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E-LOBSTER

**Electric losses balancing through integrated storage and power electronics
towards increased synergy between railways and electricity distribution
networks**

Deliverable D6.3

E-LOBSTER Dissemination Plan

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1 Introduction

The present report constitutes deliverable D6.3, a document produced in the framework of WP6 “Dissemination and Route for Replication”, task 6.3 “Dissemination activities”.

One of the main objectives of WP6 is to raise the awareness on E-LOBSTER by promoting the project among all the potential stakeholders through the dissemination activities.

As a Research and Innovation Action (RIA), the project requires a specific communication and dissemination plan to assure that the whole consortium follow a clear strategy in promoting E-LOBSTER with the potential stakeholders and the different targets groups.

Therefore, D6.3 “Dissemination Plan” focuses on the identification of marketing objectives, the definition of key-messages, the identification of target groups and audiences, content formats, Key Performance Indicators as well as on the plan of activities.

The deliverable is made up of the following sections:

- Chapter 2 introduces the SOSTAC Model, which is the planning model used to develop the E-LOBSTER communication and dissemination strategy;
- Chapter 3 describes the project’s current situation in order to understand how to best overcome challenges and future obstacles regarding the communication and dissemination of the project’s results;
- Chapter 4 defines the project’s communication and dissemination objectives through the SMART (Specific, Measurable, Attainable, Relevant and Time-based) approach;
- Chapter 5 presents an overview of E-LOBSTER communication and dissemination strategy, from the brand identity to the communication mix;
- Chapter 6 deals with the specific communication and dissemination tactics to maximize the project’s impact;
- Chapter 7 clarifies the role of each partner in the communication and dissemination of E-LOBSTER;
- Chapter 8 presents the Key Performance Indicators that have been identified to measure the success rate of E-LOBSTER communication and dissemination strategy;
- Chapter 9 presents a table including all the past communication and dissemination activities performed and the future activities planned so far by the project’s consortium in order to raise awareness about E-LOBSTER;
- Chapter 10 summarizes the content of the report, highlighting the most important aspects.

2 SOSTAC Model

E-LOBSTER communication and dissemination plan has been developed through the **SOSTAC model**¹, which is a planning model originally developed in the 1990s to help with marketing planning by marketing consultant PR Smith.

The acronym stands for:

1. Situation: what is the current state of the project?
2. Objectives: what do we want to achieve thanks to dissemination activities?
3. Strategy: how do we get there?
4. Tactic: how exactly do we get there?
5. Actions: what is our plan?
6. Control: did we get there?



In fact, SOSTAC model defines all the fundamental phases of a successful communication and dissemination strategy.

All partners will be actively involved in the communication and dissemination of E-LOBSTER in order to assure the proper exploitation of the project's results and maximize the impact of the innovative technologies that will be produced in the framework of this project.

¹ <https://prsmith.org/sostac/>

3 Situation

E-LOBSTER aims at developing an innovative, economically viable and easily replicable electric Transport-Grid Inter-Connection System that will be able to establish synergies between power distribution networks, electrified transport networks (metro, trams, light railways etc.) and charging stations for EVs.

E-LOBSTER solution encompasses the integration of Electric Storage with power electronics components (smart Soft Open Points - sSOP) providing flexible control. The system will be managed by an integrated Railway + Grid Management System which starting from the real time analysis of energy losses will be able to optimize the interexchange of electricity between the networks maximizing local RES (Renewable Energy Sources) self-consumption.

Concerning the current situation of E-LOBSTER, the project consortium has elaborated the following **SWOT analysis** in order to understand how to best overcome challenges and future obstacles regarding the communication and dissemination of the project's results.

Strengths	Opportunities
<p>E-LOBSTER project partners can boast a vast experience in the dissemination of EU funded projects and have established important networks with relevant stakeholders.</p> <p>For example, the presence of partners like FFE, UITP, RSSB guarantees a wide network of stakeholders in both the sectors of interest of the E-LOBSTER project (DSOs and transport).</p> <p>Moreover, E-LOBSTER is part of the CLEAN initiatives grouping all the smart grid and energy storage related projects with low TRL.</p> <p>E-LOBSTER is involved in the CLEAN working groups in particular in the one related to the innovative technologies as well as in the one dealing with business models.</p> <p>The CLEAN initiative represents an added value for the project both in term of visibility as well as for the possibility to strength relationship with sister projects by favouring common initiative.</p>	<p>The project's results will be published in the international scientific/technical literature, such as IEEE transactions in the power system area, Elsevier, IET journals, and in relevant scientific/technical literature at national level mainly in the Member States where the partners are established, such as IEEE SmartGridComm, , IEEE EnergyCon etc.</p> <p>They will also be presented at relevant conferences, symposia, seminars, workshops, and other events, such as EUSEW 2019 (Brussels), InnoTrans 2019 (Berlin), CIRED 2019 (Madrid), either through oral or poster presentations. The project will furthermore promote its results at the national level in the various Member States of the partners. The presence of UNEW and UOB guarantees the redaction of a proper number of high quality research papers.</p> <p>The consortium will seek liaison with the most relevant European communities involving potentially interested stakeholders, including the relevant European Technology Platforms (ETPs), such as ETP SmartGrids as well as the European association connected to the project topics</p>
Weaknesses	Threats
<p>Finding the right balance between confidentiality and dissemination may turn out to be challenging, but the project consortium will produce 29 public deliverables in order to guarantee that E-LOBSTER no confidential project's results can be easily accessed and exploited by potential stakeholders.</p>	<p>After the introduction of the new GDPR law, communication and dissemination activities may slow down in order to be compliant with all the requirements. The project consortium will make sure that all the dissemination activities are compliant with the new law (especially the project's website).</p>

4 Objectives

A fundamental step in the development of E-LOBSTER Communication and Dissemination Plan is the definition of **SMART objectives**:

- Specific: E-LOBSTER objectives specifically describe the result that is desired in a way that is detailed, focused and well defined;
- Measurable: E-LOBSTER objectives are measurable in order to keep track of the achievements of the project and to report all the dissemination and communication activities (see KPIs in the paragraph entitled “Control”);
- Attainable: E-LOBSTER objectives are achievable and realistic;
- Relevant: E-LOBSTER objectives aim at achieving the expected impacts presented in the project call;
- Time-based: A deadline, date or time when the objective will be accomplished is clearly defined in the dissemination and communication plan.



Figure 1: SMART Goals

In particular, E-LOBSTER main objectives are:

- Develop a project brand identity in order to allow an easy identification based on the presence in the logo of the key topics (light railway networks and power distribution networks) and at the same time to differentiate it from the other H2020 projects that applied to similar subjects (M3);
- Communicate the main impacts of E-LOBSTER to specialized and non-specialized target audiences (M1-M42);
- Communicate the competitive advantages of the project to selected target groups (M1-M42);
- Disseminate and ensure public access to the non-confidential project's results;
- Favour the exploitation of the project's results (M1-M42);
- Provide up-to-date information about the project throughout the whole duration of E-LOBSTER (M1-M42);
- Translate the scientific/technical results into messages for public outreach, comprehensible also by the non-technical general public resulting in formalised support for the uptake of developed technologies throughout the whole duration of E-LOBSTER (M1-M42);

- Raise awareness of potentially interested parties across relevant stakeholders from the wider electricity network sector and the power network sector in the E-LOBSTER proposed technologies and demonstrators (M1-M42);
- Promote knowledge transfer of E-LOBSTER innovative solutions, along with the benefits they can provide, toward potential target end-users/adopters to speed up their adoption (M1-M42).

To understand if the above-mentioned objectives will be reached, the following Key Performance Indicators have been identified:

Channel/Content	KPI	Value
Project Website	Worldwide scale visibility	Visits: <5000 = poor; 5000-10,000 = good; >10,000 = excellent
Public Report	Downloads on the website	<50 = poor; 50-100 = good; >100 = excellent
Promotional Material	Distribution	<500 copies = poor; 500-1,000 copies = good; >1,000 copies = excellent
E-newsletter	Number of subscribers	<50 = poor; 50-100 = good; >100 = excellent
Papers	Number of papers submitted	<3 = poor, 3-5 = good, >5 = excellent
Conference presentations	Number of conference presentations	<3 = poor, 3-7 = good, >7+ = excellent
Workshops	Overall number of participants	<20 = poor; 20-40 = good; >40 = excellent

In detail, the dissemination strategy of E-LOBSTER consists of four main phases:

1. The generation of high value data and information about technological developments to be used in high-quality communication tools aimed to not only inform target groups but also generate interest in the potential for replication activities. The development of technologies will be monitored as it passes through the different Technology Readiness Levels (3 to 6) of the innovation value chain as well as the macro-factors influencing innovation developments in relation to new replication opportunities.
2. Use the developed tools to communicate with all relevant target groups and stakeholders in different stages of technology development and align communication activities and tools based on the particular role of the stakeholder group in commercialization and replication of solutions developed. These activities will be of continuous nature and use a limited selection of effective channels to create the legitimacy needed for E-LOBSTER to transfer knowledge to stakeholder groups and create trust.
3. Engage with selected target groups to directly support the uptake of technologies and the organization of replication activities. These intensive interactions with local communities in some identified cities where electrified transport is one of the key mobility sector will facilitate replication of innovative technologies by means of codified knowledge (e.g. factsheets) and through structuring and organizing personal contacts (e.g. matchmaking, discussion..) between relevant stakeholder groups.
4. Promote partnerships also after the end of the project in order to maximise the exploitation of E-LOBSTER results even when the project will end.

5 Strategy

5.1 Brand Identity

In order to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders, a project brand identity has been developed.

First of all, a “beachhead” has been defined: in the marketing jargon, a beachhead identifies that unique value of a project/product that makes it competitive on the so called “beachhead market”, a small market with specific characteristics that make it an ideal target to sell a new product or service.

E-LOBSTER beachhead is an innovative R+G (Railway to Grid) Management system which, combined with advanced power electronics, will be able to reduce electricity losses in both the power distribution network and the light railway network.

In fact, E-LOBSTER system will be able to make the best use of the available energy on both the grids by increasing their mutual synergies and maximising the consumption of local Renewable Energy Sources (RES) production through electric energy storages.

Moreover, several **USPs (Unique Selling Points)**, which are factors that differentiates E-LOBSTER R+G Management Systems from its potential competitors, have been identified in order to highlight a clear articulated and appealing benefit of E-LOBSTER, offering something that competitive technologies cannot or do not offer:

Benefits	Stakeholders	USP
Economical	Relevant associations representing the interest of DSOs, TSOs, Energy retailers, technologies providers, Aggregators and ESCOs	E-LOBSTER will increase energy systems efficiency, resulting in a reduction of distribution losses.
Environmental	Railways and electric public transport managers	E-LOBSTER will limit transport emissions, promoting electrified urban transport and their new role of grid stability providers
Social	Local and regional government	E-LOBSTER will promote the use of Renewable Energy Sources (RES)

Having in mind E-LOBSTER beachhead, the following project logo has been designed:



color version



white version



black version

Figure 2: Logo versions



C	0	C	32
M	65	M	10
Y	85	Y	85
K	0	K	0
R	238	R	179
G	117	G	44
B	56	B	56

Figure 3: Colour Palette

The name of the project includes both the light railway networks (represented by the O letter that is designed in the shape of a train) and the power distribution network (represented by the T letter that is design in the shape of an electrical pylon), in order to convey E-LOBSTER beachhead.

In fact, the project will develop an innovative R+G (Railway to Grid) Management system that will be able to make the best use of the available energy on both the grids.

Moreover, to convey the idea that two different energy networks are involved in E-LOBSTER, two different colours has been chosen to design the logo: a bright orange and an intense red.

The orange symbolises the power distribution network, while the red symbolises the light railway network.

In order to allow an easier identification for the public as well as to favour a better visibility for E-LOBSTER during the dissemination activities, all the external actions of the project will be characterized by specific graphic designs based on the project logo.

In accordance with the Commission's guidelines on visual identity, E-LOBSTER project will be identified by the EU Emblem and the official disclaimer "The project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774392".

All the promotional material displays the EU emblem (minimum height: 1 cm) and the name of the European Union is always be spelled out in full.

5.2 Target

Content is king, but audience is queen: to develop a successful communication and dissemination strategy, the project's consortium has carefully identified the target audiences in order to maximise the impacts of E-LOBSTER.

Knowing the audience is fundamental for the stage of content creation: only understanding the informational needs, the preferred content formats and the most used channels by our target audiences it is possible to create valuable contents.

Several content formats (article, post, short video etc.) will be tested in order to understand through the analytics which content type is more efficient, what works and what does not work.

Moreover, the contents will be published in different time slots and in different days in order to understand when the engagement is higher.

In fact testing is the only way to really understand the informational habits of our public and meet their content needs.

E-LOBSTER will address the selected target audiences:

- Railways and electric public transports managers;
- Relevant associations representing the interest of DSOs, TSOs, Energy Retailers, Aggregators and ESCOs;
- Relevant associations representing the interest of technology providers (such as storage, advanced power electronics, control systems developers, ...);
- Relevant associations representing the interest of EV producers;
- Local, regional and national government;
- EU Bodies;
- R&D institutes & universities;
- General Public;
- Journalists and media;

5.3 Key-Messages

The project consortium has carefully identified 3 key-messages, which will be included in all the project's promotional materials:

1. Electric losses balancing through integrated storage and power electronics towards increased synergy between railways and electricity distribution networks;
2. An innovative Railway to Grid Management System to reduce electricity losses in both the power distribution network and the light railway network;
3. A real time analysis of energy losses to optimize the interexchange of electricity between railways and electricity distribution networks;

The above-mentioned key messages are also displayed in the homepage of the project's website in order to immediately communicate the innovation that E-LOBSTER will develop to our target audiences.

Moreover, today the trend is the so-called **"Human-To-Human" communication**: there is a need to put ourselves in the mind-set of our target audiences instead of trying to speak such an intensely sophisticated language full of acronyms and big words that can be understood only by experts working in our same field.

This is why the project consortium has translated all the technical messages into simpler and clearer ones.

To show the "human face" of the project, a series of interviews and video-interviews will be made in order to present all the project partners to our target audiences.

For the same reason, the project homepage includes also some quotes of the project coordinator and the technical coordinator.

5.4 Promotional Material

In accordance with the Commission's guidelines on visual identity, all E-LOBSTER promotional material will be identified by the EU Emblem and the official disclaimer "The project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774392".

So far, the following promotional material has been developed by the project partners:

- E-LOBSTER Leaflet;
- E-LOBSTER Poster.

5.4.1 E-LOBSTER Leaflet

The project's leaflet is a trifold leaflet that follows the roll fold design and was developed using Adobe InDesign, a desktop publishing and typesetting software application produced by Adobe Systems.

The project leaflet will be used by project partners during dissemination events and it will be periodically updated according to the project's developments and to the informational needs of selected target groups.

Taking advantage of captivating and colourful images of the Metro of Madrid, the technical messages have been translated into simpler messages so that the leaflet can be used to disseminate E-LOBSTER also to the general public.

Particular focus is also put on E-LOBSTER social media pages in order promote social engagement and invite potential stakeholders to keep up-to-dated through social media channels.

All project partners are invited to take advantage and to use E-LOBSTER leaflet and poster for communication and dissemination activities.

The promotional material will be regularly updated by RSSB, and specific leaflets and posters will be developed for special events.

A project roll-up will be also developed to use in the occasion of conferences, workshops and trade fairs.

The leaflet can be folded as showed in the following picture:



Figure 2: E-LOBSTER Leaflet

5.4.2 E-LOBSTER Poster

The project poster focuses on the technical messages of E-LOBSTER as it is meant to disseminate the project's results to the scientific community and to industry stakeholders.



Figure 3: E-LOBSTER Poster

5.5 Channels

To select the most effective channels, the project consortium has used the so-called “**Marketing Funnel**”,² a predictive analytics model to predict and track marketing activities according to the buyers’ journey, was used.

Stage of the Buyers’ Journey	Objective	Channel
Awareness: our target does not know E-LOBSTER	Attract	Project promotional materials (brochure/ leaflet, flyers, poster and banners) / communication toolkit, Project media presentations & press releases, Videos
Consideration: our target knows E-LOBSTER but we did not engage it yet	Convert	Scientific/technical magazines and oral/poster presentations at conferences, symposia, seminars, workshops, etc.
Decision: our target has become part of the E-LOBSTER online community	Retain	Periodic e-newsletter

In the awareness stage, it is fundamental to highlight E-LOBSTER beachhead and the competitive advantage of the project in order to engage stakeholders and to make them understand the benefits of E-LOBSTER innovative technologies.

The promotional material will include the key-messages in order to make E-LOBSTER stands out from other similar H2020 projects.

All dissemination and marketing activities will aim at making stakeholders understand why they should exploit E-LOBSTER new technologies, underlining all the advantages and benefits for them.

In the consideration stage, it is essential to produce valuable content that can be interesting and useful for the stakeholders in order to convince them to finally become part of the E-LOBSTER community. To reach this goal, all the public reports have to be easily accessible on the project’s website and the technical content has to be translated in the most clear and easy-to-understand way in order to get stakeholders to use E-LOBSTER technologies.

Finally, in the decision stage, it is important to retain stakeholders through valuable contents, such as the project’s newsletter. The aim is to keep them updated about the project so that they can still be part of E-LOBSTER community also when the project will end.

The following chapters present an overview of the main channels of the project.

5.5.1 Website

The project website has been set up under the address www.e-lobster.eu. The “.eu” domain was chosen to emphasize the nature of the website as the official website of a project funded by the EC.

² <https://neilpatel.com/blog/how-marketing-funnels-work/>

When designing E-LOBSTER website, particular emphasis was put on the following features:

- **Responsivity:** In 2017, almost half of internet users spent five or more hours on their smartphones daily³, so E-LOBSTER website is responsive in order to make sure results can be easily accessed through different devices (laptops, tablets and smartphones). In fact, responsive web design make web pages look good on all devices and offers the best experience for all users;
- **SEO optimisation:** E-LOBSTER website is designed having in mind the principles of SEO (Search Engine Optimisation), in order to gain a good positioning in the Google SERPs and raise awareness about the project. In fact, E-LOBSTER website is characterised by a strong site architecture and provided by a good navigation in order to encourage more and more visits. Also non-technical SEO techniques will be used to engage potential stakeholders, such as social media marketing;
- **Integration with social media:** In 2017, daily social media usage of global internet users amounted to 135 minutes per day⁴, so social media have been integrated into E-LOBSTER website to encourage website visitors to follow the project;
- **GDPR compliance:** E-LOBSTER website is compliant with the new GDPR as a privacy and cookie policy has been developed and the data about visitors retrieved by the web analytics tool (<https://statcounter.com/>) are anonymised.

The navigation through the homepage sections can be performed through a bar menu or through a lateral dot navigation bar according to the device.

The website homepage represents an attractive showcase for the project and a tool for the effective dissemination of the latest project news, events and public reports.

After a slider containing three captivating images showing the Metro of Madrid, users can navigate a section that links to 3 key-pages of E-LOBSTER website: Concept & Objectives, Results & Public Reports and News & Events.

The fundamental numbers of the project (partners, countries involved, months and funding) are presented through a dynamic counter that immediately attracts the users' attention.

Moreover, the homepage includes the web form to subscribe to the project newsletter, carefully highlighted thanks to the colours in order to make it as more visible as possible for the website visitors. In the following screenshot, an overview of the Homepage is provided.

All the promotional material is available on the project website.

³ : <https://www.statista.com/statistics/781692/worldwide-daily-time-spent-on-smartphone/>

⁴ <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>

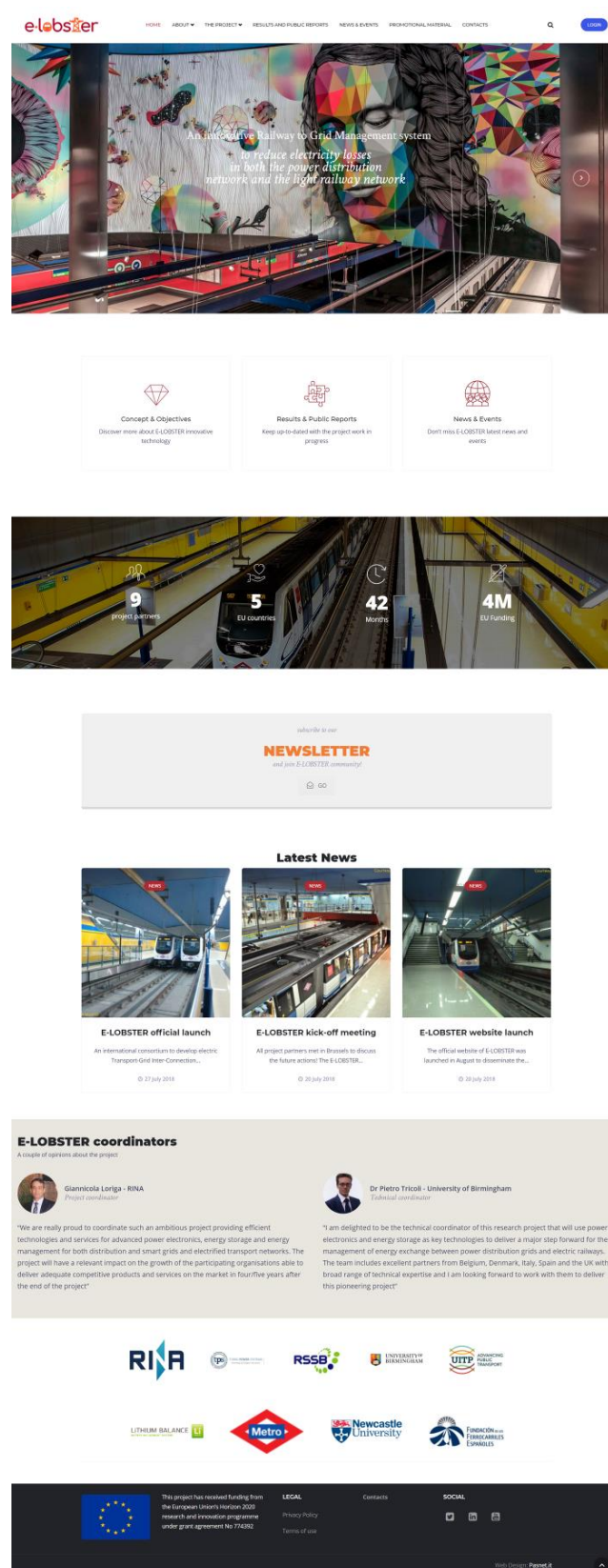


Figure 4: E-LOBSTER website

5.5.2 Twitter

Twitter was chosen as a project's channel by the consortium because it is a conversation-based social media and 47% of marketers agrees that Twitter is the best social media channel for customer engagement.⁵

E-LOBSTER Twitter account (<https://twitter.com/H2020ELOBSTER>) has been created at M1 to promote online conversation and debates around the project.

In particular, to promote engagement on Twitter:

- Strategic hashtags have been identified and included in the project's tweets, such as #H2020, #EnergyEfficiency and #investEUresearch;
- Trending hashtags of the day will be exploited to raise awareness about the project;
- Several questions will be asked to the project's followers in order to create online debates;
- Strategic Twitter accounts (such as partners, events' account, h2020 accounts, journalists etc...) will be mentioned in all E-LOBSTER tweets;
- Captivating images and videos will be included in all the project's tweets in order to catch the users' attention.

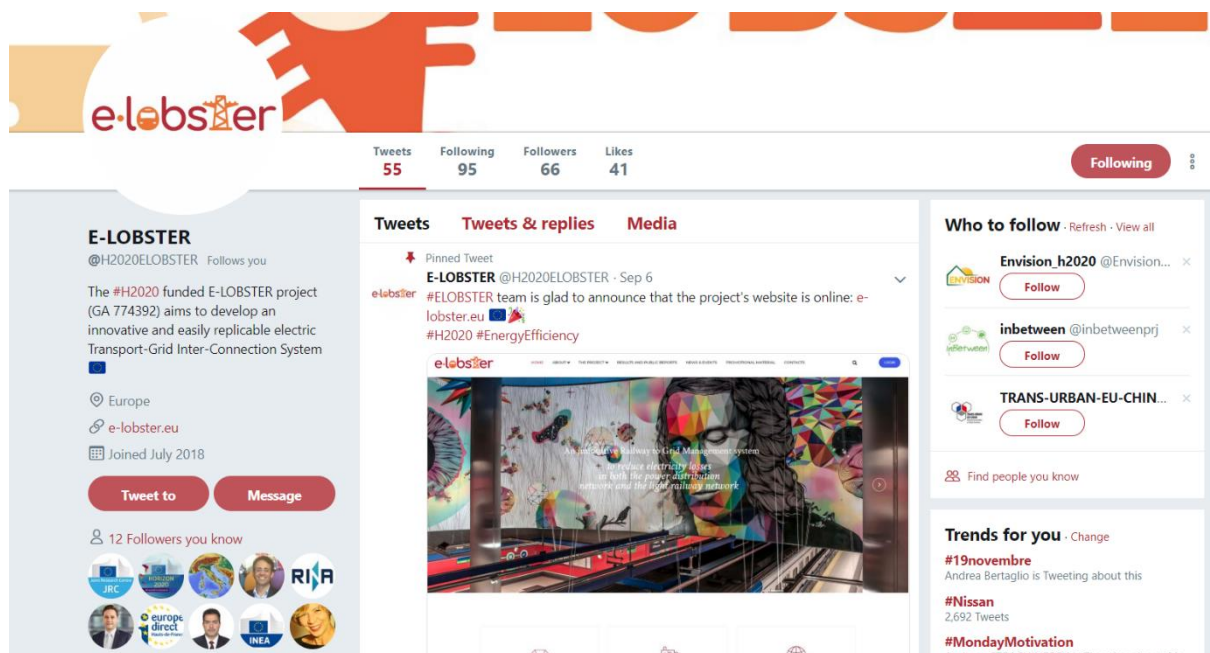


Figure 5: E-LOBSTER Twitter account

⁵ <https://sproutsocial.com/insights/social-media-statistics/>

Jul 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 4,766 impressions

Glad to announce that UITP is part of **#ELOBSTER** project too eu **#h2020 #smartgrid #energyefficiency**
pic.twitter.com/fnrBzwhTKe



6 11

View Tweet activity

View all Tweet activity

Top Follower followed by 55.6K people



EU Environment 
@EU_ENV FOLLOWS YOU

The official account for @EU_Commission Directorate-General for Environment (DG ENV). Rts and likes are not necessarily endorsements.

View profile

View followers dashboard

Top mention earned 45 engagements



Giannicola Loriga
@gianni_loriga · Jul 3

Today, @H2020ELOBSTER Kick-off meeting, as coordinator, I presented an overview of the project and its objectives
pic.twitter.com/ctSjcoeGAQ



1 7

View Tweet

Top media Tweet earned 1,800 impressions

Glad to announce that **#ELOBSTER** is mentioned in EU EXPRESS newsletter by UITP eu **#H2020 #energyefficiency #smartgrid**
pic.twitter.com/2FLdv8aB7q



4 8

View Tweet activity

View all Tweet activity

JUL 2018 SUMMARY

Tweets
22

Tweet impressions
16.2K

Profile visits
309

Mentions
2

New followers
22

Figure 6: E-LOBSTER July 2018 Analytics

During the month of July 2018, E-LOBSTER Twitter account had more than 16.000 impressions (the term impression means the number of times that the content is displayed to the users), it was followed by the official account of the EU Commission Directorate-General for Environment and it gained 22 new followers.

Currently, 70 users follow E-LOBSTER Twitter account.

Sep 2018 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 3,289 impressions

Delighted to announce E-LOBSTER has been mentioned in project partner UITP EU-Express Newsletter - September 2018! 
[#H2020](#) [#EnergyEfficiency](#)
[#InvestEuResearch](#)
pic.twitter.com/iY4olulMak

on zero-emission buses, including [ASSURED](#), [EVS](#), [JIVE](#), [EUS](#), [ELFIC](#) and [Zeus](#).

If you are attending Innofans don't forget to visit the UITP stand in the Public transport pavilion (2.1b number 20) for the launch of the Metro Statistics Policy Brief and the Urban Rail Research Priorities (19 September). You are also invited to the ASSURED workshop and [ASSURED](#) talk on 18 and 19 September. Are you heading to Copenhagen for the ITS World Congress, look out for interesting sessions UITP is moderating or speaking at, including a talk on Modal and the project [IMOVE](#) (19 September).

News on the EEU side also include the launch of a new E-LOBSTER project [website](#) and the publication of the [ELFIC](#) Policy Recommendations. This report

7 8

View Tweet activity

View all Tweet activity

Top Follower followed by 92.5K people



Horizon 2020EU

@EU_H2020 FOLLOWS YOU

Official account for EU's #H2020 & future #HorizonEU research & innovation prog. Managed by DG Research & Innovation. Follow [@EUScienceInnov](#) [@Moedas](#) [@JEPaquetEU](#)

View profile

View followers dashboard

Top mention earned 81 engagements

 **Horizon 2020EU**
 @EU_H2020 · Sep 6

[#FF](#) [#H2020](#)

[@H2020ELOBSTER](#)
[@CLEVER_Cities](#)
[@ecofeed](#)
[@TRANSURBEUCHINA](#)
[@Envision_h2020](#)
[@MoTriColorEU](#)
[@EnablingProject](#)
[@RESPINE1](#)
[@SITLESSEU](#)
[@inbetweenprj](#)

[#ResearchImpactEU](#) EU


pic.twitter.com/amqllwFAT



11 25

View Tweet

Top media Tweet earned 2,091 impressions

[#ELOBSTER](#) is currently going at full speed: read the article published on UITP website to learn more!  EU

SEP 2018 SUMMARY

Tweets
4

Tweet impressions
8,222

Profile visits
113

Mentions
2

New followers
12

Figure 7: September 2018 Twitter Analytics

September was another successful month for E-LOBSTER on Twitter as the account has been mentioned in the occasion of the so-called #FollowFriday by the official account of the Horizon 2020 research and innovation programme.

5.5.3 LinkedIn

94% B2B organizations rely on LinkedIn for content marketing and distribution⁶, so E-LOBSTER LinkedIn page (<https://www.linkedin.com/company/e-lobster/>) has been created and will be used to inform and engage the (business) stakeholders such as Railways and electric public transports managers and relevant associations representing the interest of DSOs, TSOs, Energy Retailers, Aggregators and ESCOs.

To promote engagement on LinkedIn, rich content will be shared weekly.

⁶ <https://sproutsocial.com/insights/social-media-statistics/>

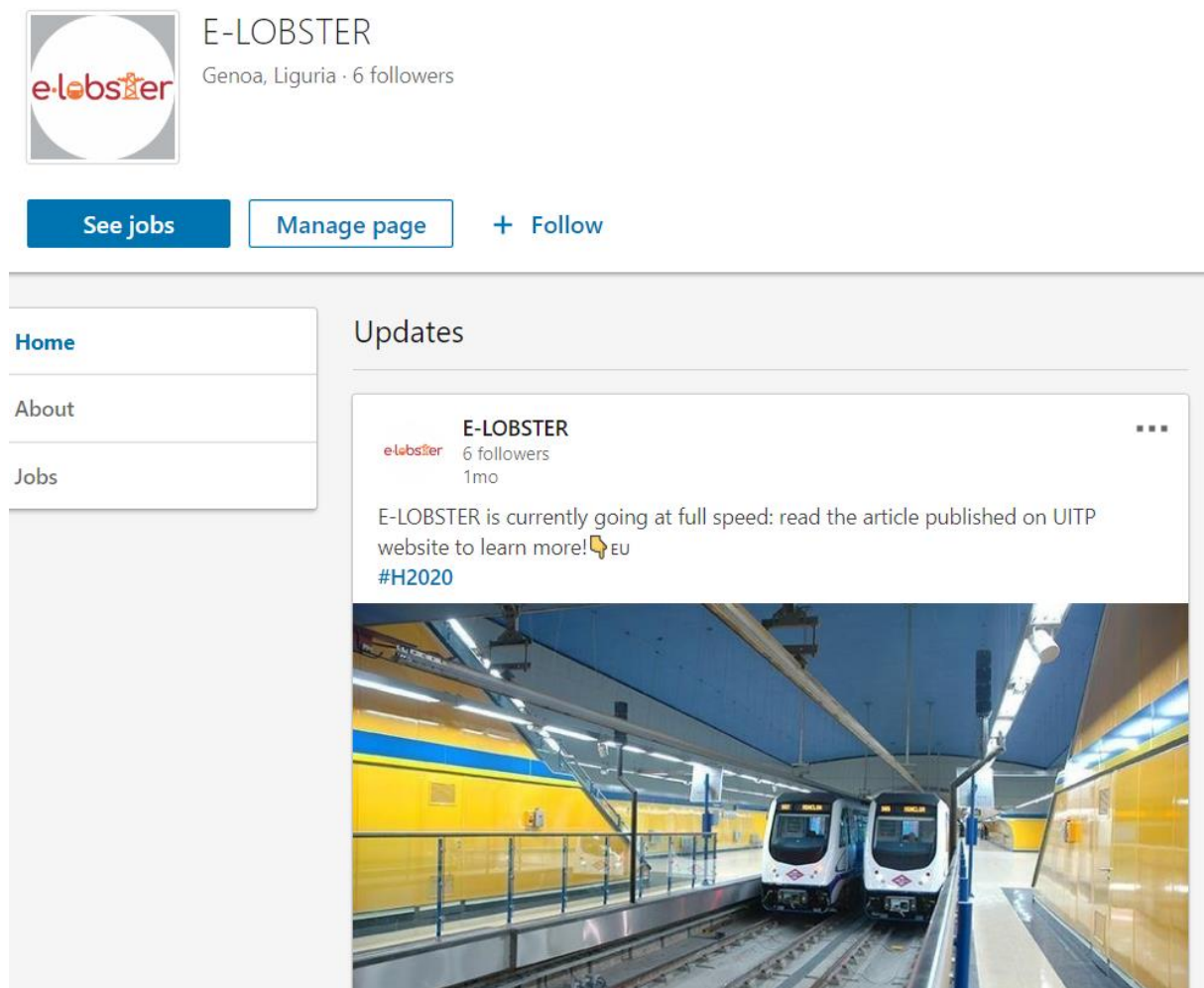


Figure 8: E-LOBSTER LinkedIn page

5.5.4 Project Newsletter

A periodic project newsletter will be delivered every 6 months and the page to subscribe has been carefully highlighted in the homepage. The aim of the newsletter is to keep up-to-dated potential stakeholders about the project and create an E-LOBSTER community.

The banner of the newsletter has been placed in the homepage of the project's website in order to make it as more visible as possible and attract potential stakeholders.



Figure 9: Project Newsletter

5.6 Content Marketing Approach

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.⁷

In short, instead of pitching E-LOBSTER innovative technologies, the project consortium will try to deliver information that is valuable and useful for the selected target audiences.

In fact, E-LOBSTER project consortium has decided to adopt a content marketing approach in order to earn the target audiences' attention and raise interest about the project (see "tactic chapter" for more details on the content marketing tactics).

⁷ <https://contentmarketinginstitute.com/what-is-content-marketing/>

6 Tactic

6.1 Editorial Plan

To make sure that the content marketing approach is followed, E-LOBSTER project's consortium will develop an editorial plan.

E-LOBSTER editorial plan will be:

- planned in advance;
- regularly up-to-dated by all project's partners with new content ideas;
- customised according to target audiences.

In fact, planning and customisation are key-factors for a successful communication.

E-LOBSTER editorial plan will describe the type of content, the target audience, the channel and the date of the publication of each piece of news for the website, LinkedIn post and tweet.

6.2 Content Types

After analysing the content's needs and preferences of E-LOBSTER target audiences, the following content ideas will be included in E-LOBSTER editorial plan:

- **Project Partners' Interviews:** interviews to E-LOBSTER partners will be published on the website and shared on social media. The aim is to inform potential stakeholders and the general public about the role of each partner in the project, underlining how they will contribute to achieve the expected impacts listed in the project's call;
- **Articles about the public deliverables:** the aim is to translate the technical contents in pieces of news that can be easily accessed and understood also by the general public;
- **Short video animations:** 78% of people watch online videos every week, and 55% view online videos every day⁸ and social video generates 1200% more shares than text and image content combined⁹. Therefore, short, funny and easy-to-understand animation will be developed to convey the key-messages of the project also to non-specialised audiences and to engage social media audiences in various ways. It will be possible to understand the message of E-LOBSTER

⁸ <https://blog.hubspot.com/marketing/video-marketing>

⁹ <https://biteable.com/blog/tips/video-marketing-statistics/>

animation also without any sound because most videos on social media are watched on autoplay;

- Articles about the **events** in which the project consortium takes part: the aim is to gain more participants through the digital channels;
- Press releases about the main **milestones** of E-LOBSTER: the aim is to engage the journalists in order to give visibility to E-LOBSTER and its innovative technologies on important magazines and newspapers.



Figure 10: Example of E-LOBSTER animation

7 Action

RINA-C is the dissemination leader of the project and it will be responsible of the implementation of the communication and dissemination strategy.

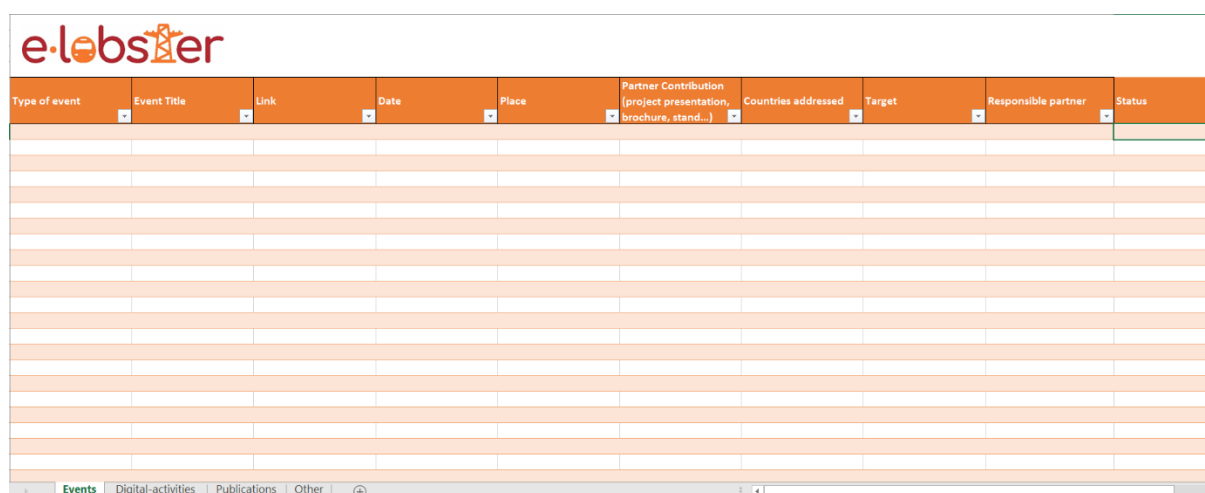
All other partners have to contribute by:

- Identifying and contacting all potential stakeholders to promote engagement on E-LOBSTER's social media and to increase the awareness about E-LOBSTER;
- Contributing to content ideas with useful and engaging material (pictures of the panels, technical content, project's newsletter...);
- Letting RINA-C know every time that they are attending an event, publishing a paper... so that RINA-C can share it on E-LOBSTER's website and social media.

7.1 Communication and Dissemination Tracking Tool

Communication and dissemination activities have to be performed in a structured way, and RINA-C as dissemination leader has to be able to track any communication and dissemination action performed by any of E-LOBSTER partners.

As such, RINA C has developed a tool for the collection of inputs from partners referring to planned and future communication and dissemination activities that will be updated every 6 months.



The screenshot shows a web-based tracking tool with the e-lobster logo at the top left. Below the logo is a table with the following columns: Type of event, Event Title, Link, Date, Place, Partner Contribution (project presentation, brochure, stand...), Countries addressed, Target, Responsible partner, and Status. Each column has a dropdown arrow. The table has 15 empty rows. At the bottom, there is a navigation bar with tabs: Events (selected), Digital-activities, Publications, and Other. There are also navigation arrows and a search bar.

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status

Figure 11. E-LOBSTER Dissemination Tracking Tool

8 Control

To measure the effectiveness of E-LOBSTER communication and dissemination strategy, it is fundamental to identify the right KPIs (Key Performance Indicators).

The effectiveness of the project's communication activities will be monitored any six months in order to track the proper key performance indicators:

- Project Awareness: Website traffic, page views, video views, etc...;
- Engagement: Social media metrics, rate of attendance to the project's event;
- Lead generation: Newsletter subscription;
- Target loyalty: Percentage of content consumed by target groups.

In particular, the success of E-LOBSTER communication and dissemination strategy will be measured through the following Key Performance Indicators:

Channel/Content	KPIs	Value
Project Website	Worldwide scale visibility	Visits: <5000 = poor; 5000-10,000 = good; >10,000 = excellent
Public Report	Download on the website	<50 = poor; 50-100 = good; >100 = excellent
Promotional Material	Distribution	<500 copies = poor; 500-1,000 copies = good; >1,000 copies = excellent
E-newsletter	Number of subscribers	<50 = poor; 50-100 = good; >100 = excellent
Paper	Number of papers submitted	<3 = poor, 3-5 = good, >5 = excellent
Conference presentations	Number of conference presentations	<3 = poor, 3-7 = good, >7+ = excellent
Workshops	Overall number of participants	<20 = poor; 20-40 = good; >40 = excellent

9 Table of performed and planned communication and dissemination activities

Table 1: Performed activities in the first 6 months

ID	Activity	Link	Date	Place	Responsible Partner
1	Press release on RINA website	https://www.rina.org/en/media/press/2018/07/06/reduce-energy-losses	6 July 2018	Online	RINA C
2	Low Carbon Networks and Innovation Conference 2018	http://www.lcnconference.org/	17-18 October 2018	The International Centre - Telford	TPS
3	Rail Innovation Showcase in Coventry & Warwickshire	https://cwbf2018.ticketleap.com/rail-innovation-showcase-in-coventry-warwickshire/details	21/11/2018	Quinton rail Technology centre - Stratford-upon-Avon	TPS
4	EPSRC Challenge Network in Automotive Power Electronics Symposium 2018	https://www.techworks.org.uk/event/epsrc-challenge-network-in-automotive-power-electronics-symposium-2018	14-15 November 2018	Austin Court, IET Birmingham	TPS
5	RSSB - Intelligent Power Networks to Decarbonise Rail	https://rssb.wavecast.io/carbfreerail	30 October 2018	University of Warwick, The Slate	TPS
6	CLEAN cluster Workshop	/	2 October 2018	Brussels, Belgium	RINA-C/ TPS / UOB

ID	Activity	Link	Date	Place	Responsible Partner
7	Promotion on TPS website	https://turbopowersystems.com/tps-elobster-consortium-reduce-electricity-losses/	8 August 2018	Online	TPS
8	Promotion of the projects on social media	https://www.linkedin.com/feed/update/urn:li:activity:6432878956332011520/	8 August 2018	Online	TPS
9	General circulation of the project press release to all targeted DNO contacts	/	Ongoing	UK	TPS
10	Article in The Environment Times	/	1 September 2018	UK	TPS
11	Creation of presentation which provides a visual representation of TPS projects in Smart Grid - including E-LOBSTER	/	Ongoing	UK	TPS
12	International Conference on Clean Electrical Power	www.iccep.net	04.07.2018	Otranto, Italy	UoB
13	Support the Electric Vehicle Charging Infrastructure	/	12.07.2018	Manchester, UK	UoB

ID	Activity	Link	Date	Place	Responsible Partner
14	2020 Low TRL Smart Grids and Storage Projects projects clustering event	/	02.10.2018	Brussels, Belgium	UoB
15	Journal Publication "Comparative Analysis of Topologies to Integrate Photovoltaic Sources in the Feeder Stations of AC Railways"	/	2018	IEEE Transactions on Transportation Electrification	UoB
16	Presentation of the relevant activities of the research group	/	27.07.2018	UK	UoB
17	61th EISS Subcommittee meeting of UITP	/	14-16 November	Milan, Italy	Metro de Madrid
18	Promotion of E-LOBSTER on UITP Website	https://www.uitp.org/news/research-project-e-lobster-looks-reduce-energy-losses	21/09/2018	Online	UITP
19	Promotion of E-LOBSTER on UITP Website	https://www.uitp.org/e-lobster	2018	Online	UITP
20	Promotion of E-LOBSTER on UITP Social Media	https://twitter.com/YannickBousse/status/1045256986776997889	27/09/2018	Online	UITP

ID	Activity	Link	Date	Place	Responsible Partner
21	UITP EU-Express Newsletter N47	/	September 2018	Online	UITP

Table 2: Planned activities

ID	Activity	Link	Date	Place	Responsible Partner
1	EUSEW 2019	https://www.eusew.eu/	17-21 June 2019	Brussels (Belgium)	RINA-C
2	Sustainable Places 2019	http://www.sustainableplaces.eu/sp2019/	5-7 June 2019	Cagliari (Italy)	RINA-C
3	Promotion of the project on RINA Website	https://www.rina.org/en	2019	Online	RINA-C
4	Promotion of the project on RINA Social Media	https://twitter.com/RINA1861 https://www.linkedin.com/company/rina/	2019	Online	RINA-C
5	Low Carbon Networks and Innovation Conference 2019	http://www.lcniconference.org/	30-31 October 2019	Scottish Exhibition Centre - Glasgow	TPS
6	Railtex 2019	http://www.railtex.co.uk/2019/english/	14-16 May 2019	NEC, Birmingham	TPS
7	InnoTrans 2019	https://www.visitberlin.de/en/event/innotrans-2020	22-25 September 2020	Messe Berlin	TPS
8	CIRED - Conference and exhibition on Electricity Distribution	TBD	2021	TBD	TPS
9	Power Tech	TBD	2020	TBD	TPS

ID	Activity	Link	Date	Place	Responsible Partner
10	Development of video in collaboration with creative company to promote TPS projects in the Energy sector	/	2019	Online	TPS
11	Information sheets for TPS projects	/	2019	/	TPS
12	Quarterly e-newsletter	RSSB newsletter	Every 4 months	Online	RSSB
13	Updates provided on SPARK	https://www.sparkrail.org/Pages/SparkWelcome.aspx	TBD	Online	RSSB
14	Social media	https://www.facebook.com/RSSB.Rail https://twitter.com/rssb_rail https://www.linkedin.com/company/rssb/?trk=top_nav_home	TBD	Online	RSSB
15	Press releases	/	TBD	TBD	RSSB
16	Railtex	http://www.railtex.co.uk/2019/english/	14-16 May 2019	Birmingham, UK	RSSB
17	Innotrans 2020	https://www.visitberlin.de/en/event/innotrans-2020	22-25 Sept 2019	Berlin, Germany	RSSB
18	World Congress of Rail Research	https://wccr2019.org/	28 Oct - 1 Nov 2019	Tokyo, Japan	RSSB
19	Network Rail Annual Innovation Conference	/	Oct-Nov 2019	London, UK	RSSB

ID	Activity	Link	Date	Place	Responsible Partner
20	RailLive	https://www.terrapinn.com/conference/rail-live/index.stm	5-7 Mar 2019	Bilbao, Spain	RSSB
21	Ter4Rail Meeting	/	05.12.2018	Brussels (Belgium)	UoB
22	International Conference on Clean Electrical Power	www.iccep.net	02.07.2019	Otranto (Italy)	UoB
23	Publication: Inverter Operating Characteristics Optimization for DC Traction Power Supply Systems	/	TBD	Online	UoB
24	IRES 2020	https://www.eurosolar.de/en/index.php/events/ires-conference-eurosolar	TBD	Germany	Libal
25	EES 2020	https://www.ees-europe.com/en/home.html	TBD	TBD	Libal
26	Promotion of the project on FFE website	https://www.ffe.es/	December 2018	Online	FFE
27	CIREN 2019	http://www.cired2019.org/	3-6 June 2019	Madrid (Spain)	Unew
28	63rd EISS Subcommittee of the UITP	/	2019	TBD	Metro de Madrid

10 Conclusions and Closing Remarks

In conclusion, D6.3 “Dissemination Plan” focuses on the identification of marketing objectives, the definition of key-messages, the identification of target groups and audiences, content formats and Key Performance Indicators.

All partners will be actively involved in the communication and dissemination of E-LOBSTER in order to assure the proper exploitation of the project’s results and maximize the impact of the innovative technologies that will be produced in the framework of this project.

E-LOBSTER project’s consortium will adopt a content marketing approach and develop an editorial plan that will be planned in advance, regularly up-to-dated by all project’s partners with new content ideas and customised according to target audiences.

In fact, planning and customisation are key-factors for a successful communication.

E-LOBSTER editorial plan will describe the type of content, the target audience, the channel and the date of the publication of each piece of news for the website, LinkedIn post and tweet.

Finally, the effectiveness of the project’s communication activities will be monitored any six months in order to track the proper key performance indicators.