D.11.9: Final SET-Nav Information and Communication Packs

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March 2019

A report compiled within the H2020 project SET-Nav (work package 11)

www.set-nav.eu

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SET-Nav
Strategic Energy Roadmap

The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 691843 (SET-Nav).
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About the project

SET-Nav aims at supporting strategic decision making in Europe’s energy sector, enhancing innovation towards a clean, secure and efficient energy system. Our research will enable the European Commission, national governments and regulators to facilitate the development of optimal technology portfolios by market actors. We will comprehensively address critical uncertainties facing technology developers and investors, and derive appropriate policy and market responses. Our findings will support the further development of the SET-Plan and its implementation by continuous stakeholder engagement.

These contributions of the SET-Nav project rest on three pillars: modelling, policy and pathway analysis, and dissemination. The call for proposals sets out a wide range of objectives and analytical challenges that can only be met by developing a broad and technically advanced modelling portfolio. Advancing this portfolio is our first pillar. The EU’s energy, innovation and climate challenges define the direction of a future EU energy system but the specific technology pathways are policy sensitive and need careful comparative evaluation. This is our second pillar. Ensuring our research is policy-relevant while meeting the needs of diverse actors with their particular perspectives requires continuous engagement with the stakeholder community. This is our third pillar.

Who we are?

The project is coordinated by Technische Universität Wien (TU Wien) and being implemented by a multinational consortium of European organisations, with partners from Austria, Germany, Norway, Greece, France, Switzerland, the United Kingdom, France, Hungary, Spain and Belgium.

The project partners come from both the research and the industrial sectors. They represent the wide range of expertise necessary for the implementation of the project: policy research, energy technology, systems modelling, and simulation.
The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 691843 (SET-Nav).

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Summary

The SET-Nav consortium maintains a variety of dissemination strategies to inform stakeholders about the project’s results (see D11.6 SET-Nav Dissemination and Exploitation Roadmap final version). The following report presents the major dissemination tools including information and communication means, such as the logo, flyers, presentations, social networks etc., e-presence & web-based dissemination, such SET-Nav website, e-Newsletters and e-Press releases, infographics, internal & external events and finally publications.

The particular deliverable is the second and final update of the Initial Information and Communication pack of SET-Nav, delivered in March 2017, and the 1st update, delivered in March 2018, and reports all the aforementioned tools and material produced from the beginning of the project until end of March 2019, giving special emphasis in the 3rd reporting period (March 2018 - March 2019).

The consortium managed to ensure close cooperation between its members while successfully realizing all the anned activities and accomplish the project’s targets. The progress and impact the dissemination means are analysed below.

The report consists of three parts, an introduction that gives an overview of the developed material, a presentation of SET-Nav Information and Communication packs and finally a brief description of the future activities scheduled beyond the project’s lifetime.
1 Introduction

SET-Nav has contributed along three dimensions:

- the development of a modelling portfolio for decision making in the energy sector;
- the analysis of the impact of multiple future paths and policies; and
- the development of stakeholder dialogue and dissemination.

To ensure focus on the most important aspects and policy relevance, industry partners and stakeholders with varying perspectives were involved from start to finish. Dissemination and communication activities have a central role in order to foster the widespread awareness, as well as strong cooperation and exchange with research communities and stakeholders inside and outside of the EU.

The main priority of the SET-Nav dissemination and communication pack is to disseminate acquired knowledge on an on-going basis and communicate it to a full range of potential users and targeted groups of potential beneficiaries. A range of activities and measures have been developed and will be further explored after the end of the project to deliver appropriate content to key stakeholders. The stakeholders groups that are taken into consideration include among others government representatives, policy makers, civil society representatives, international and multilateral organizations, NGOs, scientific community as well as the general public (see D116 SET-Nav Dissemination and Exploitation Roadmap final version - [http://set-nav.eu/content/pages/results](http://set-nav.eu/content/pages/results)).

The figure below displays the estimated proportions of persons reached, in the context of all dissemination and communication activities, in each of the following categories.

![Figure 1 Stakeholders categories reached, in the context of all dissemination and communication activities](image-url)
In the above context, various channels were used to disseminate and timely make available all the relevant SET-Nav findings and its progress to stakeholders. At the same time experiences and expertise were exchanged with the targeted audiences. Within the three years of SET-Nav, an important number of newsletters, press releases, leaflets, etc. have been developed, printed or/and uploaded at the website. The stakeholders’ active engagement at many international events ensured a high visibility for the project. Furthermore, SET-Nav prepared slides, printed promotional items and other material for dissemination and information about the latest achievements.

This deliverable reports on all the dissemination material produced throughout the three years of SET-Nav’s activity (in printed or electronic version). As discussed in the in all the versions of the Dissemination and Exploitation Roadmap the consortium has identified and selected key communication tools for an effective dissemination of its results. The tools include the SET-Nav logo, leaflet/ flyer, presentations, posters, newsletters as well as social networks. Table 1 presents the inventory of SET-Nav’s dissemination and communication material.

**Table 1 Dissemination means overview**

<table>
<thead>
<tr>
<th>Dissemination &amp; Communication Tool</th>
<th>April 2016- March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of the SET-Nav Logo</td>
<td>✓</td>
</tr>
<tr>
<td>Graphic Guidelines</td>
<td>✓</td>
</tr>
<tr>
<td>Leaflet/ Flyer</td>
<td>✓</td>
</tr>
<tr>
<td>Institutional Presentation (+update)</td>
<td>3</td>
</tr>
<tr>
<td>Templates</td>
<td>6</td>
</tr>
<tr>
<td>SET-Nav Newsletters</td>
<td>8</td>
</tr>
<tr>
<td>Partners’ Newsletters</td>
<td>19</td>
</tr>
<tr>
<td>SET-Nav Press Releases</td>
<td>15</td>
</tr>
<tr>
<td>Dissemination Platforms</td>
<td>✓</td>
</tr>
<tr>
<td>Social Networks</td>
<td>LinkedIn, YouTube, Twitter</td>
</tr>
<tr>
<td>Website</td>
<td>✓</td>
</tr>
<tr>
<td>Policy Briefs</td>
<td>✓ Sept 2016 ✓ March 2017 ✓ May 2018 ✓ March 2019</td>
</tr>
<tr>
<td>Issue Papers</td>
<td>16</td>
</tr>
<tr>
<td>Scientific Publications</td>
<td>25 in conferences/journal/etc.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Video</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Infographics</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Poster/ Banners</strong></td>
<td>3 scientific posters</td>
</tr>
<tr>
<td></td>
<td>1 roll up stand</td>
</tr>
<tr>
<td></td>
<td>1 general poster</td>
</tr>
<tr>
<td></td>
<td>1 event’s poster</td>
</tr>
<tr>
<td></td>
<td>1 case study poster</td>
</tr>
<tr>
<td></td>
<td>3 banners for social media</td>
</tr>
</tbody>
</table>
2 Overview of SET-Nav Info and Communication Packs

Throughout the project duration a variety of printed and online dissemination tools have been developed and presented to the general public and target groups of stakeholders through SET-Nav official website and partners’ websites as well. More particularly, dissemination and communication tools include dedicated newsletters and press releases, social media, distribution of material in external events, publications etc. The SET-Nav consortium and dissemination team are continually updating and enhancing this material, especially throughout final year of the project, when important outcomes have been derived.

The next subsections present and describe the design and developed of SET-Nav information and communication material until the end of March 2019.

SET-Nav Logo

Importance for SET-Nav

A professionally developed, coherent corporate identity has several important features from which SET-Nav has greatly profited:

- It conveys the project’s professional character,
- It ensures cohesion within the project,
- It clearly distinguishes SET-Nav from other related research projects by creating a unique and recognizable brand. Brand recognition is an advantage especially for marketing and exploitation of results obtained in the project.

Desired Features

- The logo should be self-representative;
- It should be printed and distinguished in high quality on a colour and grey scale format;
- It should be easily conceived;
- It should be memory grasping.

SET-Nav alternative logos

- The final SET-Nav logo consists of a textual and a visual part to ensure that the logo is more easily recognised and remembered.

- The textual part includes the project’s short title.
• The **visual part** contains a graphical representation of five arrows, the semiotics of which represent the multiple dimensions of impact of future pathways: **sustainability, reliability and supply security, global competitiveness and efficiency**.

• The **colour scheme** was carefully chosen to highlight the central objective of the project (blue and green are the colours in nature that come as outgrowth of such a strategic energy roadmap).

The SET-Nav logo also features prominently on the SET-Nav website, while the whole logo pack is available online at: [http://www.set-nav.eu/content-pages/dissemination-and-media](http://www.set-nav.eu/content-pages/dissemination-and-media)

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### SET-Nav Graphic Guidelines Handbook

**Importance for SET-Nav**

The SET-Nav Graphic Guidelines Handbook:

• aims to provide guidelines that will help all project partners build a **strong and consistent branding**, messages and visuals for SET-Nav;

• provides the elements of **visual identity** as well as the **guidelines** for their **proper use and reproduction**;

• serves as a **reference manual** for applications in communication and advertising associated with SET-Nav;

• is a working tool defining a **set of rules and recommendations** that ensure the correct application of graphic identity;

• ensures effective communication, strengthening the image and allowing **fast identification**.

SET-Nav Leaflet

Importance for SET-Nav

The SET-Nav leaflet designed by NTUA and is constantly used by the consortium members for distribution at conferences, meetings, workshops, press conferences or other events within and outside of the scientific community.

More than 160 SET-Nav leaflets have been distributed to various internal and external events.

- Double sided three-folded A4 paper
- Produced in English, electronically and in hard copy.
- Outlines the scientific objectives and impact of SET-Nav
- Lists key facts such as the overall goals, funding programme, contact details, website and social media URL.

The digital version of the flyer is available for download at SET-Nav Dissemination Media page: http://www.set-nav.eu/content/pages/dissemination-and-media.

The SET-Nav flyer is also well presented in deliverable “D11.3 Dissemination and Exploitation and Exploitation Roadmap” (http://www.set-nav.eu/content/pages/results)

SET-Nav Templates

Importance for SET-Nav

Templates for SET-Nav have been prepared for all the reports/deliverables, policy briefs, presentations, events’ agenda, newsletters and presentations, in order to establish a strong identity for the project, thus SET-Nav’s material could be easily recognizable. The different document templates will thus guarantee the visual unity of all project related documents.

6 SET-Nav templates: Presentations, Press Releases, Newsletters, Deliverables, Policy Briefs, Events’ Agenda

SET-Nav produced template slides for power point presentations to be used by the consortium members at meetings and conferences.

A template for the press releases and newsletters formed in several sizes, in order to be compatible with responsive websites. The templates follow the SET-Nav graphical identity and clearly identify the project as being part of an EU-funded programme.

The reports/deliverables and policy briefs’ issue papers help partners present their tasks’ progress in a uniform way. Their basic content, apart from the graphics, consists
of contact information of the project coordinator and of the WP leader and a general description about the project.

A well prepared meeting agenda template is compiled aiming to achieve higher visibility and attendance at meetings, workshops and other events and facilitate partners in the meeting process, so as to reach each meeting objective and attract audience. The scope of the template is to clearly deliver the event’s theme and speakers.

All the templates are updated when needed in order to be in line with various changes that occur (new partners, logos, etc.) - last update in March 2018.

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**SET-Nav Institutional presentation**

**Importance for SET-Nav**

A SET-Nav standard presentation can be used by all project partners and by partners for dissemination purposes at relevant events.

The presentations provides an overview of key facts such as the duration of the project, the full project title, the funding programme and the total amount of participants of the project. It further explains the purpose of the project, its expected outputs and ways of working to external audiences.

The standard presentation is regularly updated and it is adapted by the partners according to the type and size of audience/events, where the project will be presented.

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**SET - Nav Newsletters and Press Releases**

SET-Nav compiles a series of newsletters for stakeholders and other interested parties with news about the project, related initiatives and interesting developments in the area of the decision making in the Europe’s energy sector.

- Prepared in *English* and distributed *electronically*.
- Both verbal and visual content to be both *informative* and *eye-catching*.
- Links to the SET-Nav website to facilitate:
  - easy access to related material (agendas, invitations, reports, photos, etc.);
  - direct navigation to a more detailed content on the presented issues and news.
- *Increase traffic* in the SET-Nav project *website* and foster events’ and reports’ visibility and downloads.

✓ 8 SET-Nav Newsletters (September ’16, November ’16, April ’17, July ’17, October ’17, January ’18, May ’18, March ’19)
15 SET-Nav Press Releases (December ‘16, February ‘17, March ‘17, July ‘17, September ‘17, April ‘18, 2x May ‘18, July ‘18, September ‘18, October ‘18, November ‘18, February ‘19, 2x March ‘19)

- More than 3,000 recipients
- Promotion through Energy-L and Climate-L mailing lists
- Newsletter sign up form available on the SET-Nav website.
- Available at SET-Nav website (http://www.set-nav.eu/content/pages/dissemination-and-media).
- Advertised through social media

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**SET-Nav Newsletters**

1st SET-Nav Newsletter
*September 2016*

- SET-Nav Objective and methodology framework.
- SET-Nav website.
- SET-Nav Kick off Meeting 26 - 27 April 2016, Vienna.
- Available at: https://preview.mailerlite.com/n2w9z0

2nd SET-Nav Newsletter
*November 2016*

- SET-Nav Stakeholder kick-off event, 28 September 2016, Brussels.
- Policy briefing on Innovation Systems and the SET Plan.
- Background report on Innovation Systems and the SET Plan.
- Available at: https://preview.mailerlite.com/p1k7w8

3rd SET-Nav Newsletter
*April 2017*

- Policy Brief on Energy and Climate towards 2050 - Four Scenarios.
- Upcoming Events.
4th SET-Nav Newsletter  
July 2017

5th SET-Nav Newsletter  
October 2017

6th SET-Nav Newsletter  
January 2018

7th SET-Nav Newsletter  
May 2018

- **Available at:**
  - [https://preview.mailerlite.com/s6b6l3](https://preview.mailerlite.com/s6b6l3)
- **Scheduled:** *Modelling workshop*, 7 September 2017, Vienna, Austria.
- **Scheduled:** *SET-Nav Topical Workshop*, 28 September 2017, Brussels, Belgium.
- **SET-Nav Infographic.**
- **Discussion paper:** Engineering Resilience in Critical Infrastructures.
- **Available at:**
  - [https://preview.mailerlite.com/u2p7w9](https://preview.mailerlite.com/u2p7w9)

- **Results of SET-Nav *Modelling* and *Topical Workshops* in Vienna and Brussels.**
- **The SET-Nav *Call for Paper* is still open.**
- **Upcoming events.**
- **Available at:**
  - [https://preview.mailerlite.com/y9z9t6](https://preview.mailerlite.com/y9z9t6)

- **Issue Paper** on Projects of Common Interest and gas producers pricing strategy.
- **Issue Paper** on Aggregating load profiles… from the power sector models towards use in large-scale energy-system and integrated assessment.
- **Upcoming events.**
- **Available at:**
  - [https://preview.mailerlite.com/z9g7s1](https://preview.mailerlite.com/z9g7s1)

- **Modelling Workshop - Accelerating the transition towards sustainable transport**, 14 May 2018, Brussels, Belgium.
- **Latest Publications.**
- **Available at:**
  - [https://preview.mailerlite.com/m2s5s7/](https://preview.mailerlite.com/m2s5s7/)
8th SET-Nav Newsletter
March 2019

- Regional Workshop – Preliminary presentation of Pathways analysis, 26 February 2019, Budapest, Hungary, proceedings and presentations.
- Latest Publications.
- SET-Nav Special Issue Progress.
- Available at: https://preview.mailerlite.com/v1h1d7/

SET-Nav Press Releases

1st SET-Nav Press Release
December 2016

- Available at: https://preview.mailerlite.com/c6a3z4

2nd SET-Nav Press Release
February 2017

- SET-Nav Modelling Workshop, 29 March 2017, Zurich, Switzerland.
- Available at: http://preview.mailerlite.com/v4h7z7
3rd SET-Nav Press Release
March 2017

- SET-Nav Modelling Workshops Publications:
  - Discussion paper: A three-model linkage for energy-economics-environmental analysis: TIMES, REMES, and EXIOBASE.
- Available at:
  [https://preview.mailerlite.com/f8x4k4](https://preview.mailerlite.com/f8x4k4)

4th SET-Nav Press Release
July 2017

- SET-Nav Call for Papers.
- Available at:
  [https://preview.mailerlite.com/f1u5f1/](https://preview.mailerlite.com/f1u5f1/)

5th SET-Nav Press Release
September 2017

- SET-Nav Topical Workshop in Brussels
- Registration to the workshop
- Available at:
  [https://preview.mailerlite.com/z119a2](https://preview.mailerlite.com/z119a2)

6th SET-Nav Press Release
April 2018

- SET-Nav Energy Modelling Platform (EMP-E) 2018 in Brussels
- Call for Papers
- Available at:
  [https://preview.mailerlite.com/k9f3u8](https://preview.mailerlite.com/k9f3u8)
7th SET-Nav Press Release  
**May 2018**

- SET-Nav Topical Workshop Accelerating the transition towards sustainable transport in Brussels
- Registration to the workshop
- Available at: [https://preview.mailerlite.com/t5r8m6](https://preview.mailerlite.com/t5r8m6)

8th SET-Nav Press Release  
**May 2018**

- SET-Nav Energy Modelling Platform (EMP-E) 2018 in Brussels
- Call for Papers
- Registration to the workshop
- Available at: [https://preview.mailerlite.com/a4c4a4](https://preview.mailerlite.com/a4c4a4)

9th SET-Nav Press Release  
**July 2018**

- SET-Nav Modelling Workshop Two-stage Decision Making and Modelling for Energy Markets in Berlin
- Call for contributions
- Registration to the workshop
- Available at: [https://preview.mailerlite.com/j4z3j3](https://preview.mailerlite.com/j4z3j3)
10th SET-Nav Press Release  
**September 2018**

- SET-Nav *Energy Modelling Platform (EMP-E) 2018* in Brussels
- **Agenda**
- **Registration** to the workshop
- **Available at:**
  [https://preview.mailerlite.com/g5i2s0](https://preview.mailerlite.com/g5i2s0)

11th SET-Nav Press Release  
**October 2018**

- Results of the SET-Nav *Modelling Workshop Two-stage Decision Making and Modelling for Energy Markets* in Berlin
- **Workshop’s presentations**
- **Available at:**
  [https://preview.mailerlite.com/c9e8j5](https://preview.mailerlite.com/c9e8j5)

12th SET-Nav Press Release  
**November 2018**

- SET-Nav *Regional Workshop* in Greece
- **Agenda**
- **Registration** to the workshop
- **Available at:**
  [https://preview.mailerlite.com/n4q7o9](https://preview.mailerlite.com/n4q7o9)
13th SET-Nav Press Release
February 2019

- SET-Nav Regional Workshop in Budapest
- Agenda
- Registration to the workshop
- Available at: https://preview.mailerlite.com/k7o6o9

14th SET-Nav Press Release
March 2019

- SET-Nav Final Policy Event in Brussels
- Agenda
- Registration to the workshop
- Available at: https://preview.mailerlite.com/g1x2d2

15th SET-Nav Press Release
March 2019

- SET-Nav Final Conference in Brussels
- Agenda
- Speakers
- Registration to the workshop
- Available at: https://preview.mailerlite.com/g1x2d2
SET-Nav partners have also issued newsletters dedicated to the project, promoting further its results and events:

- March 17: 2nd SET-Nav Stakeholder Event- Topical Workshop, March 17, Brussels, CEPS Events Update 7 March.
- September 2017: SET-Nav Topical Workshop, 28 September 2017, Brussels, Belgium, CEPS Events weekly Update 12 September.
- September 2017: SET-Nav Topical Workshop, 28 September 2017, Brussels, Belgium, CEPS invitation by email.
- April 2018: SET-Nav Topical Workshop, 14 May 2018, Brussels, Belgium, Invitation by CEPS
- April 2018: Special Issue of Energy Strategy Reviews
- May 2018: SET-Nav Topical Workshop, 14 May 2018, Brussels, Reminder by CEPS-ECH NEWS
- 7 February 2019: SET-Nav Regional Workshop, 26 February 2019, Budapest, Hungary, invitation by REKK
- 19 February 2019: SET-Nav Regional Workshop, 26 February 2019, Budapest, Hungary, invitation reminder by REKK
- 28 February 2019: SET-Nav Final Policy Event, 20 March 2019, Brussel, Belgium, Invitation by CEPS
- 4 March 2019: SET-Nav Regional Workshop, 26 February 2019, Budapest, Hungary, presentations – by REKK
- 8 March 2019: SET-Nav Regional Workshop, 26 February 2019, Budapest, Hungary, presentations – by REKK
- 13 March 2019: SET-Nav Final Conference, 21 March 2019, Brussels, Belgium, Invitation by CEPS
SET-Nav Social Media Tools

Importance for SET-Nav

SET-Nav Social media tools:

- **Reach** out and communicate on a personal level with the target audience on a daily basis.
- **Enhance** SET-Nav web publishing actions to non-technical users in a cost-effective and efficient way.
- **Collect** feedback from the stakeholders who check the related pages.
- **Share** a variety of resources, such as videos, website links and other material.
- **Encourage** users to visit the SET-Nav website, which concludes to more traffic and views of the reports, the press releases, events etc.

SET-Nav focuses its social media engagement on **Twitter**. Up until now a strong network of influencers and stakeholders around strategic energy policy making has been built.

Tailor-made strategy to expose the SET-Nav content to a wider audience:

- ✓ following popular stakeholders;
- ✓ publishing of interesting, compelling tweets on a regular basis;
- ✓ exploiting effective and popular hashtags (#modelling, #ClimateChange, #scenarios, #pathways, #renewables, #energy, etc.);
- ✓ synergies with other EU projects;
- ✓ participation in #H2020Energy Campaign of INEA – posting dedicated banners, using hashtags and tags - #InvestEUresearch @eu_h2020, @inea_eu.
Monitoring the reach and engagement rates:

- to compare performance to the established targets;
- to evaluate progress continuously and decide if actions are needed;
- to make a concluding evaluation.

- 310 Followers
- 429 Tweets
- 950 Following
- 280,000 Impressions
- 2,109 Engagements
- 592 likes

In order to stimulate online dialogue, SET-Nav operates a moderated account in LinkedIn where all partners are encouraged to bring and discuss issues that are relevant to the project.

The account has 83 members.

https://www.linkedin.com/groups/7062101/profile

A SET-Nav YouTube account has been also created where SET-Nav videos are launched.

Up until now the 1st SET-Nav video has been uploaded, while a playlist with the SET-Nav participation in REEEM EMP-E meeting 2017 has been added (total views: ~300).

https://www.youtube.com/channel/UCbJbwN4Vk013XBkc6i9G6Kg
The SET-Nav Social Media Tools are promoted through direct links incorporated in the SET-Nav website, through SET-Nav Newsletters, Press Releases, Leaflet, Presentations, Institutional Presentation and SET-Nav Video.

SET-Nav Website

The Website is one of the main tools for public dissemination, as well as for internal project management, knowledge management and reporting. The aim of the website is to reach a wide range of interested audience and target bodies.

- User friendly, high standard, accessible website.
- Presents SET-Nav activities and progress.
- Posts news and announcements of SET-Nav events, publications, new material, etc.
- On-line dissemination of project deliverables, newsletters, brochures, etc.
- SET-Nav partners’ area organised as a shared workspace in Dropbox.
- Constantly updated with a view of effective and wide project dissemination.
- New webpages and content have been added.

Home*

The home page has been updated and includes all the basic information and new material: project contributions, about the project (video – infographic), news, events, modelling forum news, social media, contact us, newsletter subscription, partner area, legal and funding disclaimers.

About
- Overview: General information about the project
- Contributions: The three pillars on which the contributions rest.
- Objectives: Brief analysis of the project’s scope and major specific objectives.
- Impacts: Example of innovations to be expected from SET-Nav.
- Consortium: A list of project partners, along with their country of origin, logo, principle scientific contact person and website address.

Library*
- Results: Reports and documents produced in the course of the project’s work packages.
- Issue papers: Documents describing the state of the art in each SET-Nav Topical Workshop theme, as well as SET-Nav case studies.
- Policy briefs: Reports on policy recommendations emerging from modelling and simulation results, as well as general policy conclusions.
- Publications: Full list of SET-Nav Scientific Publications
- Synergies: Links to projects, initiatives and organisations related to the project’s themes, work and results.
- Dissemination and Media: Dissemination material and media, such as guidelines, logos, videos, brochures, posters, etc.
• **Work Structure:** Analysis of the SET-Nav workflow aiming at the optimal achievement of the envisaged objectives.

**News & Events**

• **News**: Announcements of the project, which can include general announcements, announcements for relative events (seminars, conferences, workshops, information days etc.) at national and regional level.

• **Events**: Information, organization details and photos of past and forthcoming events. All the events are categorised according to their scope.
  - **Topical Workshops**
  - **Modelling Workshops**
  - **Regional Dissemination Workshops**
  - **Common Events with Horizon 2020 Projects**
  - **Final Policy Event**
  - **Final Conference**
  - **Other Events**

• **External Events**: Participation of SET-Nav partners in external events.

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**Modelling Forum**

A place where knowledge can be exchanged between groups with different approaches in order to enhance existing modelling methodologies.

- **About the Forum**: Description of the modelling forum scope, activities, etc.
- **Modelling Forum News**: Description, information, material, presentations, photos of the past and scheduled modelling workshops.

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The SET-Nav website is disseminated through all SET-Nav dissemination tools and material (SET-Nan Social Media Tools, Newsletter, Press Releases, Leaflet etc.)

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**SET-Nav Events**

SET-Nav events and their dissemination are of paramount importance. It is the most efficient communication tool to reach the targeted stakeholders and communities and to maximize SET-Nav’s impact. Within the SET-Nav framework a series of targeted events, workshops and conferences has been organised in order to disseminate the SET-Nav key outcomes as well as to encourage stakeholders to provide feedback.

18 SET-Nav events, divided in 7 Categories:

• **Stakeholder Dialogue Kick-Off Event, 28 September 2016, Brussels, Belgium:** *Revitalising the SET-Plan: The Role of Innovation in Transforming the Energy System* (133 participants).
**Topical Workshops**

Topical workshops are organised to promote the work done within the case studies and ensure a continuous flow of dissemination activities. The discussions in the topical workshops among commentators and other workshop participants is based on a respective “issues paper” that is published. Each session of each workshop is chaired by well-known EU energy and regulatory specialists.

- SET-Nav Topical Workshop, 28 September 2017, Brussels, Belgium: *Europe’s gas infrastructure needs towards 2050: which projects of common interest should be prioritised?* (55 participants).
- SET-Nav Topical Workshop, 14 May 2018, Brussels, Belgium: *Accelerating the transition towards sustainable transport* (35 participants).

**Modelling Workshops**

The SET-Nav team brings together modelling groups from varied backgrounds. These groups use a diverse set of approaches (econometric, optimization, equilibrium, simulation) and focus on distinct aspects of the energy-economy-environment system. Their aim is to exchange best-practice examples and, whenever necessary, to formulate and test alternative modelling approaches. The workshops are open to any interested energy modeller, European and internationally. Thereby, these workshops serve as an open exchange platform and promote the goal of the Horizon 2020 programme of transparency and openness in applied modelling.

- SET-Nav Modelling workshop, 7 September 2017, Vienna, Austria: *Aggregating load profiles from the power sector models towards use in large-scale energy-system and integrated assessment models* (33 participants).
• SET-Nav Modelling workshop, 11 October 2018, Berlin, Germany: **Twostage decision making and modelling for energy markets** (31 participants).

**Regional Dissemination Workshops**

• SET-Nav Regional workshop, 16 November 2018, Athens, Greece: **Decarbonising our energy system – Transformation pathways, policies and markets, with spotlight on Greece** (45 participants).

• SET-Nav Regional workshop, 26 February 2019, Budapest, Hungary: **Preliminary presentation of Pathways analysis** (76 participants).

**Common Events with Horizon 2020 Projects**

• H2020 Contractors’ Workshop on Energy System Modelling, 30 June 2016, Brussels, Belgium (2 SET-Nav presentations: **SET-Nav Introductory Presentation by Arno Behrens (CEPS)**, **SET-Nav Modelling Strategy presentation by Daniel Huppman (IIASA)**).

• REEEEM Energy Modelling Platform for Europe (EMP-E) start-up meeting, 17-18 May 2017, Brussels, Belgium (presentation on SET-Nav Models by Gustav Resch (TU Wien), presentation by Ruud Egging (NTNU) on Methodologies for linking models, two SET-Nav posters – see the relevant section).

• LCE 21 – Energy System Modelling Clustering Event (REEEM, SET-Nav, MEDeAS, and REFLEX), 28 November 2017, Brussels, Belgium (presentations by TUWien and CEPS on **SET-Nav Dissemination and SET-Nav Modelling (Results-Barriers-Future Activities)**).

• Decarbonisation project networking workshop, 7 February 2018, Brussels, Belgium.


**Final Policy Event**


**Final Conference**
SET-Nav Final Conference, 21 March 2019, Brussels, Belgium: Decarbonising the EU energy system: evaluating decentralised vs. centralised pathways (70 participants).

Other Events


27 SET-Nav interventions in external events

Participation to Conferences:

- 9th International Conference on “Energy and Climate Change”, 12-14 October 2016, Athens, Greece
- Towards 2030 dialogue Final Conference, 22 November 2016, Brussels, Belgium
- 6th International Symposium & 28th National Conference on Operational Research, 8-9 June 2017, Thessaloniki, Greece
- 15th IAEE European Conference 2017, 3-6 September 2017, Vienna, Austria
- 7th International Symposium and 29th National Conference on Operational Research, 14-16 June 2018, Chania, Greece
- Climate Change Conference, 9 November 2018, Athens, Greece
- CenSES Energy and climate conference: Clean Energy for All, 22 November 2018, Oslo, Norway
- 4th International Conference on Engineering and Formal Sciences (ICEF IV), 14-15 December 2018, Amsterdam, The Netherlands
- 6th Student Conference of HELORS, 28 February - 2 March 2019, Xanthi, Greece
**Participation to Workshops:**
- Towards2030-dialogue & TRANSrisk Regional Workshop, 25 October 2016, Athens, Greece
- Towards 2030-dialogue European Parliament event, 7 December 2016, Brussels, Belgium
- Webconference of the SET-Plan Steering Group, 1 March 2017
- Reflex Expert Workshop, Technological Learning in the Energy Sector, 8 November 2017, Karlsruhe, Germany.
- Participation to *100 years anniversary of the School of Electrical & Computer Engineering*, 27 November 2017, Athens Greece
- MEDEAS 1st Board of Stakeholders meeting, December 2017.
- Innovation Indicators to Track Progress of Mission Innovation Workshop, 10 January 2018, European Commission, Brussels (presentation "Indicators for Tracking Mission Innovation and Methods for Assessing Mission Innovation Progress" by UAE).
- Pathways to European decarbonisation: the INNOPATHS scenarios workshop, organised in Florence on the 6-8 February 2018, by the FSR Climate team.
- Workshop on Slovenian Gas Market in the Region, 4 April 2018, Ljubljana: REKK participated promoting SET-Nav through the presentation of case study results.
- Third Mission Innovation (MI-3) Ministerial, 23 May 2018, Malmö, Sweden (presentation "Enhancing national and international data on government and private sector RD&D spending for better clean energy innovation policy" by UEA).
- SET-Plan Workshop “European Strategic Energy Technology Plan”, 12 July, 2018, Athens, Greece.
- VDI Expert Forum on Emissions Trading (VDI-Expertenforum), 13 November 2018

**Participation to Webinars:**
- Webinar “European energy and climate policy and the role of innovation”, 11 December, 2017
- Webinar “Flexibility: Enabling renewable energy uptake in the EU electricity market”, 20 December 2017
- Webinar: “EU policies for decarbonising the transport sector”, 1 February 2018
Webinar “Scenarios for deep decarbonisation of the EU industry”, 26 November 2018.

More than 800 SET-Nav printed leaflets were disseminated through all SET-Nav internal and external events.

SET-Nav is further promoted through the dedicated webpage [http://www.set-nav.eu/events](http://www.set-nav.eu/events) and through the SET-Nav Newsletters, Press Releases and Social Media accounts.
SET-Nav Videos

Importance for SET-Nav

The creation of audiovisual material for the promotion of the SET-Nav project is of crucial importance in delivering a message easily understandable and usable by target groups. For SET-Nav, a YouTube channel has been created and is used for sharing audio-visual material relevant to the project.

A promotional video has been prepared to inform and engage the wider community. It communicates key takeaways on the aim, methodology and results of the project.

The video is available here: [https://www.youtube.com/watch?time_continue=243&v=1h5NCg4c6nw](https://www.youtube.com/watch?time_continue=243&v=1h5NCg4c6nw)

A playlist has been also created in the YouTube channels that displays the SET-Nav participation in REEEM EMP-E meeting 2017.

The SET-Nav videos have in total 300 views.

SET-Nav Infographics

**SET-Nav Infographics**

- make broad or complex ideas more distilled and simplified;
- collect and organize data in colourful, creative, and engaging manner;
- be more eye-catching than printed words, since they will combine images, colours, movement, and content;
- allow visitors of the SET-Nav website to scan and get the project’s results quickly and conveniently;
- help stakeholders and wider public to focus on the key information and save time of reading;
- facilitate the wider dissemination of SET-Nav outcomes as they are extremely shareable for the use around the web and easily shared on social networks.

The first SET-Nav infographic was designed in May 2017 and illustrates the core objectives, impacts and contributions of the project, as well as the context of the eleven SET-Nav case studies. The second infographic was designed in March 2018 and gives an overview of SET-Nav Modelling workshops in terms of topics and relevant publications. The third infographic presents the six different types of SET-Nav events (Topical Workshops, Modelling Workshops, Common Events with Horizon 2020 Projects, Regional Dissemination Workshops, Final Policy Event, Final Conference), along with their scope.

In order to allow visitors of the SET-Nav website to be informed on the latest progress as well as to scan and get the project’s content quickly and conveniently, the most recent infographics (third and second) have been properly incorporated in the “Home” Page of the SET-Nav website.
Two SET-Nav posters have been designed and used as promotional material at the Energy Modelling Platform for Europe (EMP-E) start-up meeting, held on 17-18 May 2017, in Brussels, Belgium. The first SET-Nav poster is a general poster on the SET-Nav content and briefly presents the project pillars, methodological framework, case studies, modelling workshops and stakeholder involvement and dissemination activities.

The second poster is dedicated to the SET-Nav Case Studies, presenting the links between the SET-Plan challenges with the three SET-Nav pillars and the SET-Nav Case studies. Two of the eleven SET-Nav case studies are extensively analysed in the poster.

Three SET-Nav scientific posters accompanied by an Abstract have been developed and presented at the Energy Modelling Platform for Europe (EMP-E) 2018 meeting, held on 25-26 September 2018, in Brussels, Belgium. The first SET-Nav poster was prepared by P. Crespo del Granado and G. Resch and provides SET-Nav project insights, specifically experiences on model integration and formulation energy transition pathways.

The second poster was prepared by A. Papastolou et al. and introduces a Multicriteria assessment of alternative decarbonisation pathways towards the European energy transition.

The third poster was prepared by Y. Kim and C. Wilson and outlines the transition from empirical analysis of the EU’s energy innovation system to storylines of future change.

Alongside the Regional Workshop “Decarbonising our energy system – Transformation pathways, policies and markets, with spotlight on Greece”, held on 16 November 2018, in Athens, Greece, two posters were created and used so to increase SET-Nav’s promotion. More particularly the posters were a roll-up poster and an event-linked one.

The roll-up SET-Nav *poster* features general information such as the project title and scope, as well as the consortium and contact details.

The event-linked *poster* includes information on the Regional Workshop in Athens and was used a couple of weeks before it in order to increase its visibility and intrigue potential participants to register for it.
Two **banners** for dissemination purposes have been developed and promoted through the social media campaign of INEA among all the H2020 projects.

The one banner promoted the H2020 funding and the 2018-20 Work Programme, while the other banner promotes the scope of SET-Nav as a H2020 energy project.

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**SET-Nav Policy Briefs and Issue Papers**

*Policy briefs* are reports on policy recommendations emerging from modelling and simulation results, as well as general policy conclusions. Partners presented the policy recommendations of their respective work, as well as project’s policy conclusions in a series of policy briefs dedicated to policy makers.

During SET-Nav’s implementation four policy briefs have been prepared and are available on the website [http://www.set-nav.eu/content/pages/policy-briefs](http://www.set-nav.eu/content/pages/policy-briefs).

The 1st policy briefing “*Innovation Systems and the SET Plan*” was launched in September 2016.

The 2nd Policy Brief on “*Energy and Climate towards 2050- Four Scenarios*” was issued on March 2017.

The 3rd Policy Brief on “*SET-Nav Case Studies*” was issued in May 2018.

The 4th Policy Brief on “*Decarbonising the EU’s Energy System. Policy implications and priorities from modelling in the SET-Nav project*” was issued in March 2019 and used at the Final Conference in Brussels.

The 5th Policy Brief “*Final Report on SET-Nav Policy Briefs*” was issued in March 2019 and summarises the main policy recommendations arisen from SET-Nav.


• Issue Paper on Centralized vs. Decentralized development of the electricity sector.

• Issue Paper on Aggregating load profiles... from the power sector models towards use in large-scale energy-system and integrated assessment models, Issue Paper prepared for the Modelling Workshop “Aggregating load profiles from the power sector models towards use in large-scale energy-system and integrated assessment models”, September 7, 2017 Vienna.

• Issue Paper on Projects of Common Interest and gas producers pricing strategy, Issue Paper prepared for the 3rd SET-Nav stakeholder event “Europe’s gas infrastructure needs towards 2050: which projects of common interest should be prioritised?” September 28, 2017 at CEPS, Brussels.

• Issue Paper on Macroeconomic Consequences of sustainable energy sector innovation.

• Issue Paper on Low-carbon transition of EU industry by 2050.

• Issue Paper on Heating and cooling demand and supply in buildings and the role for RES market integration.

• Issue Paper on Scenarios of the global fossil fuel markets.


• Issue Paper on Unlocking unused flexibility and synergy in electric power and gas supply systems.

• Issue Paper on Perspectives for nuclear power.

• Issue Paper on Ways to a cleaner and smarter transport sector.


• Issue Paper on Diffusion rate of Renewable Electricity.


Policy briefs are published at SET-Nav website, as well as on the websites of SET-Nav partners. They are also advertised in all other relevant outreach activities and will be distributed at stakeholder workshops.
SET-Nav Scientific Publications

The main SET-Nav outputs are used as incentives for academic research activities, and are disseminated through announcements at international conferences, as well as publications in scientific journals. Thus, to mobilise acquired, processed and accumulated knowledge for policy debate, SET-Nav partners are constantly developing publications targeting at policymakers and stakeholders and at specific scientific target groups. The scientific papers and articles focusing on the project outcomes.

Below the SET-Nav publications that are online or under review are presented:


SET-Nav Special Issue “The challenges of spatial and temporal aggregation: Modelling issues, applications, and policy implications” published in *Utilities Policy*.

The topic “The challenges of spatial and temporal aggregation: Modelling issues, applications, and policy implications” of the SET-Nav Call for papers deals with challenges that arise from the aggregation of information from detailed power sector models for the further use in large-scale energy system or integrated assessment models. The issue accounts for the increased complexity modern electricity grids face due to the integration of stochastic renewable generation and necessary demand side management.

During the first stage of submissions, 22 Abstracts were submitted and 13 of them were invited for resubmission as full papers in the second stage. Currently 2 articles have been published under Volume 57 of *Utilities Policy* Journal, while another 7 are in the final stages of the review process carried out by DIW and NTUA. The Special Issue is being published in *Utilities Policy* - a leading peer-reviewed resource for academic researchers, government officials, industry professionals, sector analysts, and consultants in the global utilities policy community.

Published articles:


Articles to be published:

- P. Beran, C. Pape, C. Weber “Modelling German electricity wholesale spot prices with a parsimonious fundamental model – Validation & application”
- H. Koduvere, S. Buchholz, H. Ravn, “Constructing aggregated time series data for energy system model analyses”
- J. Torriti, “Temporal aggregation: Time use methodologies applied to residential electricity demand”
- D. Höwer, C. A. Obert, R. Madlener, “Regionalization heuristic to map spatial heterogeneity of macroeconomic impacts: With a case study of the energy transition in NRW”

Lindberg, Bakker, Sartori “Modelling electric and heat load profiles of non-residential buildings for use in long-term aggregate load forecasts”

SET-Nav publications are available in the SET-Nav Publications webpage [http://www.set-nav.eu/content/pages/library](http://www.set-nav.eu/content/pages/library) and are further promoted through SET-Nav social media accounts.
3 Future Information and Communication Activities

A variety of dissemination means has already been launched and presented in public. Simultaneously, future activities (after the completion of SET-Nav) are also envisaged aiming to deliver SET-Nav key message, results and policy recommendations. Following the presentation about progress of the SET-Nav Information and Communication Packs, the dissemination framework’s next steps comprise:

- Participation in dissemination activities of other H2020 projects.
- Possible scientific publications in conferences, books, journals.
- Press releases and newsletters distribution to promote final events in Brussels, deliverables, reports, etc.

Furthermore, the website will be updated with news and material after the end of the project. The climate-l and energy-I lists will also be updated with new announcements. The project’s social media presence informs about the results and policy recommendations of the project. Last but not least, SET-Nav consortium will participate in external stakeholder events, workshops and conferences to ensure the dissemination of its results within the scientific community.