Deliverable D6.2
Communication & Dissemination Plan

Envisioning and Testing New Models of Sustainable Energy Cooperation and Services in Industrial Parks

This project has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 785134.
## DELIVERABLE 6.2 – VERSION 2
### WORK PACKAGE N° 6

### Nature of the deliverable

<table>
<thead>
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<th>Nature of the deliverable</th>
<th>R</th>
<th>Document, report (excluding the periodic and final reports)</th>
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<td>Demonstrator, pilot, prototype, plan designs</td>
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<td>DEC</td>
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<td>Websites, patents filing, press &amp; media actions, videos, etc.</td>
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### Dissemination Level

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### Quality procedure

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<td>/</td>
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<tr>
<td>27/07/2018</td>
<td>V1</td>
<td>Oroitz Unzain Villegas (AFV)</td>
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<td>V1</td>
<td>Mirari Zaldua (TECNALIA)</td>
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<td>10/01/2019</td>
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<td>Etienne Gay (EQY)</td>
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<td>V1</td>
<td>Gökhan Kirkil (KHAS)</td>
<td>Addition of potential newspapers for press releases</td>
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<td>01/04/2019</td>
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<td>Barthélemy Maillard (EQY)</td>
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<td>04/12/2019</td>
<td>V2</td>
<td>Andrea Kollmann (EI-JKU)</td>
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Acknowledgements

This report is part of the deliverables from a project called "S-PARCS" which has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 785134.

S-PARCS presents a sound concept for reducing energy costs and energy consumption in industrial parks, while, at the same time, increasing renewable on-site energy production. The pre-assessment of the seven “Lighthouse Parks” from Spain, Portugal, Italy, and Austria, which participate in the study, has shown a high potential for joint energy actions, many of which are transferrable to the community of S-PARCS Followers in the UK, Sweden, Turkey, Russia, Italy, Portugal, Austria and Norway.

5 research organisations, 1 engineering company and 1 industrial association will make their knowledge on suitable technologies, novel business models and cooperative action among companies available to the parks to help them develop an “energy cooperation plan” and the necessary skills to achieve a long-lasting sustainability impact. At the end of the project, all Lighthouse parks will be equipped with a free ICT tool supporting the decision-making processes on joint investments, at least 1 full feasibility study for the most promising cooperative project, as well as a strategy for longer-term actions. Improvements in the parks in terms of energy efficiency are likely to be superior to 10%. The project’s impact, however, extends to the entire Follower Community, thanks to the identification of at least 20 viable cooperative energy solutions, which are to be widely disseminated. The identification of relevant financial, legal and organizational barriers to joint energy action in the parks – and ways of overcoming them - will make a valuable contribution to policy-making on regional, national and European level.

More information on the project can be found at http://www.sparcs-h2020.eu/

Disclaimer

The opinions expressed in this document reflect only the authors’ view and reflect in no way the European Commission’s opinions. The European Commission is not responsible for any use that may be made of the information it contains.
Executive summary

The present Dissemination and Communication Plan (D6.2) introduces the S-PARCS project dissemination and communication strategy and its implementation plan to be used by the Consortium to ensure the high visibility, accessibility and promotion of the project and its results.

This document will be a reference framework for planning the activities to be done and evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses. The ultimate success of the S-PARCS project is strongly dependent on well-coordinated dissemination and exploitation activities so that it can continue after the end of the EU funding.

The main purpose of the S-PARCS’ Dissemination and Communication Plan is to ensure that the project research and outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, via appropriate methods, and that those who can contribute to the development, evaluation, uptake and exploitation of the S-PARCS outcomes can be identified and encouraged to interact with the project on a regular and systematic basis.

The target audiences for S-PARCS cover the industry sector as potential user of results, decision makers and the wider public. These audiences have been grouped into seven different categories, namely:

- Companies located in the industrial parks;
- Industrial Parks not involved in the project;
- Public administration;
- Investors (Renewable energy funds such as SUSI, local renewable energy cooperatives looking for investment opportunities);
- Technology Provider, Software Developer, Distribution System Operators, Incumbent Suppliers, Mobile Network Operators, utilities;
- Press & Media;
- General Public, environmental and social oriented Interest Groups.

All the information used for dissemination and communication purposes will be tailored to these targeted audiences through specific dissemination channel, namely:

- The project website (http://www.sparcs-h2020.eu/);
- social media ;
- Mass media (i.e. radio, television, newspapers, specialist and technical publications and Internet);
- events and the organisation of two project workshops.
List of Figures

Figure 1: Project Phases ................................................................. 10
Figure 2: Planning of communication and dissemination activities ......................... 14
Figure 3: S-PARCS QRCode .................................................................. 29
List of Tables

Table 1: Abbreviations and acronyms .................................................. 7
Table 2: Roles of target audiences in the dissemination and communication ..........12
Table 3: Overview on target audience ....................................................15
Table 4: Communication and dissemination targets for the website ......................18
Table 5: Schedule of events for S-PARCS partners .....................................20
Table 6: Networks in which the S-PARCS partners will disseminate ....................22
Table 7: Communication and dissemination targets for the e-newsletter ...............22
Table 8: Newspapers and magazines in which S-PARCS Policy briefs will be published .....24
Table 9: Communication and dissemination targets for the press releases ...............25
Table 10: Dissemination targets for the policy briefs ....................................26
Table 11: Dissemination & communication targets for the social media .................28
Table 12: Dissemination & communication targets for the social media .................30
Table 13: impact tracking table ...................................................................Fehler! Textmarke nicht definiert.
Table 14: Public deliverables .......................................................................31

Abbreviation and acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Developed name</th>
</tr>
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<tbody>
<tr>
<td>S-PARCS</td>
<td>Envisioning and Testing New Models of Sustainable Energy Cooperation and Services in Industrial Parks</td>
</tr>
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</table>

Table 1: Abbreviations and acronyms

Partner acronyms are listed in the Partner list section hereafter.
1 INTRODUCTION

The success of S-PARCS project is strongly dependent on well-coordinated dissemination and exploitation activities. Therefore, S-PARCS partners have decided to include a specific work package for this purpose: WP6 “Capacity building, dissemination and exploitation” led by Euroquality.

Special focus will be put on disseminating the project findings to the industrial sector, which will be the main beneficiary of the novel technologies, data and knowledge. Dissemination activities will address raising awareness, as well as fostering the adoption of project results by the different stakeholder groups who can directly benefit from the project.

The Communication and Dissemination Plan defines the identification and classification of the target audience, the dissemination methods and goals, the schedule and complementarity of the activities and the measures to assess the success of the dissemination activities. This document also addresses the confidentiality issues related to the disseminated and communication of project information.

In the case of the S-PARCS project, the main dissemination and communication objectives and goals are the following:

► To identify the main stakeholders of the project.
► To raise awareness of the target audiences, particularly the relevant stakeholders and market segments, about the objectives of the project, its results, its benefits, use and applicability.
► To get the necessary feedback to focus on the innovation needs of the sector.
► To seek the support of the general public, authorities, lobbies and policy makers.
► To foster collaborations with other stakeholders in the technical, commercial and corporative fields with the aim to share resources, achieve synergies and exchange information and knowledge.
► To promote agreements with commercial partners and investors.

A draft of timeline for the related activities is visible Figure 2.

The target groups for S-PARCS covers the whole chain of energy services for the industry: from the energy suppliers to industrial parks and their companies. Communication activities will also reach the wider general public.

The document first describes the overall strategy for dissemination and communication, including the purposes and goals, the key messages, the targeted audience, tools and channels, and the related management. Then it devotes individual sections to dissemination tools.
2 PARTNER LIST

S-PARCS’ partners are the following:

Table 2: S-PARCS’ Partners

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Country</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>EI-JKU Energieinstitut an der JKU Linz</td>
<td>AT</td>
<td>Research Centre</td>
</tr>
<tr>
<td>P2</td>
<td>BSI Bizkaia Sortaldeko Industrialdea S.A.</td>
<td>ES</td>
<td></td>
</tr>
<tr>
<td>P3</td>
<td>ADRAL Agencia de Desenvolvimento Regional do Alentejo SA</td>
<td>PT</td>
<td></td>
</tr>
<tr>
<td>P4</td>
<td>EHOO Ennshafen OÖ GmbH</td>
<td>AT</td>
<td></td>
</tr>
<tr>
<td>P5</td>
<td>Cuioio-Depur Consorzio Cuioio-Depur Società per Azioni</td>
<td>IT</td>
<td></td>
</tr>
<tr>
<td>P6</td>
<td>Borealis Borealis Agrolinz Melamine GmbH</td>
<td>AT</td>
<td></td>
</tr>
<tr>
<td>P7</td>
<td>AFV Asociación de Fundidores del País Vasco Y Navarra</td>
<td>ES</td>
<td>Association</td>
</tr>
<tr>
<td>P8</td>
<td>RINA-C RINA-C</td>
<td>IT</td>
<td>Engineering Company</td>
</tr>
<tr>
<td>P9</td>
<td>TECNALIA Fundacion Tecnalia Research &amp; Innovation</td>
<td>ES</td>
<td>Research Centre</td>
</tr>
<tr>
<td>P10</td>
<td>CIRCE Fundacion CIRCE Centro de Investigación de recursos y consumos energéticos</td>
<td>ES</td>
<td>Research Centre</td>
</tr>
<tr>
<td>P11</td>
<td>EOY Euroquality SARL</td>
<td>FR</td>
<td>SME</td>
</tr>
<tr>
<td>P12</td>
<td>SSSA Scuola Superiore di Studi Universitari di Perfezionamento Sant’Anna</td>
<td>IT</td>
<td>University</td>
</tr>
<tr>
<td>P13</td>
<td>KHAS Kadir Has Universitesi</td>
<td>TR</td>
<td>University</td>
</tr>
</tbody>
</table>
3 STRATEGY FOR DISSEMINATION AND COMMUNICATION

3.1 PURPOSE AND GOALS

The aim of the S-PARCS’ Communication and Dissemination Plan is to make sure that all those who can contribute to the development, evaluation, uptake and exploitation of the project outcomes can be identified and encouraged to interact with the Consortium on a regular and systematic basis.

For this purpose, the Dissemination and Communication Plan will ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods.

The Communication and Dissemination Plan will focus on the 3 phases of the project as depicted in Figure 1:

![Figure 1: Project Phases](image)

In the first phase, S-PARCS will develop instruments and support mechanisms to overcome park-related barriers for energy cooperation (e.g. financial, organisational, cultural), and an online tool (the IAT) enabling industrial parks to execute an initial self-assessment for identifying unexploited potentials. In the second phase, S-PARCS partners will use these instruments and tools to support Lighthouse Parks to reach their energy-related objectives. In the last phase, the lessons learned will be exploited in a tailored multi-angle communication and dissemination strategy to foster a realignment of the EU industrial park landscape with respect to the joint and cooperative utilisation of energy, and thereby mutually benefitting both: efficiency and competitiveness.

Communication and dissemination activities are necessary for these different stages to guarantee the maximum success of the project. In the first two phases, S-PARCS’ partners will make the project known and create a follower community that has interests in the project outputs and that can contribute in the project dissemination/communication. In the third phase the results of the project will be widely disseminated to the follower community thus fostering the transfer and reuse of the solutions developed.
The Follower Community, at the time being, comprises stakeholders in the UK, Sweden, Turkey, Russia, Italy, Portugal, Austria, Poland, and Norway, and brings together further industrial players, governmental bodies, policy makers, engineering companies, and specialized research centre to:

a) support the project in delivering its results with sufficient generalizability for high rates of replication,

b) being supported by the project to learn about the opportunities from the tested solutions to strengthen their position in the industrial efficiency challenge and substantially increase it throughout the project runtime.

The members of this Follower Community are not direct project partners, but they have all agreed to participate in S-PARCS communication and dissemination activities and will strongly support the spreading of S-PARCS results to their countries. By including them, S-PARCS aims at ensuring a cross-cutting perspective and a strong communication and dissemination component to reach as many industries, industrial parks manager and ESCOs as possible already in the runtime of S-PARCS. All members of the Follower Community have provided Letters of Intent in which they state their willingness to participate in the S-PARCS workshops and bring in their expertise.

3.2 KEY MESSAGES

The main key message of S-PARCS is that S-PARCS, as asked in the H2020 Work Programme, will “improve the energy efficiency of industrial parks (or neighbouring businesses) by unlocking the market potential for energy cooperation and by supporting the demand and offer of mutualised high-quality energy services.” This key message will be sent to the different target audiences at appropriate precision levels and be supported by other messages. These support key messages will be spread throughout the project implementation and will be the following:

► “S-PARCS will elaborate a repository of best practises and respective success stories”
► “S-PARCS will create a communication structure to foster the cooperation between the energy services and energy cooperation”
► “S-PARCS will foster energy services and energy cooperation in industries targeting legal barriers (i.e. regional/national/EU policies and regulations, or standards)”

3.3 TARGET AUDIENCE

The target audiences for S-PARCS cover the industry sector and potential users of results. They have been grouped into seven different categories, namely:

► Companies located in the industrial parks;
► Industrial parks not involved in the project;
► Public administration;
► Investors (Renewable energy funds such as SUSI, local renewable energy cooperatives looking for investment opportunities);
► Technology Provider, Software Developer, Distribution System Operators, Incumbent Suppliers, Mobile Network Operators, utilities;
► Press & Media;
General Public, environmental and social oriented Interest Groups.

Each audience will maximize the impacts of the S-PARCS project as described in Table 3:

<table>
<thead>
<tr>
<th>Target</th>
<th>Role</th>
<th>Enhance project visibility</th>
<th>Give feedback on project development</th>
<th>Create market opportunities</th>
<th>Foster collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies located in the industrial parks;</td>
<td></td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Industrial Parks not involved in the project;</td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Public administration;</td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Investors (Renewable energy funds such as SUSI, local renewable energy cooperatives looking for investment opportunities);</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Technology Provider, Software Developer, Distribution System Operators, Incumbent Suppliers, Mobile Network Operators, utilities;</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Press &amp; Media;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>General Public, environmental and social oriented Interest Groups.</td>
<td></td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 3: Roles of target audiences in the dissemination and communication

### 3.4 TOOLS AND CHANNELS

Different tools will be used to disseminate the results and progress of the S-PARCS project as listed hereunder:

- Project Website;
- Participation in events;
- e-Newsletter;
- Articles;
- Policy briefs;
- Social media;
- Flyers.

The purpose, target audience, material, schedule and impact tracking of all tools will be detailed hereafter in separate sections of this report.

All partners bring with them their own communication and dissemination channels. S-PARCS will take advantage of these, reaching relevant stakeholders effectively. The table 7 “Networks in which the S-PARCS partners will disseminate” presents the international networks S-PARCS partners are part of and that will be used for dissemination purposes. The table 6 “Schedule of events for S-PARCS partners” lists national and international conferences or workshops that S-PARCS partners will either organize or actively participate in. The participation in these events as well as the messages conveyed there will be detailed.
3.5 MANAGEMENT

Dissemination of project results as well as open access to scientific publications and research data is governed by the procedure described in Article 29 of the EC Grant Agreement (EC-GA).

All Consortium partners are contributors to the dissemination and communication activities under the WP6: Capacity building, dissemination and exploitation, led by EQY. S-PARCS partners will use their networks as detailed above for the following purposes:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) other than those described in part 5,
- Providing relevant information and documentation to enrich the project website (described part 4),
- Posting news and project results in social media (described part 9),

The dissemination of the project’s results should not cause intellectual property issues to S-PARCS partners. To ensure this, all concerned partners will be notified about the contents of each dissemination related to their activities. If necessary, partners will have the possibility to refuse dissemination of their own know-how.

As T6.2 leader, Euroquality has prepared this Dissemination and Communication Plan, and will keep track of it throughout the project period. The plan will be updated during the project execution on annual basis to consider the results obtained and the exploitation remarks. This will give the opportunity to focus the dissemination and communication on the most relevant publications, events and stakeholders to achieve an effective and proactive dissemination aligned with the exploitation plan.

Impact tracking will be done for all communication and dissemination activities. The collected information will be compiled and updated in several reports:

- Reports on dissemination, communication and capacity building activities;
- Technical reports issued in August 2019 and at end of the project in January 2021.

For all communication and dissemination activities, impact tracking information will be done following the template provided in Annex 1.

The communication and disseminations activities described in this deliverable will be done on different paces:

- During the 3 communication campaigns for press releases and flyers:
  - The first campaign will occur around the 6th month of the project, with the aim to raise stakeholders' awareness on the project itself;
  - The second one will take place at the beginning of the network creation and will particularly aim at industrial parks and companies within;
A third communication campaign will take place at the end of the project, aiming to promote the project results.

- Every 6 months for the e-newsletters, the social media and the website;
- At project mid-term and end for the policy briefs;
- On a more regular basis for events.

These communication and dissemination actions are gathered in the Gantt.

### 3.6 PLANNING OF COMMUNICATION AND DISSEMINATION ACTIVITIES

The Figure 2 gathers all the communication and dissemination activities in a Gantt.

![Gantt Chart](image)

**Figure 2: Planning of communication and dissemination activities**

### 3.7 GLOBAL OVERVIEW ON TARGET AUDIENCE, TOOLS AND TARGET

The target audiences, objectives, tools and targets are summarised in the Table 4 hereunder.
Table 4: Overview on target audience

<table>
<thead>
<tr>
<th>Target audience</th>
<th>Objective/Key messages</th>
<th>Dissemination activities and tools</th>
<th>Quantitative target</th>
<th>Means of verification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Website</td>
<td>Articles</td>
<td>Social media</td>
</tr>
<tr>
<td>Companies located in the industrial parks</td>
<td>Raise awareness on the opportunities from collaboration within the industrial parks and the proposed S-PARCS initiative</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Industrial Parks not involved in the project</td>
<td>S-PARCS provides efficient, effective smart solutions, demonstrated, tested and validated under real-world conditions; Replication can be done; Becoming an “energy cooperation park” is a win-win strategy for municipalities, local industry, SMEs and citizens</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Scientific Community</td>
<td>S-PARCS delivers thoroughly verified results in multi-park validations, provides data for further analysis, is open to exchange.</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Public administration</td>
<td>Raise awareness on the importance of energy collaboration for the economic, social and environmental sustainability of industrial parks.</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Investors (Renewable energy funds such as SUSI, local renewable energy cooperatives looking for investment opportunities)</td>
<td>New smart solutions are tested in the real-world; Replication is the major aspect. Business models and detailed feasibility studies allow pre-assessment of possible actions.</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Technology Provider, Software Developer, Distribution System Operators, Incumbent Suppliers, Mobile Network Operators, utilities</td>
<td>Huge market potential available; cooperation possible; Follower Community will look for partners along the whole value chain.</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Press &amp; Media</td>
<td>Present the S-PARCS project to a wider European audience</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>General Public, environmental- and social-oriented Interest Groups</td>
<td>Energy cooperation benefits, Reducing carbon footprint</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>
For each communication and dissemination tools, the following parts of the report will detail the purpose, Target Audience, Dissemination/communication material, Schedule and impact tracking.

4 PROJECT WEBSITE

4.1 PURPOSE

The website (http://sparcs-h2020.eu) will be the main communication instrument of S-PARCS and contain project information for all target groups. As a reference communication tool, the website address will feature in all project's communication material. It aims to maintain and enlarge the follower community promoting the project's results. The specific goals of this dissemination and communication channel are the following:

► Create a sustainable follower community with different profiles as described in the target audience;
► Raise awareness about its objectives and results;
► Increase the visibility of the project and its partners;
► To build understanding and facilitate adoption of project results.

Further details on website design are available in D6.1: Website online in English.

4.2 TARGET AUDIENCE

The website aims the 7 target groups identified by the S-PARCS project as follows:

► Companies located in the industrial parks;
► Industrial Parks not involved in the project;
► Public administration;
► Investors (Renewable energy funds such as SUSI, local renewable energy cooperatives looking for investment opportunities);
► Technology Provider, Software Developer, Distribution System Operators, Incumbent Suppliers, Mobile Network Operators, utilities;
► Press & Media;
► General Public, environmental and social oriented Interest Groups.

The companies located in the partner industrial parks are represented by the project park managers and are not directly taking part in project activities. As a result, the website will show them how their park is involved and how they can adopt the project results. This information will be also conveyed by other means as explained in other parts of this document. The website will be an easy and cheap means to reach industrial parks not included in the project. These parks will be able to follow the project results and to increase the impact of the project.
4.3 DISSEMINATION/ COMMUNICATION MATERIAL

The website, as primary communication tool, will contain a wide range of information related to the project and communication material. It will be composed of different pages: a main page giving a project overview, a contact form and links to secondary pages:

- Industrial parks,
- Objectives,
- Activities,
- Results,
- Partners,
- News and events,

In the results section, the partners will update their progress following the achievement of project’s milestones by the partners. In the News and Events section, the partners will inform their follower community of the project progress and share with them the events where S-PARCS partners will be present.

Information on the H2020 programme will also be visible on the website.

4.4 SCHEDULE

The website will be regularly updated following the progress of the project. Large updates will be done every 6 months to present the progress of the project (milestones and other achievements or results) as presented on the Gantt, Figure 2. Other updates will be done following participation in events and other news to share on a monthly basis.

4.5 IMPACT TRACKING

The effectiveness of web page will be periodically analysed by means of the Google Analytics tool. This will inform the project partners of:

- Users count visiting the website,
- Average visit time,
- Languages and locations of visitors,
- Devices used for browsing the website.

The partners will thus monitor the website performance and expect to achieve the following objectives:
The impact tracking will be performed using the table provided in Annex 1.

5 PARTICIPATION IN EVENTS

5.1 PURPOSE

S-PARCS considers information lacks on the side of industrial players as a significant barrier for wider spread deployment of energy cooperation/services. A key objective of S-PARCS is therefore to tackle this barrier by informing stakeholders about the opportunities through such solutions in general, and train them towards assessing the prospects for their specific entity. The objective is - among others - tackled by establishing the Follower Community and coordinating their activities. Many events gather this specific audience and S-PARCS partners will thus reach them in these networking opportunities.

5.2 TARGET AUDIENCE

As aforementioned, the target audience in such events is close to the project’s issues. It can be described as the following:

- Industrial Parks not involved in the project;
- Public administration;
- Investors (Renewable energy funds, local renewable energy cooperatives looking for investment opportunities).

5.3 DISSEMINATION/ COMMUNICATION MATERIAL

During dissemination events, the partners will raise awareness about the project, its objectives, activities and results. This awareness rising will be based both on discussions between the
partners and other stakeholders and on the use of communication and dissemination materials. These materials include flyers, leaflets and posters.

5.4 SCHEDULE

No schedule has been determined at this stage. The partners will review the different event opportunities and share them within the consortium. For each interesting event partners will decide if a participation is interesting or not and, if it is, who will participate. S-PARCS partners organize or actively participate in organizing the following national and international conferences and workshops as described Table 6.
<table>
<thead>
<tr>
<th>Event name</th>
<th>Lead partner/other participating partners</th>
<th>Date/ period of implementation</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>EERA Scientific Conference (yearly)</td>
<td>TECNALIA</td>
<td>TBD</td>
<td>ES</td>
</tr>
<tr>
<td>ESES Congress (Congreso de Servicios Energéticos)</td>
<td>TECNALIA</td>
<td>TBD</td>
<td>ES</td>
</tr>
<tr>
<td>Dedicated workshop of EERA Joint Programme e3s on “economic, environmental and social impacts of energy technologies and policies” (half-yearly)</td>
<td>EI-JKU</td>
<td>March 2019</td>
<td>TBD</td>
</tr>
<tr>
<td>SPIRE Process Industry Conference (yearly)</td>
<td>TECNALIA</td>
<td>TBD</td>
<td>Finland</td>
</tr>
<tr>
<td>MANUFUTURE Conference</td>
<td>TECNALIA</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>EUSEW (yearly)</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>at the moment no detailed planning for Ennshafen; perhaps there will be a special event (regarding inland ports) within the project time, then we can arrange something</td>
<td>EHOO</td>
<td>Not scheduled</td>
<td>TBD</td>
</tr>
<tr>
<td>AFV’s and AFC’s General Assembly (yearly)</td>
<td>AFV</td>
<td>TBD</td>
<td>Bilbao and Barcelona</td>
</tr>
<tr>
<td>AFV’s and AFC’s Board of Directors (yearly)</td>
<td>AFV</td>
<td>TBD</td>
<td>Bilbao and Barcelona</td>
</tr>
<tr>
<td>Subcontratación Fair</td>
<td>AFV</td>
<td>4th-6th of June 2019</td>
<td>Bilbao</td>
</tr>
<tr>
<td>GIFA Fair</td>
<td>AFV</td>
<td>25th-29th of June 2019</td>
<td>Düsseldorf</td>
</tr>
<tr>
<td>Dissemination among CAEF (European Foundry Association)</td>
<td>AFV-FEAF</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>European Energy Efficiency Conference 2019</td>
<td>TECNALIA</td>
<td>27 Feb – 1st of March</td>
<td>Wels (AT)</td>
</tr>
<tr>
<td>Industrial Technologies 2019</td>
<td>TECNALIA</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>ECEEE industrial efficiency (bi-annually)</td>
<td>EI-JKU</td>
<td>June 2018, June 2020</td>
<td>Berlin</td>
</tr>
<tr>
<td>ISEC</td>
<td>EI-JKU</td>
<td>October 2018</td>
<td>Graz / Austria</td>
</tr>
</tbody>
</table>

Table 6: Schedule of events for S-PARCS partners
5.5 IMPACT TRACKING

Dissemination and networking in these events will thus guarantee a strong basis for the participation in events of the consortium. Over the entire project, the S-PARCS partners aim to participate in at least 30 events. Partners participating in these events will give feedback to the Executive Board (EB). The EB is composed of the Project Coordinator (PC – Andrea Kollmann – EI-JKU), the Technology and Standardisation Manager (TSM – Mattia Comotto – RINA) and the Exploitation Manager (EM – Yannick Lafon – EQY). This feedback will be done using the table provided in Annex 1.

6 E-NEWSLETTER

6.1 PURPOSE

The S-PARCS e-newsletter will inform the follower community of projects progress regularly. It will be spread by all partners into their networks.

6.2 TARGET AUDIENCE

The e-newsletter will be adapted to all the profiles identified in part 3.3. and is targeting them all.

6.3 DISSEMINATION/ COMMUNICATION MATERIAL

The newsletter will recall the following information:

► Objectives;
► Activities ongoing – part that will evolve from an e-newsletter to another;
► Results obtained if any;
► Event in which S-PARCS partners will participate;
► Partners list.

The website address will systematically appear in the e-newsletter and the receivers will be invited to go visit it.

6.4 SCHEDULE

All consortium partners will create a mailing list gathering the relevant contacts of their network to who the e-newsletter will be sent. Partners will make sure that they comply with GDPR. This network will be improved in WP4 and in T6.5 and with the help of other stakeholders not directly
participating but supporting the project. Newsletters will be written by EQY and validated by EI-JKU, then translated in each country by partners and published every 6 months to report the main developments achieved through the project. The first e-newsletter will be published in March 2019 and aims to increase the project follower community. The e-newsletter will be sent to the network by different partners. A non-exhaustive list of the international networks in which S-PARCS partners will share the newsletters has been made. A first list of networks in which S-PARCS partners will disseminate is visible Table 7.

Table 7: Networks in which the S-PARCS partners will disseminate

<table>
<thead>
<tr>
<th>S-PARCS partners are part of the following international networks:</th>
<th>Leading partners</th>
<th>(other participating partners)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EERA European Energy Research Alliance</td>
<td>EI-JKU, TECNALIA (AT, ES)</td>
<td>TECNALIA</td>
</tr>
<tr>
<td>ANESE – Asociación de empresas de servicios energéticos</td>
<td></td>
<td>TECNALIA</td>
</tr>
<tr>
<td>EUROHEAT &amp; POWER, including the new platform EUCooling</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>EARTO European Alliance of Research and Technology Organisations and EUROTECH</td>
<td>TECNALIA (ES)</td>
<td></td>
</tr>
<tr>
<td>IEA-International Smart Grid Action Network (ISGAN)</td>
<td>EI-JKU (AT)</td>
<td></td>
</tr>
<tr>
<td>Danube Ports Network (DPN)</td>
<td>EHOO (AT)</td>
<td></td>
</tr>
<tr>
<td>Austrian Ports network (IGOD) (internal local network within the port &amp; businesspark – “Beirat Ennshafen”)</td>
<td>EHOO (AT)</td>
<td></td>
</tr>
<tr>
<td>SPIRE Sustainable Process Industry through Resource and Energy Efficiency</td>
<td>TECNALIA (ES)</td>
<td></td>
</tr>
<tr>
<td>EFFRA – European Factories of the Future Research Alliance</td>
<td>TECNALIA (ES)</td>
<td></td>
</tr>
<tr>
<td>MANUFUTURE European Technology Platform</td>
<td>TECNALIA (ES)</td>
<td>TECNALIA (ES)</td>
</tr>
<tr>
<td>EIT InnoEnergy</td>
<td>TECNALIA (ES)</td>
<td></td>
</tr>
<tr>
<td>EIT Manufacturing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EASE</td>
<td>RINA-C (to decide if relevant) (IT)</td>
<td></td>
</tr>
<tr>
<td>EURADA- European Association of Development Agencies</td>
<td>ADRAL</td>
<td></td>
</tr>
</tbody>
</table>

This list will be completed in WP4 and T6.5 for networking activities with the follower community.

6.5 IMPACT TRACKING

The objective of reaching a wide audience by dissemination and communication activities will be facilitated by the strong and different networks S-PARCS partners already have.

The consortium will assess its success in reaching the considered audience with their policy briefs considering the objectives described Table 8:
Table 8: Communication and dissemination targets for the e-newsletter

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Objective</th>
<th>Strategy to meet the objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of mails sent per e-newsletter</td>
<td>300 per newsletter</td>
<td>Strong follower community, use of other dissemination tools and channels. All partners will send the newsletter to their network to reach a wide audience.</td>
</tr>
</tbody>
</table>

The impact tracking will be done using the table provided in Annex 1.

7 Articles

7.1 PURPOSE

These articles will help to raise the interest on the project and to create and increase the follower community and to communicate the main results of our project and cooperation opportunities.

7.2 TARGET AUDIENCE

The audience targeted by the press/news releases covers all the profiles aimed by the Communication and Dissemination Plan, similarly to the e-newsletter.

7.3 DISSEMINATION/ COMMUNICATION MATERIAL

Articles will be sent to members of the news media for announcing the project goals and achievements. It will have a similar structure than the e-newsletter:

► Objectives;
► Activities ongoing – part that will evolve from an e-newsletter to another;
► Results obtained if any;
► Event in which S-PARCS partners will participate;
► Partners list.

These articles will be one or several pdf pages issued on the project website and mentioned on other communication channels (e.g. social media, newsletter). The link of the release will be included in posts on social media and in the mails sent to the follower community.

7.4 SCHEDULE

Articles are planned for each communication campaign as follows:
The first campaign will occur around the 6th month of the project, with the aim to raise stakeholders’ awareness on the project itself;

The second one will take place at the beginning of the network creation and will particularly aim at industrial parks and companies within;

A third communication campaign will take place at the end of the project, aiming to promote the project results.

At the moment, the consortium has not defined a special schedule for articles, the magazines in which project news will be publish will depend on the results of the project.

Table 9 lists the newspapers and magazines envisioned at this stage by the partners:

Table 9: Newspapers and magazines in which S-PARCS Policy briefs will be published

<table>
<thead>
<tr>
<th>Newspaper/magazine</th>
<th>Lead partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines regarding Austrian port business and logistic business parks as well as regional newspapers</td>
<td>EHOO (AT)</td>
</tr>
<tr>
<td>FUNDIPRESS</td>
<td>AFV (ES)</td>
</tr>
<tr>
<td>FEAF’s Technical Bulletin (published quarterly basis)</td>
<td>AFV-FEAF (ES)</td>
</tr>
<tr>
<td>Austrian newspapers - “Die Presse” - “Der Standard” - “Oberösterreichische Nachrichten” - “Profil”</td>
<td>E-JKU (AT)</td>
</tr>
<tr>
<td>High-Tech Ambiente</td>
<td>Cuioidepur (IT)</td>
</tr>
<tr>
<td>Usine Nouvelle</td>
<td>EQY (FR)</td>
</tr>
<tr>
<td>Industrie et Technologie</td>
<td>EQY (FR)</td>
</tr>
<tr>
<td>Turkish Industrial Zones’ Newsletters</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Turkish newspapers - Hürriyet</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Sabah</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>ISO Sanayi Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>OSB Dünyasi Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>OSBDergi Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Enerji Günlüğü Online Daily News</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Enerji Press Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Enerji Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Energy World Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Enerji IQ Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Enerji ve Çevre Dünyası Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Enerji Panorama Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Yeşil Bina Magazine</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Yeşil Ekonomi Newspaper</td>
<td>KHAS (TR)</td>
</tr>
<tr>
<td>Yeşil Gazete Newspaper</td>
<td>KHAS (TR)</td>
</tr>
</tbody>
</table>
7.5 IMPACT TRACKING

As S-PARCS partners already have strong and different networks, reaching a wide audience with the e-newsletter will not be difficult. The consortium will assess its success in reaching the considered audience with their policy briefs considering the objectives listed Table 10:

Table 10: Communication and dissemination targets for the articles

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Objective</th>
<th>Strategy to meet the objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people reached by articles</td>
<td>10,000</td>
<td>The partners will publish articles about S-PARCS in major regional and national press regularly in order to present the main updates of S-PARCS. The publication of articles can be encouraged by the publication of press releases to reach more media.</td>
</tr>
</tbody>
</table>

The impact tracking will be done using the table provided in Annex 1.

8 POLICY BRIEFS

8.1 PURPOSE

S-PARCS also targets the skills of bureaucrats and policy makers during the dissemination and communication process by providing them policy briefs. S-PARCS partners aims to contribute to the creation of legal and regulatory frameworks that accelerate and facilitate the adoption of innovative instruments for energy cooperation and feed insights into political debates (objective 3 of the submitted proposal). Policy makers are thus among the dissemination targets. As policy makers are targets very different from the others, there is a need for specific dissemination means to reach them.

8.2 TARGET AUDIENCE

Policy briefs target policy makers, decision makers and other advisers. These profiles are interesting for the overall impact and success of the project as they have the capability to foster the use of the developed approach at a larger scale (e.g. with appropriate financial instruments) to promote synergies with other states region. Additional targets for these policy briefs are investors that can bridge the gap between industrial parks and public administrations (e.g. with their funding capacities in case) and the press and media that can maximize the impact of the dissemination campaigns.

8.3 DISSEMINATION/ COMMUNICATION MATERIAL

S-PARCS aims at forming a coalition for pointing policy makers to the most obstructive barriers and how best to overcome them, from an industrial perspective. Several barriers have already
been identified by the consortium, that are related to unfavourable legal and/or regulatory provisions. S-PARCS partners will thus draft amendments to existing regional/national/EU policies and legal frameworks to simplify energy cooperation/services at all governance levels.

8.4 SCHEDULE

Policy briefs are expected to be produced at the project mid-term (M18) when the follower community will already be consequent and at the end of the project (M36) when all the results will be accessible.

8.5 IMPACT TRACKING

S-PARCS partners have demonstrated outstanding success in transferring policy-relevant results of EU projects to the highest level of policy makers. As a recent example, the coordinator EI-JKU has organised and moderated a workshop in the European Parliament to inform highest level EU representatives about the outcome of an EU project in October 2016. Therefore, S-PARCS is confident that its results will be referenced in several documents prepared by related governments and public entities.

The consortium will assess its success in reaching the considered audience with their policy briefs considering the objectives described Table 11.

Table 11: Dissemination targets for the policy briefs

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Objective</th>
<th>Strategy to meet the objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of policy makers reached</td>
<td>5 in each country, 30 as a whole</td>
<td>Strong follower community, use of other dissemination tools and channels</td>
</tr>
<tr>
<td>Number of investors reached</td>
<td>20 companies</td>
<td>As above</td>
</tr>
<tr>
<td>Number of quotes in press/media</td>
<td>10 per release</td>
<td>Strong follower community</td>
</tr>
</tbody>
</table>

The impact tracking will be done using the table provided in Annex 1.

9 SOCIAL MEDIA

9.1 PURPOSE

Social media are major communication and dissemination channels. The S-PARCS Consortium sees in these a good and cost-effective means to reach the public and will therefore use major social networking platforms from the early stages of the project.
Social media will enable partners to promote the project and its results in a two-way exchange. With these channels, S-PARCS partners intend to achieve the following specific objectives:

► Increase awareness cost-effectively and multiply the follower community.
► Improve the success of other communication and dissemination efforts, informing the follower community about these efforts.
► Raise interest on the project topic in non-expert audiences.
► Promote understanding of knowledge, activities, benefits and outcomes generated through the project lifecycle.
► Promote feedback gathering, consultation and engaging with target groups.
► Increase content visibility and interaction.
► Enhance project positioning through engine search, image search, local search, etc.

9.2 TARGET AUDIENCE
Social media, alike the website is aimed at the 7 target audiences identified.

9.3 DISSEMINATION/ COMMUNICATION MATERIAL
The exploitation of 2 major professional social media are foreseen:

► LinkedIn,
► Twitter,

LinkedIn is the most professional oriented social media that will be used by the project partners. A page for the S-PARCS project will be made and managed. The partners will be invited to join the page and to encourage their collaborators to do so, in order to increase the reach and visibility of the page. Partners will post short news through these popular social networks. These items can be related to key milestones being achieved, available public deliverables, upcoming project events, contributions to external events and publications, and any other supporting dissemination material.

Short messages can also be distributed via Twitter. Twitter hashtag #h2020sparcs will be used to give more visibility to the live participation in relevant events for the s-PARCS project.

ResearchGate will also be used to present research outputs of the project to a more scientific public.

9.4 SCHEDULE
Posts on project’s social media pages will be submitted at least every 6 months. Other posts will be done at project’s milestone (when news are uploaded on the website), before and after every event where S-PARCS partners attend, or to support other
communication/dissemination activities.

9.5 IMPACT TRACKING

The social networks targeted have monitoring tools so as to count the number of views and shares each publication scores. Partners will follow these numbers as well as the number of followers of each media to improve the communication strategy used. The corresponding performance indicators, objectives and strategies are presented Table 12:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Objective</th>
<th>Strategy to meet the objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of posts in the project</td>
<td>6 on each social media</td>
<td>Euroquality will make at least 1 post on each social media every 6 months. More posts will be done following project milestones.</td>
</tr>
<tr>
<td>Number of followers</td>
<td>300 for LinkedIn, 200 for Twitter at the end of the project</td>
<td>Partners will follow the different project's social media pages and foster their contacts to do so. The links to the LinkedIn, Facebook and Twitter pages will be written on each communication &amp; dissemination supports</td>
</tr>
<tr>
<td>Number of views per post</td>
<td>As above</td>
<td>As above</td>
</tr>
<tr>
<td>Number of sharing per post</td>
<td>15 for LinkedIn, 10 for Twitter</td>
<td>Partners will be asked to share the project’s social media posts with their networks.</td>
</tr>
</tbody>
</table>

The impact tracking will be done using the table provided in Annex 1.
10 FLYERS

10.1 PURPOSE

The Flyers are short descriptions of the project aimed at a wide range of target audience. They aim to give a quick overview on the project, its objectives and results and to encourage the reached audience to visit the website, to follow the social media accounts and to subscribe to the newsletter. Flyers are already used to inform the industrial companies present in different industrial parks about the project. This first Flyer is present in Annex 4.

10.2 TARGET AUDIENCE

The Flyers include general information on the project and are relatively easy to understand. They are designed to be appealing and meant for wide communication and dissemination. The Flyers are indeed appropriate for all the considered targets.

10.3 DISSEMINATION/ COMMUNICATION MATERIAL

The structure of the Flyers will stay still during the project and the contents of the flyers be more and more result oriented as the project will progress. The structure of the flyers is the following:

► Summary
► Objectives;
► Activities;
► Results;
► Contacts;
► Partners.

The flyers or other written documents will have the possibility to add a QRCode redirecting directly to the website (Figure 2).

10.4 SCHEDULE

Flyers will be distributed at different schedule depending on the audience targeted. The current leaflet is already being shared with industrial company as aforementioned. Flyers will be available at all events where S-PARCS partners participate in hard copies. Links to download the flyers will be available in the e-newsletter sent on an average every 6 months. The Flyers will be updated every year: for each communication campaign.
10.5 IMPACT TRACKING

As described, flyers will be available in many occasions in hard copies or digital versions. The corresponding performance indicators, objectives and strategies are presented Table 13:

Table 13: Dissemination & communication targets for the social media

<table>
<thead>
<tr>
<th>Event/context</th>
<th>Objective</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in events</td>
<td>X Flyers distributed in X events</td>
<td>At every event</td>
</tr>
<tr>
<td>Mailing</td>
<td>Flyers sent by partners to their networks every 6 months</td>
<td>Start of the project and at every milestone</td>
</tr>
<tr>
<td>Social media</td>
<td>Flyers are shared on posts on social medias</td>
<td>Start of the project and at every milestone</td>
</tr>
</tbody>
</table>

The impact tracking will be done using the table provided in Annex 1.

11 CONCLUSION

This Dissemination and Communication Plan will guide S-PARCS partners in their activities to maximize the impacts of their project. This plan will be updated at different stages of the project life, considering new communication and dissemination opportunities and strategy adjustments.

The impact tracking will be carefully carried out by the partners and supervised by EQY and EI-JKU to guarantee that these activities contribute at best to the project success.

12 ANNEXES

12.1 ANNEX 1: IMPACT TRACKING FOR COMMUNICATION AND DISSEMINATION ACTIVITIES

A shared document is available online to monitor the communication and dissemination activities. Partners are invited to fill it at least every 6 months. Information will be included in different technical reporting and deliverables.
### 12.2 ANNEX 2: PUBLIC DELIVERABLES

Table 14: Public deliverables

<table>
<thead>
<tr>
<th>Del#</th>
<th>Deliverable name</th>
<th>WP#</th>
<th>Short name</th>
<th>Due in M</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>S-PARCS solutions inventory</td>
<td>1</td>
<td>RINA-C</td>
<td>7</td>
</tr>
<tr>
<td>1.2</td>
<td>Working Paper: Barriers towards Energy Cooperation</td>
<td>1</td>
<td>EI-JKU</td>
<td>7</td>
</tr>
<tr>
<td>1.3</td>
<td>Review of best practices and methodological approaches - Criteria and Solutions</td>
<td>1</td>
<td>TECNALIA</td>
<td>9</td>
</tr>
<tr>
<td>2.1</td>
<td>Instruments addressing technical and non-technical barriers - generic results</td>
<td>2</td>
<td>RINA-C</td>
<td>10</td>
</tr>
<tr>
<td>2.3</td>
<td>Guidance on contractual issues for joint energy services and energy cooperation</td>
<td>2</td>
<td>SSSA</td>
<td>12</td>
</tr>
<tr>
<td>2.4</td>
<td>Policy recommendations based on the results of the legal, regulatory &amp; standardization analysis</td>
<td>2</td>
<td>RINA-C</td>
<td>32</td>
</tr>
<tr>
<td>3.2</td>
<td>Collection of Test Protocols</td>
<td>3</td>
<td>EI-JKU</td>
<td>24</td>
</tr>
<tr>
<td>3.3</td>
<td>Industrial Park Service Initial Assessment Tool</td>
<td>3</td>
<td>CIRCE</td>
<td>30</td>
</tr>
<tr>
<td>3.4</td>
<td>S-PARCS IAT e-book and the Report on post-project S-PARCS IAT strategy</td>
<td>3</td>
<td>CIRCE</td>
<td>33</td>
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<td>4.1</td>
<td>Methodology and Key Performance Indicators for the monitoring and assessment of the Lighthouse Parks</td>
<td>4</td>
<td>RINA-C</td>
<td>8</td>
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<td>4.2</td>
<td>Data Collection Guidebook</td>
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<td>EI-JKU</td>
<td>8</td>
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<td>4.3</td>
<td>Information sharing process documentation</td>
<td>4</td>
<td>SSSA</td>
<td>34</td>
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<td>5.1</td>
<td>Presentation: energy challenges of industrial parks - first insights from the S-PARCS project</td>
<td>5</td>
<td>TECNALIA</td>
<td>9</td>
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<td>5.2</td>
<td>Report on the potential for joint energy services in industrial parks</td>
<td>5</td>
<td>TECNALIA</td>
<td>18</td>
</tr>
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<td>5.4</td>
<td>Public report on the results from the feasibility studies for the most promising joint energy projects in the Lighthouse Parks</td>
<td>5</td>
<td>EI-JKU</td>
<td>30</td>
</tr>
<tr>
<td>5.5</td>
<td>1 energy cooperation plan per park</td>
<td>5</td>
<td>TECNALIA</td>
<td>33</td>
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<td>6.1</td>
<td>Website available in English</td>
<td>6</td>
<td>EI-JKU</td>
<td>6</td>
</tr>
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<td>6.2</td>
<td>Dissemination plan</td>
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<td>EQY</td>
<td>6</td>
</tr>
<tr>
<td>6.4</td>
<td>Training toolkit</td>
<td>6</td>
<td>AFV</td>
<td>25</td>
</tr>
<tr>
<td>6.9</td>
<td>Final report of policy relevant activities</td>
<td>6</td>
<td>EI-JKU</td>
<td>36</td>
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<tr>
<td>7.4</td>
<td>Report of Meetings including special chapter on Advisory Board meetings</td>
<td>7</td>
<td>EI-JKU</td>
<td>36</td>
</tr>
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</table>
12.3 Annex 3: PROJECT LEAFLET 1

The project leaflet 1 is a 2 pages presentation of the project as follows:

Envisioning and testing new models of sustainable energy cooperation and services in industrial parks

S-PARCS presents a sound concept for reducing energy costs and energy consumption in industrial parks, while, at the same time, increasing renewable on-site energy production. The pre-assessment of seven “Lighthouse Parks” in Spain, Portugal, Italy, and Austria, which participate in the study, has shown a high potential for joint energy actions, many of which are transferrable to the community of S-PARCS Followers in the UK, Sweden, Turkey, Russia, Italy, Portugal, Austria and Norway. 5 research organisations, 1 engineering company and 1 industrial association will make their knowledge on suitable technologies, novel business models and cooperative action among companies available to the parks to help them develop an “energy cooperation plan”. The identification of relevant financial, legal and organizational barriers to joint energy action in the parks – and ways of overcoming them – will make a valuable contribution to policy-making on regional, national and European level.

**OBJECTIVES**

**Objective 1:** Increase the competitiveness of enterprises by developing, testing and deploying replicable instruments for energy cooperation in real world environments

**Objective 2:** Develop, test and deploy replicable business models for joint contracting of energy services for industrial parks

**Objective 3:** Contribute to the creation of legal and regulatory frameworks that accelerate and facilitate the adoption of innovative instruments for energy cooperation and feed insights into political debates

**Objective 4:** Build capacities and increase the skills and competencies of players from EU industrial environment
S-PARCS will notably implement the following activities during the project:

1) State of the art of energy cooperation in industrial parks - solutions, opportunities and barriers will be identified

2) Envisioning innovative instruments and business models for enhanced energy cooperation

3) Development of the “Industrial Park Service Initial Assessment Tool”

4) Support Industrial Parks for enhancing energy cooperation

The project S-PARCS intends to be a hub for industrial parks, which aim at increasing energy efficiency and competitiveness by enhancing energy cooperation. S-PARCS fully acknowledges that different parks are at different stages on their way to boosting their energy efficiency and competitiveness through such innovative solutions. Accordingly, the parks require different types of support actions with varying levels of intensity and concreteness. Therefore, at the end of the project, all Lighthouse parks will be equipped with a free ICT tool supporting their decision-making processes on jointinvestments, a full feasibility study for the most promising cooperative project as well as a strategy for longer-term actions.

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sparcs-h2020.eu

The leaflet will also be made on the project website.
13 References