoming report on the Communication and Dissemination plan (D6.6), ensuring it remains relevant and effective. Additionally, methods of dissemination, such as identifying specific conferences and events suitable for each demonstration site, will be determined as the project evolves.

Overall, the approach is designed to be dynamic and responsive to the needs of each site, ensuring that communication efforts are both impactful and aligned with the overarching goals of the project.



5 Evaluation and KPIs

Table 6 delivers a comprehensive summary of the project's Key Performance Indicator (KPI) targets, as originally detailed in DoA and D6.4. The table is thoughtfully structured into three main columns: the first identifies the target location and the relevant metrics, providing a foundation for understanding the scope and focus of each KPI. The second column outlines the goals set for M48, offering a clear vision of the intended outcomes by the end of project. The final column presents the current progress status as of M24, giving a snapshot of the project's interim achievements and areas needing attention.

Action	KPI in total	M24
Demonstration site showcases	1 per demo site	NA
Scientific and technical publications	5	6
Outreach events (webinars, workshops, conferences)	6	13
Participants at webinars/workshop	20 per webinar	NA
Participants at the final conference	75	NA
Collaboration with sister projects (such as meetings, established network, workshops, joint papers)	8 projects	3
Website visits	5000	1100
Newsletters	8	3
Newsletter subscribers	150	50
Press releases	16	10
Brochure distribution (physical and online downloads)	1000	200
Views of all videos	300	NA
Non-technical articles published externally	4	1
News posts on website	32	10
Twitter posts	120	46
LinkedIn posts	80	41

Table 6: KPI List



6 Conclusion

The eFORT project stands at the forefront of modernizing Europe's Electrical Power and Energy Systems, addressing crucial societal and environmental challenges. By integrating innovative tools and strategies across diverse pilot sites, eFORT demonstrates a comprehensive approach to enhancing grid resilience, reliability, and security.

A crucial component of eFORT's success has been its robust communication and dissemination (C&D) efforts over the first 24 months. Over the first 24 months, these efforts have been pivotal in raising awareness, engaging stakeholders, and disseminating project results. The strategic use of various tools and channels, including the project website, social media platforms, newsletters, and press releases, has significantly amplified the project's visibility and outreach.

The establishment of a dedicated Communication Board and the implementation of a structured Content Creation Schedule have streamlined internal and external communication processes. The engagement metrics from the website and social media platforms reflect a growing and active audience, indicating the success of the project's C&D strategy.

Looking ahead, the focus will shift towards showcasing project advancements, maintaining stakeholder engagement, and preparing for the dissemination of final results. The strategies will be continually refined to ensure that the project's outcomes are effectively communicated and that the innovations developed can be sustained and replicated beyond the funding period.

The progress thus far underscores the project's commitment to not only advancing technological solutions but also fostering a well-informed and engaged community. The continued dedication to clear and effective communication will be crucial in achieving the long-term goals of the eFORT project, ensuring its impact and relevance within the energy sector and beyond.



References

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ANNEXES

6.1 Annex I

Group	Main goals
Main energy actors	To train specialised workforce and to build strong organisational cultures for the implementation of eFORT solutions.
Technical & scientific community	To trigger further innovations and progress.
Policymakers	To ensure a regulatory and standardisation framework required for widespread adoption of the eFORT solutions.
Sister projects	To raise awareness of the project and create synergies. To trigger further innovations and progress.
General public	To increase awareness and social acceptance of research and innovation on increasing grid reliability and resilience.

Table 7: Target Audience

