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# INTERPLAN

## INTEgrated opeRation PLAnning tool towards the Pan-European Network

Work Package 7

### Dissemination, communication and exploitation

Deliverable D7.2

## Promotion and marketing material

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|                            |   |
|----------------------------|---|
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**Abbreviations**

|            |                     |
|------------|---------------------|
| <i>PC</i>  | Project Coordinator |
| <i>WP</i>  | Work Package        |
| <i>WPL</i> | Work Package Leader |
| <i>AB</i>  | Advisory Board      |

## Executive Summary

The current deliverable presents the project website and its structure, and the project promotion and marketing materials. Furthermore it elaborates on the target, main functionalities, contents and future developments of these project resources.

Besides demonstrating the items that make up the set of project promotion materials, the report also touches on particular elements that make up the project visual identity and that are therefore used in the mentioned materials. These elements are, for example, the project logo, project colours, and project images.

## 1 Introduction

INTERPLAN promotion materials enable dissemination of project activities and informing interested parties about the project in general, and about the scientific results, methodologies, and products developed within the project.

All project promotion materials, both the ones available at the time of writing this deliverable and the ones foreseen in the future, comply with the project visual identity and follow EC contractual obligations of acknowledging the EU support. All INTERPLAN marketing materials contain:

- project header element (Figure 1)
- project logo in its two versions (Figure 2)
- project colours: red (#E10A07), dark red (#8F0001), grey (#C6C6C4)
- font used: Arial or Frutiger
- EU emblem with the notice “This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 773708”



Figure 1: INTERPLAN header element



Figure 2: INTERPLAN logo in its two versions: standard and stacked

INTERPLAN marketing materials may contain if possible:

- basic contractual facts
- project images

### 1.1 Purpose and scope of this document

The purpose of the document is to present project promotion and marketing materials, which form the visual identity of the INTERPLAN project:

- website
- flyer

- rollup
- poster
- factsheet

The document demonstrates the design and the intended use of each kind of materials. It also shows how the presented materials and the corresponding design facilitate the communication of the project objectives and activities to the public.

## **1.2 Structure of the Document**

Two chapters of the document provide main information: In Chapter 2, the project website and its structure with main functionalities are presented, meanwhile Chapter 3 reports in detail on the project marketing materials and their distribution approach. Chapter 4 draws conclusions on the presented materials, their use and consistency with the project objectives and its image. Chapter 5 provides a brief outlook on the anticipated updates of the presented resources.

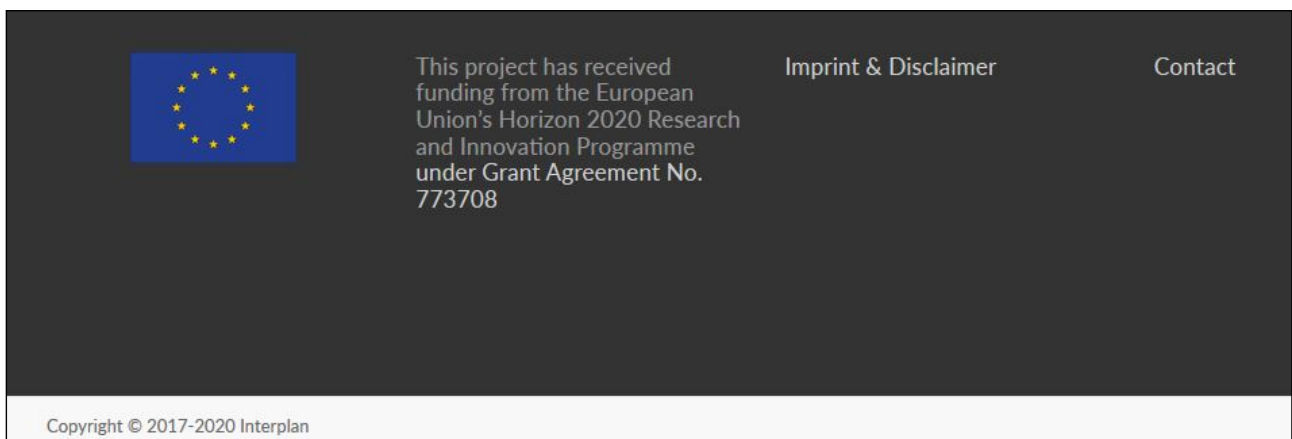
## 2 Website

In order to disseminate the project's objectives, ongoing activities, and its results to a broad audience, the consortium has set up a project website [www.interplan-project.eu](http://www.interplan-project.eu). It is the main information channel between the project and the general public. It aims to facilitate dissemination activities by providing general information on the project and on the possibilities to participate in the technical activities of the project. The website layout is designed to support this target in a visually appealing way.

The website content targets a wider audience, including those with a general interest in the project, subject specialists and the European Commission. Furthermore, the website acts as the main information platform for project stakeholders and, in particular, aims to attract new stakeholders. The stakeholder engagement is one of the key activities for dissemination WP as well as technical WPs.

The structure of the website is organised in a clear and comprehensive way in order to facilitate its intuitive use and easy access to the most relevant information. The website has four main content pages at the time of writing this deliverable (extensions will be added in the future if necessary), which are elaborated in Chapter 2.1.

All website pages contain a notice (Figure 3) of the EU's H2020 funding with an EU flag and a corresponding link to the project entry on the CORDIS platform.



*Figure 3: Reference to the EU funding on the INTERPLAN website*

The website layout follows the INTERPLAN visual image and is optimised for most common web browsers, as well as for viewing on mobile devices.

The website set-up, web design and the content structure were provided by the WP leader (DERlab). All partners reviewed the website before it was put online in January 2018. All partners were encouraged by DERlab to promote the project through the website and by following the project on LinkedIn and Twitter.

2.1 Contents

2.1.1 Frontpage

The website frontpage presents a brief overview of the project (Figure 4).

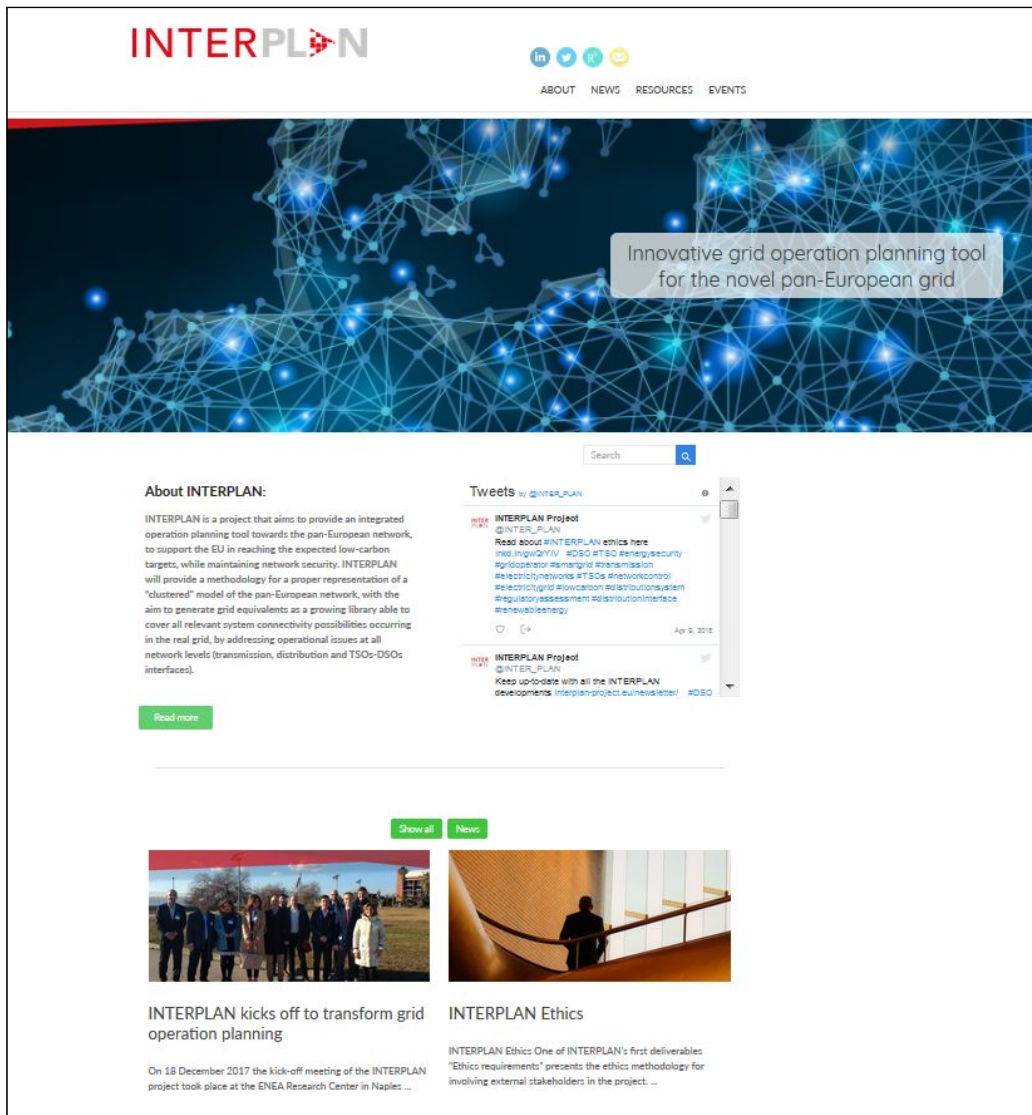


Figure 4: Frontpage of the INTERPLAN website

In particular, the image slider on the frontpage is designed to draw attention to key messages and objectives of the project (Figure 5). More information on these images is provided in Chapter 3.1.



Figure 5: Website slider images and the corresponding project messages

Also provided on the frontpage is an integrated Twitter feed with the latest project announcements and a preview of the latest project news.

### 2.1.2 About

Project details are given on the **About** page (Figure 6). Organised into tab elements, the page presents basic contractual information on the project, its PC, the consortium, the project structure and the workflow. The overall goal of this presentation is to make the project operation as transparent and comprehensive to the public as possible.

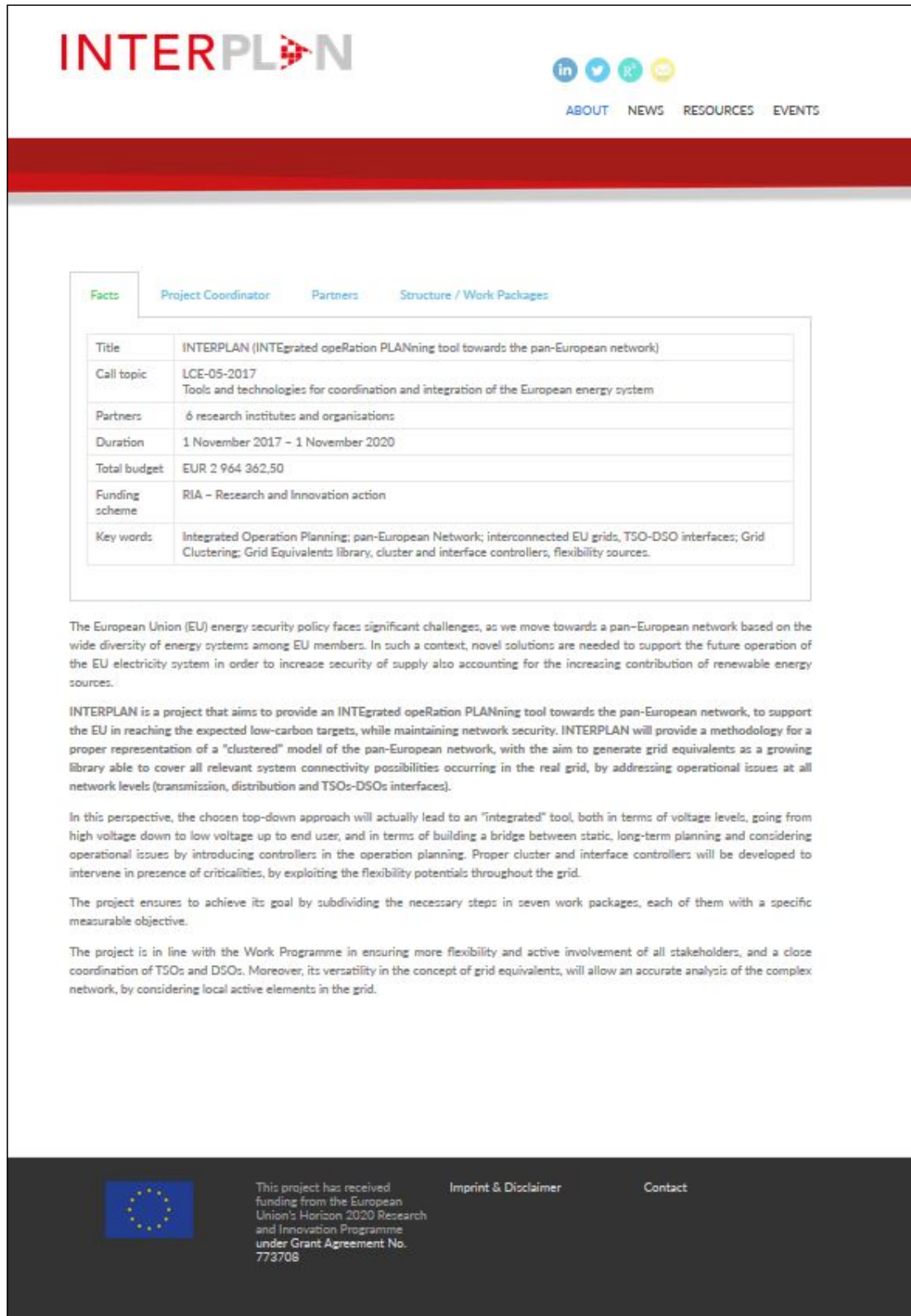


Figure 6: Page **About** on the website

### 2.1.3 News

The page **News** (Figure 7) aims to inform the project audience about all public project

achievements, activities and announcements of upcoming and past events.

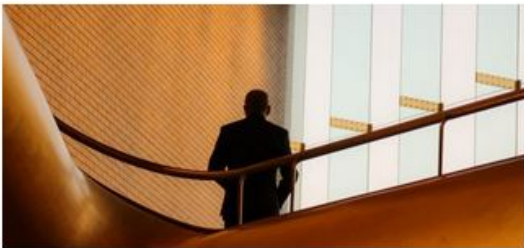
**INTERPLAN**

in tw fb yt

ABOUT NEWS RESOURCES EVENTS

tw in

### INTERPLAN ethics




One of INTERPLAN's first deliverables: "[Ethics requirements](#)" presents the ethics methodology for involving external stakeholders in the project.

In order to validate and complement INTERPLAN recommendations for improving regulations and grid rules, the project consortium will involve external stakeholders, such as grid operators, public authorities, industry representatives, energy utilities, and research organisations.

Placing emphasis on the ethical aspect of this interaction, INTERPLAN consolidated the planned approach in the deliverable "Ethics requirements". The document elaborates on procedures for identifying and approaching stakeholders and addressing data protection issues.

A transparent and justified stakeholder engagement strategy will enable INTERPLAN to foster a culture of cooperation between research infrastructure providers, grid operators and scientific communities. This approach will help the consortium increase the project impact and enable the stakeholders to adopt and exploit the project outcomes.



**Become INTERPLAN Stakeholder**

Would you like to contribute to enhancing Europe's future grid operation? Then [contact us!](#) INTERPLAN exercises the novel approach of actively involving external stakeholders in a series of targeted workshops in order to validate and complemente project recommendations on regulations and grid rules. This strategy is the key to actual adoption and further exploitation in the market.

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### INTERPLAN kicks off to transform grid operation planning

On 18 December 2017 the kick-off meeting of the INTERPLAN project took place at the ENEA Research Center in Naples (IT). Coordinated by ENEA, further partners in the project are AIT, DERlab, University of Cyprus (UCY), Fraunhofer IEE, and Instytut Energetyki (IEn).

The European Union (EU) energy security policy faces significant challenges as we move towards a pan-European network based on the wide diversity of energy systems across member states. In such a context, the EU needs novel solutions to support the future operation of the electricity system in order to increase security of supply and account for the increasing share of renewable energy sources.




Figure 7: Page News on the website

## 2.1.4 Resources

The **Resources** (Figure 8) page provides an overview of all public materials produced in the

project. These resources are categorised under corresponding tabs:

- **Deliverables**, where all public deliverables will be available for download
- **Publications**, where all INTERPLAN publications will be listed and linked to corresponding sources
- **Overview material & press area**, where general project materials and the project logo can be downloaded
- **Newsletters**, where all previous newsletter issues will be available

The overarching goal of this resources presentation is to make all non-confidential information, produced by the project, easily accessible for open access of the public.

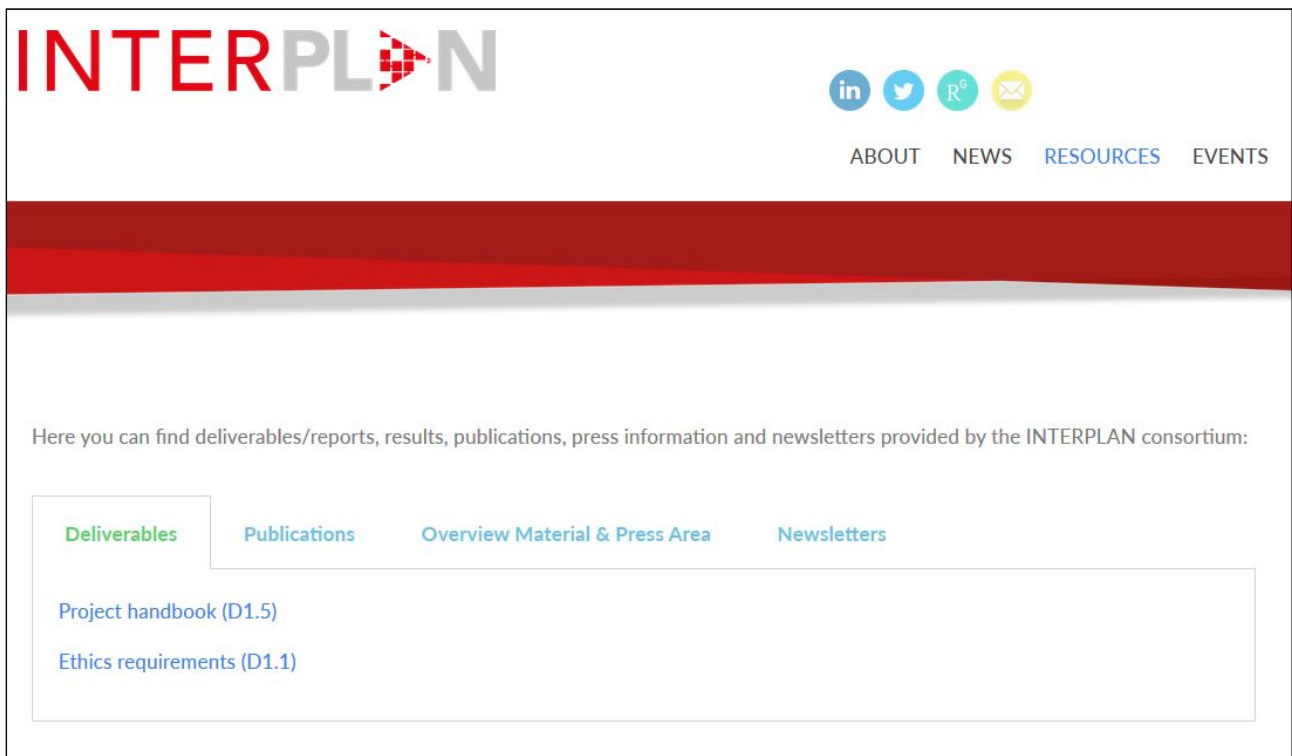


Figure 8: Page **Resources** on the website

### 2.1.5 Events

The **Events** page (Figure 9) gives an overview of all project events and events where INTERPLAN had any kind of involvement, such as a presentation, a talk, involvement in a panel session, etc., both public and closed, such as technical workshops. This list aims to provide, where possible, any further event details and to demonstrate the activeness of the project consortium in physically promoting, disseminating the project and performing knowledge exchange.



Figure 9: Page **Events** on the website

## 2.2 Future website developments

Throughout the project duration, the project website will be a live platform regularly sharing ongoing activities, publications and recent outcomes in the project. This will mostly concern the pages **News**, **Resources** and **Events**. All WPLs are dedicated to formulating news content and providing those to DERlab as the WP7 leader and the website maintainer.

Furthermore, a new page **Stakeholders** is planned to be set up in M7-M8 and will present the project's intention to cooperate with a wide range of public and private stakeholders. This page will contain information on how external stakeholders can be involved in the project by providing their feedback on the project activities and outcomes. The page will also contain a survey for interested persons who would like to be considered as potential stakeholders for the project.

### 3 Promotion and marketing material

The set of the INTERPLAN promotion and marketing material consists of:

- general project flyer
- factsheet
- poster
- project rollup banner

These materials or their corresponding templates are designed to provide both general and specific information on the project in different formats, according to the demand and the occasion. Design and production of any further topic-specific materials can be considered depending on the given circumstances.

All INTERPLAN promotion and marketing materials strive to follow the principles of uniformity and consistency in their compliance with the project visual image. Also, all project promotion and marketing materials contain an EU flag with a notice about the EU's H2020 funding.

All design files of all promotion and marketing materials are provided by DERlab in the internal project repository for partners to be able to reproduce the items on demand on their own sites. This procedure allows to decentralise project promotion and to give the whole consortium the flexibility to perform project promotion through their own channels while still maintaining a systematic approach in regards to the project promotion and its visual identity.

#### 3.1 Project images

Four images were selected through the Adobe Stock platform to be part of the project visual identity and the corresponding promotion and marketing package. These images were chosen as they strongly visually correlate with the project scope and objectives. This strategy of coupling the visuals with key text items enables clear communication of the project mission, scope and objectives. This connection and correlation between the images and the project messages is clearly displayed on the website frontpage (Figure 10).



Figure 10: Project images

### 3.2 Flyer

The INTERPLAN project flyer (Annex 6.2) comes in the DIN-long format, 2-fold letter fold, which is an efficient format to get across the basic facts and the focus of the project both to the general public and to any specific audience in a small and mobile shape.

The flyer provides a very structured and pertinent presentation of the project mission and planned activities, splitting the information according to the main aspects: scope & objectives, methodology & innovative tool, and impact. This structure provides a comprehensive breakdown of the project work. Furthermore, the flyer promotes the possibility of external engagement with the project as a project stakeholder with a corresponding link to the website.

### 3.3 Factsheet

The INTERPLAN factsheet template (Annex 6.3) is A4 size, which is an extensive enough format for communicating specific project developments in detail to any specific audience.

Several kinds of factsheets on specific topics are foreseen to be designed later on in the project when corresponding outcomes are achieved. At the time of writing this deliverable, the factsheet template has been provided. The topics of the expected factsheets will cover the activities and the outcomes of technical WPs and will cover the following topics:

- technical assessment and regulatory status of the European electricity grid
- requirements, scenarios and use cases definition
- grid equivalenting

- operation planning
- model validation and testing

### **3.4 Poster**

A template of an INTERPLAN poster (Annex 6.4) is provided for the consortium to complete on demand on a specific technical topic and print for presentations at events and similar occasions.

### **3.5 Rollup Banner**

For the purpose of providing a bigger sized advertising item for promotion at events, a rollup banner (Annex 6.5) has been designed and printed by DERlab. The rollup will be provided for INTERPLAN events to draw attention to the project presence.

### **3.6 Channels for promotion and marketing material**

The promotion and marketing materials in printed form, such as flyers and factsheets, are intended for distribution on site at the partners' premises and primarily at relevant events. Posters based on the provided template will be prepared on demand for specific project presentations at events. The general project rollup banner will be provided for project events.

DERlab as WP7 leader also strongly employs its extensive network, promotion channels (DERlab website, newsletters, LinkedIn profile) and own events for distribution of the INTERPLAN materials. At the same time, all partners were encouraged by DERlab to do the same in order to maximise the impact of the project promotion.

## **4 Conclusions**

Consistent visual presentation plays an important role within all kinds of the project presentation as it can significantly facilitate the perception of the INTERPLAN message and raise the public awareness.

The design of the project promotion materials and their templates fully corresponds to the project visual image. At the same time, it was purposefully done with focus on simplicity and intuitive use. Templates of promotion materials, the process of completing a template and thus creating an INTERPLAN promotion material only requires moderate consideration of formatting issues on the user's part. It is also worth noting that the project document templates, such as the deliverable template and the presentation template, have been prepared in the same design line as the promotion and marketing materials.

## 5 Outlook

Based on the upcoming developments and any changes in the project, the INTERPLAN promotion and marketing material can be updated in the future. In particular, the factsheets on specific technical INTERPLAN topics will be provided when the corresponding project outcomes are available.

Of course also the project website, as a live online dissemination platform, is and will be regularly updated according to the project developments.

**6 Annex**

**6.1 List of Figures**

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6.2 Flyer

### Become INTERPLAN Stakeholder

Are you involved in the field of grid operation (both transmission and distribution levels), grid codes and regulations?

Do you want to contribute to enhancing Europe's future grid operation?

Let us consult with you about INTERPLAN developments and outcomes through surveys, interviews and workshops!

**Your benefit:**

- Advance disclosure of information and results from within the project
- Networking with the consortium and other stakeholders
- Participation in project events
- Travel costs for stakeholder events reimbursed, under INTERPLAN regulations

To become an INTERPLAN stakeholder, please refer to:

[interplan-project.eu/stakeholders](http://interplan-project.eu/stakeholders)

**INTERPLAN**

INTEgrated opeRation PLANning tool towards the pan-European network

**Key words**

Integrated operation planning, pan-European network, interconnected EU grids, TSO-DSO interfaces, grid clustering, grid equivalents library, cluster and interface controllers, flexibility sources

**Partners**

Coordinator: **ENEA**

**AIT** **Fraunhofer IEE** **DERlab**

**F0SS** **JBN**

**EU Horizon 2020 call topic**

LCE-05-2017  
Tools and technologies for coordination and integration of the European energy system

**Budget**

3 million EUR

**Contact**

[interplan-project.eu](http://interplan-project.eu)  
[contact@interplan-project.eu](mailto:contact@interplan-project.eu)

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 773708

# INTERPLAN

## Transforming Grid Operation Planning

[interplan-project.eu](http://interplan-project.eu)

1 November 2017 – 1 November 2020

### Scope & Objectives

INTERPLAN is an EU H2020 project that aims to provide an **INTE**grated ope**R**ation **PLAN**ning tool towards the pan-European network in order to support the EU in reaching the expected low-carbon targets while maintaining network security.

**This will be realised through:**

- Technical and regulatory assessment of European electricity grid
- Identification of scenarios and use cases addressing future network planning and operation
- Identification and characterisation of a clustering method for all voltage levels
- Development of a detailed approach for generating grid equivalents
- Development of cluster and interface controllers
- Testing and validation of the developed models and tools
- Consulting with experts continuously in the development process

### Methodology & Innovative Tool

INTERPLAN will develop a methodology for the proper representation of a clustered model of the pan-European network and generate grid equivalents. By addressing operation planning issues at all network levels (transmission, distribution and TSO-DSO interfaces), this set of grid equivalents will cover all relevant system connectivity possibilities in the real grid.

The INTERPLAN methodology will lead to the development of an integrated tool considering all voltage levels (high to low) and a bridge between grid operation and static and long-term planning. To ensure the security of supply, INTERPLAN will develop proper cluster and interface controllers.

### Impact

INTERPLAN will have a significant impact on Europe's network operation, such as:

- Optimised grid planning and design at European level maximising the share of renewables
- Developed safe, secure, efficient and coherent data handling procedures that enable more cross-border trading and real-time balancing
- Enabling new flexibility services to the grid, new business opportunities and offering access to cheaper energy
- Increasing the potential of exchanges between energy networks, enhanced security of supply
- Consumer engagement in the design of infrastructure and demand-response

By involving industry stakeholders in the development process and continuously obtaining their feedback, INTERPLAN will ensure that the project outcomes cater for the needs of DSOs and TSOs.

6.3 Factsheet template



# INTERPLAN

INTEgrated opeRation PLANning tool towards the pan-European network  
 Transforming Grid Operation Planning

**Project duration**

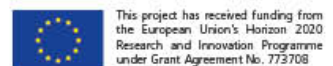
1 November 2017 - 31 October 2020

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

### 6.4 Poster template



# INTERPLAN

**INTERPLAN**  
 INTEGRated operAtion PLANning tool towards  
 the pan-European network

**Partners**

Coordinator: 


 

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**Duration**  
 1 November 2017 - 31 October 2020



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 773708

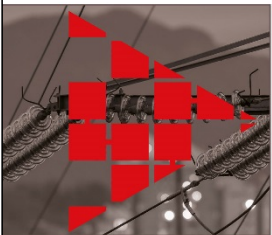
6.5 Rollup

# INTERPLAN

INTEgrated opeRation PLANning tool towards the pan-European network  
Transforming Grid Operation Planning

Approach to an innovative tool

- Technical and regulatory assessment of European electricity grid
- Identification of scenarios and use cases addressing future network planning and operation
- Developing a methodology for the proper representation of a clustered model of the pan-European network at all levels (transmission, distribution and TSO-DSO interfaces)
- Producing a set of grid equivalents that will cover all relevant system connectivity possibilities in the real grid
- Ensuring the security of supply by developing proper cluster and interface controllers
- Developing an integrated tool considering all voltage levels (high to low) and a bridge between grid operation and static and long-term planning



**Impact**

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[contact@interplan-project.eu](mailto:contact@interplan-project.eu)

**Become INTERPLAN stakeholder:**  
[interplan-project.eu/stakeholders](http://interplan-project.eu/stakeholders)

**Project duration:**  
1 November 2017 - 31 October 2020

- Optimised grid planning and design at European level maximising the share of renewables
- Enabling new flexibility services to the grid, new business opportunities and offering access to cheaper energy
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