



Report on Dissemination Actions

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Executive summary

The present deliverable D10.6 has been developed as part of WP10 activities related to the “Dissemination, Exploitation, Promotion & Knowledge Transfer” of IANOS project and it is the first release developed under of T10.3 “Dissemination Actions for fostering IANOS knowledge diffusion”. Work Package 10 of IANOS is designed to increase visibility among target audiences and relevant stakeholder groups and disseminate information on project activities and output. This is supporting the deployment of RES technologies (incl. by disseminating information on the IANOS use-cases) and in general, the better understanding of energy transition processes on geographical islands. In parallel, the IANOS dissemination actions help raise awareness in particular among local island populations and plays a key role in engaging with local and regional stakeholders and multipliers, such as municipalities, energy system operators, SMEs, project developers as well as climate and environment NGOs. Dissemination through channels that can reach stakeholders at national and European level facilitate the replication of solutions that are being developed and applied under IANOS and contribute to improve regulatory frameworks that foster the expansion and integration of renewable energies into European energy systems and markets. Moreover, through knowledge sharing and high visibility, Work Package 10 supports the interaction and cooperation with related initiatives that are funded by EU and national programs (incl. Horizon Europe).

This first Report on Dissemination Actions (D10.6) provides an overview of the actions through which IANOS information and knowledge has been disseminated throughout the first 24 months of the project (of 48 in total, with the second Report on Dissemination Actions to be published at the end, in September 2024). Full information on IANOS, including on the contents of this deliverable, is available at www.ianos.eu. This report is structured in correspondence of IANOS’ main dissemination work streams that have been conducted so far: events, digital dissemination (incl. through social media), publications and further channels. Due to the substantial consortium size and the

34 partners that are united under IANOS, project dissemination benefits from substantial outreach through large networks of contacts and high numbers of followers of respective social media accounts. In parallel, events have been held in form of physical as well as remote presence, disseminating project information among policy-makers, industry, academia and other energy and climate stakeholders. The project deliverables are available on the project website, providing access to the general public and all interested parties in the solutions developed under IANOS.

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1. Introduction

Our planet's climate emergency requires the effective and rapid decarbonisation of the ways we produce and consume energy. The energy sector, including transport, industry, and heating & cooling, is responsible for around 75% of the EU's GHG emissions. Therefore, EU leaders have agreed on making the continent climate-neutral by mid-century, by substantially reducing the dependency on fossil fuels - most of which is being imported from outside Europe. The need to decarbonise has been accentuated by skyrocketing energy price levels and Russia's war on Ukraine, putting Europe's secure and affordable energy supply at risk – which in return threatens our economies' growth and competitiveness and impacts purchasing power of EU citizens, especially among vulnerable groups. Against this background, the EU is in the process to agree on more ambitious climate and energy policies, which are being revised and negotiated under the Green Deal and more recently, the REPowerEU initiative. To reduce GHG emission by 55% until 2030, Europe must significantly accelerate the transition to systems that are powered and fuelled by renewable electricity and gases. This requires strong commitment among EU and domestic decision-makers, as well consequently putting measures into practice that make the profound and systemic transformation of our economies become reality. This includes the implementation of initiatives that are funded through EU programs that are designed to help decarbonise the ways Europeans produce and consume energy, incl. on geographical islands (such as IANOS).

With many of the 2,700 islands that are spread across Europe relying on fossil fuels, IANOS¹ develops solutions and tests tailor-made solutions for decarbonising geographical islands. Promoted as platforms for pilot initiatives on clean energy transition and showcased at national and European level, IANOS contributes to solving decarbonisation challenges the energy sector is facing on each of the islands included in the project. Pilots are being implemented on the lighthouse islands of Ameland (Netherlands) and Terceira (Portugal) and will be replicated on

¹IANOS stands for IntegrAted SolutionNs for DecarbOnisation and Smartification of Islands

the fellow Islands of Lampedusa (Italy), Nisyros (Greece) and Bora Bora (French Polynesia). In this process, IANOS adapts solutions and innovative tools to support citizens as active players in the energy system and the deployment of green technologies, promoting flexibility and self-sufficiency using distributed renewable energy and storage facilities.

As such, it is key to emphasize that Europe's energy transition towards net-zero cannot be successful if citizens and stakeholders, in particular at local level e.g. on islands, are not supportive – or even aware - of the solutions technology can offer with regards to generating energy from renewable sources, smart energy infrastructure and innovation in storage and carbon-free mobility and heating. Disseminating project findings in this context can make valuable contribution to not only raising awareness and stakeholder and citizen engagement in local decarbonisation efforts, but also initiate spill-over effects and incentivise energy system and market actors that are operating on European islands, as well as collective citizens-led initiatives (such as renewable energy communities), to replicate solutions that are being piloted within IANOS. Dissemination that is conducted beyond islands, at national and EU level, include addressing project output to among wider stakeholder groups – such as policy advice to decision-makers like regulatory authorities, findings on technological innovation to academia and industry, as well as insights on citizen and community engagement to civil society organisations in the climate and energy sector. As such, the following will demonstrate how dissemination actions under the IANOS initiative are facilitating the transition to decarbonised and decentralised systems that are powered and fuelled by renewable energies.

2. Strategy, Objectives and Target Groups

Chapter 2 of this report provides an overview of the central IANOS dissemination and communication objectives, its main dissemination and communication strategy, as well as the target groups identified. Detailed information is available in deliverable 10.1, the IANOS Communication & Dissemination Plan. Chapter 2 will further update which of the main elements summarised have been implemented, and to which extent (where relevant).

2.1. Objectives

In a nutshell and as formulated as part of the IANOS communication and dissemination strategy, objectives include to establish a distinct visual identity to facilitate stakeholders to distinguish IANOS from related projects that sharing comparable scopes and objectives. This visual identity has been developed and helped in building a stronger online presence, in form of the project website (see chapter 3.4.2) and social media accounts (see 3.4.1). In parallel, IANOS partners have been reaching out to and engaged with relevant stakeholders, multipliers and influencers, and built links with related H2020 projects (see chapter 4).

2.2. Strategy

To achieve these objectives, the IANOS communication and dissemination strategy is based on analysing the target groups' (see chapter 2.3.) informational needs, the best suitable channels to be used as well as the creation of valuable content and formats that facilitate dissemination and are adapted to various contexts and making sure to reach all target groups. To this end, stakeholder engagement and communication tools that can effectively spread information on IANOS and its implementation results.

Further pillars of the IANOS strategy include the use of a dissemination and communication tracking file that partners have been updating on a regular basis with case-by-case information on actions carried out, incl. on events, social media content, further publications etc. In parallel, a press releases was issued with the IANOS kick-off that took place in October 2020 and shared among all project partners to maximise outreach and the number of recipients. Further press releases are launched project as milestones are reached and results produced. For a streamlined presentation of IANOS, all project partners promoting – e.g. at events – have been using the official project templates, logos, and other visual elements. For monitoring progress and achievements, Key Performance Indicators (KPIs) have been identified, helping to analyse whether the communication and dissemination strategy is bringing the desired results or needs to be adapted (see chapter 5).

2.3. Target Groups

After the beginning of IANOS in October 2020, the main target groups were identified – the main stakeholders targeted are energy system and market actors (producers, distribution and transmission operators of electricity and gas networks, but also water and telecommunication utilities), consumers / prosumers, technology and service providers, as well as policy-makers and citizens groups. In addition, the wider target audience extends to energy cooperatives and communities, energy service providers, investors and project developers, academia and researchers, public authorities, SMEs and the general public (such as islands inhabitants). Please see the table listed in chapter 6 of this report for which dissemination actions have been used to address the beforementioned target groups.

3. Dissemination Actions

3.1. IANOS Events

Under IANOS, a significant number of events and meetings have been prepared and held, in physical presence or via online platforms, bilaterally as well as in large settings that involve substantial audiences. This includes conferences, workshops, seminars, stakeholder meetings, advisory/steering boards, webinars, demonstration site visits, townhall formats, house visits, educational workshops in cooperation with schools and other institutions, or events that are held as part of living labs. Stakeholders have been involved both through events that are organized within IANOS, as well as in cooperation and as part of relevant occasions at local, national and EU level, addressing a wide range of target audiences. Introducing IANOS at major events has contributed to enlarge outreach and visibility (for purposes of dissemination or support in form of cooperation e.g.), in exchanging best practice approaches and learning from other initiatives and stakeholder experience. This has been equally important at national and regional level, where community stakeholders of the IANOS islands – Ameland (Netherlands), Terceira (Portugal), Bora Bora (French Polynesia), Lampedusa (Italy) and Nisyros (Greece) - have debated on policy and technology needs and engaged with local authorities, energy market and system actors as well as environment and climate NGOs, drawing attention to efforts undertaken at island level. As such, the success of initiatives implemented on geographical islands largely depend on whether local population and businesses are becoming aware of decarbonisation initiatives - and subsequently involved. Face-to-face meetings and dissemination formats that allow for discussions in person can significantly drive community and citizen interest, while at the same time alleviate concerns (as e.g. related to the environmental impact of renewable energies) and reduce resistance to change and the application of new solutions.

3.1.1. International and EU events

Major EU events where IANOS was introduced include the EU Green Week, which in 2021 was dedicated to the European Green Deal and the 'zero pollution ambition'², providing the opportunity to debate among policymakers, leading environmentalists, and stakeholders from Europe and beyond. IANOS was further made known at the Sustainable Places workshop in 2021³, bringing together H2020 funded projects in the framework of clean energy transition on islands, thus creating synergies among an overall of 180 partners from all over Europe and disseminating results and future approaches with regards to practical solutions for decarbonization and energy efficiency on islands.

Also, in the 2022 edition of Sustainable Places⁴, a decarbonisation workshop on the clean energy transition of islands was organized and promoted by IANOS partner RINA Consulting. The event, entitled "European Actions towards the Decarbonisation of Geographic Islands", further strengthened already available synergies between related Horizon projects NESOI (GA n.864266), INSULAE (GA n.824433), REACT (GA n. 824395), ROBINSON (GA n.g.957752), MAESHA (GA No 957843), GIFT (GA 824410) and ISLANDER (GA 957669), all of which are as well involved in the BRIDGE and EU Clean Energy for European Islands initiatives (see chapter 4 for more information). At the workshop, consortia representatives exchanged and presented on a number of work streams, including:

- EU funding programmes to support small and medium-sized islands towards intelligent energy management and decarbonisation pathways - involving NESOI and ISLANDER project rapporteurs.
- Technical project presentations: Each project representative presents the innovative aspects of their EU project, its objectives and the replicability studies/experiences of the pilot/demonstration island.

² The EU Green Week 2021' took place from 31 May to 4 June 2021, and included an opening event on citizen science for Zero Pollution taking place in Lahti Finland, a virtual high level conference hosted by the European Commission, and many local partner events happening across Europe.

³ Sustainable Places 2021 took place in Rome (Italy) from 28 September to 1 October

⁴ [Sustainable Places 2022](#) was held from 6 to 9 September in Nice (France)



Event banner Sustainable Places 2022⁵

Furthermore, IANOS was introduced to a meaningful expert audience of 140 participants at this year’s Clean Energy 4 EU Islands Forum⁶, incl. high-level decision-makers such as ministers and EU Commissioners. The Clean Energy for EU islands initiative of the European Commission is the central platform for the clean energy transition of the more than 2,200 inhabited European islands – many of which, like Bora Bora, Lampedusa and Nisyros, have access to abundant renewable sources of energy, but nevertheless continue depending on expensive fossil fuel imports for their energy supply (and electricity generation). The Forum provided insights into practical steps towards the decarbonisation of EU islands and learn more about ongoing and completed clean energy projects on islands (incl. IANOS).

Information on IANOS was furthermore disseminated at this year’s Policy Conference of EU Sustainable Energy Week (EUSEW)⁷, which is Europe’s event dedicated to renewables and efficient energy use, with the European Commission and energy stakeholders focusing on sustainable energy issues, and debate policy and legal reform, best practices and innovation approaches. At this year’s edition, flyers and information on project updates were disseminated while the project

⁵ Project presentations and video recording are [available here](#).

⁶ On 18 May 2022 in Rhodes (Greece)

⁷ EUSEW 2022 took place from 26 to 29 September in Brussels and in form of an hybrid event.

video was shown on screens around the networking village, with bilateral meetings organized to talk about the objectives of IANOS.



Event banner EUSEW 2022

In parallel, energy stakeholders have been updated on project results, at reoccurring policy briefings⁸ and dedicated platforms such as the Community Power Coalition⁹, disseminating relevant among main target groups for dissemination activities, which include decision-makers from the European institutions, (e.g. Commission, European Parliament, ACER), renewable industry associations and climate NGOs. Within these formats, debates are focused amongst others the design and implementation of decentralised energy market designs that facilitate the expansion and integration of renewable energies into our systems and economies – which is highly relevant for decarbonising the energy, mobility and heating sectors on EU islands. Going beyond Europe, IANOS

⁸ IANOS' project partner EREF (European Renewable Energies Federation) is the EU level umbrella organisation of 37 national renewable associations from across Europe and organises regular policy briefings to inform its members on policy developments and its project work.

⁹ EREF is part of the Community Power Coalition, which is an EU level network of about 40 associations from across Europe who represent energy cooperatives, networks of cities and local authorities, the renewable energy industry, legal experts, environmental NGOs and others. In its regular meetings, network members exchange on respective activities (such as advocacy, projects, and policy developments on citizen and community-led energy initiatives at national and EU level.

was presented to the global science and industry community at the 3rd International Conference on Smart Grids and Renewable Energy in Doha, Qatar. The Conference explores contemporary industry incl. smart grids, RES, power electronics, controls, manufacturing, to communications and computational intelligence.

3.1.2. National and Regional Events

Under IANOS, a series of national and regional events have been held – such as networking events, workshops and webinars organised by and in cooperation with IANOS partners. Examples are the hybrid workshop held on Lampedusa in October 2021 that was dedicated to debate the island's main challenges and opportunities with regards to the clean energy transition process, incl. regulatory barriers that persist at national and regional levels, as well as local boundary conditions. On Ameland and Terceira, networking events among local community stakeholders such as municipal authorities and installers (incl. of renewable technologies) provided a platform to disseminate information on IANOS, engaging with citizens and SMEs in the further project implementation.

At national level, IANOS has been contributing to “Meet your Energy Future”, which is an international career event for students and young professionals who are seeking to work on making the energy transition become reality¹⁰. In the Czech Republic, IANOS project results, with emphasis on citizen and community engagement, were presented to a large stakeholder audience. The webinar was dedicated to showcase best practices and exchanging information on relevant initiatives that aim at establishing models for individual and collective self-consumption, incl. in form of community energy. At the event, preliminary results from the work stream on the IANOS community engagement toolbox (under WP8) were highlighted and discussed. In Italy, IANOS was on the agenda of the conference¹¹ on the sustainability of Italy's small islands and its coastal areas¹². As

¹⁰ IANOS project partner NEC (New Energy Coalition) is organising these career events under their brand “New Energy Academy”.

¹¹ Held in Capri on 23-24 June 2022

¹² IANOS partner and WP8 leader NEC (New Energy Coalition) was present at the event

such, personal encounters with local citizens that took place during the demonstration phases of technologies developed for the pilot islands have proven very effective for dissemination and engaging with communities. For instance, from 6 to 9 September, a group of IANOS partners went to perform technical surveys to household residents in Terra Chã (on Terceira), where some of the project's Use Cases will be deployed and collected information that is crucial for the commissioning and installation of the innovative technologies applied under IANOS.

In the remaining project implementation timeframe (24 months), more events organised at national and regional level will foster knowledge and disseminate IANOS output which is increasingly delivering tangible results that can be addressed to relevant stakeholder groups.

3.2. IANOS Main Dissemination Channels

Spreading information is nowadays to a very large extent done through websites, social media and emailing, building the basis for well-targeted and continuous dissemination. This not only keeps stakeholders informed on project progress and outcomes, but also plays a major role to maintain the dialogue throughout the engagement process and triggers interest in new partnerships and cooperation, replication and the deployment of best practices and other exploitable project results. Thorough research is required to identify and list potential recipients, for instance when generating email distribution lists with relevant contacts with the target stakeholder groups (incl. media outlets).

In parallel, communication formats and content that is being disseminated need to be clear and concise, and present key objectives and messages in accessible ways that can be understood by all types of audiences, regardless of their level of expertise. So far, IANOS' main (digital) dissemination tools have been the project partners' and other entities' websites, emailing (for sharing newsletters, press releases and articles) and the active management of social media accounts. In

addition, dissemination among expert stakeholders is using formats and content that is tailor-made to each target audience and aiming to go beyond spreading information - but meant to engage e.g. in consultation and/or collaboration. Specific tools include distributing information among selected energy and climate action stakeholders that have a genuine interest in the potential, means and outcomes of IANOS implementation. Also, seeking liaison and collaboration with related initiatives that are being planned or implemented requires to combine dissemination efforts and other project activities that increase outreach and visibility (joint events and mailing lists, mutual social media support etc).

3.2.1. IANOS on Social Media

The IANOS LinkedIn page¹³ has been created and used to inform and engage relevant stakeholders (see chapter 2.3.) Also, Twitter¹⁴ was chosen as a major dissemination channel because it is a conversation-based social media and a well-suited for customer engagement. The IANOS Twitter account¹⁵ is active since shortly after the beginning of IANOS and facilitate online debates around the project. Several project partners tweeted and published about the IANOS kick-off meeting, incl. links to more detailed descriptions e.g. on the partners' websites. On a regular basis, social media channels are providing information about events that IANOS is part of (such as Sustainable Places 2022 on twitter, see also chapter 1.1. for more information), as well as content on steering committee and review meetings held under IANOS. Also, events and information on other decarbonisations initiatives have been reposted and shared with the wider social media audience, such as the Clean Energy 4 EU Islands Forum (also see chapter 1.1) and the participation of IANOS in the sustainability event held in Capri (see chapter 1.2). IANOS is further supporting the dissemination of activities conducted under related initiatives, incl. the Covenant of Mayors and the European Island Facility NESOI, which aims to facilitate the clean energy transition on EU islands, by providing training, technical support, cooperation opportunities and robust funding opportunities. In parallel, social medias has been used to introduce IANOS

¹³ <https://www.linkedin.com/company/ianos-h2020-project/>

¹⁴ <https://twitter.com/H2020Ianos>

project partners and their respective roles in the implementation. In the national context, IANOS has been promoted through content in the country's respective language, incl. on events, in form of press releases and newsletters. At EU level, IANOS has been referred to as meaningful decarbonisation initiative, in the context of implementing Europe's increased energy and climate ambition, which is reflected in policy and legal reform processes, such as undertaken under the Green Deal and the measures issued under REpowerEU. In the remaining project lifetime, social media actions will emphasize disseminating concrete project output, in form of deliverables and other tangible results, as the project progresses.

3.2.2. IANOS Website

The IANOS website offers a series of user-friendly features, with information on the project itself, the partners, as well as the solutions developed and applied. It further gives access to the general public on how IANOS benefits EU islands, with regards to flexible and smart energy systems and self-sufficiency that is fostered through distributed renewable energy and storage technologies. The website further introduces the 5 IANOS islands and offers a dedicated section for news & events that IANOS partners use to publish information on recent and upcoming project activities. Also, users can subscribe to the project newsletter and to follow on social media.

One of the project website's main feature is giving access to all IANOS results that are being published. These include reports on technology integration on the lighthouse islands¹⁶, first results from the use-cases and tests conducted at pilots sites with regards to intelligent virtual power plants¹⁷, decarbonisation master plans for islands¹⁸, analysis of regulatory, legal and financial aspects¹⁹, as well as material on the project's community and citizens engagement plans²⁰, the IANOS

¹⁶ Such as Deliverable 6.5, the Terceira System Integration Report

¹⁷ Such as Deliverable 5.3., the report on Ameland's use cases preliminary iVPP integration tests

¹⁸ See Deliverable 2.11

¹⁹ See Deliverable 2.5, the report on regulatory/legal and financial aspects

²⁰ See Deliverable 8.1, the report on designing a community engagement strategy

leaflet (in 6 languages), and its information on its dissemination and communication plans²¹ and progress.

3.2.3. IANOS Partner Websites

Most of the 35 IANOS partners have uploaded information on IANOS on their respective websites – among which are regional and local authorities (e.g. from the Azores, Ameland and Lampedusa), research institutes and universities, technology providers and engineering outfits, energy cooperatives, energy companies and system operators (like EDP from Portugal and Alliander from the Netherlands), as well as consultancy and other energy service providers and EU level renewable organisations reach out to substantial audiences across sectors and the EU. Website information is tailor-made to each partner’s potential public outreach groups, in form of general information, newsletters, articles and presentations given at events, as well as other relevant project updates.

The partners’ as well as IANOS’ own website are the first access point and dissemination portal for the wider public, with some of the partner websites having created dedicated project websites²² and knowledge databases²³ where project results are made available. Publications, news, events and references on IANOS are collected in a dedicated tracking file.

²¹ See Deliverable 10.1, the dissemination and communication plan

²² See New Energy Coalition’s own project page at <https://www.newenergycoalition.org/en/projects/ianos/>

²³ See New Energy Coalition’s database at <https://www.newenergycoalition.org/en/knowledge-base/>

4. Dissemination among related Initiatives

IANOS has been constantly disseminated among and collaborating with related initiatives, which include EU level initiatives and related ongoing projects, mainly also funded under Horizon Europe. A detailed overview is available in deliverable 9.7 “IANOS collaboration with other initiatives.

First and foremost, IANOS partners have been contributing to the European Commission initiative BRIDGE, which since November 2015 offers a cooperation platform for projects that promote smart grids, energy storage, the decarbonisation of islands and digitalisation under Horizon. BRIDGE aims at knowledge and experience sharing, to exchange on best practices, and to streamline project outcome that is addressed to the European Commission, hence increasing visibility and effective EU level dissemination. IANOS is present in all of BRIDGE’s 4 working groups - on data management, business models, regulation and consumer and citizen engagement – each of which is being split into sub-groups. Through BRIDGE, IANOS is, in addition to introducing itself to a substantial number of project partners from across Europe, contributing to establish structured views on cross-cutting issues which may help overcome obstacles to innovation and deliver conclusions and recommendations on how to effectively decarbonise Europe’s energy, mobility and heating systems, incl. through engaged consumers and stakeholders. For instance, the work carried out in the BRIDGE subgroup “strategies of engagement and group building”²⁴ has provide substantial input into the community and citizen engagement workstream conducted under IANOS WP8 - of which results²⁵ are in return being disseminated among the partners gathered under BRIDGE.

²⁴ IANOS partner EREF is present in this sub-group

²⁵ Such as Deliverable 8.1, the report on designing a community engagement strategy

In parallel, IANOS has been cooperating with the Clean Energy for EU Islands Initiative. Launched by the European Commission in 2017, The Clean Energy for EU islands secretariat, an initiative of the European Commission, is the central platform for the clean energy transition of the more than 2,200 inhabited European islands. Despite having access to renewable sources of energy (like the IANOS fellow islands Lampedusa, Bora Bora and Nisyros), many depend on expensive fossil fuel imports for their energy supply. The Islands secretariat's website acts as a centre to showcase best islands practices and informs about policy and regulatory issues for European island communities. The support provided includes dedicated advice for capacity building and clean energy transitioning, in form of technical assistance to clean energy projects (between 2020 and 2022 the secretariat will support a total of 40 energy projects on islands). Features for islands who are starting the clean energy transition, the Clean Energy Transition Agenda methodology and the Islands Transition Handbook provide guidance and helps developing a strategic roadmap for the transition process. In this context, IANOS has been contributing to the initiative's main event both in 2021 and 2022, which is the Clean Energy for EU Islands Forum²⁶. In the 2021 edition, IANOS was present in capacity of an exhibitor, hosting a virtual booth throughout the event and reaching out a wide stakeholder audience within the clean energy sector. IANOS was presented in direct contact with interested parties and was able to gain visibility among the EU islands community.

²⁶ The 2022 edition took place on 18 May in Rhodes, Greece, also chapter 3.1.1.

5. Results achieved

The following results, categorised by the type of dissemination activities, were achieved during the first two years of this project.

5.1 International, national and EU events

Most events organised under or with the contribution of IANOS were held in virtual formats, due to COVID-19. Yet recent events took place in live formats. The main dissemination events are listed in here below in a table, incl. those organised at EU level in collaboration with related initiatives.

Event Title	Date	Partner Contribution	Responsible partner	# people reached
Meet Your Future in Energy	24/11/2020	Pitch + roundtable discussion	NEC	78
EREF Board Meeting	22/01/2021	IANOS update /presentation	EREF	20
EREF Board Meeting	11/05/2021	IANOS update /presentation	EREF	20
EU Green Week	03/06/2021	presentation with ROBISON project	RINA-C/CERTH/EDP	
Symposium Islands of Innovation (Final Conference)	10/06/2021	IANOS presentation	NEC	
IANOS/SMILE: slimme energie-eilanden van de toekomst	24/06/2021	Webinar during a NEC event on the topic of smart energy islands of the future of which H2020 projects IANOS & SMILE were the examples	NEC	35
Island energy transition: experience in H2020 projects-Chapter I	09/09/2021	presentation focused on island energy transition experience based on DSM, EMS and flexibility	RINA-C/CERTH	60
Island energy transition: experience in H2020 projects-Chapter II	17/09/2021	presentation focused on island energy transition experience based on renewables and energy storage technologies	RINA-C/EDP	50
EREF Board Meeting	17/09/2021	IANOS update /presentation	EREF	20
6th Annual Energy Transition Symposium	29/09/2021	presentation	EDP/CERTH/HAEE	
Sustainable Places	30/09/2021	IANOS presentation, resume of lesson learnt from sister project in the framework of DSM, EMS and flexibility	RINA-C/CERTH	30
IANOS @ Lampedusa: sfide ed opportunità	11/10/2021	IANOS organised the event, prepared the presentations, managed the online platform, engage local community	RINA-C/CNR-IIA/LAMP/CERTH/EDP	40
Terceira Citizen Engagement	13-14/10/2021	IANOS presentation	EDP	

Bold future: future of sustainable development. Webinar organised by Frank Bold	25/10/2021	Input from IANOS presented	EREF	80
EREF policy brief	03/12/2021	IANOS presentation	EREF	30
EREF Board Meeting	25/01/2022	IANOS update /presentation	EREF	20
Instalateursoverleg Ameland	15/03/2022	Networking event	AME	8
3rd International Conference on Smart Grid and Renewable Energy (SGRE 2022)	22/03/2022	Project presentation	UNINOVA	150+
Studievereniging Hallieu	26/03/2022	Networking event	AME	30
Workshop Energy transition in communities (Interreg/SAVE)	31/03/2022	Networking event	AME	35
EREF Board Meeting	09/05/2022	IANOS update /presentation	EREF	20
Community Power Coalition	Every second month	Updates and latest information on IANOS outcomes	EREF	30 per meeting
CE4EUI Forum 2022	17-18/05/2022	IANOS promotional video and general IANOS presentation	RINA-C/CERTH	
Workshop Sustainable Places 2022	09/09/2022	Project presentation and debate	RINA-C	25 flyers
EUSEW 2022	28-29/09/2022	Participation to the Networking Village at the Energy Fair, Video, flyers	RINA-C	100
NEF 2022	23/6/22	Project presentation	NEC	80

IANOS past events - selection

Among the events held at national level, the workshop "Meet Lampedusa local community, Municipality and stakeholders", organized by RINA, CNR, EDP and CERTH on 10 October 2021, discussed clean energy transition priorities, opportunities and barriers, involving local stakeholders on the fellow island of Lampedusa. Also, other European and Italian initiatives were presented by the involved municipalities and stakeholders active on islands. A similar format was held on IANOS lighthouse island Terceira on 13 and 14 October 2021, with EDP organizing the workshop "Meet Terceira local community of Terra Chã". Local communities are also being informed through public channels such as social media newsletters, which the consortium partners use to outreach and address target groups. For example, IANOS partner Ameland Energie Coöperatie (AEC) reported in its September edition on benefits energy self-sufficiency can bring to the island and how IANOS project is helping to achieve that.

5.2. IANOS main dissemination channels

5.2.1. IANOS on social media and newsletter

The IANOS social media channels were launched at the start of the project, on 1 October 2020.

Twitter

- IANOS counts with 233 followers on Twitter which corresponds to 58% of the project objective (= of 400 followers).
- 181 tweets have been posted, which is an average of about 1 tweet every 4 days.
- Between 1 June 2022 and 31 August 2022²⁷, there was 1.3K views of the tweets posted.
- Over the same period, the engagement rate²⁸ was 2.8%, which includes 1 click on the link, 5 retweets and 52 likes.

LinkedIn

- IANOS counts with 362 followers on LinkedIn which corresponds to 91% of the project objective (= of 400 followers).
- Between 3 October 2021 and 30 September 2022²⁹, there was 826 page views, of which 279 were unique views (32%).
- Over the same period, there were 828 impressions on the content posted, of which 490 are unique impressions (59%) and includes 17 clicks, 32 reactions, 1 comment and 2 shares.

Newsletter

- The first IANOS newsletter was launched in March 2022 to a total of 47 subscribers, of which 40.54% opened the file.

²⁷ Due to the analytics of Twitter, we cannot go back any further than the last 91 days.

²⁸ Engagement rate: total impressions divided by the total engagement (number of times a user interacted with our Tweet e.g., retweets, likes, replies).

²⁹ Due to the analytics of LinkedIn, we cannot go back any further than the last 365 days.

5.2.2. IANOS website

Since the website was launched on 26 January 2021, it has been tracked with Google Analytics. The total number of views is 8.8k, with users from 30 different countries.

Webpage	Total number of views
Homepage	3.119
The Islands	921
About	816
Project	760
Partners	649
News & Events	474
Solutions	331
Contact	260
IANOS at Lampedusa	144
Benefits for EU community	105
Total	8.752

Top 10 most viewed webpages on www.ianos.eu

Country	Total number of users
Netherlands	475
Portugal	333
Greece	262
Italy	258
Ireland	240
United States	188
Germany	108

Top 7 most users on www.ianos.eu per country

5.2.3. IANOS partner websites

Partner	Description	Views	Link
UBITECH	Article kick off meeting	N/A	Click here to read article
Governo Dos Açores	Post kick off (Portuguese)	N/A	Click here to read post
New Energy Coalition	News item kick off (English)	315	Click here to read news item
New Energy Coalition	News item kick off (Dutch)	122	Click here to read news item
RINA	Description of project (English)	75	Click here to read description
RINA	Description of project (Italian)	26	Click here to read description
UBITECH	Press release project	N/A	Click here to read press release
New Energy Coalition	Project page (English)	138	Click here to read project page
New Energy Coalition	Project page (Dutch)	143	Click here to read project page
TERALOOP	News item project	3.482	Click here to read news item
Efacec	Publication & press release (English)	N/A	Click here to read publication
Efacec	Publication & press release (Portuguese)	N/A	Click here to read publication
UNINOVA	Publication project	N/A	Click here to read publication
EREF	Publication project	1.500	Click here to read publication
NEROA	Publication project (English)	N/A	Click here to read publication
NEROA	Publication project (Dutch)	N/A	Click here to read publication
New Energy Coalition	News item partnership TNO (English)	87	Click here to read news item
New Energy Coalition	News item partnership TNO (Dutch)	82	Click here to read news item
UBITECH	News item technical review	N/A	Click here to read news item

6. Conclusions

As for many other initiatives, effective dissemination has been, since the break-out of COVID-19, limited mostly to online formats, with a recent uptake in live events and meetings in person. This force majeure has on the one side built capacity among project partners to improve the use of virtual channels, in form of webinars that were able to address large audiences, active content management of social media, as well as the spreading of project information via newsletters and websites, and the liaison with related energy and climate action initiatives, such as conducted under the Horizon program. Since recently, with the return of live formats, incl. major events that reach large stakeholder groups (such as the European Sustainable Energy Week in September 2022 in Brussels), IANOS has been promoted increasingly also from person to person. This is expected to substantially intensify, with IANOS set to be present at upcoming events that include the European Commission Digital Transformation Summit, designed to set out the vision for Europe's Digital Decade by 2030 around governance infrastructures, skills and businesses³⁰. Also, IANOS will be participating at Enlit Europe, which is among Europe's leading energy trade fair, bringing up to 10.000 industry and stakeholder experts together³¹.

In addition to dissemination through events and meetings, IANOS is now producing, entering into its third year of project implementation, increasingly tangible results. The growing number of public deliverables available at the IANOS website and the project partners digital channels fosters effective project dissemination, while IANOS is on track to reach key objectives with regards to social media followers and website views. Further meaningful dissemination material and content will be available as the implementation of the use cases on IANOS lighthouse islands continues, just as the activities on fellow islands are advancing, in form of stakeholder workshops, advisory papers, citizens and

³⁰ On a regional level, the Madeira's Digital Transformation Summit responds to this challenge, with IANOS supporting the event, in form of UNINOVA making an intervention at the "Energy as a Driver for Sustainability" workshop on 26 October 2022 – see details at <https://summit.dev.digit-madeira.pt/>

³¹ This year's edition will be held from 29 November to 1 December in Frankfurt, Germany

communities engagement, capacity-building, and the formulation of decarbonisation roadmaps.