



# **eneuron**

optimising local **energy** communities

## **D8.7 Report on Communication & Dissemination Activities including impact analysis (first version)**

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**Work Package 8 - Communication-Dissemination-Exploitation**

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## Executive summary

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eNeuron is a project aiming to optimise the design and operation of local energy communities based on multi-carrier energy systems. Since its inception in November 2020, the project has sought to share its insights and developments by way of communication and dissemination activities.

This report provides an overview of these activities performed up to M21 (July 2022), along with their impact and details of the materials and channels used, and the results obtained.

For the first year of the project, travel restrictions due to Covid prevented some communication and dissemination activities. They also prevented the project consortium from meeting physically. However, the project members were able finally to meet face to face in July 2022 at the third General Assembly held at ENEA Portici Research Centre, and they look forward to organising and attending more events in the future.

Much of the document is dedicated to the monitoring strategy of ICONS and to provide some initial data especially regarding the social activity and the release of eNeuron publications. The monitoring activity is a continuous process that allows ICONS to improve the dissemination and communication activities. A final report will be produced in M48 (D8.8).

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## Abbreviations figures and tables

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### Abbreviations and acronyms

| Acronym | Meaning                         |
|---------|---------------------------------|
| CEI     | Community Engagement Index      |
| D&C     | Dissemination and Communication |
| esp     | engagement social posts         |
| M       | Project month                   |
| osp     | outreach social posts           |
| PEI     | Publication Engagement Index    |
| SEI     | Social Engagement Index         |
| WEI     | Website Engagement Index        |
| WP      | Work package                    |

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## 1 Communication and Dissemination

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eNeuron's communication and dissemination (C&D) activities aim to raise awareness about local energy communities and the issues related to their optimisation and operation. The activities can be divided into two areas:

**Communication** is about raising people's awareness about eNeuron and the issues addressed by project. It's about sharing insights, benefits and results with multiple audiences, including non-technical audiences and the general public. And it's about setting eNeuron in the wider context of the energy transition.

**Dissemination** addresses more targeted stakeholder groups and involves more specific messaging about project results and knowledge. The aim is to consult, inform, engage and ultimately collaborate with such groups.

The communication and dissemination strategy also draws on and supports project exploitation activities which form part of this work package (WP8).

## 2 Communication activities

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### 2.1 Approach

General communication has been part of the eNeuron strategy since the project began and all activities have aimed at raising awareness about the project's rationale and at stimulating interest.

eNeuron thus drew up a C&D strategy and set up the channels to communicate and engage with diverse audiences. These channels include:

- Project website
- Twitter
- LinkedIn
- YouTube
- Media platforms

Publicly available content has been processed in line with these different audiences and packaged into the following communication formats and publications:

- News releases
- Social media posts
- Graphic cards
- Events

The project's communication strategy is explained in D8.1 – Communication and dissemination plan.

### 2.2 Channels and materials

Social media accounts were opened at the beginning of the project and communication materials were designed and produced during the first few months.

This ensured both a constant update of the official communication materials and also allowed partners to be always equipped with dedicated formats and to count on dedicated channels, according to their communication and dissemination needs or to the type of events organised.

#### 2.2.1 Website

The project website – [eneuron.eu](http://eneuron.eu) – went live by M5. Before this, a basic landing page had been set up in M2 to offer an early point of contact.

ICONS manages the website using open source Wordpress Content Management System. This



ensures flexibility in updating and changing the website as the project unfolds. All the website's specific features are based on dedicated Wordpress plugins.

The easy-to-use website acts as the main reference for the project and is updated with news, insights and resources. It is designed to address all the project's stakeholders – prosumers, technology providers, energy communities, policy makers, standardisation bodies, the general public etc.



Figure 2-1: eNeuron website homepage

Registered users to the website receive updates and information about the project through the official e-Newsletter. Registration is allowed through the subscription format placed at the bottom of every page of the website and it complies with the General Data Protection Regulation (GDPR

2016/679).

The performance data for the eNeuron website was collected with Google Analytics, which tracks all available data about the traffic to websites and the audience they reach. This tool represents the state of the art in website statistics tracking.

### Website engagement index

The table below shows the key website statistics from its launch (M5) to July 2022 (M21).

Table 2-1: eNeuron website's impact

| Website impact             | Data     |
|----------------------------|----------|
| Users                      | 3 819    |
| Returning users            | 547      |
| Number of sessions         | 5 186    |
| Average number of sessions | 1:18mins |
| Page views                 | 9 945    |

The site had **3 819 users**, **over 5 000 sessions**<sup>1</sup> and **almost 10 000 page views**. The lower number of returning visitors shouldn't be read as a lack of interest in the content, as:

- The website isn't the only media used; social media (eNeuron's and partners' channels) plays a complementary role and increases outreach.
- With users relying ever more on different devices and connecting from different IPs, the monitoring system isn't unable to track real returning visitors.

A key indicator of interest in the website content is the average time spent during each session: **1:18** minutes. This figure shows an interest in the content.

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<sup>1</sup> A *session* is the period time a user is actively engaged with the website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session. *Users* had at least one session within the selected date range. Includes both new and returning users. *Pageviews* is the total number of pages viewed. Repeated views of a single page are counted.

For consistency with the analysis, the total number of page views (9 945) is to be considered as total eNeuron website outreach.

Engagement on the project website is calculated as a function of time spent on it and reported by Google Analytics considering the number of page views along different ranges of duration.

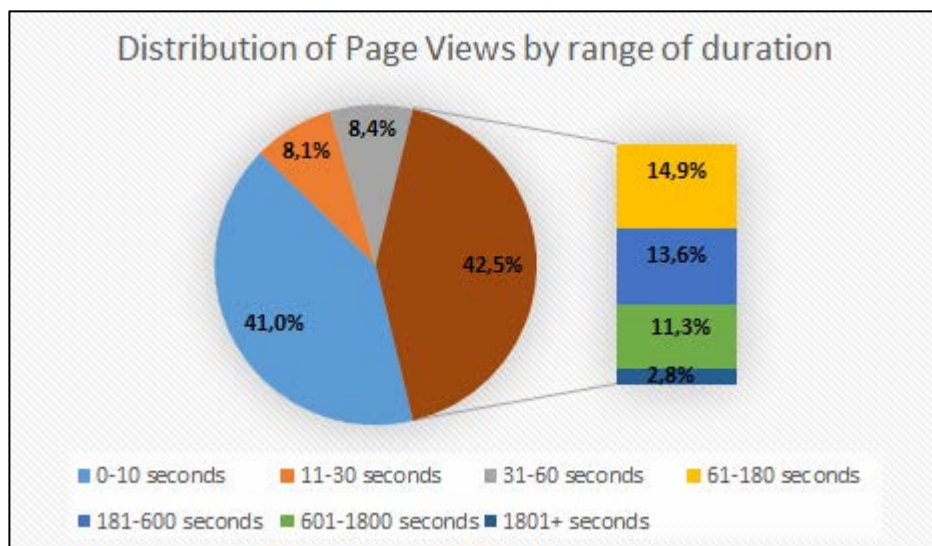


Figure 2-2: Page view durations

A threshold of 60 seconds was chosen to discriminate more interesting content and to calculate project website engagement rate and related WEI (Website Engagement Index). In the pie chart, the brown area represents page views of 60 seconds or more. Of the 9 945 page views, **4 227** lasted over 60 seconds. This gives a WEI of **42.5%**. The higher the WEI is the higher the engagement generated by the website is.

Table 2-2: Website outreach, engagement and WEI

| Website outreach | Website engagement | WEI   |
|------------------|--------------------|-------|
| 9 945            | 4 227              | 42.5% |

The WEI and PEI (Publication Engagement Index – see page 26) cannot be compared as they naturally move on different scales. eNeuron's WEI is reasonable considering the Covid situation and the stage of the project. The WEI will naturally improve as more public deliverables can be



disseminated in different formats to identified stakeholders. In addition, project events should generate a higher WEI as should internal cross-linking.

### 2.2.2 Social media

The eNeuron social media strategy forms part of the general communication and dissemination strategy, established at the start of the project. The project has three social media channels: [Twitter](#), [LinkedIn](#) and [YouTube](#). For now, the first two have been used to communicate about the project and to disseminate news. The YouTube channel hosts the presentation video and will be used to host recordings from webinars and other materials such as interviews with project partners.

LinkedIn is expected to play a greater role as it connects with professional audiences and sectors. LinkedIn is an ideal vector for "engaging and consulting" stakeholders.

The goal at the basis of the strategy was to approach with different audiences which may be not present on LinkedIn and have different objectives (e.g. journalists, whose main social is twitter, citizens, civil society etc.). Both the accounts are constantly updated and monitored, with fresh contents to engage with new users and stakeholders.

As the project produces the first tangible results which could be publicly disseminated, social media will be further exploited. D&C activity is a continuous process which evolves with the project; therefore we expect numbers to improve over time. ICONS has developed a dedicated strategy to monitor the outreach and the engagement of eNeuron social media<sup>2</sup>. This allows ICONS to develop the Social Engagement Index (SEI) which measures the level of interest generated in the social community by eNeuron social posts. SEI considers both the outreach of each post and the corresponding generated activity on social media. Below we provide an explanation of what we consider as outreach and engagement, the indicators and the tools used to generate the index.

In addition to regular posting and cross-posting, mini-campaigns have been conducted to raise awareness about the project and associated topics:

- **EU Toxic Free** – This campaign was developed by ICONS as part of the EU Green Week and used by eNeuron and other H2020 projects.
- **eNeuron pilots** – This gave information nuggets about the four pilot sites and their role in the project.
- **Did you know?** – This explained some facts about energy communities and aspects of their role in the energy transition

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<sup>2</sup> Partners' social media activity cannot be included in the monitoring strategy (SEI) produced by ICONS. The index refers only to eNeuron social media, managed by ICONS.

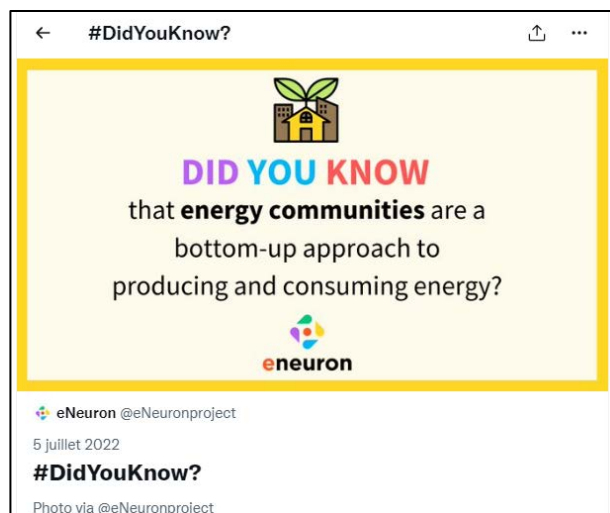


Figure 2-3: Example of a Twitter card

### Social outreach

Total outreach on social media assesses the size of the audience of eNeuron posts across its social media, mainly LinkedIn and Twitter. The following table shows social media outreach indicators and the tools used to collect the data.

Table 2-3: Outreach indicators

| Channels     | Outreach indicators of eNeuron social posts | Tools               |
|--------------|---|---------------------|
| Social media | Twitter impressions (*osp)                  | Twitter Analytics   |
|              | Visualisations on LinkedIn (*osp)           | LinkedIn Statistics |

Considering this, total outreach of social media is represented by the overall number of impressions and visualisations of each post (*osp: outreach social posts\**).

### Social engagement

Engagement refers to the interactions that stakeholders make with the content they receive via the project's social media. It gives an estimate of the project acceptance.

The table below shows the engagement indicators and analytical tools used by eNeuron.

Table 2-4: Engagement indicators

| Channels     | Engagement indicators for eNeuron's social media posts                          | Tools               |
|--------------|---|---------------------|
| Social media | Twitter engagements (incl. Clicks, Retweets, Replies, Follows and Likes) (*esp) | Twitter Analytics   |
|              | LinkedIn Likes, Clicks, Comments, and Shares (*esp)                             | LinkedIn Statistics |
|              | Total Mentions (NUVI mentions posts)  | NUVI                |

Total engagement on social media (*\*esp, engagement social posts*) is therefore the sum of clicks, likes, shares, tweets, retweets, new follows, links and NUVI mentions connected to each post.

#### Social engagement index: SEI

The table below shows the key data in terms of outreach and engagement for eNeuron. Data refers to the period November 2020 (when the social accounts were opened) to July 2022.

**Total outreach on social media** amounts to **121 830 visualisations**. Twitter attracted a larger audience with **4 470** impressions per tweet on average versus **1 621** per post for LinkedIn.

**Total engagement on Twitter** amounts to **2 546**; **total engagement on LinkedIn** amounts to **2 679**, for a total of **5 225 interactions with eNeuron content on social media**.

Twitter performed better than LinkedIn in terms of impressions (outreach). But LinkedIn performed better in terms of engagement. This is reflected in the more positive Social Engagement Index (SEI): LinkedIn achieved an **SEI of 8.3%** whereas Twitter achieved **2.8%**, which is still considered a positive rate<sup>3</sup>.

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<sup>3</sup>The literature provides some explanation to read the engagement rate data (SEI) and to understand how well the social media is performing. Generally speaking, as for Twitter, an engagement rate (SEI) between 0.33% and 1% is considered to be very high, with expected reactions to be between 3 - 10 for every 1000 Twitter followers (source: <https://blog.scrunch.com/what-is-a-good-engagement-rate-on-twitter>).

Regarding LinkedIn, a 2% engagement rate is also considered good, and an above 2% engagement rate reflects strong interest, meaning the project is engaging with 1 out of 10 people, which for social media is a quite high engagement (source: <https://acumen.aamplify.partners/what-is-a-good-linkedin-engagement-rate>).

Table 2-5: SEI – outreach and engagement data up to July 2022

| Outreach/engagement parameters    | main | Twitter | LinkedIn | Total   |
|-----------------------------------|------|---------|----------|---------|
| Number of followers               |      | 397     | 289      | 686     |
| Number of tweets/posts            |      | 134     | 116      | 250     |
| Average outreach per tweet/post   |      | 4 470   | 1 621    | -       |
| Average engagement per tweet/post |      | 107     | 118      | -       |
| Total outreach                    |      | 89 404  | 32 426   | 121 830 |
| Total engagement                  |      | 2 546   | 2 679    | 5 225   |
| SEI - Social engagement index     |      | 2.8%    | 8.3%     | 4.3%    |

Table 2-6: Twitter engagement data

| Twitter engagement details | %    | n     |
|----------------------------|------|-------|
| Mentions                   | 3.8  | 96    |
| Followers                  | 15.6 | 397   |
| Link clicks                | 10.3 | 262   |
| Retweets                   | 20.2 | 515   |
| Likes                      | 49.8 | 1 269 |
| Replies                    | 0.3  | 7     |
| Total                      | 100  | 2 546 |

Table 2-7: LinkedIn engagement data

| LinkedIn engagement details | %  | n     |
|-----------------------------|----|-------|
| Followers                   | 11 | 289   |
| Clicks                      | 44 | 1 169 |
| Suggestions                 | 39 | 1 048 |
| Comments                    | 0  | 8     |
| Shares                      | 6  | 165   |

|       |     |       |
|-------|-----|-------|
| Total | 100 | 2 679 |
|-------|-----|-------|

The initial data underline that the double channel strategy works well because they each compensate for each other in terms of outreach and engagement and, as a consequence, in terms of audience reached. Indeed, while the outreach is higher on Twitter, LinkedIn ensures higher engagement from followers. While Twitter works well in spreading content to a large audience, LinkedIn is a useful channel for raising the attention of a more specific share of audience, like prosumer groups, industrial stakeholders, grid operators and investors etc. According to the literature and to our previous studies, its SEI is usually higher compared to the Twitter one. We can conclude that the two social media channels complete each other in terms of audience reached and outreach and engagement produced

Therefore, this confirms expectations:

- Twitter is more effective in outreach, making it ideal for communicating to a broad audience including the general public.
- LinkedIn generates more engagement with the project's content, despite fewer followers. This indicates a more specialist audience and more direct interest.

### 2.2.3 Articles and interviews

During the project, ICONS will commission 6 journalistic articles with technical experts, first adopters or other interest groups. They will be written by professional journalists and explore broad topics relating to local energy communities and the energy transition. The purpose is to stimulate interest and debate among the public, policy makers and technology providers. At the time of writing, a first article is being produced. It will focus on citizens' awareness of local energy communities and of their benefits at a time of energy transition and crisis.

### 2.2.4 Other communication

eNeuron has also started elaborating the type of communication with regard to the advisory board members initially established during the proposal phase. In this respect, the following strategy has been developed and will be deployed in the next phase:

- Provision of communication material and close interaction with relevant partners in order to ensure advisory board members have all the information they need about eNeuron's solutions if need be.
- A question to allow us to identify board members' needs and their pursuits under the eNeuron concept.
- A dedicated workshop series for engagement with advisory board members. The following

outcomes will pursued: Feedback on the eNeuron solutions and replication potential.

Other targeted communication has included the presence of eNeuron during the Steering Committee meetings of the EERA JP for Smart Grids. To that end, eNeuron coordination team communicated the status and the achievements of the project so far.

- EERA JP SG SC online meeting, 25 March 2022
- EERA JP SG SC physical meeting in Palermo, 15 June 2022



## 3 Dissemination activities

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### 3.1 Approach

While communication is addressed to a more general public, dissemination focuses on the professional audiences that may be interested in the eNeuron's developments and results.

Dissemination activities will focus on increasing awareness and acceptance by these stakeholder groups.

eNeuron thus drew up a C&D strategy and set up the channels to communicate and engage with diverse audiences. These channels include:

The following dissemination formats and publications are developed across the project with the contribution of all partners:

- Graphic materials dedicated to professional communities (posters, brochure, video etc.)
- e-Newsletter
- Press and news releases
- Publications in technical literature and dedicated journals

The following channels have been defined by the project to disseminate the project's achievements and engage with professional audiences:

- Networking with key stakeholders and EU associations
- eNeuron website and online channels to disseminate content in various e-formats (e-newsletter, info-packs, webinars, final video etc.)
- External events attended by project partners on behalf of eNeuron
- Webinars, workshops and pilot visits etc.

The project's communication strategy is fully explained in D8.1 – Communication and dissemination plan.

### 3.2 Channels and materials

An active participation of the eNeuron project consortium in D&C activities is crucial along the whole project to achieve the dissemination goals and enhance awareness and interest around the project.

The paragraphs below provide details of the dissemination materials and formats that have been or will be produced.

### 3.2.1 Leaflet and roll-up

eNeuron's leaflet was developed by ICONS and validated by the project coordinators ENEA and UCY. For use by project partners at events, it offers an overview of the project and its goals. The aim is to spark the readers' interest in the project. The leaflet's layout is in line with eNeuron's overall visual identity. A more detailed presentation is available in D8.4 – Presentation Video and Brochure.

To date, 200 copies have been printed with 300 more to be printed by the end of the project. In addition, the leaflet is available on the project website, including a printable version for partners wishing to print more copies if needed.

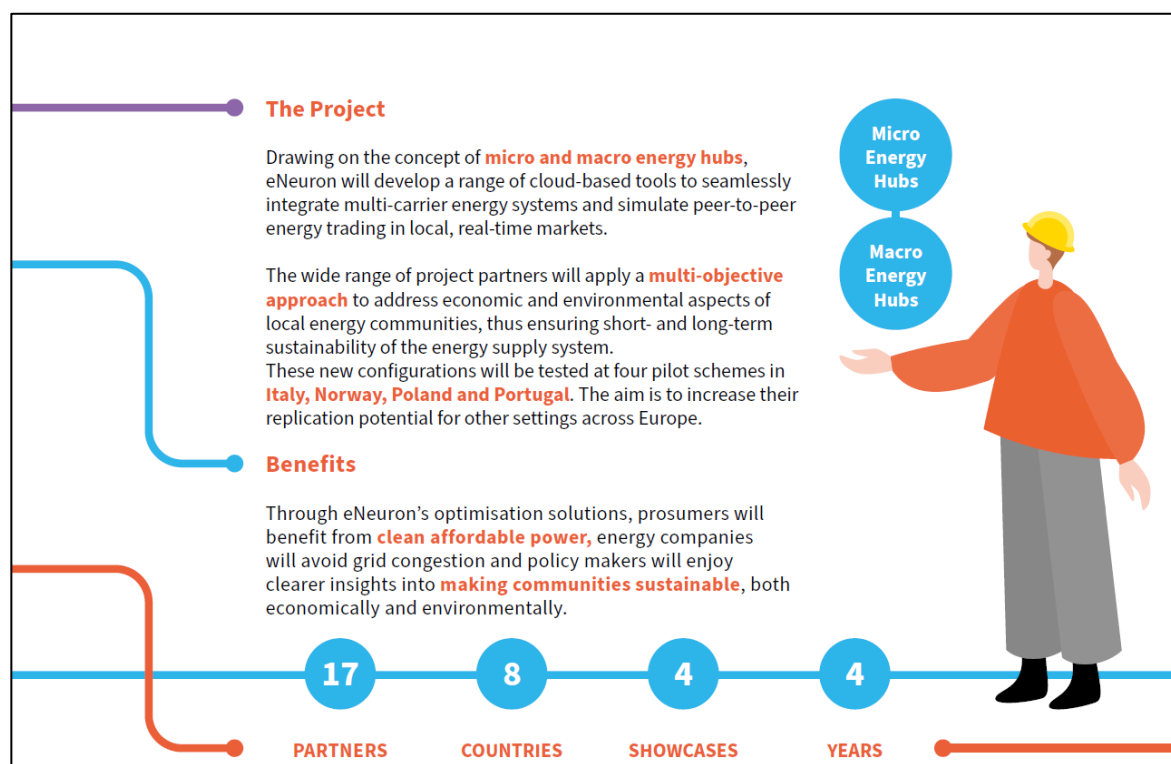


Figure 3-1: Inside page of the eNeuron leaflet



A roll-up poster was also designed and produced with concise information, as shown below:



Figure 3-2: eNeuron roll-up poster

### 3.2.2 Newsletter

A periodic e-Newsletter is issued anytime relevant information is available on the website and/or for eNeuron events to invite the subscribers to participate. The aim of the newsletter is to provide information on project progress and results as well as links to news and upcoming events. Besides being sent to the subscribers, the newsletters are made available on the project website.

The e-Newsletter is designed and sent out through a dedicated Wordpress Newsletter plug-in<sup>4</sup> available in the back end of the project website. It is readable on the project website [here](#).

It is expected that from the current stage of the project onwards, three issues will be published yearly.

Figure 3-3: subscription form for the newsletter

### 3.2.3 Project presentation video

The project presentation video was designed and produced by ICONS with the help of the coordinator ENEA and UCY. It is used by partners to present eNeuron at professional conferences and events.

It is designed to address a wide audience, including prosumers, technology providers, grid operators and also a general but educated public.

<sup>4</sup><https://www.thenewsletterplugin.com/>

The video is available on the [eNeuron YouTube channel](#), it is embedded on the project website's homepage and it has been disseminated via social media and multipliers.

### 3.2.4 Press and news releases

Press and news releases address the different specific issues or aspects of eNeuron, thereby drawing the readers' attention towards to the project. Press releases are used to communicate the newsworthy information about the project's findings and achievements. News releases are less formal and can deal with issues of interest but not, in themselves, relevant for going to the press.

These publications are uploaded to the project website and social media with partners relaying via their own networks. Some releases are also sent for distribution via external online resources and multipliers.

A **Publication Engagement Index (PEI)** helps to quantitatively measure the actual engagement of people with the publications' content delivered by eNeuron on the websites (project website and youris.com), social media and multipliers. The PEI takes into account both the outreach of a given publication and the activity thus generated, merging them into a single composite indicator (index) to represent the engagement of the eNeuron community in the topics treated by the project's publications.

The publication strategy will improve and provide more insights once the journalistic activity of eNeuron starts. Below is an explanation of the publication monitoring strategy. Data available refers to the news and press releases available on the website.

#### Publication outreach

Publication outreach indicators assess the size of the audience of project content published in articles, videos, interviews, news and press releases across the channels where content is made available.

The following table shows eNeuron's publication engagement indicators, and the tools used to collect the data.

Table 3-1: Publication outreach indicators

| Channels         | Outreach indicators                                | Tool  |
|------------------|--|---|
| Website          | Total visits <sup>5</sup> on eneuron-project.eu    | Google Analytics  |
|                  | Unique visitors <sup>6</sup> on eneuron-project.eu |   |
|                  | Total visits on youris.com                         |   |
|                  | Unique visitors on youris.com                      |   |
| Social media     | Twitter impressions on @eNeuronproject             | Twitter Analytics   |
|                  | Twitter impressions on @YourIS_com                 |   |
|                  | LinkedIn visualisations on @ eNeuronproject        | LinkedIn Statistics   |
|                  | LinkedIn visualisations on @youris-com             |   |
| News multipliers | Impressions on multipliers                         | Provided directly by the multipliers or, in a minor number of cases, estimates based on a solid number of parameters leveraging time series and historical data |

Considering this, total outreach of publications is represented by the overall number of visits, impressions and visualisations of each publication.

### Publication engagement

Publication engagement metrics indicate if and how readers engage with eNeuron's content through online interaction on websites, social media and multipliers.

The following table shows eNeuron's publication engagement indicators, and the tools used to collect the data.

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<sup>5</sup> Visits, impressions, visualisations: number of times a content has been seen online (different platforms use different terms to describe the same action).

<sup>6</sup> Visitors, viewers: number of people who opened content online.

Table 3-2: Publication engagement indicators

| Channels         | Engagement indicators                                       | Tool                        |
|------------------|---|-----------------------------|
| Website          | Facebook likes and social shares on youris.com              | youris.com social widget    |
| Social media     | Twitter engagements (clicks, likes, retweets, replies etc.) | Twitter Analytics           |
|                  | LinkedIn clicks, likes, comments and shares                 | LinkedIn Statistics         |
|                  | Total mentions <sup>7</sup>                                 | NUVI                        |
| News multipliers | Multipliers' engagement metrics <sup>8</sup>                | Provided by the multipliers |

### Publication engagement index (PEI)

The PEI helps to qualify the actual outreach and engagement relating to content delivered by eNeuron on the websites, social media and multipliers.

The figure below provides a list of the publications released by ICONS up to July 2022. Total engagement and outreach are provided for each publication. Outreach and engagement data are not able to provide the full picture of impacts of eNeuron's publications if they are analysed in isolation. Only integrating the two dimensions is it possible to draw conclusions on the overall engagement in the community they reached.

To this end, ICONS uses the PEI. The index was calculated by publication, by publication type and by channel – as shown in the table below.

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<sup>7</sup> Total mentions represent the number of times NUVI found any of the keywords related to the article (corresponding to title, subtitle, first sentence, URL or tweet) on the web pages and the social media it monitors (Twitter, WordPress, Google+, Blogs, News, RSS, Tumblr, Automattic, Reddit, VK, Facebook, YouTube). NUVI® is a real-time social monitoring platform leveraged for this purpose.

<sup>8</sup> Represent the number of times a publication has been downloaded from multipliers.

Table 3-3: Total outreach, engagement and PEI per publication

| Publication  | Type          | Bubble | Outreach | Engagement | PEI <sup>9</sup> |
|--|---------------|--------|----------|------------|------------------|
| eNeuron shares its ambitions with G20 Energy Transition Working Group                        | News release  | A      | 1 201    | 42         | 3,5%             |
| eNeuron Presentation Video   | Video         | B      | 719      | 47         | 6,5%             |
| eNeuron General Assembly: mapping regulations and technology for enhanced energy communities | News release  | C      | 1 600    | 98         | 6,1%             |
| eNeuron features in BRIDGE brochure 2021   | News release  | D      | 460      | 36         | 7,8%             |
| eNeuron and the way forward for local energy communities                                     | Interview     | E      | 533      | 57         | 10,7%            |
| eNeuron discusses technology for energy communities at Sustainable Places 2021               | News release  | F      | 602      | 25         | 4,2%             |
| Enabling technologies for energy community projects  | News release  | G      | 774      | 48         | 6,2%             |
| Report shows need for holistic approach to local energy communities                          | Press release | H      | 2 079    | 66         | 3,2%             |
| Report shows need for holistic approach to local energy communities                          | News release  | I      | 748      | 40         | 5,3%             |
| Newsletter - insights into local energy communities in Europe                                | Newsletter    | J      | 1 027    | 65         | 6,3%             |
| Total publications   |               |        | 9 743    | 524        | 5.4%             |
| Average  |               |        | 974      | 52         | 5.4%             |

<sup>9</sup> PEI, as well as the rest of index used to generate the project's Community Engagement Index (CEI), has been developed by ICONS. Therefore the calculation methodology is confidential and cannot be included in a public deliverable. To understand the positiveness of every index, ICONS develops one benchmark per project area. As for the energy area, the benchmark for the PEI is 2.2%. So far, eNeuron has performed well in this respect with a PEI of 5.4%.



*Publication effectiveness quadrants*

Neither outreach nor engagement indicators, as defined by ICONS, are under the full control of communication managers. Other indicators (like the number of publications) would be, but they are not insightful in explaining impacts. While the quality of the work produced has, of course, a positive impact on overall controllability, other tools are needed not only to measure communication effectiveness but also to improve control over its performance. To this end, ICONS' monitoring analysis uses the "**Communication Effectiveness**" tool. This can be also applied to social posts, webinars and events, but it is particularly suitable for analysing publications and guiding their production strategy. The tool:

- Offers a graphical representation of the communication effectiveness of eNeuron's publications.
- It is used during the project's execution to improve the effectiveness of publications and try to move them into the "effective" quadrant.
- It does not represent the project's publications' effectiveness compared to other projects; rather it compares and evaluates the level of effectiveness of each publication within the eNeuron project.
- The analysis is based on a limited number of publications. The tool will become more effective as eNeuron's editorial production increases in line with deliverables and project results.

The tool is based on two orthogonal Cartesian axes. The X and Y axes represent total outreach and engagement respectively and identify 4 quadrants, on which publications are distributed based on their outreach and engagement values. The size of the bubble represents each publication's PEI. The two axes cross at the publications' average outreach and engagement values. The 4 quadrants are as follows:

1. Above average outreach, above average engagement: "**effective**" publications, able to reach a large audience and engage it.
2. Above average outreach, below average engagement: "**reaching**" publications, able to reach a large audience but not particularly engaging.
3. Below average outreach, above average engagement: "**engaging**" publications, reaching a limited audience compared to average, but engaging it effectively.
4. Below average outreach and engagement: "**neutral**" publications, not particularly effective in reaching the public and engaging it.

As the axes cross at their average values, by definition there will be some publications below average and in the "neutral" quadrant. The quadrant is called neutral as these publications have a



neutral impact on outreach and engagement in comparison with other publications.

The tool has been developed to identify the most effective publications in terms of content, style, channels and formats, hence improving eNeuron's communication strategy. Note that every action undertaken to improve communication automatically increases outreach and engagement. Hence, it also moves right the intersection of axes. As a consequence, there will always be some publications in the neutral quadrant. This is why the quadrants offer a dynamic tool to be used during the project and are less effective to present the final view of the project's results. The bubble chart below considers the website, social media and multipliers together.

The preliminary analysis <sup>10</sup>of the publications released so far shows:

For outreach, publication H performed the best. This is followed by publication C.

For engagement, the same publications rank top but are inverted with publication C coming first.

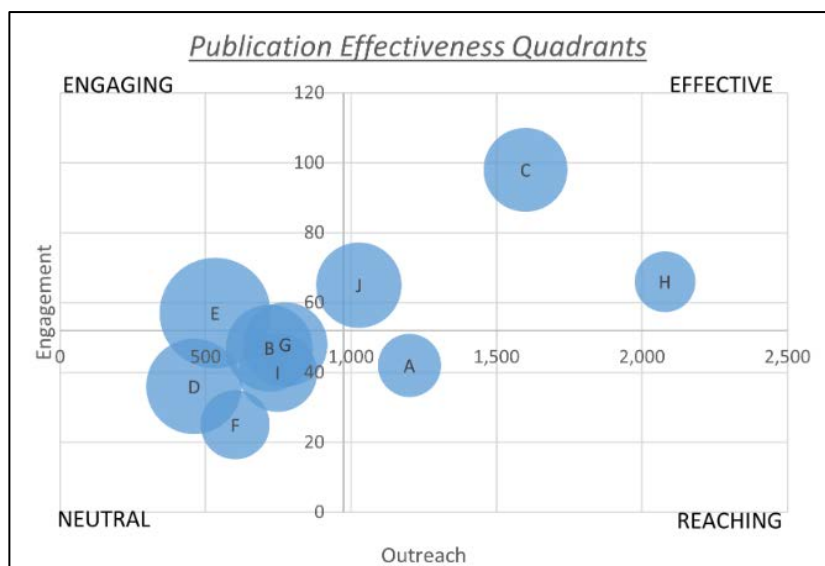


Figure 3-4: Publication effectiveness quadrants

<sup>10</sup> The bigger the bubble the higher the engagement generated by that publication



## Outreach

The total outreach of project publications on social media is 7,887 with Twitter dominating with 55.9% of outreach. The analysis confirms the primary role of twitter in the visualisations of the content.

Table 3-4: Total outreach on social media channels – overview

| Publication  | Type          | Bubble | Twitter views | YouTube views | LinkedIn views | Total |
|--|---------------|--------|---------------|---------------|----------------|-------|
| eNeuron shares its ambitions with G20 Energy Transition Working Group                        | News release  | A      | 898           | 0             | 254            | 1 152 |
| eNeuron Presentation Video   | Video         | B      | 111           | 307           | 301            | 719   |
| eNeuron General Assembly: mapping regulations and technology for enhanced energy communities | News release  | C      | 820           | 0             | 673            | 1 493 |
| eNeuron features in BRIDGE brochure 2021   | News release  | D      | 27            | 0             | 162            | 434   |
| eNeuron and the way forward for local energy communities                                     | Interview     | E      | 136           | 0             | 301            | 437   |
| eNeuron discusses technology for energy communities at Sustainable Places 2021               | News release  | F      | 387           | 0             | 173            | 560   |
| Enabling technologies for energy community projects  | News release  | G      | 579           | 0             | 110            | 689   |
| Report shows need for holistic approach to local energy communities                          | Press release | H      | 506           | 0             | 214            | 720   |
| Report shows need for holistic approach to local energy communities                          | News release  | I      | 336           | 0             | 336            | 672   |
| Newsletter - insights into local energy communities in Europe                                | Newsletter    | J      | 360           | 0             | 651            | 1 011 |

The figure below shows this information as a pie chart showing the domination of Twitter

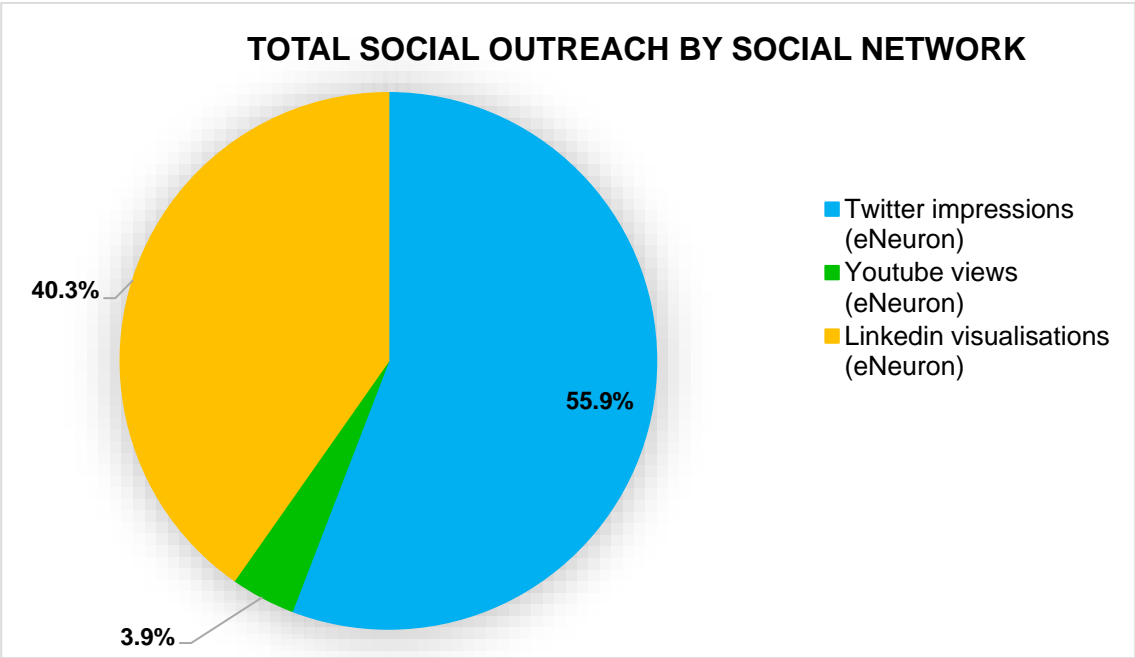


Figure 3-5: Total outreach by social media channel

The outreach per single publication highlights the performance of publication C (*eNeuron General Assembly: mapping regulations and technology for enhanced energy communities*) and then by a publication A (*eNeuron share its ambitions with G20 Energy Transition Working Group*).

Table 3-5: Social media impressions

| Publication letter | Social outreach |
|--------------------|-----------------|
| C                  | 1,493           |
| A                  | 1,152           |
| J                  | 1,011           |

|   |     |
|---|-----|
| H | 720 |
| B | 719 |
| G | 689 |
| I | 672 |
| F | 560 |
| E | 437 |
| D | 434 |

The publication outreach on social media can be also measured by type of publication. The analysis of the average outreach per type of publication helps to understand which format performs best in terms of views on social media. There is little different between news and press releases at the moment although news releases, which are more free in terms of style and content, have performed better. The newsletter has performed well and more are planned, especially as more deliverables come to the fore. The presentation video is a one-off, and can't be representative. However, short video interviews could be interesting for the future.

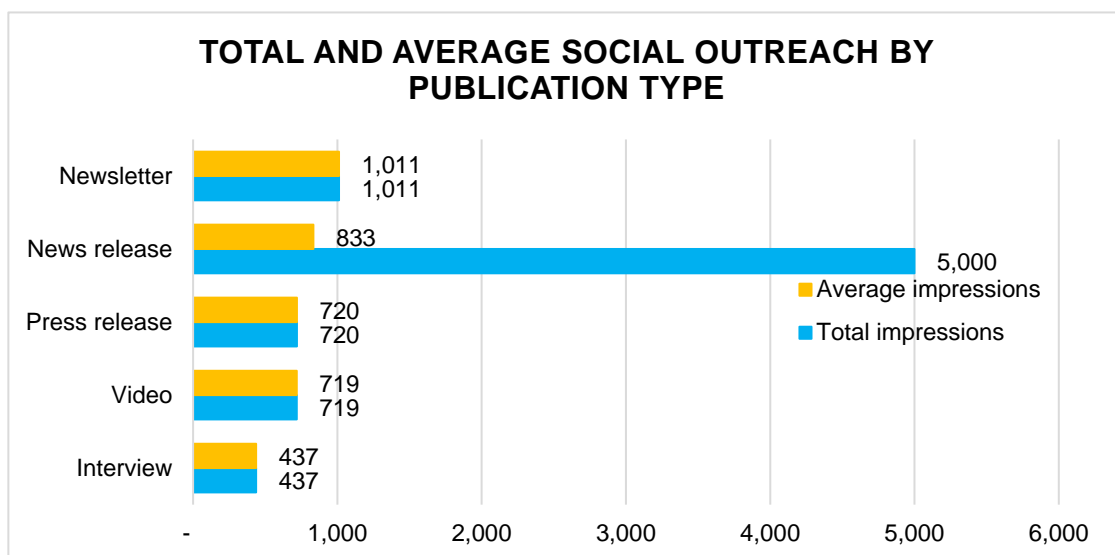


Figure 3-6: Social outreach by publication type

### Engagement

Engagement impact of publications covers all interactions on social media (likes, shares, clicks, etc.) made by the eNeuron community with the content published by the project communication leader (ICONS).

LinkedIn dominates with 56.4% of the engagement rate. This is strong for the stage of the project and shows professional audiences are reacting. LinkedIn's engagement rate is expected to increase further as the community expands and as more events take place.

Table 3-6: Total engagement on social media – overview

| Type          | Title  | Letter | Twitter engagement | YouTube engagement | LinkedIn engagement | Total |
|---------------|--|--------|--------------------|--------------------|---------------------|-------|
| News release  | eNeuron shares its ambitions with G20 Energy Transition Working Group          | A      | 17                 |                    | 25                  | 42    |
| Video         | eNeuron project video  | B      | 8                  | 5                  | 34                  | 47    |
| News release  | Mapping regulations and technology for enhanced energy communities             | C      | 25                 |                    | 73                  | 89    |
| News release  | eNeuron features in BRIDGE brochure 2021                                       | D      | 20                 |                    | 16                  | 36    |
| Interview     | eNeuron and the way forward for local energy communities                       | E      | 21                 |                    | 33                  | 54    |
| News release  | eNeuron discusses technology for energy communities at Sustainable Places 2021 | F      | 12                 |                    | 13                  | 25    |
| News release  | Enabling technologies for energy community projects                            | G      | 34                 |                    | 10                  | 44    |
| Press release | Report shows need for holistic approach to local energy communities            | H      | 34                 |                    | 21                  | 55    |

|              |   |   |    |  |    |    |
|--------------|---|---|----|--|----|----|
| News release | Panorama of Europe's local energy systems now complete        | I | 21 |  | 16 | 37 |
| News-letter  | Newsletter - insights into local energy communities in Europe | J | 22 |  | 42 | 64 |



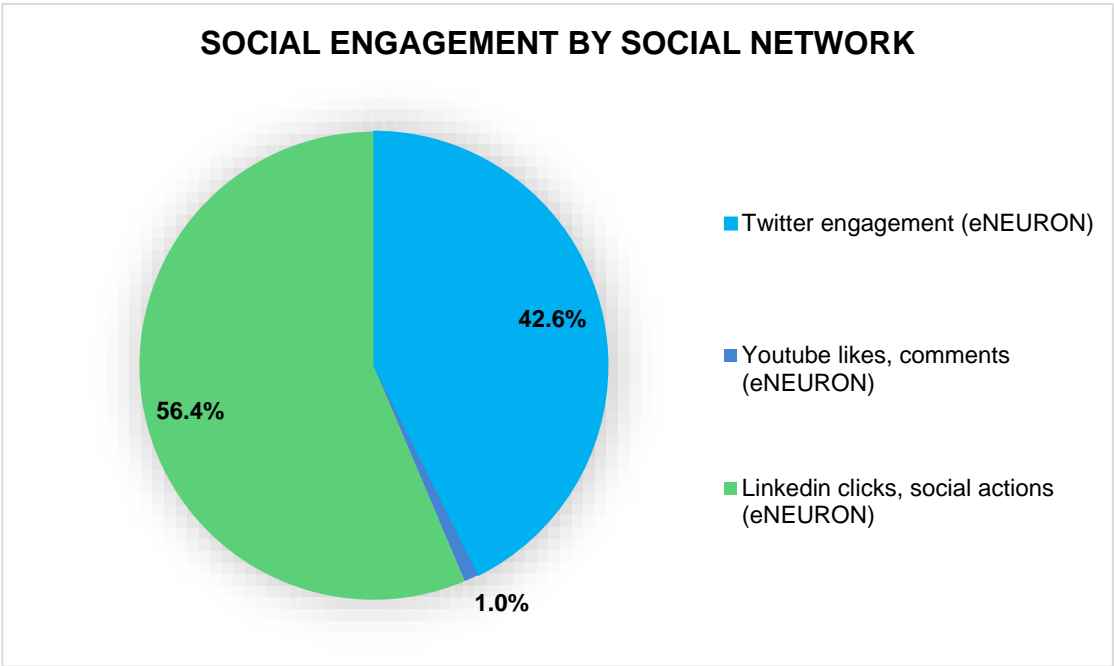


Figure 3-7: Engagement on social media in percentages

Publication C ranks the top in terms of engagement. The second highest ranking publication on social media in terms of engagement is publication J (newsletter).

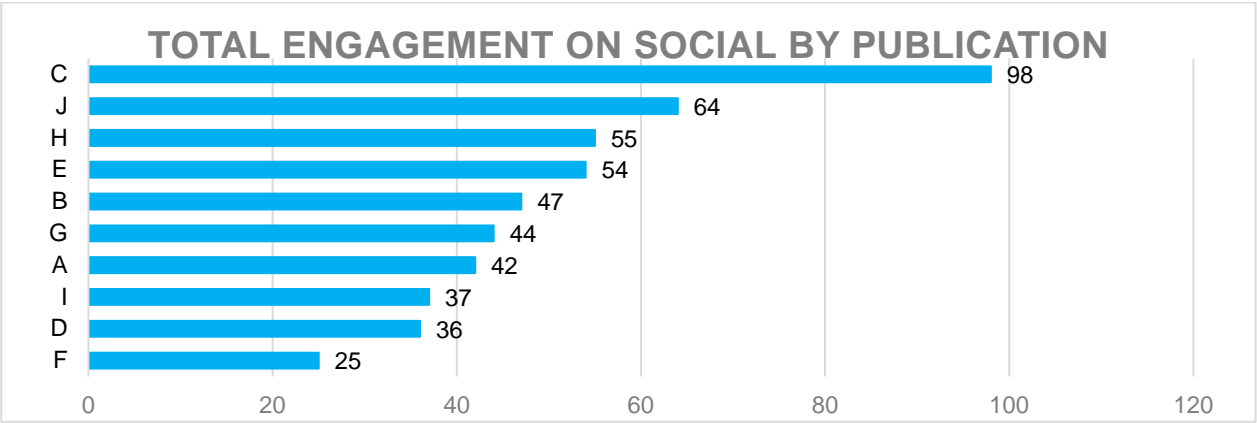


Figure 3-8: Social media engagement by publication

The average engagement on social by type of publication can sometimes provide useful insights about the most engaging format and therefore the one to exploit the most. The current statistics, however, don't show a meaningful differentiation between formats. As the project progresses and

more data come in, it may be possible to emphasize a particular format.

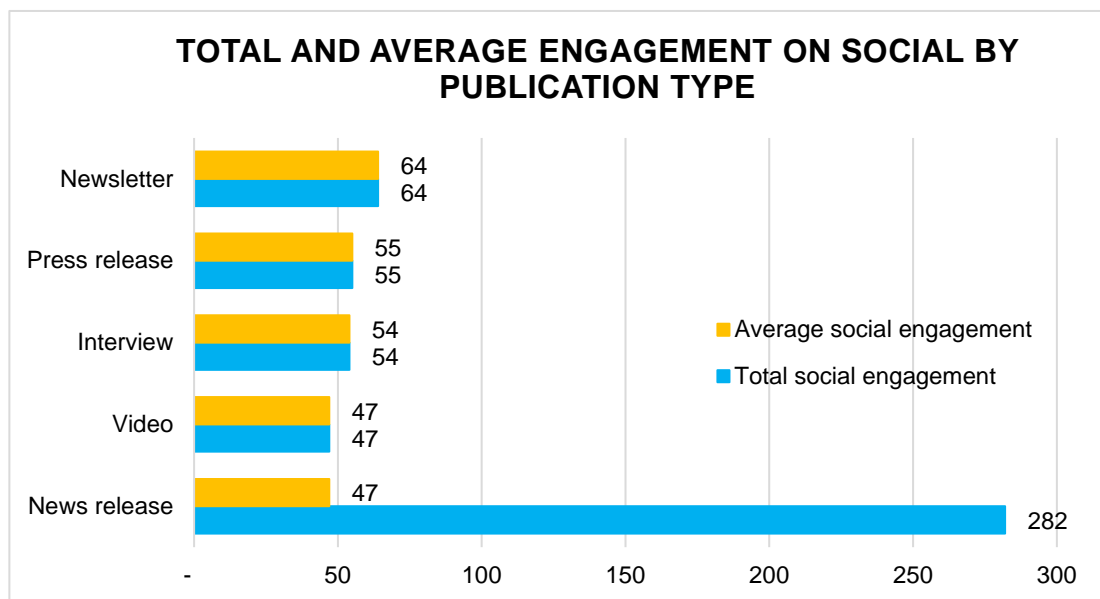


Figure 3-9: Total and average engagement on social media per publication type

### 3.2.5 Participation in events

With the aim of sharing the eNeuron project and its results among stakeholders, partners participate in various events. Below is a list of events attended or organised. This participation has been limited due to Covid travel restrictions. However, the project has reached an estimated 2,500 people via the events.

Table 3-7: List of main event where eNeuron has been promoted

| Partner      | Role      | Type       | Event title  | Date          | Place             |
|--------------|-----------|------------|--|---------------|-------------------|
| ENEA         | Speakers  | Conference | G20 Energy Transition Working Group                      | 22-23/03/2021 | Italy (online)    |
| SINTEF       | Organiser | Workshop   | Lokale energisamfunn i Norge: Muligheter og utfordringer | 02/06/2021    | Oslo (Norway)     |
| EDP Labellec | Speakers  | Workshop   | Next generation IoT                                      | 18/05/2021    | Portugal (online) |

|                                  |                      |  |   |               |                                 |
|----------------------------------|----------------------|--|---|---------------|---------------------------------|
| EDP Labellec                     | Speakers             | Forum  | Water  World Forum for Life                                     | 3-6/06/2021   | Eguengos de Monsaraz (Portugal) |
| ENEA                             | Speaker              | Conference   | Grid Futurability Matera  | 16/06/2021    | Italy (online)                  |
| ENEA, UCY                        | Presentation         | Meeting  | Sector Integration Cluster                                      | 16/07/2021    | Online                          |
| ENEA                             | Participant          | Roundtable   | Sustainable Places  | 29/09/2021    | Rome (Italy)                    |
| MARINHA + EDP                    | Presentation         | Consultation forum   | Sustainable energy in the defence and security sector phase III | 23-24/11/2021 | Slovenia                        |
| LEDE                             | Presentation         | Seminar  | NTNU Team Battery Seminar                                       | 23/09/2021    | Norway                          |
| DERlab, UCY, ICONS, IREC, SINTEF | Networking           | Conference   | ENLIT   | 29/11/2021    | Milan (Italy)                   |
| EPRI, TU/e                       | Presentation         | Workshop   | EPRI European Workshop week                                     | 21-25/03/2022 | Online                          |
| TU/e                             | Open discussion      | Session on new projects and clustering   | BRIDGE GA Plenary   | 22/05/2022    | Online                          |
| EDP, ENEA, TU/e,                 | Organiser + speakers | R&D series (regular forum)   | EDP R&D session on LECs   | 01/06/2022    | Portugal + online               |
| ENEIDA                           | Networking           | Conference   | CIREN 2022  | 2-3/06/2022   | Porto (Portugal)                |
| UCY, SINTEF, ENEA                | Speaker              | Roundtable in a joint workshop under EERA JP SG and collaboration with PANTERA project | IEEE MELECON 2022   | 14/06/2022    | Palermo (Italy)                 |



### 3.2.6 Scientific dissemination and publications

eNeuron partners have been focusing also on sharing first scientific insights with the R&I community. Within the first year of project implementation partners built the baseline of the multi-carrier energy systems in terms of technical, regulation and policy perspective. Efforts were made also towards the energy communities status at the time being and their potential for employing eNeuron solutions. Special attention was given to the actors of the multi carrier energy communities and what would be the key issues of importance when designing/developing such an ecosystem. A comprehensive technical review has been also carried out to establish the state of the art and to develop the innovation eNeuron approach. To that end the following scientific dissemination has resulted. The papers have been prepared and got acceptance notification within the M1-M22. This list will be enhanced as there is intense scientific activity based on the above mentioned :

Table 3-8: Scientific dissemination activities

| Paper title  | Type             | Event title                              | Date                 | Place               |
|--|------------------|--|----------------------|---------------------|
| Development of Local Energy Communities in Europe  | Conference paper | EEM2022, IEEE                            | 13-15 September 2022 | Ljubljana, Slovenia |
| Technologies enabling evolution of Integrated Local Energy Communities   | Conference paper | ISC2022, IEEE                            | 27 September 2022    | Nicosia, Cyprus     |
| Energy Transition Towards the Goal of “Fit For 55”: The Case Study of the UNIVPM Campus as a Multi Energy-System | Conference paper | 17 <sup>th</sup> SDEWES                  | 6-10 November        | Paphos, Cyprus      |
| Enabling Conditions for the Deployment of Integrated Local Energy Communities in Europe                          | Conference paper | 2022 BLORIN                              | 2-3 September        | Palermo, Italy      |
| Enabling Technologies for Wide-Scale Implementation of Energy Communities’ Projects                              | Journal paper    | MDPI, environmental sciences proceedings | 25 November 2021     | n/a                 |
| Carbon-Free Electricity Generation in Spain with PV–Storage Hybrid Systems                                       | Journal paper    | MDPI, energies                           | 29 June 2022         | n/a                 |



## 4 Community engagement index: CEI

The following table shows a summary of the six independent areas that contribute to the overall impact of eNeuron towards its target audiences. As part of regular monitoring, indices for webinars and event will be added as they happen.

Table 4-1: Summary of impacts

| Impact area     | Outreach | Engagement | Index | Index name |
|-----------------|----------|------------|-------|------------|
| Publications    | 9 743    | 524        | 5.4%  | PEI        |
| Project website | 9 294    | 3 372      | 36.3% | WEI        |
| Social media    | 121 830  | 5 225      | 4.3%  | SEI        |
| Total           | 132 732  | 8 132      | 6.13% | CEI        |

Excluding double counting, **eNeuron reached an overall outreach of 132 732 and a total engagement of 8 132**. The project has thus achieved **Community Engagement Index (CEI) of 6.13%** representing the project's ability to engage with its community of reference up to July 2022. This is lower than the benchmark for the type of project (7.7%) but it is reasonable for the stage of project and also given the Covid situation that has impacted working conditions and events. It is to be noted that PEI and SEI are above the benchmarks for energy projects (benchmarks being 2.2% and 2% respectively).

## 5 Conclusion

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This report provides an overview of eNeuron's communication and dissemination activities up to Month 22 along with statistics to show impact. The analysis shows that the combination of social media channels offers both spread (outreach) and depth (engagement).

Overall the picture is positive, especially with LinkedIn engagement where professional audiences are addressed. The CEI is expected to increase with the start of journalistic production and more activities at the pilot sites.

There is little meaningful difference between formats such as press and news releases although this may change in the future. ICONS will continue to monitor the performance and check if a particular format works better for a particular type of stakeholder group and/or for a particular type of news. In this respect, it is good from a communication and dissemination perspective that a number of deliverables from the WPs are public. Apart from the deliverables themselves, news and key messages can be derived from the information obtained and packaged into various formats for dissemination across the eNeuron's channels.

It would now be important to pursue more physical events, both external and project-specific, in order to reach out with stakeholders and to continue to build a community around eNeuron.