Navigating the Roadmap for Clean, Secure and Efficient Energy Innovation

D11.1: Main Dimensions of Dissemination and Exploitation Activities

Project Coordinator: TU Wien
Work Package 11 Leader Organization: NTUA

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About SET-Nav

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

These contributions of the SET-Nav project rest on three pillars:

The wide range of objectives and analytical challenges set out by the call for proposals can only be met by developing a broad and technically-advanced modelling portfolio. Advancing this portfolio and enabling knowledge exchange via a modelling forum 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. Using our strengthened modelling capabilities in an integrated modelling hierarchy, we will analyse multiple dimensions of impact of future pathways: sustainability, reliability and supply security, global competitiveness and efficiency. This analysis will combine bottom-up ‘case studies’ linked to the full range of SET-Plan themes with holistic ‘transformation pathways’.

Stakeholder dialogue and dissemination is the third pillar of SET-Nav. We have prepared for a lively stakeholder dialogue through a series of events on critical SET-Plan themes. The active involvement of stakeholders in a two-way feedback process will provide a reality check on our modelling assumptions and approaches, and ensure high policy relevance. Our aim is to ensure policy and market actors alike can navigate effectively through the diverse options available on energy innovation and system transformation.

SET-Nav Partners

<table>
<thead>
<tr>
<th>No</th>
<th>Participant name</th>
<th>Country code</th>
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<tbody>
<tr>
<td>1</td>
<td>Vienna University of Technology, Energy Economics Group (TU Wien)</td>
<td>AT</td>
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<tr>
<td>2</td>
<td>Fraunhofer-Institut für System- und Innovationsforschung (Fraunhofer)</td>
<td>DE</td>
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<tr>
<td>3</td>
<td>Deutsches Institut für Wirtschaftsforschung (DIW Berlin)</td>
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<tr>
<td>4</td>
<td>Norges teknisk-naturvitenskapelige universitet i Trondheim (NTNU)</td>
<td>NO</td>
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<tr>
<td>5</td>
<td>Stiftelsen for industriell og teknisk forskning ved NTH (Sintef)</td>
<td>NO</td>
</tr>
<tr>
<td>6</td>
<td>Société Européenne d'ECONomie (Seureco)</td>
<td>FR</td>
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<td>7</td>
<td>Universidad Pontificia Comillas (Comillas)</td>
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<td>8</td>
<td>National Technical University of Athens (NTUA)</td>
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<td>9</td>
<td>Regional Center for Energy Policy Research (REKK)</td>
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<tr>
<td>15</td>
<td>International Institute for Applied Systems Analysis (IIASA)</td>
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Executive Summary

The objective of this report is to present the initial strategy that will be followed in order to promote and disseminate the SET-Nav results, through series of specific actions. These actions will be elaborated by the consortium so as the main outputs of all results to be effectively disseminated. In the context of this report, the way how the results from all SET-Nav activities that will be communicated to the target groups will be presented (i.e. concrete dissemination activities, going virtually from experts to public and business organizations). For achieving the above-mentioned objective, the work to be carried out consists among others:

The dissemination and exploitation plan will be refined and communicated to all partners. Corrective actions on this will be taken regularly in order to assure appropriate communication, exploitation and targeted dissemination.

A summary of the dissemination and exploitation activities to be followed are:

- The SET-Nav web-page will be set up. Updates and extensions will be conducted on a regular basis.
- A comprehensive dissemination package for the promotion of information will be launched throughout the SET-Nav duration. Outcomes gained will be summarized in newsletters, leaflets, policy briefs and communicated at conferences, workshops, roundtables etc. but also via the use of social media.
- Key elements of the final dissemination process are the Final Conference (FC) in Brussels and a dedicated event at the European Parliament (EP).
- Furthermore, the coordinator and/or selected key partners of the overall action will contribute, upon invitation by the INEA, to common information and dissemination activities to increase synergies between, and the visibility of H2020 supported actions.
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1 INTRODUCTION

SET-Nav will support strategic decision making in Europe’s energy sector, enhancing innovation towards a clean, secure and efficient energy system. Stakeholder dialogue and dissemination is one of the three pillars of SET-Nav. A lively stakeholder dialogue will take place through a series of events on critical SET-Plan themes. The active involvement of stakeholders in a two-way feedback process will provide a reality check on our modelling assumptions and approaches, and ensure high policy relevance. Our aim is to ensure policy and market actors alike can navigate effectively through the diverse options available on energy innovation and system transformation.

The particular report serves a preliminary dissemination and exploitation roadmap including important strategic steps with regards to the D&E activities that will be realized during the SET-Nav duration. This initial plan will be further worked out and elaborated every 9 months in the project period, specifying the dissemination, communication and exploitation activities.

Dissemination and exploitation activities are of paramount importance to a support SET-Nav activities, in order to maximize its impact and trigger effects across the targeted stakeholders and communities. Exploitation activities will be carried out both during and after the project. Towards this direction, the D&E roadmap will ensure stakeholder engagement, an intended flow of information, production and diffusion of dissemination material, publication of journal articles, website material, presentations etc., intended communication programmes (e.g. organised briefings, presentations at international conferences etc.), clear predefinition of events, and a clear time-scheduling of implementation of activities.

The main priority of the preliminary dissemination and exploitation plan 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 measure will be planned aiming to deliver appropriate content to key stakeholders.

The stakeholders groups that will be taken into consideration include among others government representatives, policy makers, civil society representatives, international and multilateral organizations, NGOs, scientific community and the general public along. Ultimately, the dissemination and exploitation strategy of the results will be designed for feeding into the EU’s strategy for a transition to an efficient low carbon energy system.

The remaining report is structured as follows. In Section 2 the Communication and Exploitation concept that will be followed by SET-Nav will be introduced and the engagement of interested parties and target audience will be described. In Section 3 the dissemination and exploitation activities to be implemented are presented, while section 4 gives an overview of the SET-Nav website structure and content. Finally, in Section 5 the implemented and planned SET-Nav events are presented.
2 DISSEMINATION & EXPLOITATION STRATEGY

2.1 The Concept
Dissemination and exploitation activities will be carried out for discussion refinement and dissemination of the results from the case studies. The plan defines the targets and the activities carried out, with their timing and implementation details. In order to ensure the application of a successful dissemination plan that will diffuse information but also contribute to the team’s reputation building, the detailed dissemination plan has been based on the replies of the following critical issues:

- *What* is our action aiming to clarify?
- *Who* is or should be interested in the results?
- *What* are we hoping to achieve by disseminating this action?
  - long term goals;
  - shorter-term goals.
- *Who* will we target in our dissemination activities?
- *Who* can use our outcomes? (primary audience, secondary audience).

The clarification of the above issues has taken place during the project initialisation phase, a number of arguments have been expressed during the Kick-Off Meeting and the final decisions took place shortly after the conference.

In the beginning of each semester the dissemination and exploitation will be revised specifying the dissemination activities for the upcoming period based on the project implementation progress, namely:

- Interventions / announcements at international conferences / forums / events of on-going initiatives in the same area etc., in order to diffuse the SET-Nav results;
- Production and distribution of promotional material regarding the SET-Nav activities;
- Development of SET-Nav website and social media where the announcements – information – news will take place;
- Collaboration with related EC projects and working groups from the aspect of information exchange in order to offer harmonized results in related activities and to provide a kind of “Knowledge Map” in related efforts.

The purpose of the SET-Nav dissemination and exploitation activities may be to:

- Raise awareness – let others know what you are doing.
- Convey the message.
- Inform – inform and educate the communities.
- Engage – get input/feedback from the community.
- Promote – “sell” your outputs and results.
- Make sustainable – ensure that the effects will be sustained after the project.
Dissemination and exploitation are horizontal activities and concentrate on distributing the results of SET-Nav itself to a wide range of existing or potential stakeholders (see Section 2.2). The purpose of dissemination and exploitation is not unique. The dissemination activities are aimed at achieving different goals, towards different targets, in different phases of a project, having (phase by phase) different material available. Communication of SET-Nav results will take several forms and use a variety of tools. Some tools are expected to have a greater impact than others, and thus, their value to the aims of the project may differ.
2.2 Engagement of Target Groups

The dissemination and exploitation strategy should be based on a stakeholder analysis. A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes.

An understanding of stakeholders’ interests, drivers and barriers is essential for effective communication and the prioritisation of tools for communication. Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with, and promote current and future dialogue between, different stakeholders.

The engagement of stakeholders from different professional, institutional and geographical backgrounds into SET-Nav is beneficial both to its success but also to the stakeholders themselves. Although a concrete list will need to be developed, the main target audience of SET-Nav include groups such as:

- European, national, regional & local policy makers;
- Regulators, TSOs, DSOs, utilities;
- RES associations;
- business & industry;
- Industry & consumer associations;
- Academia;
- NGOs & civil society organisations;
- Communicators;
- Other public & private relevant actors

Early engagement provides a valuable opportunity to influence public perception and set a positive tone with interested parties early on. Be clear upfront that there are still many uncertainties and unknowns, and use early interactions with interested as a predictor of potential issues and risks, and to help generate ideas and alternative solutions on early design questions.

A series of dissemination activities presented in the following sections are foreseen in order to ensure an effective stakeholder consultation gathering input and feedback during the SET-Nav duration. Targeted events and workshops will be organized in order to deliver the SET-Nav key outcomes encouraging them to offer their feedback (See Section 5). Printed and online material will be produced in order to inform general public, but also targeted stakeholders, while the SET-Nav social media and website will keep them updated for all implemented and future activities and outcomes (See Section 3 and 4). Documents produced as deliverables will be archived through the SET-Nav website with open access for interested persons and organisations. Scientific publications that may be derived from the SET-Nav will be also offered to either open access journals or peer-review journals which offer open access with delay.

A further objective of the strategy is to facilitate collaboration among different groups of stakeholders to enhance uptake of the SET-Nav results and integration of different and diverse end-user knowledge. The consortium will place particular emphasis on facilitating this collaboration, establishing important links and closely integrating with other organisations carrying out similar or related research and analysis. This integration and collaboration effort will not only strengthen the research and knowledge base for the research activities carried out in SET-Nav, but also open up possibilities of enhancing future cooperation.
3 DISSEMINATION & EXPLOITATION ACTIVITIES

The dissemination and exploitation activities of the SET-Nav results will take several forms and use a variety of media. Some activities are expected to have a greater impact than others, and thus, their value to the aims of the project may differ.

Dissemination and exploitation activities, mainly in the early phases, should use language that is non-technical and understandable to the target audience. Interested parties need to know what has been achieved and why it is important for them. It is even possible that the same messages can be used for dissemination to different audiences, but the language should be adapted for each audience.

The internal objective of the SET-Nav dissemination and exploitation strategy is to provide the SET-Nav consortium with an effective and efficient blueprint to follow in disseminating the work and results of SET-Nav. The external objectives of the SET-Nav dissemination and exploitation strategy are: To make known as widely as possible the findings and recommendations of the SET-Nav, especially to policy-makers and other end-users at the Member State, EU and international levels.

The dissemination and exploitation activities that will be implemented within the SET-Nav duration are presented in the following subsections.

3.1 Standard Dissemination Tools

This section presents the main dissemination tools that serve as a basis for the initial and fundamental SET-Nav dissemination among the identified target groups and general public. Of course these means will be enhanced with more targeted ones, according to the audience and the needs that will be created throughout the SET-Nav duration.

SET-Nav Logo

An important action in order to establish the SET-Nav identity and to support “brand recognition” is to design a logo, which will be associated and included in all documentation (paper or electronic) and publicity material relating to the project. To achieve this, a number of alternative project logos were created and examined with the aim of best representing the project scope in the simplest way. The official project logo was decided through an electronically voting procedure among the Consortium. The final choice was made with the following criteria:

- 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.

The several alternative logos that have been prepared and discussed among the partners are presented in Appendix A.

SET-Nav Leaflet/ Flyer

Giving general, basic information about the project and creating visibility about it and for all partners involved. A short project description will be prepared for dissemination among stakeholders, at
conferences and to other interested parties. It will be produced in English, electronically and in hard
copy.

**SET-Nav Presentation**

A standard presentation will be created at the beginning of SET-Nav, briefly describe the project’s
aims, objectives, contents, expected results and participants. It will be used by the partners for
dissemination purposes at relevant events. The standard presentation will be regularly updated and
it can be adapted by the partners according to the type and size of audience/events, where the
project will be presented.

**SET-Nav Poster**

A publicity poster regarding the project will be created and used at events organized by the partners
or hosted by other relevant organizations as promotional material.

**SET-Nav Social Networks**

Social Media (e.g. Facebook, Twitter, LinkedIn, etc.) have become a platform
that is easily accessible to anyone with internet access. Increased communication
for organizations fosters brand awareness. Additionally, social media serves as a
relatively inexpensive platform for organizations to implement marketing
campaigns and effectively disseminate outcomes and associated information. With the proliferation
of niche sites and communities on the Internet, it’s becoming increasingly important to target long
tail search terms and cast a wide net.

### 3.2 SET-Nav e-Presence & e-Communication Tools

Taking into account the “nature” of SET-Nav and its outcomes, special emphasis will be laid on
features of modern e-presence and e-communication tools to disseminate and timely make available
relevant SET-Nav findings to and exchange with the target audiences. Focus also will be given to
the appropriate visualization of SET-Nav outcomes in order to be easily understandable and usable
by target groups. In order to engage an important number of stakeholders, communicate discussions
on several topics as well as the SET-Nav progress and events’ organisation, the several e-Presence
and e-Communication Tools will include online tools, media, channels, etc. that convey information
related to the field of energy and climate. Several announcements will take place in relevant websites
and forums, regarding the SET-Nav activities, while articles will be produced, delivering its topics’
and results. Meanwhile, several platforms will be used by a variety of EU funded projects in order to
disseminate activities and outcomes through the EU community.

**SET-Nav e-newsletters**

A series of e-newsletters describing with a non-technical language particularly apt to interface with
the general public, and the media, current relevant issues, the contribution made by the project
towards these is-sues and practical applications / success stories on the ground. Furthermore, the
newsletter will be an additional means to communicate / interact with stakeholders and to provide
incentives for possible further investigation and interaction, through the online posting on the project
website and the exchange of fruitful online comments. The newsletter will be disseminated through
an electronic mailing list to selected organisations / institutions for further dissemination and it will
be also available at SET-Nav website. It has been foreseen that up to six newsletters will be
developed and disseminated during the project duration. More-over, partners that publish own
newsletters or magazines will allocate a substantial part to inform their wider audience on the progress of the project.

**Infographics & Videos**

Furthermore, visualizing knowledge and specific results through videos and interactive or animated info-graphics will also be explored. Infographics could be used to illustrate SET-Nav key findings and achieved results. SET-Nav will aim to present the project findings through the laymen’s eyes and perspective.

The Dissemination and Exploitation Roadmap will identify key milestones throughout the project, at which outreach activities would be particularly beneficial, and the development of the SET-Nav e-presence and e-communication tools will be scheduled so as to support this goal.

### 3.3 SET-Nav Publications & Outreach

It is important that key results of SET-Nav are made available to the larger possible stakeholder group to ensure ownership and the scientific community is one of the SET-Nav target groups. These activities include a number of dissemination workshops, publications, scientific articles, policy briefs, recommendations, as well as concrete actions to facilitate the interaction/synergies with stakeholders from other related to SET-Nav projects and initiatives. The following dissemination activities are envisaged targeting at the scientific community in particular:

**Policy Briefs**

SET-Nav Partners will be urged to present the policy recommendations of their respective actions, as well as policy conclusions in a series of policy briefs dedicated to policy makers. These policy briefs will be published on the “Policy Briefs” webpage at SET-Nav website, as well as on the web pages of SET-Nav consortium partners. They will be also advertised in all other relevant outreach activities (newsletters, press releases, announcements, etc.). Printed copies will be distributed at SET-Nav stakeholder workshops and will serve as a basis of discussion. Within the framework of SET-Nav Final Conference a summarising Policy Brief with the overall key results of the whole project will be prepared and printed.

**Scientific Publications**

The publication of papers is an important way to disseminate scientific knowledge, and SET-Nav will also follow this approach. Many SET-Nav partners, especially the academic partners, will be encouraged to develop several scientific papers and articles focused on the project outcomes that will be published in the framework of the SET-Nav dissemination activities. These activities will ensure that SET-Nav and its results will be made known to the specific interested parties and scientific target groups. Partners will be encouraged and assisted in publishing their results in selected peer-reviewed journals and working paper series. NTUA will draft a list of topics where published articles would be valuable and peer-reviewed journals that might be suitable for submission. The SET-Nav participants will select topics (or think of their own), and draw on the various project reports as they write the article.

**Scientific Exchange - Synergies with other initiatives**

SET-Nav will actively seek links and interaction(s) with other EC-funded projects in the respective areas, analysing the impacts of the technological development and innovation on the energy-system. This task has the objective to establish a dialogue and a continuous exchange, over the whole
duration of the project, with the consortia in charge of these projects, in order to avoid duplication of work and exploit synergies. Related initiatives will be identified, and will be approached to discuss sharing of disseminated materials, for example SET-Nav newsletters, and the possibility of developing collaborative dissemination activities, such as joint workshops/event, thereby increasing the visibility of the project. In addition to disseminating information, this activity will allow consortia to seek synergies with each other, and exploit opportunities for future research ventures.
4 SET-NAV WEBSITE

The website development is of significant importance for the effective promotion of the SET-Nav concept, as it will contribute to target groups’ awareness raising and it will create interest and attract potential contributions to the whole effort. The website itself will be characterized by open architecture (horizontal and vertical expandability) and a friendly user interface, so as to simplify the users’ navigation within the portal. SET-Nav website will be launched acting as a constant node for:

- Explaining the SET-Nav aims and objectives;
- disseminating information about project activities and results;
- containing useful disseminating material (e.g. newsletters, press releases, policy briefs, brochures);
- providing useful links related to the field of SET-Nav;
- containing links to SET-Nav social media accounts;
- including an online blog and discussion forum for stakeholders to provide feedback on the progress and outcomes of the project.

Through the website, the SET-Nav meetings and workshops will be announced and all relevant organization details will be uploaded (agenda, venue, etc.), as well as the corresponding presentations and related topical material. Each different type of event will have its one dedicated webpage (i.e. Regional workshops, topical workshops, etc.) In addition, other relevant events (seminars, conferences, information days, etc.) at national or regional level will be announced.

Through the SET-Nav website interested parties will have the option of signing up to an email list, which will pro-vide news of new posting on the website and project developments. The website will remain active up and after the end of SET-Nav. In addition, the website will serve as a digital repository of all the project outputs for future reference and use.

The initial structure of the SET-Nav website is available in Appendix B.
5 SET-NAV INTERNAL & EXTERNAL EVENTS

Within the framework of SET-Nav a series of events (workshops, conferences) will be implemented, in order to present and discuss with the main interested stakeholders the methodologies adopted, preliminary results, receive feedback and further inputs to be incorporated in the WPs, while effectively disseminating the SET-Nav outputs.

Central to the success of SET-Nav is the full involvement of relevant stakeholders and the collection of their views and experience. To ensure workable stakeholder participation, groups of key stakeholders have been brought together for general workshops and events, as well as for specific workshops tailored to the needs of each WP.

5.1 Organizations of SET-Nav Events

Strategy

Within the framework of SET-Nav a series of events (workshops, conferences) will be implemented, in order to present and discuss with the main interested stakeholders the methodologies adopted, preliminary results, receive feedback and further inputs to be incorporated in the WPs, while effectively disseminating the outputs.

To this end, six project meetings (including the kick off) will be organized during the SET-Nav implementation. The organization and preparation of all internal project meetings will be carried out by TU Wien.

Central to the success of SET-Nav is the full involvement of relevant stakeholders and the collection of their views and experience. To ensure workable stakeholder participation, groups of key stakeholders will be brought together for general workshops (WS) and events, as well as for specific workshops tailored to the needs of each WP. In particular, results and progress from three different case studies will be presented to the stakeholder groups outlined in the Stakeholder Engagement Plan during targeted workshops, encouraging them to offer their feedback. To this end, six workshops, including a kick-off event, three thematic workshops in the context of different case studies (in Brussels) and one larger policy workshop will be organized and implemented.

Overall, the organization and implementation of events (workshops and conferences) is an essential parameter of the adopted dissemination strategy as they further contribute and enhance the following:

- Raise awareness regarding SET-Nav’s activities and progress;
- Reach a wide variety of targeted stakeholders and interested parties;
- Act as communication nodes facilitating the implementation of fruitful policy dialogue among the stakeholders, at EU and national level;
- Ensure the use of the SET-Nav findings in future policy making through experience exchange.
Table 1: SET-Nav events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Timing</th>
<th>Location</th>
<th>Aim</th>
<th>Target Audience</th>
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<tbody>
<tr>
<td><strong>Stakeholder Dialogue Kick-off Event</strong></td>
<td>M6</td>
<td>Brussels, Belgium</td>
<td>Introduction of SET-Nav and planned activities to key stakeholders.</td>
<td>Policy Makers, Representatives from the EU Institutions, MEPS Regulators, Government Advisory Bodies and Agencies, Market Players, Utilities, RES technology, Services or Products Providers, Energy Analysts, Research (Universities, Business schools; Research consultancies)</td>
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<tr>
<td><strong>Topical Workshops</strong></td>
<td>M12-M24</td>
<td>Brussels, Belgium</td>
<td>Promotion of the work done within the case studies</td>
<td>Transport sector stakeholders, Gas Producers, Electricity Suppliers, Policy Makers, Government Advisory Bodies, Market Players, Energy and Regulatory Specialists, TSOs, DSOs, Energy Analysts, International Institutions, Knowledge platforms</td>
</tr>
<tr>
<td><strong>Regional Workshops</strong></td>
<td>M32, M34</td>
<td>Budapest, Hungary, Athens, Greece</td>
<td>Dissemination and discussion of the SET-Nav results on a regional level</td>
<td>National and Regional Policy Makers (Government Representatives, Networks of local authorities, Government agencies), Regulators, TSOs, DSOs, Energy Industry Associations and Energy Agencies from the respective regions</td>
</tr>
<tr>
<td><strong>Final Policy Event</strong></td>
<td>M34</td>
<td>Brussels, Belgium</td>
<td>Discussion of policy conclusions and recommendations with stakeholders</td>
<td>European, national, regional Policy and Decision Makers, Policy Analysts, Researchers, Academia, Scientific bodies, RES and Industry Associations</td>
</tr>
<tr>
<td><strong>Final Conference</strong></td>
<td>M31-M36</td>
<td>Brussels, Belgium</td>
<td>Presentation of the final outcomes and promotion of the strategic policy analysis and detailed comparative assessments of transformation paths</td>
<td>High level EU Policy and Decision Makers, Policy Analysts, Researchers, Scientific bodies, Energy and Regulatory Specialists, Market Players, Business and Industry stakeholders</td>
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**Stakeholder dialogue kick-off event**

To kick off the stakeholder dialogue, an opening workshop will be organised. This half-day event will be used to introduce SET-Nav and the planned activities to a targeted audience: This aims to awake interest among the targeted audience right from the beginning and to give interested actors the unique opportunity to bring in their views and guide the analytical processes within this project. Moreover, pathways and concrete research questions will be proposed by the consortium in order to receive in-depth feedback by stakeholders. To this end, an issue paper will be prepared and circulated to all speakers, commentators and other workshop at least five working days before each meeting.

**Topical Workshops**

Topical workshops will be organised to promote the work done within the case studies and ensure a continuous flow of dissemination activities. The following case studies are planned to be presented and discussed in dedicated workshops:
(i) Ways to a cleaner and smarter transport sector
(ii) Projects of Common Interest and gas producers pricing strategy
(iii) Centralised vs. decentralised electricity supply

This selection is preliminary and can be adapted based on the preference of stakeholders. The discussions in the topical workshops will be based on a respective “issues paper” that will be circulated to all speakers, commentators and other workshop participants at least five working days before each meeting. Each session of each workshop will be chaired by well-known EU energy and regulatory specialists. Rapporteurs will be appointed for each session of the workshops, which will summarise the main findings and collect the principle ideas and the stakeholders’ inputs that emerged for further input into the SET-Nav’s work.

**Regional Workshops**

Two regional workshops will be held to disseminate and discuss results of SET-Nav on a regional level. The two regional workshops will be held in Athens (Greece) and Budapest (Hungary), as this ensures coverage of different European regions and will be organised by the local partners (i.e. NTUA for Athens and REKK for Budapest). The regional workshops aim for a participation of about 30-40 stakeholders from government representatives, regulators, energy industry associations and energy agencies from the respective regions.

**Final policy event**

A closing workshop is planned towards the end of the SET-Nav duration and will bring together stakeholders from the different fields with the aim to take stock of and test the policy relevant results. Besides the overall communication of SET-Nav’s results and policy implications, the event intends to discuss policy conclusions and recommendations with stakeholders. Again, a dedicated issue paper will be prepared and distributed to workshop participants at least 5 working days before the meeting.

**Final Conference**

Summarising the whole project, the Final Conference will present the acquired knowledge, policy implications and recommendations and discuss them with top-level keynote speakers and other experts. Final Conference will serve as the ultimate dissemination of SET-Nav organised in Brussels during the last month. Its main goal will be to present the final outcomes of SET-Nav and appropriately promote the strategic policy analysis and detailed comparative assessments of transformation paths. In this regard, the participation of a representative stakeholders group is considered essential. All partners will be responsible for attracting stakeholders at the Final Conference.

The Final Conference will be organised in sessions of approximately two to two and a half hours to make it attractive for an expert audience and to ensure large overall participation. Substantive discussions will be introduced by inputs. Finally, a key stakeholders’ panel will be organized in the end of the Conference, so as to provide an overall assessment as regards the strategic decision making in Europe’s energy sector, enhancing innovation towards a clean, secure and efficient energy system, as well as the development and investment in an optimal mix of technology choices and finally to provide recommendations for further action in order to ensure the sustainability of the project.
5.2 **Participation in External Events**

SET-Nav partners will be encouraged and assisted in the presentation of the project and its preliminary and final results, both during and after the end of the project. This includes the participation in events organized by the European Commission and to other international conferences and workshops, as well as non-academic forums in the respective fields so as to keep updated the scientific community, universities, research centres, the European Commission, and other interested groups and seek opportunities to interact with the technology industry. Participation in such events and results to be presented are previously to be agreed within the Consortium and the EC financial contribution to the project is properly acknowledged. All partners participate in the identification of relevant events in which the SET-Nav duration can be presented.
Appendix A – SET-Nav Alternative Logos
Appendix B – SET-Nav Website – Initial Structure
Main Dimensions of Dissemination and Exploitation Activities

SET-Nav will support strategic decision making in Europe’s energy sector, enhancing innovation towards a clean, secure and efficient energy system. Our research will enable the EC, national governments and regulators to facilitate the development of optimal technology portfolios by market actors.

The contributions of the SET-Nav project rest on three pillars. The wide range of objectives and analytical challenges set out by the call for proposals can only be met by developing a broad and technologically advanced modelling portfolio. Advancing this portfolio and enabling knowledge exchange via a modelling community and the data framework are the first pillar. The SET-Nav project will also contribute to the development of policy scenarios to steer the future energy system evolution. The pathways are policy sensitive and need careful comparative evolution. This is our second pillar. Using our strengthened modelling capabilities in an integrated modelling theory, we will analyse multiple dimensions of impact of future pathways: sustainability, reliability and supply security, global competitiveness and efficiency. This analysis will combine bottom-up ‘case studies’ linked to the full range of SET-Nav themes with holistic ‘transformation pathways’. Stakeholder dialogue and dissemination is the third pillar of SET-Nav. We have prepared for a lively stakeholder dialogue through a series of events on critical SET-Nav themes. The active involvement of stakeholders in a two-way feedback process will provide a reality check on our modelling assumptions and approaches, and ensure high policy relevance. Our aim is to ensure policy and market actors alike can navigate effectively through the diverse options available on energy innovation and system transformation.

Partners

Energy Economics Group, Vienna University of Technology (EED)
Forschungsinstitut für System - und Innovationsforschung (Forsitec III)
German Institute for Economic Research (DIW Berlin)
Norges teknisk-naturvitenskapelige universitet i Trondheim (NTNU)
University of Applied Sciences for the North (Hamburg, Germany)
Société Européenne d’Economie et d’Industrie (EEOI)
Universidad Politécnica de Madrid (UPM)
National Technical University of Athens (NTUA)
Centre for European Policy Studies (CEPS)
University of East Anglia (UEA)
Edinburgh Napier University (Edinburgh)
Appo Holding AG (Appto)
Deutsche Electric Switzerland (DESW)

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The Action

SET-Nav will support strategic decision making in Europe’s energy sector, enhancing innovation towards a clean, secure and efficient energy system. Our research will enable the EC, national governments and regulators to facilitate the development of optimal technology portfolios by market actors.

Here you can find more information about the SET-Nav action.

SET-Nav in Brief

Brief description of the SET-Nav project.

Objectives

Presentation and details about the project's objectives.

Work Structure

Work in SET-Nav is structured in discrete work packages, covering all its main activities.

Expected Outcomes

What will the SET-Nav project achieve?

Who We Are

Information about the SET-Nav consortium and the individual partners.