



H2020-LC-SC3-2018-ES-SCC

EUROPEAN COMMISSION

Innovation and Networks Executive Agency

Grant agreement no. 824441



Multi Utilities Smart Energy GRIDS

WP 8 – “Dissemination, Communication and Policy promotion”

D8.5 – “Communication and Dissemination Plan – 1st Report”

Due date of deliverable: 31/10/2020

Actual submission date: 30/10/2020

Organisation name of lead contractor for this deliverable: EASE

Dissemination Level (Specify with “X” the appropriate level)		
CO	Confidential	
PU	Public	X

Project Contractual Details

Project Title	Multi Utilities Smart Energy GRIDS
Project Acronym	MUSE GRIDS
Grant Agreement No.	824441
Project Start Date	01-11-2018
Project End Date	31-10-2022
Duration	48 months
Supplementary notes:	
This document is only for use among the Partners of MUSE GRIDS	

Table of Contents

Table of Contents	2
1 Introduction	3
2 The original Stakeholders Engagement Communication and Dissemination Plan (D8.4)	4
3 Update on: Project identity and communication materials	5
3.1 Project identity and communication materials – Final evaluation	7
4 Update on: Project website	8
4.1 Analytics	9
4.2 Website – Final evaluation	10
5 Update on: Social media	11
5.1 Twitter	11
5.1.1 Analytics	11
5.1.2 Twitter – Final Evaluation	13
5.2 LinkedIn	13
5.2.1 Analytics	13
5.2.2 LinkedIn - Final evaluation	15
6 Update on: Newsletter	16
6.1 Newsletter Analytics	16
6.2 Newsletter – Final Evaluation	19
7 Update on: Events.....	20
7.1 Events organised by MUSE GRIDS.....	20
7.2 Starring MUSE GRIDS	21
7.3 Events – Evaluation	24
7.4 Events – Final Evaluation.....	24
8 Update on: Publications and media.....	25
8.1 Publications and media - Overview.....	25
8.2 Publications and media– Final evaluation.....	26
9 Conclusions – Where to improve?	27
9.1 COVID-19.....	27
9.2 Website	27
9.3 Twitter	27
9.4 LinkedIn	27
9.5 Newsletter.....	28
9.6 Events.....	28
9.7 Publications and media	28

1 Introduction

Deliverable 8.5 of MUSE GRIDS, “Dissemination and Communication Plan – First report” is a deliverable of WP8, “Dissemination, Communication and Policy Promotion”. It is directly linked to D8.4, “Stakeholders Engagement, Dissemination and Communication Plan”, delivered on M9 of the project (July 2019).

This deliverable aims to outline and assess the communication, dissemination and stakeholders engagement activities carried out within WP8 by all MUSE GRIDS partners since the start of the project, based on the initial premises included in D8.4, the original Stakeholders Engagement, Dissemination and Communication Plan.

Overall, EASE as WP8 Leader and the other MUSE GRIDS partners involved in WP8 were able to conduct most activities, fulfilling also the marked KPIs that were set in the beginning. The evaluation works based on a traffic light model, in which green indicates an excellent/very good achievement, yellow an average achievement and red a bad achievement.

2 The original Stakeholders Engagement Communication and Dissemination Plan (D8.4)

The original Stakeholders Engagement, Communication and Dissemination Plan was submitted as deliverable [D8.4](#) on July 2019. The document outlines all the communication, dissemination and stakeholder engagement activities related to the WP8 of the project, carried out by all partners.

The goal of the Stakeholders Engagement, Communication and Dissemination Plan as deliverable D8.4 is to define the modus operandi in which to carry out activities that can increase the awareness and visibility of the project. This includes targeting the correct audiences, identifying the correct messages to deliver to each of them and utilizing the appropriate instruments for such delivery.

D8.4 touches upon the following topics:

1. Goals, objectives and audience
2. Communication activities and tools
 - 2.1. Visual identity
 - 2.2. Website and digital marketing
 - 2.3. Leaflets, posters, roll-up
 - 2.4. Promotional video
 - 2.5. MUSE GRIDS related events
3. Internal coordination, communication and procedures
4. Performance assessment
5. Roles and responsibilities

Based on the above specifications, the present deliverable was drafted accordingly, providing updates on all items listed, stating whether they diverted or respected the initial plan included on D8.4.

3 Update on: Project identity and communication materials

At the time of submission of [D8.4](#), the project identity and its communication materials had already been defined and delivered and are hence included in D8.4. Their development and delivery also correspond to the reaching of Milestone 17 – “Dissemination kit ready (website online, leaflet, poster, preliminary stakeholder list)”, due in M6.

After the entrance of ALTRA in the Consortium in April 2020, all communication materials have been updated to include the organisation’s logo.

The following material has been developed and delivered:

Logo	 <p>Figure1: MUSE GRIDS logo</p>
Website	www.muse-grids.eu
Deliverable and presentation templates	 <p>Figures 2 and 3: Deliverable and presentation templates (.doc and .ppt)</p>
Leaflet	

Figures 4 and 5: Internal and external pages of the trifold leaflet in A4 format

Poster

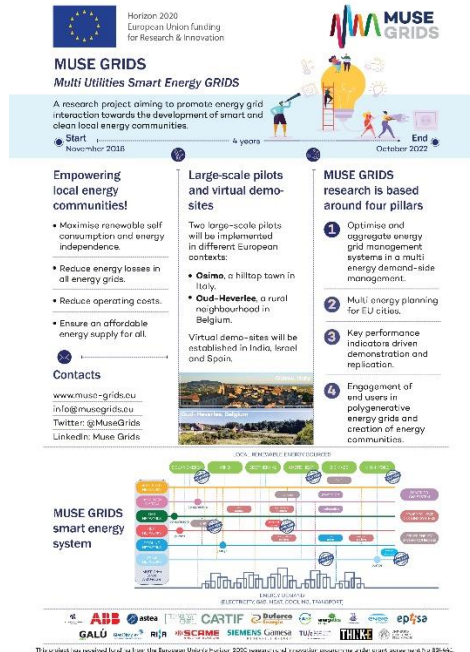


Figure 6: Poster in A3 format

Roll-up

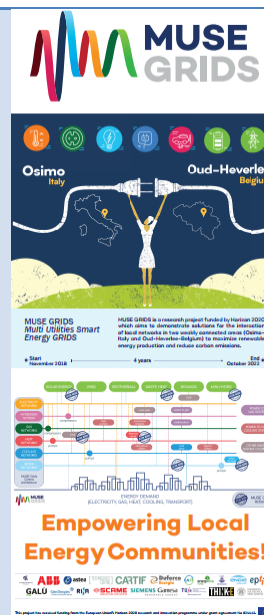


Figure 7: MUSE GRIDS roll-up

Stakeholder list

Target Groups

Policy makers and public bodies:

European Commission, European Parliament, regional authorities, permitting bodies, municipalities.

DHN managers

TSOs, DSOs, energy retailers and ESCOs

		<p>European industry, technology providers and scientific community: heating and cooling manufacturers, power electronics manufacturers, energy utilities, ESCOs, public and private investors</p> <p>General public</p>	
--	--	--	--

Table 1: Relevant stakeholder groups for the project

3.1 Project identity and communication materials – Final evaluation

Original plan of D8.4	Status	Diversions
Delivering dissemination Kit	Delivered ●	No diversions ●

Table 2: Project identity and communication materials – Final evaluation

4 Update on: Project website

The MUSE GRIDS website was delivered on M4 (January 2019). The website serves as a main reference point for the project's activities, supporting the social media channels and newsletter.

The project website is divided in 6 main pages, with different subsections each. Below a map of the pages implemented and a few images of the website:

1. Home
2. About
 - Project brief
 - MUSE GRIDS Team
3. Main Results
 - Pillars
 - Demosites
 - Virtual demosites
 - Technologies
4. Project materials
 - Promotional Materials
 - Public Reports
5. News & Events
 - News
 - Future Events
6. Contacts
 - Contact Us
 - Follow Us



Figures 8, 9 and 10: A few pages of the MUSE GRIDS website

Most pages of the website are dedicated to the project's presentation and receive few updates, while "News&Events" is the one that is updated more often, with news from the projects and announcements on upcoming events open to the public or internal to the project Consortium.

4.1 Analytics

The MUSE GRIDS website is analysed periodically in order to evaluate its impact. On a small diversion from D8.4, the tool utilised for the website analytics is not Google Analytics, but an alternative monitoring tool installed by the website provider at its developing phase, StatCounter.

The Key Performance Indicators (KPIs) chosen to evaluate the website performance and its relative threshold values were the following per D8.4:

KPI	Threshold values
Users	<1000 = poor; 1000-3000 = good; >3000 = excellent
Time spent on website	<1 minute = poor; 1-3 minutes = good; >3 minutes = excellent
Views per year	<5000 = poor; 5000-10,000 = good; >10,000 = excellent

Table 3: Website KPIs

Given the different setup of Statcounter.com, the KPIs have been updated to the following:




KPI	Threshold values	Results M1-M24
Average daily page views	<5 = poor; 5-10 = good; >10 = excellent	18 
Average monthly return users	<20=poor; 10-50=good; >50=excellent	79 
Views per year	<5000 = poor; 5000-10,000 = good; >10,000 = excellent	6279 

Table 4: Reviewed website KPIs

Below, a few images coming from Statcounter.com that express the numbers showcased on the table above.



Figure 11: Average daily page visits of the MUSE GRIDS website

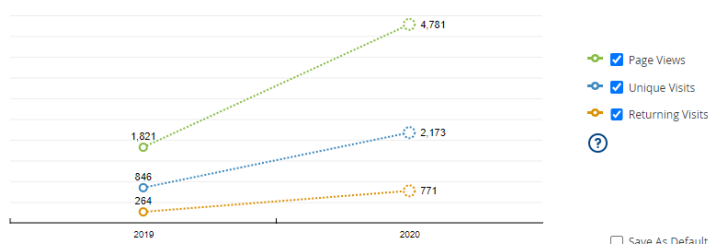





Figure 12: Page views of the MUSE GRIDS website in 2019 and 2020

Original plan of D8.4	Status	Diversions	KPIs
Fulfilling KPIs per Table 4	Delivered 	Some diversions: adaptation of KPIs 	Fulfilled 

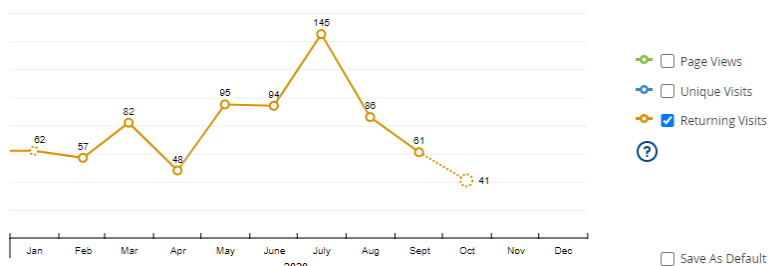


Figure 13: Returning visits to the MUSE GRIDS website in 2019 and 2020

One additional interesting point of the website analytics is the geographical composition of its users. Being a EU-funded project, most users come from Belgium as it is the main cluster for EU project partners of all sorts and European policymakers. In addition to that, the demosite presence also reflects the interest in the project: Belgium, Italy, Spain and India are among the top users of the website. The chart below (monthly reference) mirrors well the composition of the Consortium and also reflects the synergies the project has had – with India, for example, where the Consortium was present on a few occasions.

















Country	Page Views	Percentage
 Belgium	99	19.8%
 Spain	88	17.6%
 Netherlands	67	13.4%
 Italy	67	13.4%
 United Kingdom	44	8.8%
 United States	22	4.4%
 France	17	3.4%
 Slovenia	10	2.0%
 Germany	10	2.0%
 China	9	1.8%
 Chile	9	1.8%
 Finland	8	1.6%
 India	7	1.4%

Figure 14: overview of geographical distribution of website users

4.2 Website – Final evaluation

Given the previous review, below an account of the website's progress according to the original plan:

Table 5: Website – Final evaluation

Original plan of D8.4	Status	Diversions	KPIs
Fulfilling KPIs per Table 4	Delivered 	Some diversions: adaptation of KPIs 	Fulfilled 

5 Update on: Social media

Social media represents a valuable asset in Horizon2020 projects, as it allows for a faster delivery of content, as well as a wider interaction coming from the audience.

MUSE GRIDS is active on Twitter and LinkedIn. Both social networks have their similarities but also their differences. The strategy adopted is therefore to replicate the same content in both, adapting the language to the target audience present in each of the two networks. Each of the networks also has a few technical features that differ, which influences the length of the content posted and the type of link inserted in each post.

Whenever possible, MUSE GRIDS seeks to publish original content as much as it is feasible. This means that all relevant developments posted on social media should redirect to the project's website rather than external links, in order to push the website analytics forward.

5.1 Twitter

The MUSE GRIDS account on Twitter @MuseGrids maintains its features described on D8.4. The account posts news about the project, retweets original contents from the partners' accounts and retweets relevant content for its followers. As much as possible, the account uses visual support such as images, GIFs or preview links. The language used is enthusiastic, young and relies on the use of emojis.

5.1.1 Analytics

No Key Performance Indicators (KPIs) were chosen to evaluate the MUSE GRIDS Twitter account performance and in D8.4. To this end, we suggest using the following:

KPI	Threshold values	Results	M1-M24
Followers	<200 = poor; 200-300 = good; >300 = excellent	289	●
Average impressions per month	<5000=poor; 5000 10000=good; >10000=excellent	11300	●
Average engagement rate per tweet	<1% = poor; 1-3% = good; +3% = excellent	1%	●

Table 6: Suggested Twitter KPIs

Below, a few of the top tweets that have contributed to such KPIs.



Figures 15 and 16: Top tweet Q1 2020 and top tweet Q2 2020



Figures 17 and 18: Top tweet Q4 2019 and top tweet Q3 2019



Figures 19 and 20: Top tweet Q2 and top tweet Q1 2019

5.1.2 Twitter – Final Evaluation




Original plan of D8.4	Status	Diversions	KPIs
Fulfilling KPIs per Table 6	Delivered 	Some diversions: definition of KPIs (see mitigation measures) 	Fulfilled 

Table 6: Twitter – Final evaluation

5.2 LinkedIn

The [LinkedIn account](#) of MUSE GRIDS mirrors the project's activities for a more professional audience, targeting mostly other H2020 projects, as well as users that belong to the European-funded projects sphere. The account is a company account, which has specific features and notifications. Its posts often replicate what is shared on Twitter, with the criteria of bringing a professional value to followers and with the needed changes to the content's style and format.

5.2.1 Analytics

The Key Performance Indicators (KPIs) chosen to evaluate the project's LinkedIn page performance and its relative threshold values were the following per D8.4:

KPI	Threshold values
Yearly views	<150.000 = poor; 150-300,000 = good; >300.000 = excellent
Average engagement rate	<6% = poor; 6-10% = good; >10% = excellent
Average likes /reactions per post	<4=poor; 4-8=good; >8=excellent
Shares per post	<3=poor; 3-6=good; >6=excellent

Table 7: LinkedIn KPIs

An additional KPI is needed to evaluate the performance, counting the followers. A new tracking could be done in the following manner, adding one KPI for followers, and readjusting the yearly views into impressions:






KPI	Threshold values	Results M1-M24
Followers	<200 = poor; 200-300 = good; >300 = excellent	177 
Impressions	<5000 = poor; 5000-10000 = good; >10000= excellent	8763 
Average engagement rate	<6% = poor; 6-10% = good; >10% = excellent	5% 
Average likes / reactions per post	<4=poor; 4-8=good; >8=excellent	6,5 
Shares per post	<3=poor; 3-6=good; >6=excellent	<1 

Table 8: LinkedIn revised KPIs

Below, a few graphs that show the LinkedIn flow for the past year (M12-24), as well as the top posts of the page.

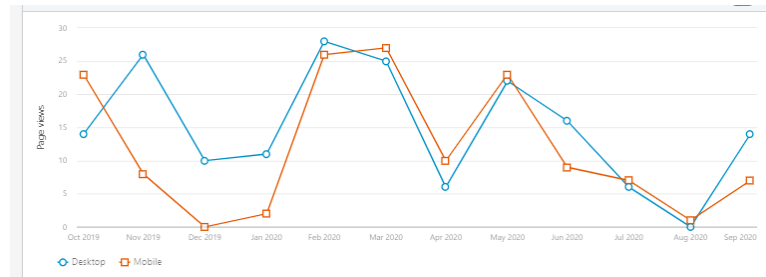
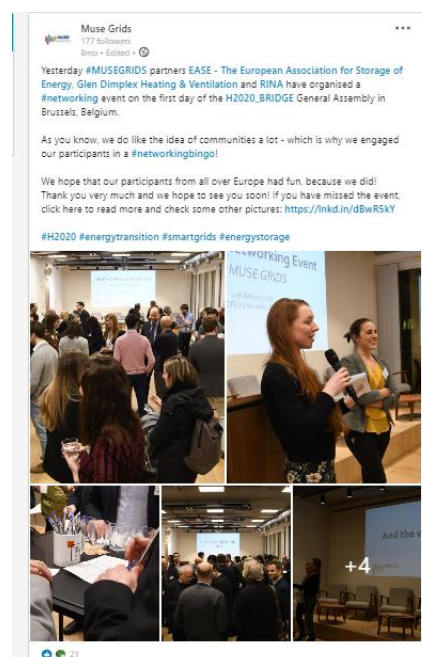
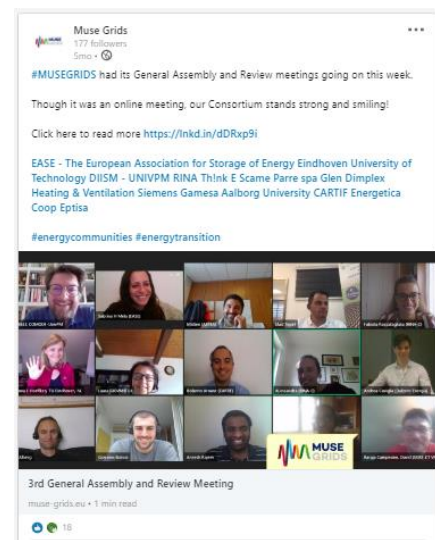
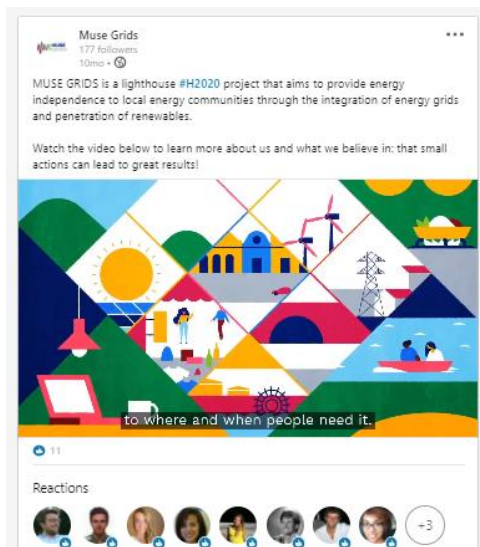


Figure 21: Page views on LinkedIn for period October 2019-October 2020



Figures 22, 23 and 24: Top 3 performing LinkedIn posts

5.2.2 LinkedIn - Final evaluation

Original plan of D8.4	Diversions	KPIs
Fulfilling KPIs per Table 8	Some diversions: adaptation of KPIs ●	Partially fulfilled (see mitigation measures) ●

Table 9: LinkedIn – Final evaluation

6 Update on: Newsletter

The MUSE GRIDS newsletter is delivered every 3 months and utilizes Mailchimp as instrument. In its subscribers list it includes project partners and sympathizers of the project, who have subscribed thanks to social media activity on Twitter and LinkedIn.

The e-mail package that is sent to subscribers follows a format template that is reproduced at each issue. It delivers updates on the project, leaning on the project's website to link the short interviews that are made with the partners who have accumulated the main updates within the last months. It also provides information on future events and a press review with relevant online articles that touch upon smart grids, sector coupling and energy communities. Shortly before each issue, the social media accounts invite followers to subscribe to the newsletter; the follow buttons to the accounts are also inserted in the footer of the newsletter template.

6.1 Newsletter Analytics

The Key Performance Indicators (KPIs) chosen to evaluate the project's newsletter performance and its relative threshold values were the following per D8.4:

KPI	Threshold values
Number of subscriptions	<80 subscriptions = poor; 80-150 = good; >150 = excellent
Average number of clicks on newsletter	<3/5 = poor; 3-4 = good; > 4 = excellent
Survey results	Qualitative evaluation based on replies

Table 10: Newsletter KPIs

While the third point is not applicable because no surveys were administered throughout the first part of the project¹, the KPIs shall remain as such:



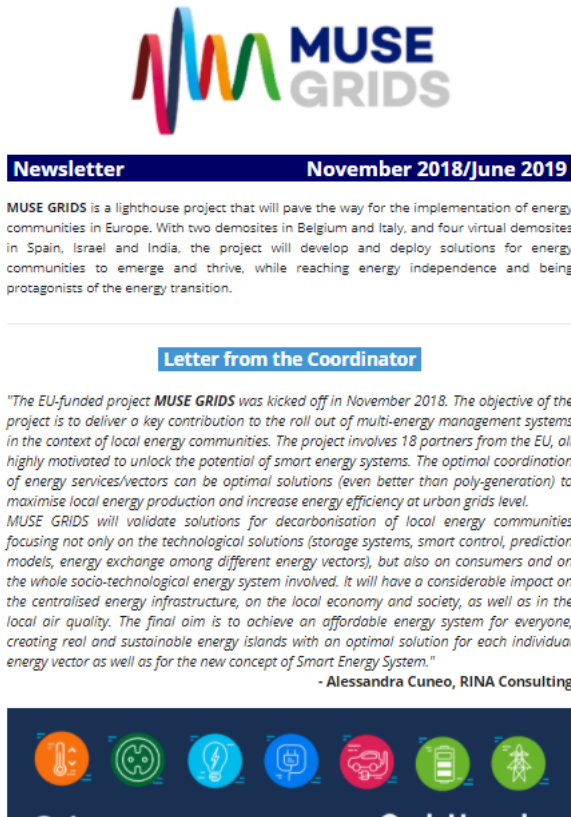
KPI	Threshold values	Results M1-M24
Number of subscriptions	<80 subscriptions = poor; 80-150 = good; >150 = excellent	81 
Average number of clicks on newsletter	<3/5 = poor; 3-4 = good; > 4 = excellent	12 
Survey results	Qualitative evaluation based on replies	N/A

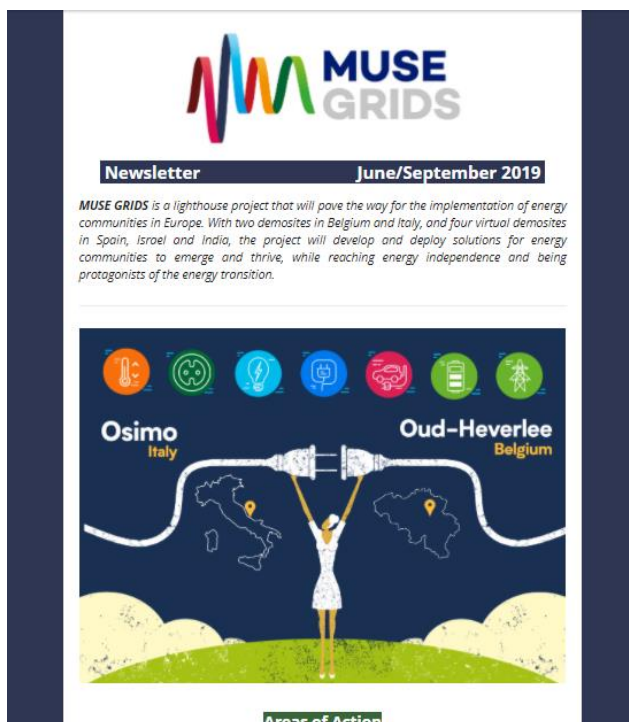
Table 11: revised newsletter KPIs

¹ The administration and evaluation of surveys is foreseen for the second part of the project.

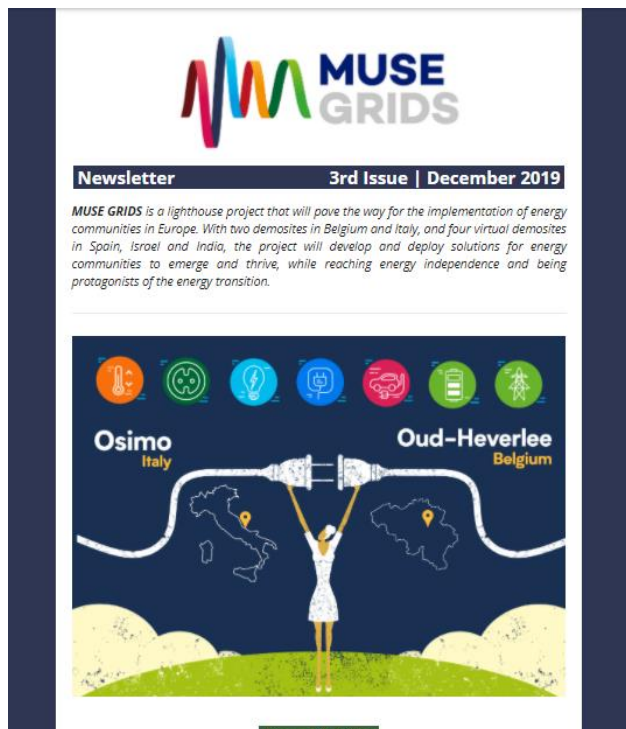
Below, the list of newsletter issues sent since the beginning of the project:



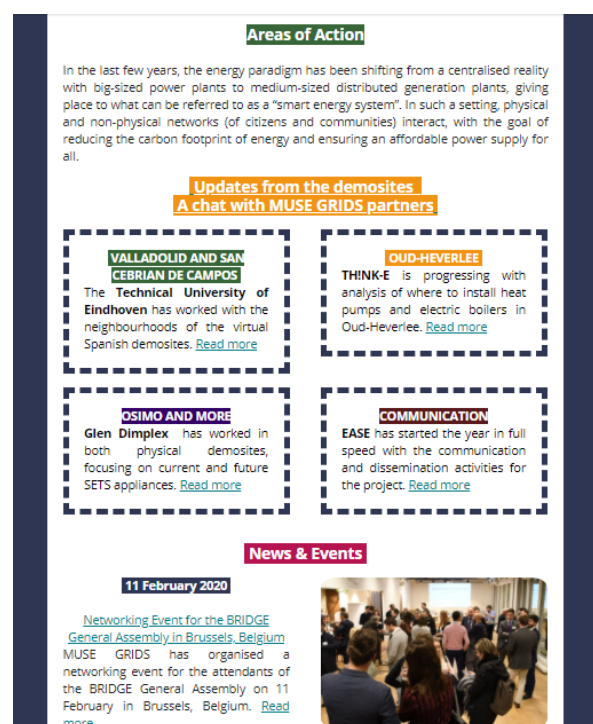
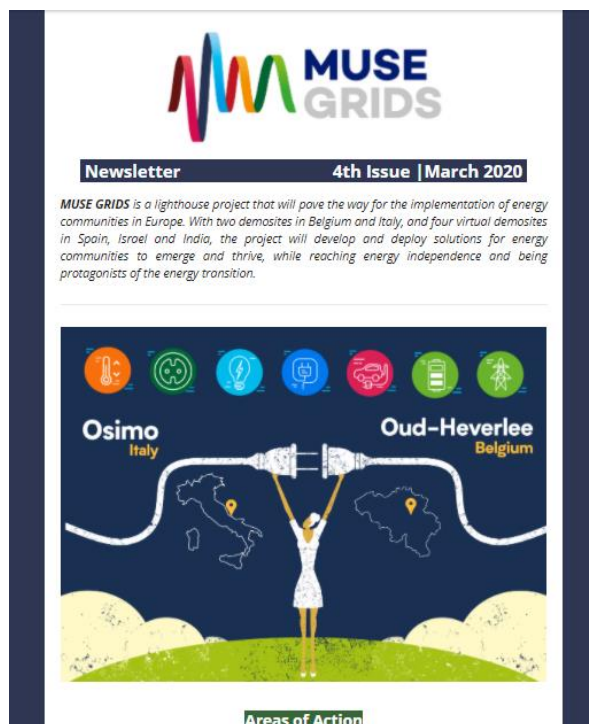
Figures 25 and 26: Newsletter Issue 1, June 2019 – Letter from Coordinator



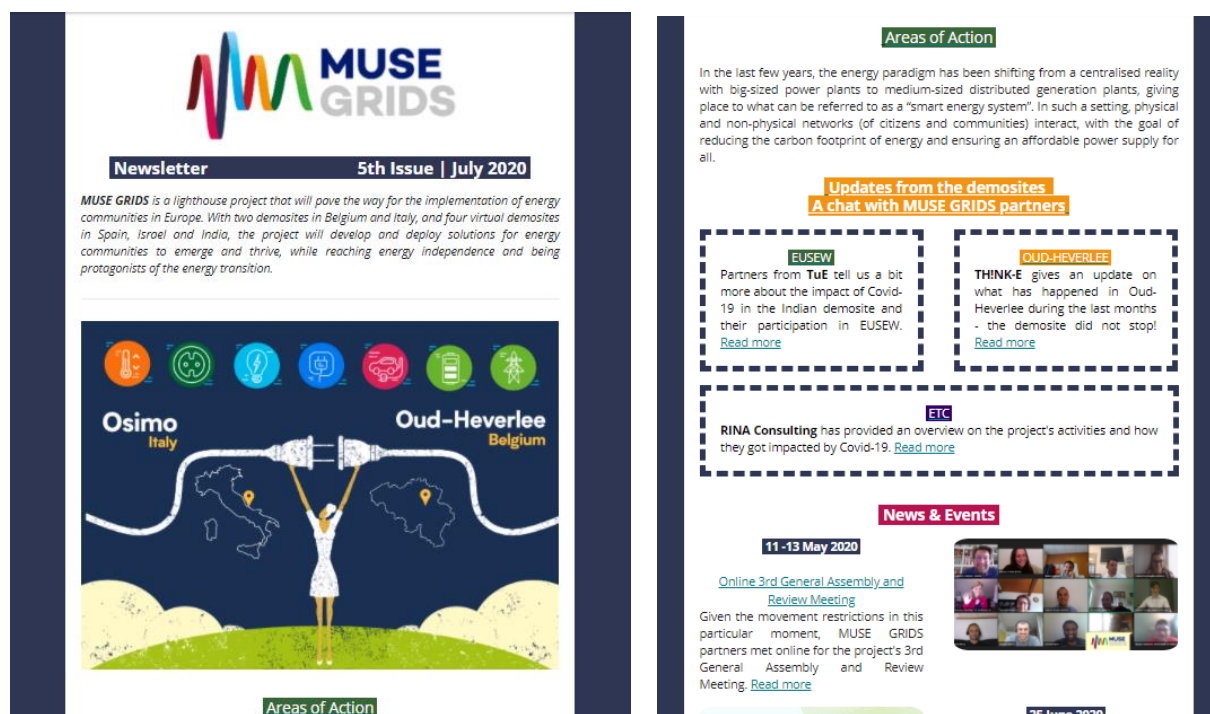
Figures 27 and 28: Newsletter Issue 2, September 2019



Figures 29 and 30: Newsletter Issue 3, December 2019



Figures 30 and 31: Newsletter Issue 4, March 2020



Figures 32 and 33: Newsletter Issue 5, July 2020

6.2 Newsletter – Final Evaluation



Original plan of D8.4	Diversions	KPIs
Fulfilling KPIs per Table 11	Some diversions: One KPI did not prove to be relevant so far 	Fulfilled 

Table 12: Newsletter – Final evaluation

7 Update on: Events

Events represent an important part of a Horizon2020 project's life. They offer the opportunity of networking with stakeholders, disseminating results and engaging in synergies with sister projects.

In the case of MUSE GRIDS, this aspect has proven to be quite central: the project has engaged with a four sister projects (MERLON, Compile, STORY, IElectrix) in joint initiatives, organising together a few events on energy communities and smart grids in the framework of their participation in the BRIDGE initiative.

One special aspect about MUSE GRIDS are its so-called demosite visits, which can take place on the two physical demosites of the project in Oud-Heverlee, Belgium, and Osimo, Italy. This is a valuable asset of the project which allows to engage with a wide variety of stakeholders and disseminate the project results in a tangible manner.

7.1 Events organised by MUSE GRIDS

Event	Date	Location	Activities Performed	Partners involved	People reached
Kick-off meeting	November 2019	Brussels, Belgium	Kick-off meeting with all partners	All	Consortium
Public event and Technical Meeting	February 2019	Osimo, Italy	Presentation of MUSE GRIDS to Osimo residents and internal meeting	RINA-C, UNIVPM, Astea, Duferco, Scame, TuE, CARTIF, GDHVI, GALU	100
1st General Assembly	April 2019	Genova, Italy	1 st General Assembly of the Project Consortium	All	Consortium
European Workshop	May 2019	Brussels, Belgium	European Workshop with sister projects	EASE, RINA-C, GDHVI	100
Demosite visit	July 2019	Oud-Heverlee, Belgium	Visit organised for a delegation of the French region Centre Val-de-Loire	EASE, THINK-E	10
2nd General Assembly	October 2019	Aalborg, Denmark	2 nd General Assembly of the Project Consortium	All	Consortium
BRIDGE Networking event	February 2020	Brussels, Belgium	Networking event during the two-day General Assembly of BRIDGE	EASE, RINA-C, GDHVI	100

Table 13: Events organised by MUSE GRIDS

7.2 Starring MUSE GRIDS

Event	Date	Location	Activities Performed	Partners involved	People reached
India Smart Utility Week	March 2019	New Delhi, India	Project presentation in the framework of India's largest fair of the power sector	EASE	2000
Presentation in Oud-Heverlee	March 2019	Oud-Heverlee, Belgium	Project presentation to Oud-Heverlee's residents	TH!NK-E, ENGIE Laborelec, ABB	100
Eurelectric Power Summit	May 2020	Florence, Italy	Project presentation in Glen Dimplex's booth	GDHVI	2000+
Presentation by Astea	May 2020	Recanati, Italy	Project presentation to press	Astea	50
EUSEW 2019	June 2019	Brussels, Belgium	Project booth along with other H2020 projects on smart grids	EASE, RINA-C	500
Workshop at Ulster University	June 2019	Ulster, United Kingdom	The role of infrastructure for heat decarbonisation in Northern Ireland	GDHVI	50
Meeting with Indian high-level officials at SolarPower Europe	June 2019	Brussels, Belgium	Presentation in the framework of a meeting for a joint report on India's solar market potential	EASE	20
European Utility Week 2019	November 2019	Paris, France	Presentation by EASE, booth by RINA-C	EASE, RINA-C	2000+
Presentation of the EU-India Joint Call on Smart and Integrated Local Energy Systems	November 2019	Kolkata, India	Presentation of the project as a success case of joint EU-India collaboration	RINA-C	100
EUSEW 2020	June 2020	Online	Participation of TUE in a session organised by BRIDGE on the effects of Covid-19 in demonstration projects	TUE	+500
Sustainable Places 2020	October 2020	Online	Organisation and participation in a session with sister projects MERLON, Compile and IElectrix titled "Energy Communities in Practice – the What's and the How's"	RINA-C, EASE	50

Table 14: Events organised by MUSE GRIDS

Below, a few pictures from events organised by the MUSE GRIDS Consortium or its single partners and events where the project was present:



Figure 34: MUSE GRIDS presentation in Oud-Heverlee, Belgium, March 2019



Figure 35: “Empowering Local Energy Communities” event with sister projects in Brussels, Belgium, May 2019



Figure 36: MUSE GRIDS presentation to high-level Indian officials in Brussels Belgium, June 2019



Figure 37: MUSE GRIDS at the European Utility Week, November 2019



Figures 38 and 39: MUSE GRIDSBRIDGE Networking event, February 2020

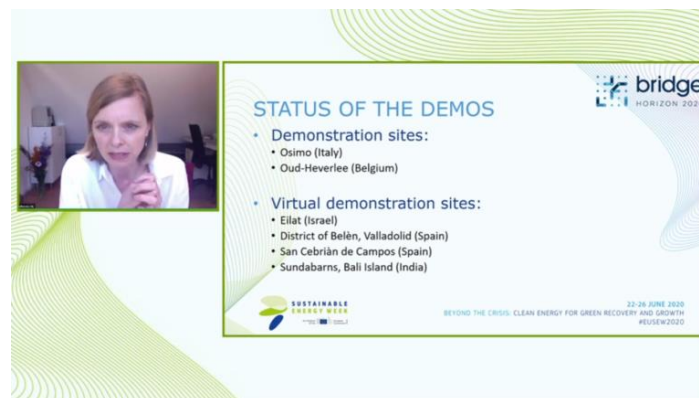


Figure 40: TUE representing MUSE GRIDS at the BRIDGE Policy Session at EUSEW, June 2020

7.3 Events – Evaluation

Per D.8.4, no KPIs for event participation had been fixed, only for demosite visits. To this end, a suggested list of KPIs and relative threshold values can be the following:





KPI	Threshold values	Results M1-M24
Participation in external events throughout the project's duration	<8 events= poor; 8-10 = good; >10 = excellent	11 
Organisation of events by MUSE GRIDS throughout the project's duration	<3= poor; 3-5= good; > 5 = excellent	3 
Number of people reached with demosite visits in 4 years	<100 = poor, 100-150 = good, >150 = excellent	10 
Survey results	Qualitative evaluation based on replies	Positive reply on the survey administered after the BRIDGE Networking event on February 2020 

Table 15: Event KPIs

7.4 Events – Final Evaluation



Original plan of D8.4	Diversions	KPIs
No delineated plan	Institution of KPIs and relative threshold values 	Partially fulfilled (see mitigation measures) 

Table 16: Events – Final evaluation

8 Update on: Publications and media

With a wide variety of backgrounds, MUSE GRIDS partners can mention the project in different publications (scientific and not), and MUSE GRIDS as well can be referred in other articles. This is an important asset for the projects' dissemination within certain environments, such as the scientific and academic community and the policymaking one.

Media, though a less present communication tool in a European context, also represents an important asset for projects, especially when a targeted local reach is needed.

8.1 Publications and media - Overview

Since the beginning of the project, MUSE GRIDS has been mentioned in the following media outlets:

Publication	Title	Outlet	Language	Partner responsible	Date
Article (non-scientific) reportage	EU incentivises energy communities	Euronews	English, Italian, French, Spanish, German, Russian	EASE, THINK-E	May 2019
Article (non-scientific)	Clean Energy for All Europeans, by All Europeans?	The New Federalist	English	EASE	June 2019
Article (non-scientific)	Il Progetto MUSE GRIDS (pg 112, 114-115)	Servizi a Rete	Italian	RINA	May/June 2020
Article (non-scientific)	Astea per l'ambiente. Non solo Muse Grids, ecco i risultati degli impianti di energia rinnovabile del Gruppo	Il Cittadino di Recanati	Italian	Astea	September 2020
Article (scientific)	Renewables self-consumption potential in districts with high penetration of electric vehicles	Science Direct	English	UNIVPM, AAU, Astea	September 2020
Article (non-scientific)	La crescita di Osimo grazie ad Horizon	Il Resto del Carlino	Italian	Astea	September 2020
Booklet (contribution to)	<i>Electric Vehicles and the Grid Solution Booklet –</i>	EU Smart Cities Information System	English	THINK-E	October 2020

	V2G Testing in Belgium ²				
--	-------------------------------------	--	--	--	--

Table 17: Publications

Concerning the amount of publications and what they represent for the project, the following KPI had been set on D8.4:


KPI	Threshold values	Results M1-M24
Number of scientific articles about MUSE GRIDS or project outcomes published in the course of 4 years	<5=poor; 5-15=good; >20=excellent	1 

Table 18: Publication KPIs

While the project is still at half of its lifetime, the threshold value for this KPI should nevertheless be reviewed. The reason for this discrepancy may be due to a lack of familiarity with the length of scientific publication processes and timelines, as main results from the project are expected to be available towards the next phases of the project. Non-scientific articles can also be considered as their dissemination target group can be equally valuable. Therefore, a suggested approach is to update the threshold values to the following:



KPI	Threshold values	Results M1-M24
Number of scientific articles about MUSE GRIDS or project outcomes published in the course of 4 years	<2=poor; 2-5=good; >5=excellent	1 
Number of non-scientific articles and mentions about MUSE GRIDS or project outcomes published in the course of 4 years	<2=poor; 2-5=good; >5=excellent	5 

Table 19: Revised publication KPIs

8.2 Publications and media– Final evaluation



Original plan of D8.4	Diversions	KPIs
Fulfilling KPIs per Table 19	Some diversions: The threshold values of one of the KPIs has been reviewed and another KPI has been added 	Partially fulfilled (see mitigation measures) 

Table 20: Publications – Final evaluation

² Not public as of October 2020.

9 Conclusions – Where to improve?

This report provided an extensive overview of the performance of the project's communication, dissemination and stakeholder engagement activities, focusing on communication and dissemination, as a specific deliverable (D 8.7) focuses extensively on stakeholder engagement. This analysis has proven useful to assess which activities may need a further push and which KPIs have proven to be irrelevant, inapplicable or unrealistic.

For dissemination activities, the physical presence plays an important role. To this end, the conclusions will start with a few considerations on Covid-19 and move on to cover all other spheres of MUSE GRIDS communication, dissemination and stakeholder engagement activities.

9.1 COVID-19

With the outbreak of Covid-19 worldwide, a few activities of the project have been impacted; for what concerns WP8, its activities have adapted accordingly.

A few mitigation measures have been put into place: while the content production has slowed down due to less achievements taking place within the project and less physical events happening, the project Consortium has made a further effort in the participation on online events, sharing the experience of MUSE GRIDS in the pandemic with an even wider stakeholder community.

9.2 Website

The website activities and its performance seem to be going according to plan. Some KPIs have been reviewed but nevertheless achieved. Being the main reference point for the project, further work can be implemented in:

- **Polishing some pages**
- **Having a more active Future Events page**

9.3 Twitter

While the work on Twitter has been mainly satisfactory, one of the KPIs has not reached its threshold value, which is the engagement rate. Such KPI must be reviewed as it has proven to be unrealistic. Suggested actions to improve Twitter performance:

- **Share and retweet more external articles**
- **Increase the tagging of partners or potential interested accounts, doubling the tweets if necessary**
- **Contact partner accounts to ask them to interact with tweets**

9.4 LinkedIn

Given the negative outcome, activities on LinkedIn should be improved, in order to reach the KPIs mentioned. Suggested activities could be the following:

- **More tagging of partners on posts**
- **Direct contact with partners asking for engagement**
- **More interaction with sister projects**
- **More content external to the project (articles and news)**

9.5 Newsletter ●

While the results of the newsletter are satisfactory, further action could be implemented to improve the number of subscribers:

- **More tweets and LinkedIn posts inviting followers to sign up for the project's newsletter.**

9.6 Events ●

The event participation in MUSE GRIDS is quite satisfactory, both on external events and events organised by the Consortium or the project. This is the type of activity that is most impacted by Covid-19, One of the KPIs, related to the demosite visits, is much lower than expected given the justified lack of proactivity in organising them. For this reason, the suggested actions are the following:

- **Keep with the participation on online workshops and webinars**
- **Rely on the network of sister projects for joint initiatives**
- **Decrease the threshold values for the KPI related to demosite visits, potentially counterbalancing with higher values for participation in other types of events.**
- **Attempting to organise a webinar by MUSE GRIDS.**

9.7 Publications and media ●

For the publications, KPIs need a review in order to encompass the process length of the publication of scientific content. The suggested action is the following:

- **Fulfilling the renewed KPIs.**