



Erasmus+ KA2 Knowledge Alliances project
“Greening Energy Market and Finance – GrEnFln”

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WP11 – D11.0 - Dissemination Plan





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1. Presentation of the Dissemination Plan

1.1. What is a Dissemination Plan

The project dissemination plan consists of a framework to be applied by the partnership and by individual partners. This plan is guided by target groups identified in different areas at local, regional, national and European levels. The involvement of target groups in the project activities during various phases is a key for impact and sustainability. Each partner will disseminate the work of the project locally and nationally and the partnership together will undertake European level dissemination.

The process involves various phases:

- 1) Identification of the dissemination objectives
- 2) Identification of the contents for dissemination
- 3) Identification of the subjects in charge of dissemination
- 4) Identification of dissemination actions
- 5) Identification of the target groups of the dissemination activities
- 6) Production of relevant tools for the dissemination

1.2. Objectives of the dissemination

The project results will be disseminated according to the Dissemination plan based on the following objectives: The main identified dissemination objectives are to:

- Inform the potential users about the project results
- Make the project results available, accessible and usable to the potential users who are not directly involved in the project
- Present the results and the services of the project highlighting their specific relevance for the different target groups (i.e. academic world and companies)
- Improve the visibility and impact of the project
- Raise awareness of the project, its content and outputs among the defined target groups and encourage them to use the outputs during and beyond the project's lifetime
- Spread the project's results as widely and effectively as possible
- Ensure a long-term impact of the project on the target groups and guarantee the sustainability of the main results
- Transfer the project results to appropriate decision-makers in local, at both national or European levels.

1.3. Identification of the contents for dissemination

The identified contents of the project to be disseminated are:

- The GrEnFin project portal and all the resources it contains
- Methodological and management strategies for the achievement of the project objectives
- Results achieved at both transnational and local level which highlight the level of convergence between the results reached and the objectives originally foreseen
- Unforeseen results that are considered points of strength will also be emphasized.



1.4. Identification of the subjects in charge of dissemination

The subject in charge of dissemination activities are:

- Project partners indicated in the application form
- Associated partners that will be involved during the project life time so as to promote the use of the project outcomes to their end users
- Representatives of the target groups that will act as hubs spreading the information to other colleagues

The leading organisation of dissemination within the partnership is Pixel (IT) supported by a dissemination committee. The idea of the dissemination committee is a direct consequence of one of the main features of the GrEnFin project: the importance of supporting and developing a long-lasting network among energy providers, private companies and universities.

Having this in mind, the Dissemination Committee led by Pixel will be composed including the University of Bologna, MIWenergia, PSE and SPEED. Therefore, the committee includes representatives of the academic world (University of Bologna), of the energy sector (MIWenergia, PSE) a consultancy firm (SPEED) and an international education and training institution with almost 20 years of experience in international cooperation and European project management (Pixel). The Committee will be responsible for coordinating communication and dissemination of the GrEnFin results, and, thanks for its composition it will allow customizing the message according to the different target groups and, at the same time, to put in direct communication these 2 worlds.

Each partner institution identified the person(s) responsible for the dissemination. These are:

N	Partner	Contact person	Email
P1	University of Bologna (UNIBO)	Giulia Palermo	giulia.palermo5@unibo.it
P2	Ludwig-Maximilians-University (LMU)	Katharina Oberpriller	oberpr@mathematik.uni-muenchen.de
P3	Birkbeck College	Helyette Geman	h.geman@bbk.ac.uk
P4	Vienna University of Economics and Business (WU)	Irene Monasterolo	irene.monasterolo@wu.ac.at
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		José Ramón Alcaraz	jr.alcaraz@miwenergia.com
P14	SPEED Development Consultant	Athanasios Petsopoulos	npetso@speed.gr



2. Target groups of the dissemination

These groups are identified and can be divided into the following categories:

1. Academics and their students at partner universities and elsewhere
2. L/SMEs, Networks, Trade Associations & Universities interested in community-university partnerships across European countries
3. Beneficiaries of the services provided

2.1. Academics and their students

The main target group using the interactive resources are lecturers in the partner universities and their students. Inside the partner universities members of the consortium inform different target groups, how these can find the results of the project and how they can in practice use these results. Mainly they will be reached through the GrEnFin-Hub VPlatform that will provide the general information on the project, its objectives and partnership, project goals and up-to-date information.

Lecturers and students from other universities will be targeted as well thanks to the involvement of associated partners. These are other organisations, not included among the contractual partners. They recognize the relevance of the project activities and objectives and, through a specific letter of involvement, they commit themselves to support the partnership in the dissemination and exploitation activities.

2.2. L/SMEs, Networks, Trade Associations & Universities

The representatives of L/SMEs, Networks & Universities will be reached through the GrEnFin-Hub VPlatform and through dissemination events (e.g. workshops, conferences) during the lifetime of the project:

- Public workshops and seminars organized at the end of each Summer School in the hosting country
- Public presentation at international university/business events organized within the project
- National and international conferences
- Newsletters presenting the main results of the project with a clear identification of how the results can be used and the consequential benefits for them

2.3. Beneficiaries

They have been reached in the framework of WP2 where a survey of their needs have been conducted. The results of the survey are already available on the project platform. They will be regularly updated by the partnership about the project activities and invited to give feedback. The beneficiaries were divided in the following categories:

1. Companies working in the transportation sector
2. Companies working in the Non Energy Intensive sector
3. Companies working in the Energy Intensive sector
4. Companies working in the Financial sector
5. Companies producing Energy
6. Policymakers, Energy Consultants, Researchers, Governments agencies.



3. Dissemination activities

In addition to the contractual obligations, each project partner had to carry out an average of 1 dissemination action during each month of the project. These actions are registered by the partners on the specific form on project website. Please see: <https://grenfin.eu/MNG-diss.php>.

Therefore all partners will be able to access the information about the dissemination events organized by the others and draw ideas from them. The project's partners will therefore be able to learn from each other dissemination practices.

The identified actions for dissemination are:

- Continual updates on the GrEnFin website with information on the development of the activities and the results in progress.
- Creation of dedicated webpages on the project websites of the partners reporting the direct link to the project portal
- Creation and distribution of brochures containing information on the project activities and the results achieved.
- Participation of the project applicant or the project partners in conferences, meetings and fairs related to the project specific thematic area, so as to present it in a fair booth, conference event, or to distribute project brochures.
- Organization of formal and informal meetings with potential beneficiaries of the projects results. This may include: participation in other projects meetings where this project can be presented; organization of ad hoc meetings to present the project to a group of potential beneficiaries; organization of one to one meetings with public bodies and other institutions.
- Creation of a dedicated page on the "Contact" project portal allowing the users to get in contact with the project representatives by filling in a form or send a direct email message
- Exploitation of the social network through the creation of a Yammer profile of the University of Bologna, a Facebook page and a LinkedIn account. The University of Bologna will take care of their creation and management.
- Other possible dissemination activities can be: article on website, transnational meetings, national meeting, conference or fair, training seminar, informative mailing, article in magazine, and newsletters

3.1. Dissemination events

The project results and outputs will be regularly presented and promoted on the different local conferences, seminars at the partner institutions and workshops. The intention is to inform as many target groups representatives as possible and involve them in the project as multipliers.

Title	Period	Description	Responsible partner
Erasmusdays 2020	2020	On 15, 16 and 17 October all the Erasmus+ programme players (educational and training institutions, companies, research centres, employment agencies, organisations and NGOS, etc.) are free to organize any kind of event. The local events are organized by and for citizens.	University of Bologna
Umbrella Organization	2020	It is a local dissemination event aimed to present the contents and the main	University of Bologna



		innovations of the GrEnFin project to an audience of industrial stakeholders. We figured out to have important feedback from the audience through a consultation which will be set just before the closure of the event. This external consultation will allow us to have an external opinion (also if restricted) to validate our draft. Possible declaration of interest will allow also to increase the number of associate partners.	
Erasmusdays 2021	2021	All Erasmus+ beneficiaries are invited to organise events during three days or to participate in the various activities organised all over Europe and beyond. #ErasmusDays consists of a series of bottom-up events organised by various Erasmus+ programme players. Events organised included seminars, partner meetings, photo exhibitions, concerts, radio shows, conferences, digital activities, etc.	University of Bologna and all other interested partners
AlmaOrienta	2021	Conferences and presentations will provide a general overview of the degree programmes divided by study fields. It will be a great opportunity to talk about the GrEnFin project and the future new study path.	University of Bologna
Summer School	2021	Organization of a summer school co-sponsored by EAEPE to be organized online	Vienna University of Economics and Business
Dissemination conference organised in Wien	2021	WU Master days Annual event held in the beginning of November to present to prospective students (not restricted to WU) the whole offer of WU masters. Time slots for presentations are typically 20 minutes. This would be an opportunity to present GrEnFin to all prospective master students.	Vienna University of Economics and Business
GrEnFin Project final Conference	2022	Consortium meeting together with the network involved in the GrEnFin project to present the 3 years of the project results and future prospective	University of Bologna
EAEPE yearly conference	2022	Organization of a special session on the "Future of education in green energy finance"	Vienna University of Economics and Business



3.2. Involvement of Associated partners

The dissemination plan includes contacting and involving associated partners in each partner country and worldwide. The networks can be multiplied aiming at recruiting interested persons for applying the project's outcomes. A first group of potential associated partners have been presented during the First Steering Committee held online on 17 June 2020. The partners committed themselves to contact these organisations and to keep looking and involving other associated partners during and after the project life time.

To allow the partners to get homogeneous results, two specific templates have been created:

- The letter of intent. This document has the aim to formalize the association of the partner to the GrEnFin project. The letter includes a description of the project, a description of the associated partner, the list of tasks undertaken by the associated partners. The letter can be personalized on the basis of the agreement with the associated partner
- The associated partner form. The information collected on the form will be then uploaded by each partner on the project portal so to create a database of associated partners and, consequently, a network of organisation interested in the project results and activities.

The templates are available at <https://grenfin.eu/MNG-templates.php> under the project management subsection

The list of already involved associated partners is available at <https://grenfin.eu/partnership-ass.php> and it is constantly updated by the entire partnership.



4. Production of relevant tools for the dissemination

In order to ensure a homogeneous and consistent communication of the project, University of Bologna (IT), in cooperation with the project partners, created:

- A visual identity for the project, i.e. a project logo published on each page of the Internet project website, Portal, each article (both on paper and on-line), as well as on each document produced (brochures; posters; press communication etc.);
- A set of dissemination material composed by the PPT model, the project logo and the specifics to use it. This material is available on the project website at <https://grenfin.eu/MNG-templates.php>. Partners also received the first project brochure during the first partners meeting. It is planned to develop several version of the project brochures according to the achievement of the project.
- A Dissemination form which will be completed by each partner in the project. The Dissemination form is available on the project website. Each partner will fill in the dissemination forms describing in detail the dissemination activities completed (e.g. Participation in a conference in which the project was presented; sending of brochures; articles; organization of events etc.);
- A Dissemination section on the project's web site. This section, accessible to all, contains a grid collecting all dissemination activities carried out by both the project's promoter and partners. Please see "Dissemination" section on the project web site at: <https://grenfin.eu/MNG-diss.php>
- An online evaluation questionnaire to be filled in by the participants in the event so to have an immediate feedback on them. The questionnaire is available at <https://grenfin.eu/7-8.php>



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