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AI Testing and Experimentation Facility (TEF) for the energy sector – bringing technology to the market

Project no. 101172705



**Large-Scale Testing and Experimentation Facility (TEF) for Assessing,
Validating, and Enhancing AI-Powered Next-Generation Energy Solutions**

Dissemination, Communication and Stakeholder Engagement Plan

By FBA

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Executive Summary

This deliverable describes a comprehensive analytical dissemination and communication strategy for the EnergyGuard project.

The primary goal is to ensure effective knowledge diffusion activities for all stakeholders and target groups, thereby increasing the project's impact and visibility.

The strategy is intended to meet the diverse needs and interests of all stakeholders, including industry professionals, policymakers, academic institutions, and the general public. It describes a structured approach to disseminating project findings, innovations, and best practices via various channels and tools.

The key components of the strategy are:

1. Dissemination strategy: This section describes the objectives, target audiences, key messages, channels, and instruments that will be used.
2. Communication plan: The section specifies the goals, methods, materials, and timeframe for conveying project updates and results.
3. Engagement activities: This section emphasises the value of stakeholder, public, and partner involvement. It includes a variety of activities and feedback methods to encourage active involvement and cooperation.
4. Conversion and go-to market plan: This section outlines the activities designed to engage targeted stakeholders and encourage them to adopt the project's services. Additionally, it also offers deeper insights into the collaboration between dissemination and communication activities and the exploitation process.
5. Risk Management: This section analyses possible risks and offers mitigation measures and contingency plans to deal with any issues that may develop.

The delivery finishes with a summary of significant points, next steps, and contact information for future engagements. Appendices contain a dictionary of words, a list of acronyms, further resources, and plan implementation templates and forms.

This analytical dissemination and communication plan seeks to increase the visibility and impact of the EnergyGuard project by extensively disseminating and effectively communicating its results, services and innovations to all relevant stakeholders.

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List of Acronyms

TEF - Testing and Experimentation Facilities
EDIH - European Digital Innovation Hubs
EU - European Union
AI - Artificial Intelligence
SDO - Standardisation Organisations
HPC - High-Powered Computing
EPES - Electric Power and Energy Systems
WG - Working Groups
BTC - Beta Testing Campaign
SME - Small and Medium Enterprise
TSO - Transmission System Operator
DSO - Distribution System Operator
ESCO - Energy Services Company
O&M - Operations and Maintenance
RES - Renewable Energy Sources
AIOD - AI-on-Demand
BDVA - Big Data Value Alliance
EFFRA - European Factories of the Future Research Association
IFIP - International Federation for Information Processing
IEEE - Institute of Electrical and Electronics Engineers
IDSA - International Data Spaces Association
AIOTI - Alliance for AI, IoT and Edge Continuum Innovation
ML - Machine Learning
VC - Venture Capital
DTA - Digital Transformation Accelerator
CRM - Customer Relationship Manager
GDPR - General Data Protection Regulation
KPI - Key Performance Indicators

1 Introduction and project overview

1.1 Purpose of the Deliverable

This document presents the strategy framework for the EnergyGuard project's dissemination and communication initiatives, under the Work Package 7. This deliverable is covering the communication and dissemination strategy and activities (Task 7.1), the community building and outreach activities (Task 7.2) and the clustering with EU ecosystem and initiatives (Task 7.3) and the relation between communication and dissemination activities with the exploitation process (Task 7.4).

This document seeks to identify specific objectives, target audiences, key messages, and channels in order to increase project visibility, stimulate stakeholder participation, and assure widespread adoption of project outcomes.

The plan will guide all communication activities aimed at efficiently showcasing EnergyGuard's updates, encouraging cooperation, and promoting the use of trustworthy AI solutions in the European energy industry.

1.2 EnergyGuard Project Description

EnergyGuard is an ambitious EU-funded effort that aims to accelerate the development and deployment of AI-powered energy solutions. EnergyGuard uses Meluxina, Europe's greenest high-performance computing infrastructure, to provide an open, cost-effective TEF for testing AI models in real-world scenarios.

The project brings together 5 large-scale European facilities that address a wide range of energy domains, including transmission networks, microgrids with distributed energy resources, hydrogen platforms, digital twins of urban structures, and renewable energy communities.

EnergyGuard enables complete AI testing in renewable energy generation, storage, hydrogen technologies, and electric mobility, as well as cybersecurity and regulatory compliance checks. The project's five pilot case studies highlight the real-world uses and effect of AI advancements in the developing energy sector.

1.3 Scope and Objectives

Scope

EnergyGuard covers the whole AI energy value chain, from algorithm creation to real-world implementation, spanning many energy domains and infrastructures. It includes enhanced digital twins, the integration of renewable and hydrogen-powered technologies, cybersecurity testing, and regulatory framework analysis.

Objectives

1. Ensure maximum visibility of the project in the target audiences via appropriate key messages.
2. Timely diffuse the research, scientific and technological knowledge generated in the project within and beyond the project's consortium.
3. Establish liaisons with other projects and initiatives for knowledge and innovation transfer.
4. Engage the targeted audiences to get feedback and validate the project's results.
5. Attract potential users/clients and stimulate the appropriate market segments to support the project's exploitation strategy.
6. Encourage the development of further outcomes in new initiatives.

1.4 Key stakeholders and target audience

Key Stakeholders:

- Research institutions, innovation hubs and European networks related to AI, energy and entrepreneurship.
- Policymakers, regulatory bodies & Standardisation Organisations (SDO).
- Cybersecurity experts specializing in energy systems.
- Industry associations and technology clusters.
- Lawyers and legal system entities.
- Investors and venture capitalist firms.
- General public.

Target Audience:

1. AI developers of solutions for AI, HPC, big data in energy sector domains.
2. EPES value chain stakeholders.
3. Transmission system operators and distribution network operators.
4. Renewable energy producers and community energy groups.
5. Hydrogen technology platforms and fuel cell manufacturers.

1.5 Project Timeline

1st Phase - Raising Awareness (M1-M12)

Throughout the first year of the EnergyGuard project, the priority of the project will be to raise awareness. This includes the following tasks:

	Phase I - Raise awareness tasks
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Events	- Mapping of industry events and conferences. - Participation in 6 industry events and relevant conferences (with project presentations). - Identification of key stakeholders for standardization and regulatory WG.
Papers & Journals	- Publication of 3 conference papers and 1 journal paper. - Creation of Zenodo community. - 1 article in an industry magazine.
Clustering and Supportive Partners	- Mapping of industry contact points, EU projects and other relevant key stakeholders. - Creation of 2 webinars about the project and with relevant key stakeholders.
Website, Social Media and Comms Materials	- Creation of Social Media profiles. - Creation of project website. - Creation of dissemination materials (flyers and banners). - Creation of common project pitch deck. - Send 3 project newsletters (M6, M9 and M12). - Creation of 1 project video. - Publication of project articles in internal partner websites.

Table 1: Raising awareness tasks

2nd Phase - Inform and Interact (M13-M24)

Throughout the second year of the EnergyGuard project, the priority of the project will be to inform the target groups and the relevant key stakeholders about the project, while interacting with them through the best channels possible. This includes the following tasks:

	Phase II - Inform and Interact Tasks
Events	- Participation in 7 industry events and relevant conferences (with project presentations).
Papers & Journals	- Publication of 3 conference papers and 2 journal papers and publication in the Zenodo community. - 2 articles in industry magazines.

Clustering and Supportive Partners	- Creation of 2 webinars about the project and with relevant key stakeholders (liaise with clustering and supportive partners task). - Setup and creation of standardization and regulatory working groups. - Organize 2 workshops with working groups and with other relevant stakeholders and target groups.
Website, Social Media and Comms Materials	- Send 3 project newsletters (M16, M20 and M24). - Launch of the project BTC press release. - Creation of the 5 project videos. - Creation of 1 service brochure. - Creation of 5 factsheets.
Exploitation and BTC	- Hold 5 training sessions about the project services (defined during the acceleration process) for the target groups. - Hold a 4-Day demo day for target groups. - Creation of a Landing Page for BTC.

Table 2: Inform and Interaction Tasks

3rd Phase - Promotion (M25-M36)

Throughout the third year of the EnergyGuard project, the priority of the project will be to promote the project results, achieved in the 2 years prior. This includes the following tasks:

	Phase III - Promotion Tasks
Events	- Participation in 7 industry events and relevant conferences (with project presentations). - Creation of the final event.
Papers & Journals	- Publication of 4 conference papers and 1 journal paper and publication in Zenodo community. - 1 article in industry magazines with project results.
Clustering and Supportive Partners	- Creation of 1 webinar about the project and with relevant key stakeholders. - Organize 2 workshops with WG and with other relevant stakeholders and target groups.

Website, Social Media and Comms Materials	- Send 3 project newsletters (M28, M32 and M36). - Launch of the project results press release.
Exploitation and Beta Testing Campaign	- Gather the data from the BTC results and formulate and disseminate success cases.

Table 3: Promotion Tasks

2. Dissemination and Communication Strategy

2.1 Objectives of the Dissemination and Communication Strategy

Communication Objectives

The EnergyGuard project's communication strategy is intended to guarantee visibility, comprehension, and stakeholder participation throughout the project's lifecycle. One of the key goals is to increase knowledge of the project's mission, vision, and social value, resulting in recognition across several sectors. The project also intends to provide a clear and consistent narrative about its idea, goals, and outcomes using carefully created messaging and materials tailored to various contexts and degrees of technical competence.

Another critical purpose is to encourage involvement with a diverse group of stakeholders by starting conversations, receiving input, and keeping open lines of communication. These activities will contribute to the overall exploitation strategy by framing the project outcomes in a way that reflects their practical worth and market readiness. Furthermore, the communication initiatives will guarantee that key findings are promoted in a targeted manner to maximise their reach and effect, eventually encouraging the adoption of EnergyGuard's solutions throughout the energy industry and beyond.

Dissemination Objectives

The dissemination strategy is designed to ensure the timely and effective sharing of the project's scientific, technical, and practical information. It aims to increase visibility by using suitable messages and formats, making the project's progress and outcomes broadly available. Dissemination initiatives will aid in the continued transmission of knowledge both inside and outside the project consortium, bridging the gap between research, development, and real-world application.

In addition to sharing insights and outcomes, the project will seek partnerships with other projects to foster synergy and innovation transfer. Dissemination initiatives will also aid in the validation of project findings by including external stakeholders, whose comments may assist guarantee alignment with actual market and social demands. These initiatives will help to attract new users and clients, generate market interest, and facilitate the strategic application of EnergyGuard's results. Finally, the distribution method attempts to encourage future research and innovation based on the project's foundations.

2.2 Target Audiences & Key Stakeholders

Target Audience	Description	Why would they join the project?
AI developers	AI developers especially SMEs and startups, software engineers of solutions for AI, HPC, big data in energy sector domains.	- Cost-effective manner to test their AI products under real-world conditions by utilising EnergyGuard resources and service. - Make their AI products trustworthy and market-ready. - Build client confidence in their AI products. - Enhance industrial innovation by blending their business solutions with trustworthy AI models - Training on project outcomes. - Adaptation and feedback to the legal landscape and regulatory sandboxes regarding AI solutions. - Exploitation of project's open-source results.
EPES value chain stakeholders	Generators, suppliers, TSOs, DSOs, hydrogen players, aggregators, building operators, local energy communities, suppliers, ESCOs, facility manager, RES plants, O&M	- Co-creation with AI industry players for the development of AI solutions that are trustworthy. - Improve the efficiency and impact of the AI solutions provided by AI developers by bringing domain-expertise and validation. - Utilisation of project's results and applications in everyday operations/applications. - Adaptation and feedback to the legal landscape and regulatory sandboxes regarding AI solutions. - Inspiration for novel ideas and applications. - Exploitation of project's open-source results.
Key Stakeholders	Description	Why would they work with the project?
Lawyers and legal agents	Lawyers, law firms;	- Better understanding of cutting-edge AI technologies. - Legal and regulatory insights regarding AI. - Preparation for future legal challenges. - Adaptation and feedback to the legal landscape and regulatory sandboxes regarding AI solutions. - Networking and new business opportunities.
Industry Associations & Technology	European initiatives and clusters (European AI	- Bilateral integration and exploitation of results (including AI-on-Demand assets and marketplace, data spaces, etc.) to the project

Clusters	Alliance, AIOD, BDVA, Adra-e, IDSA, AIOTI), research communities, associations, federations (EFFRA, IFIP, IEEE, among others)	- Inclusion of project's results to collaborative research activities (roadmap, white papers etc.). - Dissemination of project's results to their members. - Bilateral participation in events for knowledge exchange.
Investors and VC firms	Banks, RES Investors/Venture capitalists, Crowdsourcing platforms, Angel Investors	- Better understanding of cutting-edge AI technologies. - Early access to investment opportunities and support to energy sector AI projects. - De-risking investments in AI projects for the energy sector. - Utilisation of project results to improve operational and business performance.
Researchers and Academia	Individuals engaged in research initiatives and/ or working in research/ academic institutes especially in ML and AI (including AIOD)	- Access to a high-quality research AI testing playground that contains ground-truth observations. - Further advance the project's research areas in AI, energy, data science and HPC. - Extension / reuse of the project's innovative technologies to other application domains, inspiration for future research initiatives. - Participation in the project's events.
Policymakers & Standardisation Organisations (SDO)	Policy-makers at any level like EC directorates and units, ministries and governments, regulatory agencies, standardisation organisations.	- Enhanced insights into the ethical and legal dimensions associated with artificial intelligence. - Support for the setup, development, and operation of AI regulatory sandboxes in Europe. - Better understanding of cutting-edge AI technologies. - Evaluation of the project's Social-Technological-Economic-Environmental-Political (STEEP) aspects - Inputs for standardisation activities.
General Public	General public, civil society representatives, anyone interested in EnergyGuard	- Better understanding of cutting-edge AI technologies. - Understanding the risks of un-trustworthy AI and building confidence in trustworthy AI solutions. - Utilise the project's results in their daily lives. - Take part in the activities of the project.

Table 4: EnergyGuard Target Personas and why they would join the project

2.3 Key Messages

Target / Stakeholder	Key Message #1	Key Message #2	Key Message #3
AI developers (SMEs, start-ups, software engineers)	Test in the real world, without the real-world price tag.	Trustworthy by design—prove EU AI-Act compliance early.	Grow with open-source tools & legal guidance.
EPES value-chain actors (DSOs, TSOs, RES operators, aggregators, ESCOs, facility managers)	Test and validate AI that speaks your language.	Turn data into efficiency—and profit.	Shape the rules, not just follow them.
Lawyers and legal system entities	Stay ahead of the AI liability curve.	Hands-on exposure to bias, explainability and risk tools.	Network where law meets code.
Industry associations and technology clusters	Put your members on the map.	Fuel position papers with hard data.	Connect to Europe's trusted-AI testing facilities.
Investors and VC firms	Deal-flow without the due-diligence headache.	See the economics, not just the demo.	Invest alongside domain leaders.
Researchers and academia	Publish faster with a living testbed.	Collaborate across disciplines—HPC, ethics, energy.	Teach the next generation.
Policymakers & Standardisation Bodies	Evidence, not hypotheticals.	Balance innovation, ethics and sustainability.	Translate pilots into standards.
General Public & Civil-Society Groups	Trusted AI is powering a cleaner, cheaper grid.	Understand the risks—and the safeguards.	Have a voice in tomorrow's tech.

Table 5: EnergyGuard Key Messages per Target Persona and stakeholder

2.4 Channels and Tools

Achieving EnergyGuard's ambitious communication and dissemination objectives requires a carefully selected mix of channels and tools that work in concert, each serving a distinct purpose along the outreach funnel.

At the top, broad-reach digital platforms create immediate visibility and drive traffic. Mid-funnel engagement is sustained through richer, more interactive formats—webinars, thought-leadership articles, and conference appearances—that translate technical advances into tangible benefits for stakeholders.

Finally, targeted collateral and partner amplification convert interest into concrete actions such as pilot participation, investment inquiries, or policy dialogue.

2.4.1 Website

The project's public portal, **energy-guard.eu**, functions as the single source of information for EnergyGuard (see appendix 1). Beyond project details and contact information, the site will house: (a) a rolling newsfeed for milestone news and updates; (b) a resource library containing white papers, policy briefs, technical documentation, conference papers and journal papers - this resource library will be supported by a dedicated Zenodo community; (c) a "Knowledge Hub" featuring long-form, thought-leadership articles authored by consortium experts and guest contributors. All items will be search-engine optimised and an analytics dashboard, via Google Analytics, will monitor traffic, dwell time, and popular content, enabling responsive editorial planning.

2.4.2 Social Media

LinkedIn (<https://www.linkedin.com/company/energy-guard-tef/>) will be the primary channel for professional outreach, supported by YouTube for demo videos and webinar recordings. Visual cohesion across channels will be maintained through a pre-approved asset kit (logo variants, colour palette, Canva templates) and a dedicated hashtag suite—#EnergyGuardTEF, #TrustworthyAI, #EnergyTransition, #EnergyAI, and #AITesting—so every post feeds into an easily searchable storyline.

2.4.3 Print Media

EnergyGuard will release 2 press statements at pivotal moments to secure broad coverage:

first, preceding the Beta Testing Campaign to publicise the open call for service users; and second, once pilots are underway to showcase early success cases.

In parallel, featured articles and advertorials will be pitched to leading industry magazines and other potentially interesting titles will showcase EnergyGuard to the established target audiences and key stakeholders. All articles will be co-authored with pilot leads to guarantee technical accuracy and editorial relevance.

2.4.4 Events and Conferences

A “high-visibility first” calendar identifies relevant events where EnergyGuard will secure speaker slots, exhibition space, or side-event workshops. Participation decisions for events and conferences will be guided by 2 main criteria: relevance of attendee profiles and opportunity for live demonstrations. See appendix 3 for 2 events the consortium has attended so far in Valencia, Spain and in Athens, Greece.

2.4.5 Brochures and Flyers

A high-level project flyer will be created in English for extended reach (see appendix 2). Furthermore, during the beta testing campaign, modular factsheets and a comprehensive brochure (print-ready PDFs optimised for on-demand printing) will explain each testing facility and their services—transmission grid, microgrid, hydrogen, building digital twins, and energy community—so partners can mix-and-match collateral for sector-specific events.

2.4.6 Supportive Partners

A curated network of “Supportive Partners” (industry associations, national energy clusters, EDIHs, entrepreneurship hubs and other relevant EU initiatives) will amplify content. They will receive updates, ready-to-share press packs, and joint-branding opportunities for webinars and demo-days, effectively multiplying EnergyGuard’s communication capacity without additional budget. This opportunity will be based on a mutual relationship, which means that EnergyGuard will also enable and amplify their content in its own channels.

3 Retention and Engagement Plan

Building initial awareness is only the first step; long-term success depends on converting that awareness into sustained engagement, loyalty, and, ultimately, advocacy.

Therefore, there's a need to focus on continuously nurturing relationships with all stakeholder groups, ensuring they find ongoing value in the project and remain motivated to participate, contribute, and promote outcomes.

The tactics below move audiences steadily down the engagement funnel, from passive observers to active users and, finally, to champions who amplify EnergyGuard's impact.

3.1 Stakeholder Engagement & Clustering Activities

EnergyGuard's ability to accelerate trustworthy AI in the energy sector depends on a mutually beneficial network of regional EDIHs, complementary TEFs and the project's own consortium. The plan below translates that objective into a phased set of activities, owners and success measures.

3.1.1 Engaging EDIHs and collaborating with complementary TEFs

The objective is to position EnergyGuard's test-before-invest services inside the daily workflow of EDIHs that already advise SMEs and public bodies on digital and green transitions, thereby generating regional pull for the TEF. Additionally, the consortium will weave EnergyGuard's 5 core facilities into a wider DIGITAL-programme TEF network so users can combine assets (e.g., hydrogen rigs + cyber-security sandbox) in one seamless workflow.

Step	Timing	Task
Mapping & Tailored Outreach	M3 – M8	Filter the energy-related EDIHs in the DTA catalogue and TEFs and contact them. Hold private meetings with TEFs to align activities and initiatives.
Synergies Exploration Workshop	M9	In-person workshop between EDIHs, TEFs and other stakeholders to explore synergies
Continuous Engagement and Outreach	M9-24	Use webinars, one-on-one meetings, and participation in EDIH/TEF networks to establish connections for service distribution and support for policymaking and standardisation efforts.
Training and	M24-36	Train EDIHs and other relevant

Integration		potential distribution networks regarding the EnergyGuard services. Integrate EnergyGuard services in EDIHs portfolio.
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Table 6: Timeline for collaboration with EDIHs and other relevant stakeholders

3.2 Retention Channels and Tools

A strong retention strategy depends on a handful of carefully selected channels that keep stakeholders informed, connected, and motivated to participate over the full project lifecycle. Each channel below fulfils a distinct role—community spaces create dialogue, newsletters curate value, and feedback loops close the conversation by showing that stakeholder input drives real change. Together they move audiences from initial curiosity to long-term commitment and advocacy.

3.2.1 Community

EnergyGuard’s online community is an established Discord forum—integrated into energy-guard.eu via single sign-on—for deeper, topic-threaded discussions. Community managers monitor posts weekly to ensure questions are answered and to flag emerging themes that can be turned into blog posts, webinars, or new TEF features. The goal is to maintain a self-sustaining knowledge-exchange environment with 300 active members with peer-to-peer interactions.

3.2.2 Newsletters

A newsletter, sent every 4 months, will serve as the primary pull-back mechanism. Each edition follows a consistent structure with the most up-to-date content. UTM-coded links feed directly into the web analytics dashboard so open rates, click-throughs, and downstream actions (such as sandbox bookings) can be tracked and A/B-tested.

3.2.3 Feedback Mechanisms

Quick polls, short post-event surveys, and a “Send us your idea” form on the website let stakeholders tell us what works and what doesn’t. Key improvements will be shared publicly so everyone sees their input makes a difference.

4 Conversion and Go-to-Market Plan

4.1 The Exploitation Process and Market Readiness

The aforementioned communication and dissemination actions have a direct impact on the exploitation activities outlined in T7.7 and further developed in D7.4. The various actions defined in this document aim to mobilise and engage relevant stakeholders, which will be crucial to obtaining feedback on the services being developed by the TEF.

This funnel approach, whose ultimate goal is to gather valuable feedback from end-users, is necessary to obtain relevant market data and validate the services under development in the project. Such feedback will be used to validate and adapt the services offered by the TEF to the rapidly evolving AI landscape.

Therefore, the exploitation actions are intrinsically linked to communication and dissemination activities. In particular, the following actions, representing just a selection of the broader set of exploitation tasks, highlight this important connection:

Phase 1 – Value-Proposition Alignment

Before any external testing begins, the consortium will gather to define the value proposition that the EnergyGuard services bring to the market. Partners will jointly map the pains, gains, and jobs-to-be-done for every service slated for piloting. The outcome will be a set of draft value statements that will enable effective outreach to the right audience with tailored messaging, helping to attract potential end-users.

Phase 2 – Beta Testing Campaign

With the information gathered in the previous step, a dedicated landing page will go live as the single gateway for potential testers, inviting them to register for the on-demand demo sessions that will be delivered in Phase 3. The page is promoted through coordinated email blasts, a targeted social-media campaign, and slots in online webinars and virtual events. EDIHs and other supportive partners will echo the same call-to-action with a ready-made referral kit, extending reach into their regional networks. Every registration will feed directly into the shared CRM, giving the consortium a real-time view of sign-up volume, audience profiles, and conversion rates.

Phase 3 – Market-Readiness Assessment

Everyone who enrolled through the landing page is invited to an on-demand demo session led by FBA. These sessions, held one-to-one or in small focus groups, walk testers through the EnergyGuard service that best fits their profile and then explore three issues in depth: willingness to pay, relevance to today's energy challenges and the level of downstream interest they sense from their own customers.

5 Monitoring and Evaluation

EnergyGuard will use a continuous, data-driven monitoring cycle to verify that every communication, engagement, and clustering activity delivers measurable value and to ensure that lessons learned feed back into the next planning sprint.

Key indicators, ranging from website traffic and newsletter performance to the number of EDIHs formally engaged or SMEs onboarded, are captured in real time, reviewed in monthly huddles, and consolidated in a semester dashboard shared with the full consortium during the consortium meetings.

5.1 Monitoring and Evaluation Tools

Several interoperable tools underpin this cycle. Google Analytics tracks unique visitors, dwell time, and conversion funnels across energyguard.eu.

A/B landing-page tests that run during external market validation will be run through Hubspot. Hubspot CRM will also be populated automatically from the newsletter subscription in the website, supportive partner forms, post-event survey and landing page forms. Additionally, the CRM will also log every lead source, demo-session attendance, and/or focus-group response, making it easy to slice performance by region, sector, or partner.

Social media accounts and Discord, the project's community platform, provide data on community members, followers, impressions, click-through rates, and engagement for both organic posts and paid ads, while Google Ads dashboards cover search and retargeting traffic.

A central KPI spreadsheet will be hosted on a shared drive that condenses all this information.

6 Risk Management

EnergyGuard's communication, engagement, and clustering activities face a mix of strategic, operational, and reputational risks. The project therefore follows a three-step discipline: first, identify and rank the most likely threats; second, embed day-to-day mitigation actions that lower their probability or impact; third, keep practical contingency options ready so that objectives can still be met if a risk materialises.

6.1 Identification of Risks

The main threats centre on four areas:

Awareness and engagement. Landing-page traffic, webinar attendance, or social-media reach may fall short, limiting the tester pool and EDIH sign-ups.

Stakeholder alignment. Value-proposition messages could diverge across partners, confusing audiences and diluting brand credibility.

Data and compliance. Lead collection carries GDPR obligations; any breach or perceived misuse of data would damage trust.

Timeline slippage. Delays in pilots or marketing asset delivery would compress later phases, leaving too little time for market validation and clustering targets.

6.2 Risk Mitigation Strategies

To keep engagement high, every campaign is built on A/B tested messages and real-time metrics from social media platforms, the selected email management platform, Discord and Hubspot CRM; under-performing variants are replaced within a week.

Common language is maintained through the Elevator Pitch agreed during Phase 1 and stored in a single source-of-truth folder that all partners must use.

GDPR compliance is addressed from the outset: the landing-page form carries explicit consent boxes and feeds leads into a CRM that applies role-based access and backups.

7 Conclusion and KPI

The present document compiles a comprehensive strategy to disseminate and communicate the EnergyGuard project, with a detailed time plan for acquisition, retention and conversion activities throughout the project's run. These activities are supported by a range of monitoring tools, mitigation strategies and KPIs (presented below).

The present document outlines a comprehensive and strategic plan for the dissemination, communication, and stakeholder engagement of the EnergyGuard project. This detailed strategy encompasses a meticulously structured time plan that addresses crucial phases of audience engagement: acquisition, retention, and conversion.

To ensure the effectiveness and successful execution of these activities, the plan integrates a robust framework of monitoring tools, proactive mitigation strategies, and clearly defined Key Performance Indicators (KPIs), all of which are elaborated upon in subsequent sections of this document.

7.1 Key Performance Indicators

Here are the Key Performance Indicators of Work Package 7:

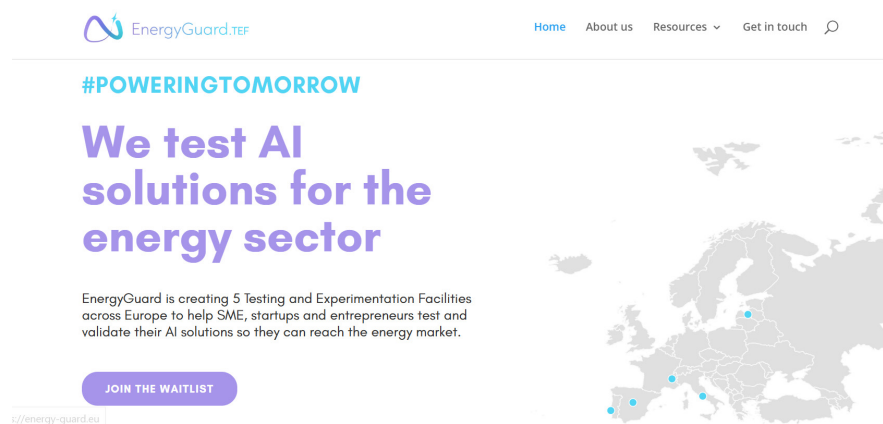
KPI name	KPI target
Workshops	4
Attended events	20
Attended events with project presentations	15
Demo Booths	2
Webinars	5
Training sessions	5
Working Groups	2
Final event	1
Key EU Level events	2

Online demo days/ hackathon	4
Internal Partners events	10
Conference Papers	10
Journal Papers	4
Articles in industry magazines	4
Blog Posts/Articles in EC mechanisms	5
Industry contact points	50
Industry communities informed about the project	10
Projects with synergies	10
Joint activities with other projects	4
Website visits	5000
Average duration of visits	2 min
Website/ Page views	10000
Accumulative followers	750
Accumulative posts	1000
Number of interactions (shares & likes)	250
Main project concept's posts	50
Main project concept's post interactions	100
Press Releases	3
Project Brochures, factsheets and banner	5
eNewsletters	9
Videos	6
Links to project's websites	30
Elevator Pitches	5

Landing Page	1
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Table 7: EnergyGuard Dissemination and Communication KPI

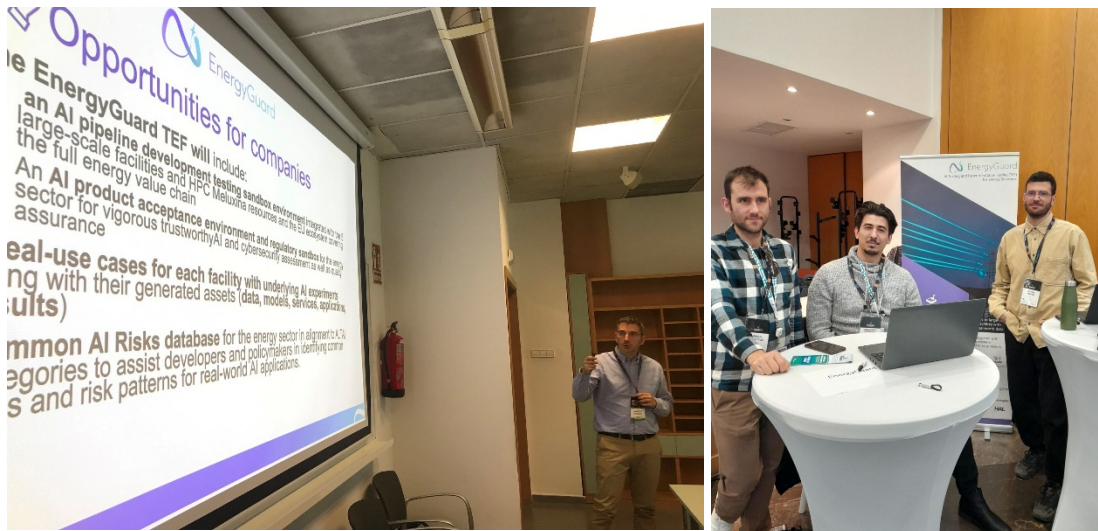
8 Appendix



Appendix 1: The EnergyGuard Website



Appendix 2: The EnergyGuard project flyer



Appendix 3: The EnergyGuard team in the ICE conference in Valencia, Spain (left) and DATAMITE in Athens, Greece (right)