Orchestrating an interoperable sovereign federated Multi-vector Energy data space built on open standards and ready for GAia-X

D7.1 Plan for the dissemination and exploitation including communication activities and online presence

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List of Acronyms

Abbreviation /acronym	Description
AI	Artificial Intelligence
BDVA	Big Data Value Association
CP	Consortium Partners
CSO	Civil society organisations
DAIRO	Data, AI and Robotics
DIGIT	Directorate-General for Informatics
DoA	Description of the Action
DSBA	Data Spaces Business Alliance
EC	European Commission
EDIH	European Digital Innovation Hub
E	End-users
EU	European Union
G	Governments
GP	General public
ICT	Information and communications technology
IDSA	International Data Spaces Association
IEEE	Institute of Electrical and Electronics Engineers
I	Industry
IoT	Internet of Things
IT	Information technology
KOM	Kick-off meeting
KPI	Key Performance Indicator
NGO	Non-governmental organization
OASC	Open & Agile Smart Cities
SC	Scientific community

Abbreviation /acronym	Description
SCEWC	Smart City Expo World Congress
SME	Small and medium-sized enterprise
WP	Work Package

Executive Summary

The main ambition of the project is to improve and adapt processes for basing the energy element in the green-digital transformation in Europe. The capabilities, both technical and organisational, will need to undergo a change of mindset that can only be achieved through consistent and widespread communication, dissemination and training.

While communication refers to raising awareness about the project's ambitions and its relevance to the public, dissemination focuses on pre-defined target groups that will benefit from OMEGA-X outputs and will re-use the generated knowledge in their day-to-day work. Dissemination actively engages them in this process. The activities will be supported by each partner according to their expertise and role in OMEGA-X.

The marketing and dissemination plan will be carried out along three main phases: awareness building, engagement stimulation and impact, and sustainability, each subsequent phase building on the earlier phases to increase the level of intensity. The first phase aims at raising awareness about the project, its partners and its goals and ambition; while the focus of the second and third phase lies on engaging and convincing early adopters (for example, public administrations) in OMEGA-X outputs.

The marketing and dissemination plan targets specific groups who can influence or will be influenced by OMEGA-X's objectives and actions – in other words, groups that will have an interest in the project. The main identified groups are users, enablers and influencers.

Users are stakeholders (demand side) who will use OMEGA-X's tools and results to achieve specific objectives, i.e., service providers who want to include the data space as part of their value offering, cities, communities and particularly, officials within those working agile and robust on energy provisioning, efficiency based on data analytics, information technology (IT) and foresight. These departments are traditionally working closely with energy providers and are the key departments at the centre of OMEGA-X's efforts to engage with the demand side.

Enablers include data or infrastructure owners who can support the functioning of a data space. While public administrations sit on large swathes of data, they don't control all data sources within their jurisdiction. Often, it is private operators who possess domain specific datasets. To succeed, OMEGA-X will need to bring together the different data owners and data providers.

Last but not least, influencers are people who have the ability to facilitate the roll-out of data spaces in the legislative trains and can change the direction of the project. For OMEGA-X, these include politicians, media, expert communities, academia, European Digital Innovation Hubs (EDIHs) and various thematic networks focusing either directly or indirectly on data spaces/ energy market.

To ensure consistent outreach to these groups throughout the project, the plan is being built on three pillars. Pillar one includes communication and dissemination to raise awareness about OMEGA-X. The second pillar, stakeholder engagement, focuses on sharing results with predefined target groups and to engage these. And lastly, the third pillar is the OMEGA-X Academy that will allow all different project stakeholders to train their workforce and introduce OMEGA-X findings and results to apply them in a real-life setting. To manage each of the pillars in an effective way, whereby inputs and outputs of each process support one another,

OMEGA-X will adopt and adapt a traditional sales and marketing funnel framework. The framework works on the basis that the first stages of communication should focus on raising awareness and interest in the OMEGA-X solutions through its initial research and piloting activities. As the impact evidence builds, the project then moves into a phase that creates desire for the OMEGA-X solutions by showcasing the actual benefits, before finally transitioning into a use stage.

As part of the activities in OMEGA-X and to find out whether the plan is effective, a comprehensive evaluation strategy will be deployed to measure the impact of this plan's activities. This will include both quantitative and qualitative Key Performance Indicators (KPIs). The former will consider metrics such as events attended, website visits, clicks, downloads, social media clout and publications, to name just a few. Qualitative evaluation, for its part, will assess the plan's performance across five indicators: relevance, clarity, timeliness, efficiency, and openness.

To conclude, the communication and dissemination plan is a creative and continuous process. It will span the entire funding and post-project period. New ideas for engagement that will arise over the course of the project will be assimilated into new versions of the roadmap. The extent to which roadmap is effective will ultimately depend on partners working together as a team toward a common vision. The WP7 team will support individual communication, dissemination and exploitation efforts by releasing the Kit for Partners. This contains guidance and materials (leaflets, roll-up, poster, presentation template, etc.) for scaling awareness about the project and its results.

1 Introduction

1.1 Purpose of the document

The present document provides a framework for maximising the impact of the work and results of OMEGA-X as described in the project Description of the Action (DoA) [1].

At the core of this plan are two activities: communication and dissemination. These terms are often used interchangeably, but they actually refer to quite different methods. As explained by the European Commission [2]:

Communication means taking strategic measures to promote the action to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and, in particular, to some specific audiences, while demonstrating how EU funding contributes to tackling societal challenges.

Dissemination is the public disclosure of project results via any medium. The aim is to make research results known to various stakeholder groups (e.g. scientific community, public sector, commercial actors, professional organisations and policymakers) in a targeted way, to enable them to use the results in their own work.

As an illustration, this implies that when the project just started, at the kick-off meeting (KoM), partners tweet about it, sharing their ambitions and how they plan to achieve them. Since there are no results to promote, this activity falls under communication. As soon as the first results become available (e.g., a new technology brick is in place, implementation results of a pilot), it's time to activate the dissemination tactics. This can include anything from running a demo at a conference to publishing a research paper in a respected journal. When doing dissemination, what's important is that i) the chosen channel/medium fully illustrates the benefits of project results and ii) you are pitching the solution to the right audience, i.e. someone who might have a need for it now or in the future.

By mapping the activities, OMEGA-X ensures that the project's communication and dissemination efforts will be complementary, working efficiently together to achieve future sustainability and a have a lasting impact.

1.2 Relation to another project work

The outputs, results and deliverables of the different work packages, for example the OMEGA-X use cases, the service and data marketplace, the architecture, data governance models and interoperability of the data and solutions, are important inputs for a successful dissemination and communication of the project. Dissemination will increase in intensity as the project develops.

1.3 Structure of the document

This document is structured in 7 major chapters:

Chapter 2 provides details on the expected results, objectives, target groups of the communication and dissemination activities.

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Chapter 3 elaborates on the overall strategy.

Chapter 4 gives insights on the KPIs to evaluate the communication and dissemination plan.

Chapter 5 gives an overview of potential risks and ways to mitigate these risks.

Chapter 6 goes deeper into the responsibilities of the partners in the communication and dissemination of the project.

Chapter 7 provides the overall conclusions of the deliverable.

2 Communication and dissemination

2.1 Expected results

The objective of OMEGA-X, as described in the OMEGA-X DoA [1], is to demonstrate a real implementation of a European Energy Data Space, relying on open standards for data-packages, interfaces, protocols, platforms and procedures. The smart energy system of the future will be more efficiently operated and designed through a holistic approach that considers its multiple energy vectors (electricity, gas, heat…).

OMEGA-X will implement a Data Space (based on European common standards), including a federated infrastructure, a data marketplace and a service marketplace, involving data sharing between different stakeholders and demonstrating its value for real and concrete energy use cases and needs, while guaranteeing scalability and interoperability with other data space initiatives, not just for energy but also cross-sector.

With a common European Data Space in place, the smart energy systems would be able to be shaped globally, enabling new digital solutions and services supporting the energy transition. Energy data from different providers (lighting, heating, transport, industry, etc.) can be made available and re-usable empowering participants and fostering new market roles.
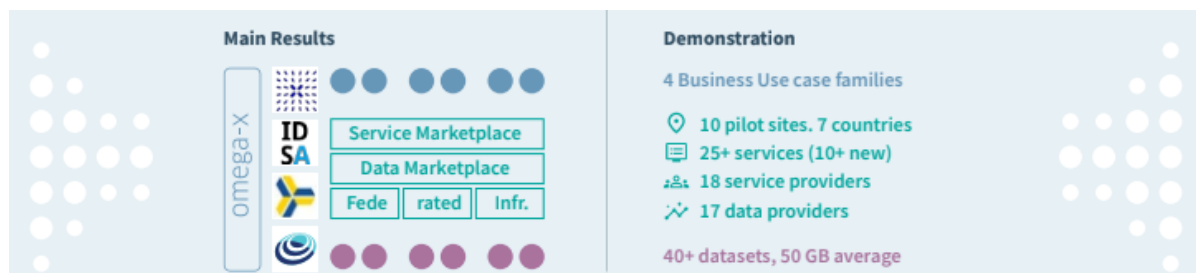
Figure 1: OMEGA-X summary of expected results and demonstration.

2.2 Objectives

To create a successful communication and dissemination plan, it's important to understand and align on the final goals to be achieved. OMEGA-X has a clearly defined set of objectives and the specific ones related to dissemination and communication are:

- Raising awareness and support the demand side, i.e., cities and communities and particularly, officials within those (and subsidiaries) working agile and robust on energy provisioning, efficiency based on data analytics, IT and foresight to improve and adapt their processes for basing the energy element in the green-digital transformation in Europe.

- Package of lessons learned, technology and techniques for potential adopters, enabling them to learn from OMEGA-X and to accelerate its uptake and adoption.

- Refine the learning content through personal engagement at relevant conferences and exhibitions (e.g., Enlit, SCEWC), during which members of our target audience will be invited to explore the OMEGA-X solutions and exchange on where energy-based service

improvements and innovation are required, and how OMEGA-X could potentially be used and adopted to address these needs.

- Develop success stories for policymakers, public authorities and companies from the experience of pilot demonstrations, highlighting the various operational and strategic benefits of using OMEGA-X and existing open standards (e.g., GAIA-X and IDSA) to develop an Energy Data Space that enables multiple actors sharing data and services while ensuring privacy, security and sovereignty.

- Allow different project stakeholders (public authorities, academia, Digital Innovation Hubs, companies, etc.) to train (via the OMEGA-X Academy, webinars, conferences), during and beyond the project duration, their work force and introduce OMEGA-X findings and results to apply them in a real-life setting to stimulate change of mindset regarding the emerging, integrated energy landscape.

2.3 Target groups

Target groups are users (individuals, groups or organisations) who can influence or are influenced by the project's objectives and actions, and therefore have an interest in OMEGA-X. According to our definition, target groups are not mere passive recipients of results but rather actors who participate in the project through the available co-creation opportunities. Additionally, they are keen to use project outcomes and have the means to generate future market uptake of OMEGA-X's results. The basic premise behind the target group analysis is the fact that different groups have different concerns, capacities and interests. What do they think now? What do they care about? What do we want them to reflect about? All these needs must be well understood and recognised in order to:

- Ensure direct involvement of the identified target audiences, as well as a wide dissemination/ communication reach to other possible stakeholders.

- Help ensure that relevant and proper dissemination and communication actions are formulated to meet the specific communication needs of these audiences.

2.3.1 Target group mapping

OMEGA-X has identified a range of target groups for the project, which it would like to engage with, inform and/or influence:

- **Users:** These are the people and institutions (demand side) who will use OMEGA-X's tools and results to achieve specific objectives, i.e., service providers who want to include the data space as part of their value offering, cities, communities and particularly, officials within those working agile and robust on energy provisioning, efficiency based on data analytics, IT and foresight. These departments are traditionally working closely with energy providers and are the key departments at the centre of OMEGA-X's efforts to engage with the demand side.

- **Enablers:** To this group belong data or infrastructure owners who can support the functioning of a data space. While public administrations sit on large swathes of data, they don't control all data sources within their jurisdiction. Often it is private operators who

possess domain specific datasets. To succeed, OMEGA-X will need to bring together the different data owners and data providers.

- **Influencers:** These are the people who have the ability to facilitate the roll-out of Data Spaces in the legislative trains and can change the direction of the project. For OMEGA-X, these include politicians, media**,** expert communities, academia, European Digital Innovation Hubs, living lab practitioners and various thematic networks focusing either directly or indirectly on data spaces/energy market.

2.3.2 Manage stakeholder engagement

A number of tactical measures have been developed to address specific needs and interests of OMEGA-X's target audience, ranging from online (website, social media, newsletters, etc.) to paper-based (articles, policy briefs, books, etc.) to face-to-face (workshops, presentations, networking meetings, etc.). Next to each measure we provide associated KPIs to help us track performance.

Acronyms for target stakeholders: Scientific community (SC), End users (E), Governments (G), Industry (I), Civil society organisations (CSO), General public (GP), Consortium partners (CP).

Table 1: Communication activities plan.

Communication/ engagement action	Purpose	Style	Target audience
Project website	Create a general dissemination website with additional pages and material for specific audience groups. Update it with results and achievements during the entire project period. Complement information with interwoven tools such as social media, newsletters, project results as well as presentations and other audience videos and specific publications. The website (https://OMEGA-X.eu) will contain information relating to the project, its partners, objectives, deliverables, pilots, etc.	Very accessible language	All

Communication/ engagement action	Purpose	Style	Target audience
Media coverage	Use social media (e.g. Twitter [4], LinkedIn [5], YouTube, and if pertinent their open-source alternatives) to engage with the world, inform about the project, its results, forthcoming events; gather feedback. Where possible, the social media channel will be linked with the project website. Partners' social networks will be used to leverage their existing audience.	Very accessible language	GP, I, SC, CSO, CP, G
Communication materials	Communication materials such as videos, press releases, leaflets, brochures, roll-ups, etc. will be developed, in order to communicate during the various range of events, conferences and other outreach opportunities clearly and effectively, where OMEGA-X will be represented.	Informative, non-technical, formal language	GP, I, G
Newsletters	Regular newsletters (linked to milestones) provide an opportunity to offer already engaged stakeholders with an update of project activities, remind them of the work done within OMEGA-X and encourage them to stay involved.	Informative, non-technical, formal language	GP, I, SC, CSO, CP, G
Press releases	Press releases will be used to attract favourable press coverage of the project and its results, and to boost the success of the pilots and the project as a whole.	Informative, non-technical, formal language	GP, I, SC, CSO, CP, G
Publications	OMEGA-X partners will publish relevant results in scientific or non-scientific publications, in order to reach a wide EU and international audience, through open access publications.	Very accessible language	GP, I, SC, CSO, CP

Communication/ engagement action	Purpose	Style	Target audience
Conferences and events	OMEGA-X will be presented during different events, conferences or forums identified by OASC and relevant partners (see Table 2, which will be regularly updated). Moreover, consortium partners will organise their own events to promote the project activities with very focused messages, targeting specific audiences per event.	Bidirectional communication	CP, CSO, GP, SC, G
Workshops and training	The Consortium will use workshops and training to attract new users, early adopters and to encourage the use of the OMEGA-X federated infrastructure, data marketplace and service marketplace. In order to maximize the participation at the training, it will be offered for free and in conjunction with well-known European conferences. Relevant training courses will be published online as well.	Informative, technical / non-technical, formal language	GP, I, SC, CSO, CP
Use case families	The use case families and pilot sites will be presented thanks to different visits organised by the pilot leaders and local partners, to show real-life examples of the OMEGA-X benefits.	Informative, non-technical, formal language	All
Impact report and summary of activities	The different review deliverables (once per year) will allow the aggregation of performed activities, its analysis and the extraction of conclusions, to be used in the next phase of the project or as concluding remarks for OMEGA-X.	Informative, formal language	CP

Given that OMEGA-X is European in scope, members of the consortium will have to be active in the language of the country they are representing. The main language for all communication and dissemination activities will be British English, but partners are welcome to provide material and website translations in their own language to make project content more accessible.

The European and international events – where communication and dissemination of OMEGA-X activities and results – are of key importance to engage the relevant target groups, and are

listed in a first, non-exhaustive overview. The list, initially described in the OMEGA-X DoA [1], has been expanded with new inputs from the WP7 team (Table 2).

Table 2: Event opportunities.

Event	Description	Target Group
Enlit Europe	One of the biggest events in Europe for Energy Transition with a clear focus on digitalisation on energy data sharing, management and role in Europe's climate neutrality. It hosts the environment for all key players in the smart energy ecosystem to come together and discuss European strategy to achieve a smooth transition towards a low carbon energy supply.	Corporations, investors consumers, activists, entrepreneurs, grid operators and related stakeholders, policymakers
EU Sustainable Energy Week	Brings together public authorities, private companies, NGOs and consumers to promote initiatives to save energy and move towards renewables for clean, secure and efficient power.	Public authorities, private companies, NGOs
All Things Energy Forum	International event organised by smartEn/Smart Energy Europe, a European business association integrating the consumer-driven solutions of the clean energy transition.	Businesses, policy makers, utilities
Citizens Energy Congress	Connects the fragmented, divergent and polarising perspectives around energy and accelerates the industry's response to growing pressure for a bold new approach to how energy is produced, distributed and consumed.	Public authorities, NGOs, grid operators, companies
FLEXCON	International event that brings together parties who share the common goal to engage consumers in the flexible energy revolution, organized by Flexiblepower Alliance Network and smartEn.	Service providers, utilities, NGOs

Event	Description	Target Group
CxC Festival	Annual European-based global event on local data ecosystems and interoperability, organised by OASC with cities, communities, businesses, researchers and policymakers to exchange best practices and the latest developments in the green-digital transformation.	Cities & Communities, policymakers, businesses, academia
IoT Week	Annual event with a focus on IoT and Edge Computing, and a strong programme on energy and green transition.	Academia, policymakers
Open Living Lab Days	Annual European-based global event bringing together researchers, public authorities, companies and living lab practitioners to exchange knowledge, best practices, methodologies and tools related to Living Labs and user engagement.	EDIHs, living labs, cities and communities, policymakers, companies
Smart City Expo World Congress (SCEWC)	The world's largest expo and conference for smart cities & communities, with strong energy focus, brings visitors from around the world and is the ideal venue to communicate and disseminate OMEGA-X project activities and communities.	Cities and communities, businesses, policymakers
Gaia-X summit	Organized by Gaia-X, aims to promote European sovereignty in cloud allocated data by showing data and services shared in Gaia-X ecosystem that lead to business value in the digital sector.	Industry experts, academia, policymakers
European Big Data Value Forum	Organized annually by BDVA and the European Commission to bring together industry professionals, researchers and policymakers around topics addressing digitalisation, big data and artificial intelligence.	Industry experts, Academia, Businesses, Policymakers

Event	Description	Target Group
IEEE International Conference on Big Data	Organized yearly by IEEE, provides an international forum to share and disseminate big data research and identify upcoming challenges. Includes topics like big data infrastructure, big data management, big data search and mining, privacy and security.	Academia, industry experts, businesses
CIGRE	Every two year. CIGRE is a global community committed to the collaborative development and sharing of power system expertise. The community features thousands of professionals from over 90 countries and 1250 member organizations	Industry experts, academia, policymakers
CIRED International Conference on Electricity Distribution	Every two year. CIRED is dedicated to the design, construction and operation of public distribution systems and of large installations using electrical energy in industry, services and transport.	Electricity distribution community, utility, product, consultancy, service, business or academic
Fiware Global Summit	Once or twice a year. This is one of the leading open source conferences that will equally gather a professional community and technological market leaders to discuss challenges and create opportunities for businesses and open innovation around the digital transformation of public administration processes, economic development, business operations and society.	Public administrations, academia, developers, technologists, entrepreneurs, SMEs, large enterprises and investors

Event	Description	Target Group
Intersolar	Intersolar Europe shares a vision for a clean and secure energy future with the three other exhibitions ees Europe, Power2Drive Europe and EM-Power Europe. These events took place in parallel in Munich as part of The smarter E Europe – the continent's largest platform for the energy industry.	Manufacturers, suppliers, distributors, service providers and project planners and developers
Semic	Organised by the Interoperability Unit of DIGIT in the European Commission. In 2022, organised in collaboration with the Czech Presidency of the Council of the EU on Data Spaces in an Interoperable Europe.	Policy makers, IT practitioners and researchers

2.3.3 Control or measure stakeholder engagement

Stakeholder engagement is a continuous process that will be supported by regular communication through social media and targeted email campaigns. To run the project as smoothly as possible, several tools for control and measurement have been put into practice: an online monitoring sheet, a marketing Kit for Partners (see Annex A) and analytics of website traffic.

2.3.3.1 Stakeholder and dissemination database

The stakeholder and dissemination database is a GDPR compliant tool is a spreadsheet that is simple to use, can be accessed anytime, anywhere and can be easily updated by all partners. The aim is to keep track of various dissemination and communication activities relevant to the project, and to keep abreast of the different cooperation opportunities across Europe. The database contains the following sections (one per sheet):

- *Partner Events:* It provides details (date, location, involvement, etc.) of past and future events where OMEGA-X was/could be disseminated. When reporting their activities, partners need to include the name, date, location and description of the event; how many participants were present; what exactly the partner did (e.g., presentation, workshop); and any comment as to the outcome (e.g. number of stakeholders present).

- *Partner Publications:* It shares the details of published material where OMEGA-X has been mentioned, such as journal articles, book chapters, conference proceedings, news articles, blogs and press releases.

All partners should fill in the relevant sections of the database, in order to ensure that no information is forgotten in the technical or work package report.

2.3.3.2 Communication Kit for Partners

The communication Kit for Partners provides, in one folder, access to all the existing material (logos, press releases, presentation templates, flyers, graphics, etc.) that partners can use to scale awareness of OMEGA-X (see Annexes A-D). This kit ensures consistent messages and branding and facilitates the communication regarding the project-by-project partners. The first version of the kit was made available in October 2022 and will evolve during the project duration, taking into account the progress of the project, learnings and needs of the project partners. The kit is available on the project's repository (OwnCloud platform, managed and made available to the consortium by the project's Coordinator, ATOS).

2.3.3.3 Analytics

A website analytics tool will be used to measure the engagement, distribution and behaviour of the stakeholders on the OMEGA-X website [3] to see which communication and dissemination tactics are most effective at driving stakeholders to specific information pages.

Mailchimp Analytics will also be used to understand stakeholder interactions with our newsletters, helping to determine which points and items are of most interest. Stakeholder engagement will be a continuous monitoring process.

If the measurements show that the set objectives will not be met or needs to be adapted, the problem will be investigated and appropriate corrective action will be taken, if needed.

3 Overall strategy

The previous chapter outlined OMEGA-X's target audience and provided a palette of tactics that can be used to communicate with and engage the identified stakeholder groups. The aim of this chapter is to provide an overarching strategy to ensure consistent outreach throughout the project.

3.1 Three pillars to maximise impact

Measures to maximise impact of OMEGA-X, as described in the OMEGA-X DoA [1], are based on the three pillars below.

Figure 2:Three pillars to maximise impact of OMEGA-X.

Marketing and communication tools and channels will be used by all project partners to raise awareness about OMEGA-X, its objectives and the challenges and opportunities in establishing an energy Data Space that works in practice.

The second pillar, stakeholder engagement, focuses on sharing results with predefined target groups and to engage these for the replication of pilots and to ensure sustainability of OMEGA-X outputs long after the project has ended.

The third pillar of OMEGA-X's measures to maximise impact of the project is the OMEGA-X Academy that will allow all different project stakeholders to train their workforce and introduce OMEGA-X findings and results to apply them in a real-life setting. Preparing organisations in the emerging, integrated energy landscape is a challenging task as it requires a change of mindset. Therefore, the OMEGA-X Academy will serve as a highly scalable and easily accessible measure to guarantee sustainability of the project by integrating its outputs in all types of stakeholder organisations in Europe and beyond.

A successful marketing and dissemination of OMEGA-X activities and outputs is the foundation to maximise OMEGA-X's impact and to guarantee the project's sustainability among key target groups. Activities will be supported by each partner according to their expertise and role in OMEGA-X. A specific focus will be the local outreach, which will be ensured by translating communications into local languages and local context to guarantee that the results of OMEGA-X have a significant impact in the partner cities' ecosystem.

The marketing and dissemination plan will be carried out along three main phases, as described in the OMEGA-X DoA [1], each subsequent phase building on the earlier phases to increase the level of intensity. The first phase generally aims at raising awareness about the project, its partners and its goals, while the focus of the second and third phase lies on engaging and convincing early adopters in public administrations of OMEGA-X outputs. More specifically, the three phases are illustrated in Figure 3.

Phase I (M1-M12): Awareness

-mktg & comm plan
-brand visuals
-soc media
-dissemination kit

Phase II (M13-M24): Engagement

-press releases
-social media,
-workshops
-presentations @ conferences

Phase III M24-M30: Impact & sustainability

-self-learning online course
-Maximising dissemination via publications

Figure 3: Three main phases of the marketing and dissemination plan.

3.2 Phase I: Awareness building (M1-M12) (May 2022 – April 2023)

Aim:

- The first phase will set the foundations for successful communication and exploitation of the project results by creating general awareness about the objectives of OMEGA-X.

Activities:

- Create the project brand identity (logos, website, slide deck), which will be used across all communication channels.
- Launch the project website (https://omega-x.eu).
- Set up and manage the social media accounts (e.g. LinkedIn, Twitter, YouTube and if pertinent their open-source alternatives).
- Create the initial list of European conferences and events that could be of interest to the consortium.
- Create a digital newsletter (to be published at least four editions/year).
- Launch a call to action to sign-up for OMEGA-X updates and start building a contact database for outreach and introduction.
- Make dissemination materials available to the consortium partners.
- Make connections to relevant media outlets.
- Present the project and its ambitions to target groups at national/international events.

Outputs:

- OMEGA-X_D7.1 – Plan for the dissemination and exploitation including communication activities and online presence (31/10/2022).
- Dissemination kit ready for all partners.
- Project's website.
- Two newsletter editions.
- OMEGA-X_D7.2 – Communication, exploitation, standards and engagement activities. First release (30/04/2023).

3.3 Phase II: Engagement stimulation (M13-M24) (May 2023 – April 2024)

The second phase will build on and continue the activities in Phase I.

Aim:

- Phase II will focus on engaging the main target group of OMEGA-X project results for Data Space validation and uptake.

Activities:

- Informing about the use cases and technical framework.
- Enabling the sharing of best practices between stakeholders in the ecosystem.
- Networking activities with stakeholders, clusters (eg. BRIDGE, Living-in.EU), associated projects and data space initiatives (such as Gaia-X, IDSA, BDVA/DAIRO, FIWARE, DSBA…) during local/European/international events.
- Create press releases that appeal to European and national news outlets to showcase key results and milestones.
- Create newsletters to share news stories, also through partner networks, to scale reach.
- Offer opportunities to attend workshop/training opportunities.
- Build and manage social media campaigns around key results and milestones, and advertise training opportunities.
- Develop videos to showcase the benefits of OMEGA-X.
- Revamp the website, taking into account the piloting activities and the technical framework.

Outputs

- Description of the use case families and pilots.
- Two newsletter editions.
- Video(s) for online use.
- OMEGA-X_D7.3 – Communication, exploitation, standards and engagement activities. Second release (30/04/2024).

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3.4 Phase III: Impact and sustainability (M25-M36) (May 2024 – April 2025)

The third phase will build on and continue the activities in Phase II.

Aim:

- Phase III will focus on creating impact and ensuring the sustainability of OMEGA-X, by encouraging participation in OMEGA-X by stressing commercial and non-commercial benefits of OMEGA-X.

Activities:

- Developing contents for the OMEGA-X Academy (a self-learning online course for stakeholders to understand the new reality of energy markets as integrated into other value networks and Data Spaces).
- Maximising efforts to disseminating key learnings from OMEGA-X, including relevant Digital Innovation Hubs, communities and networks.
- Sharing outputs of OMEGA-X in the scientific community by submitting/publishing papers in open academic publications to guarantee the implementation of OMEGA-X results in academic research.
- Dissemination activities and results with stakeholders and associated projects during local/European/international events and through media outreach activities.
- Informing/sharing/disseminating via tools such as the project website, press releases, social media activity, quarterly newsletters, workshops and audio-visual materials.

Outputs:

- OMEGA-X_D7.4 – Communication, exploitation, standards and engagement activities. Final release (30/04/2025).
- Two newsletter editions.
- Launch of the OMEGA-X Academy online.

3.5 Phase IV: Impact and sustainability (post project)

The online learning environment (OMEGA-X Academy) will be live, and target groups will self-certify online. Stakeholder organisations will continue to learn from OMEGA-X and will further contribute with support of networks, research and business.

3.6 Dissemination of results

OMEGA-X's outputs, results and deliverables will be continuously disseminated across Europe throughout the project via different channels. The main results to be disseminated are:

- OMEGA-X Use Cases results and lessons learnt.
- OMEGA-X Data Space infrastructure, interoperability mechanisms, architecture and data governance models.
- OMEGA-X Data Marketplace.

- OMEGA-X Service Marketplace.

Dissemination will increase in intensity as the project develops. However, the main goal remains the same: widespread adoption of OMEGA-X results by relevant stakeholders in their work, life or study. For results to make a difference, they should resonate with groups that represent large swathes of society. To that end, OMEGA-X will seek to establish links with European and international networks, starting with the ones presented in the table below.

Table 3: Link to European and international associations, networks, programmes, projects and media.

Type	Name	Category
Associations and networks	Open & Agile Smart Cities (OASC)	City network (project partner)
	FIWARE Foundation	Technology provider, community
	Living-in.EU	City Network
	Big Data Value Association (BDVA)	Business network
	Data Spaces Business Alliance (DSBA)	Business network
	International Data Spaces Association (IDSA)	Business network
Programmes	CEF Digital	Technology provider
	100 Intelligent Cities Challenge	City network
Projects	BRIDGE	Cluster of Horizon Europe projects
	Data Cellar	Horizon Europe project
	Enershare	Horizon Europe project
	Synergies	Horizon Europe project
	Gaia-X	Tech association and community
	EDDIE	Horizon Europe project
	DS4SSCC (Data Space for Smart and Sustainable Cities and Communities)	Horizon Europe project
Media	Cities Today	Smart City
	Smart Cities World	Smart City
	Bloomberg CityLab	Smart City
	TheMayor.EU	Smart City
	Horizon Magazine	European initiatives

Type	Name	Category
Media	Smart Energy International	Energy
	Power engineering International	Energy

Outreach and introductions will be made to OMEGA-X's networks at the start of the communication and dissemination activities, offering opportunities for knowledge exchange, e.g. cross-posting results of through, joint activities such as shared workshops, conference stands and even publications.

4 Evaluation

To know whether the communication and dissemination plan is effective, the communication team will deploy an evaluation strategy for measuring its impact. This will include both quantitative and qualitative KPIs.

4.1 Quantitative KPIs

To capture the results of different tactics deployed during the project lifecycle, several measurements and indicators are set for each of the activities (as stated in the OMEGA-X DoA [1]). The earlier in the project these tactics are implemented the better. The table below outlines quantitative targets for tracking and measuring progress.

Table 4: Quantitative KPIs.

Communication & Dissemination Support and Channels		KPI target (cumulative)		
		M12	M24	M36
Project documentation	Leaflets	1	4	8
	Posters	1	2	3
	Reference project presentations	1	3	5
Publications	Newsletter	4	8	12
	Scientific articles and conference proceedings	2	5	10
		Impact factor > 1,5		
	Videos	1	1	3
	OMEGA-X Academy	Setup		10 courses
Web and social media	Project website (visitors/month)	300	800	1.500
	LinkedIn (monthly interactions)	1.000	2.000	5.000
	Twitter prints (monthly interactions)	5.000	10.00	20.000
Events	Fairs (booth), workshops and/or conferences attended	15 (5/year, energy related and/or ICT related)		
	Organized workshops	3 (attendance of > 150 people to each)		

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4.2 Qualitative KPIs

While quantitative targets are important, they are not enough to understand whether something is performing to the desired standard. For that reason, qualitative feedback is needed to paint a more complete picture.

Table 4: Qualitative KPIs.

Indicator	Objective	Means of verification
Relevance	Communication and dissemination messages should be relevant to stakeholders being targeted.	• Contact form. • Time lag between results creation and announcement. • Number of downloads. • Click through rate. • Follow-ups, e.g. email exchanges, on/offline meetings. • Unsubscribe button.
Clarity	Communication and dissemination messages should be clear enough to be easily recognised.	
Timeliness	Communication and dissemination tactics should follow the principle "strike while the iron is hot".	
Efficiency	The outcome of communication and dissemination tactics should be proportional to the amount of invested effort, time and resources.	
Openness	Outreach efforts should include an option for target audience to provide feedback, complain, make suggestions or unsubscribe.	

5 Risks and mitigation measures

During a project it is normal to expect risks, some of which could be related to WP7. As the leader of this work package, OASC will ensure that any unexpected risks are dealt with promptly and in line with the mitigation strategy outlined in the table below.

The communication and dissemination plan can only work when all partners cooperate and work as a team. While the lead communication partner is OASC, all partners need to invest effort to ensure the success of the activities.

Table 5: Risks and mitigation measures.

Risk	Probability	Impact	Mitigation
Project branding is confusing and weak and it does not convey the correct message.	Medium	High	Evaluate performance KPIs, measure footfall at conferences, distribution of dissemination collateral.
Project website fails to send a clear project message.	Medium	High	All partners will be asked to provide feedback before a new version is released.
Social media does not create enough buzz.	Medium	Low	Social media updates will be made regularly (frequency is depending on needs) with appropriate messaging, #s, @s, links and rich media.
The consolidated Roadmap is too ambitious and hard to implement.	Medium	Medium	The Roadmap will be updated multiple times to ensure it is grounded in reality.
Stakeholders are disengaged as results are hard to interpret.	Medium	High	There will be targeted messages for all the different stakeholder groups. There will also be tools (e.g. targeted surveys after trainings and owned workshops, contact form website) available to stakeholders to leave feedback on OMEGA-X's outputs. This will allow the consortium to react quickly to any negative comments and/or requests for improvement.

Risk	Probability	Impact	Mitigation
Partners do not support or contribute to communication and dissemination activities.	Low	High	Regular updates will be sent out using internal communication channels to remind partners of the importance of promoting the project. Monthly T7.1 meetings with the involved partners.
Dissemination events fail to engage stakeholders to the project or to bring new stakeholders.	Low	Medium	Quantitative and qualitative KPIs have been set to track progress. Corrective action will be taken after reviewing performance and evaluating user feedback.
Few or no exploitation opportunities emerge at the end of the project.	Low	Medium	To ensure the project extends beyond the funding period, the OMEGA-X Academy will remain available with trainings related to a marketplace for energy-related data and services, data space (architecture), data governance models, data space Interoperability.

6 Responsibilities

6.1 Communication responsibilities

To be effective, the communication and dissemination plan needs the support of the whole. The main lead partner for this task is OASC.

Table 7: Communication responsibilities.

Partners	Action	Purpose
Use case families-pilots: *Tecnalia, ENGIE, EDP, EDF, SENER, MFE, Odit-e, UCP, EyPESA, IMPULSA, PUPIN, ASTEA, REVOLT, RINA-C, ELIA, EW, GIREVE*	• Reach out to local stakeholders at key points in the project cycle. • Provide input and material on pilots. • Organise opportunities to demonstrate OMEGA-X directly to (local) stakeholders. • Manage stakeholder's interactions, questions and queries. • Participate in conferences and events.	• Raise awareness of the local pilots. • Prepare baseline evidence for creating a business case.
Tech: *ATOS, Tecnalia, ICOM, Engie, UCP, IMT, EDF, Odit-e*	• Support pilots with the demos they need to engage stakeholders. • Ensure data spaces are not only technically advanced with energy data made available and re-usable but also user friendly to stimulate its use. • Manage stakeholder's interactions, questions and queries. • Participate in conferences and events.	• Demos should be easy to use and understand by non-tech partners to increase the adoption chances. • The easier and more user-friendly the data marketplace and service marketplace, the higher are the chances of their adoption.

Partners	Action	Purpose
Other: *ATOS, AWG, Tecnalia, EDF, ENGIE, EDP, EyPESA, ELIA, UPC, IDSA, ICOM, Odit-e, RINA-C, REVOLT, AU, IMT, PUPIN, SENER, ASTEA, UCP, GIREVE, MFE, NORCE*	• Provide messages, ideas and support collateral to provide the baseline for outreach.	• Ensure consistency in branding and outreach approach of the project.

6.2 Dissemination responsibilities

All project partners will perform dissemination activities, but they will differ according to partner type and their area of specialisation.

Table 8: Dissemination responsibilities.

Partners	Action	Purpose
Use case families-pilots: *Tecnalia, ENGIE, EDP, EDF*	• Advertise OMEGA-X to their networks. • Disseminate results to policy makers to encourage wider adoption. • Demonstrate higher degree of interoperability between data platforms. • Promote OMEGA-X's achievements through their own media channels.	• To raise awareness of the local pilots. • To disseminate learnings and good practices. • To encourage the adoption of the OMEGA-X's framework and tools. • To increase acceptance of and participation of consumers in data sharing for energy services.

Partners	Action	Purpose
Tech: *ATOS, Tecnalia, EDP, ICOM, Engie, UPC, IMT, EDF*	• Advertise OMEGA-X to their networks. • Submit publications on OMEGA-X's results to technical conferences. • Create demo versions (demonstrated implementations) on the OMEGA-X market data space and service market space to be used at various European events. • Present OMEGA-X at relevant conferences and events. • Promote OMEGA-X's achievements through own media channels. • Demonstrate higher degree of interoperability between data platforms. • Create training material (including videos) and publications on topics like data space architecture, data governance models, data space Interoperability, federated infrastructure. • Promote OMEGA-X's achievements through their own social media channels.	• To raise awareness of the local pilots. • Demos should be easy to use and understand by non-tech partners, in order to increase the adoption chances. • The easier and more user-friendly the data marketplace and service marketplace, the higher are the chances of their adoption. • To enable new market roles, market participants and energy communities. • To enable new digital solutions and services supporting the energy transition.

Partners	Action	Purpose
Other: *ATOS, AWG, Tecnalia, EDF, ENGIE, EDP, EyPESA, ELIA, UPC, IDSA, ICOM, Odit-e, RINA-C, REVOLT, AU, IMT, PUPIN, SENER, ASTEA, UCP, GIREVE, MFE, NORCE*	• Reach out to relevant stakeholders, like policy makers and international organisations and networks working on energy and dataspaces. • Disseminate OMEGA-X's achievements through their own media channels.	• Establish a wide network of potential adopters of OMEGA-X's outcomes.

6.3 Common activities

In order to make it easier for partners to implement this communication and dissemination plan, we created time bound activities (daily, weekly, yearly) to be undertaken by partners with the support of OASC.

Table 6: Daily and weekly activities.

Partners	Daily/weekly actions	Purpose
OASC	• Publish a post directly or indirectly related to OMEGA-X. • Build presence on social media channels.	• Become a reference in the growing data spaces community; build a large community of followers among which potential adopters can later be found.

Table 7; Monthly activities.

Partners	Monthly actions	Purpose
OASC	• Post an article under the Blog section of the website to promote project achievements, past or future dissemination activities. OASC will also ask pilots and other partners to share relevant news related to OMEGA-X.	• Display dynamism, promote project achievements and give stakeholders a sense that OMEGA-X holds its finger on the pulse of wider developments in the data economy, data spaces and energy market.

Partners	Monthly actions	Purpose
All	• Fill and update the events & dissemination overview [7] weekly. Use monthly T7.1 meetings and GA to remind partners of the reporting tool, to discuss any events that partners organised/attended, any publications that mention OMEGA-X	• A regularly updated overview is important for the follow-up of the outreach (e.g. for yearly reporting), success of the project and adapting actions if needed.

Table 8: Yearly activities.

Partners	Year	Yearly actions	Purpose
All	1	• Launch the project website. • Develop and maintain social media accounts. • Design and start distributing dissemination materials. • Send out newsletters. • Participate/contribute to events/conferences. • Report on all communication activities.	• Communication and dissemination.

Partners	Year	Yearly actions	Purpose
All	2	• Review the dissemination/ engagement materials (e.g. add videos). • Develop and maintain social media accounts. • Participate/contribute to events/conferences. • Submit publications. • Strengthen stakeholder engagement through updated news about the project. • Update the website (expand with deliverables, pilots, etc.) • Create and develop the OMEGA-X Academy.	• Communication and dissemination. • Stakeholder engagement.
All	**3**	• Review the dissemination/engagement materials (e.g. add videos). • Maintain social media accounts. • Participate/contribute to events/conferences. • Submit publications. • Strengthen stakeholder engagement through updated news about the project. • Update the website (expand with deliverables, pilots, etc.). • Launch the OMEGA-X Academy.	• Communication and dissemination. • Stakeholder engagement. • Training.

7 Conclusions

This deliverable presented a baseline for the dissemination work package in an easy-to-follow way. It provided a comprehensive description of the communication and dissemination plan of OMEGA-X to ensure all actions and strategies work together and complement one another.

As a continuation of this document, OASC will release new communication and dissemination materials (brochures, flyers, videos, etc.) at regular intervals, providing guidance to the consortium members on how to promote and scale awareness of the project.

In addition, OASC will keep an eye and send periodic reminders to the consortium to keep the online reporting tool up to date. This will allow us to keep track of all the events where the project was or could be disseminated, of projects and initiatives with which we could collaborate, and of papers that were published.

To conclude, the consolidated roadmap is a creative and continuous process, which will span the entire funding and post-project period (the latter thanks to e.g., to the OMEGA-X Academy). New ideas for engagement will arise over the course of the project and these will be assimilated and adopted into the roadmap. OASC welcomes any ideas or questions from the entire consortium at any time.

8 References

[1] OMEGA-X Grant Agreement 101069287, 22/04/2022.

[2] European Commission, " What is the difference between dissemination, exploitation and communication?". [Online]. Available: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq/933.

[3] OMEGA-X Website. [Online]. https://omega-x.eu/.

[4] OMEGA-X Twitter account. [Online]. https://twitter.com/Omega_X_EU.

[5] OMEGA-X LinkedIn account. [Online]. https://www.linkedin.com/company/omegax.

[6] OMEGA-X Consortium, «Events and dissemination record» [Online]. Available: https://newrepository.atosresearch.eu/index.php/f/1155770.

Annex A: Kit for Partners

Purpose

The aim of the Kit for Partners is to provide material to the consortium on how to promote and scale awareness about OMEGA-X. Following the initial release, new versions of the Kit for Partners will be made available during the project lifecycle. The initial Kit for Partners supports awareness building as follows:

- By consolidating partners' efforts in spreading the word about the project.
- By providing a visually appealing communication material that generates interest in the project.
- By supporting messaging on social media and other channels for greater coherence and effectiveness.

Tactics

In the coming months, awareness raising activities will rely on four main tactics:

- Traditional
  - *Flyer:* to be left at events, conferences, etc. (version available for professional printing and home printing).
- Online
  - *Press release:* to be sent out to local, national and European journalists/platforms.
  - *Newsletter:* special edition focusing on the launch of the project's website, and then every quarter showcasing recent achievements.
  - *Website/Blogpost* [3]*:* describing the project's objectives and expected impact, activities.
- Social media
  - *Twitter* [4] and LinkedIn [5]: regularly communication of key messages.
  - *Piggybacking:* ask relevant networks and other organisations to promote the project.
  - *Local and European events:* use the original OMEGA-X slide deck and leaflet.
  - *Amplification:* Tweet/post at every event and write a short post about the experience so that it can be published on the OMEGA-X website, and also shared through other channels.

Responsibilities

All partners are encouraged to make frequent use of different channels to promote the project.

- Use social media.
  - Please use the project Twitter handle [4] and LinkedIn [5] in your tweets and messages to alert OASC to your post. We will then re-share to amplify impact.
- Report on events.

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- o If you attended an event and talked about OMEGA-X as a panellist, speaker, presenter, please report it in the events and dissemination overview [6], adding a few sentences about your experience, outreach and links. We will then create a blog from this information and might also include it in the newsletter.
- Add new events.
  - o If you know of any future events that are relevant to OMEGA-X, please add them to the same documents: events and dissemination overview [6].
- Report on publications
  - o If you or someone you know published an article about OMEGA-X, please report it via events and dissemination overview [6]. Everything counts: blogs, books, scientific papers, social media posts, newsletters, podcasts, etc.

Messaging

When communicating with the target audience, it is important that we use consistent messaging across the different channels. In crafting our messages, we should also consider the needs of various project stages and support the corresponding activities as much as possible. Below some standard messages that can be used or recycled according to the specific needs of your communication. Updates will follow in future versions of the Kit for Partners.

General Interest messages:

- "OMEGA-X, a new Horizon Europe project, focusses on orchestrating an interoperable sovereign federated multi-vector energy data space built on open standards and ready for Gaia-X."
- "OMEGA-X, a Horizon Europe project, will develop an energy data space that enables multiple actors sharing data and services, while ensuring privacy, security and sovereignty."
- "The aim of OMEGA-X is to implement a data space (based on European common standards), including federated infrastructure, data marketplace and service marketplace, involving data sharing between different stakeholders and demonstrating its value for real and concrete energy use cases and needs, while guaranteeing scalability and interoperability with other data space initiatives, not just for energy but also cross-sector."

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Event related messages:

- "What is a Data Space and how can they improve the sharing and the use of data? Find out the answer at the OMEGA-X workshop at [...]."

- "Come to our workshop to learn from the OMEGA-X pilots about their experience with an energy data space and sharing data and services."

- "Unleash the full potential of your data by joining the OMEGA-X community, an innovation driven ecosystem that will develop an energy data space that enables multiple actors sharing data and services, while ensuring privacy, security and sovereignty."

- "Not sure what an energy data space can do for your community? OMEGA-X has an answer. Come to meet us as […] and learn more about the benefits of cross-sector data sharing."

Annex B: Press release

The following press release was made available on the project's repository (ownCloud platform, managed and made available to the consortium by the project's Coordinator, Atos) to various distribution services and partner networks for publication. All consortium members were/are welcome to take the release and customise it for their local news outlets.

An Energy Data Space to boost the European data economy

June 9, 2022 **- Large amounts of valuable data are available in energy systems. However, they are often underused, and their full potential is not being extracted. The smart energy system of the future can be more efficiently operated and designed through a holistic approach that considers its multiple energy vectors (electricity, gas, heat…). This means dealing with diverse data inputs, which is feasible if the interoperability between their corresponding data platforms is ensured. OMEGA-X, a European funded project, aims to tackle this challenge and to implement an Energy Data Space.**

Many challenges exist in this sense, as even for each of these energy sectors, a single data platform does not exist. For instance, there is not a single data platform connecting data from generation, transmission, distribution, and consumption domains in the electrical power sector. The barriers also imply the lack of proper mechanisms and policies that ensure secure, sovereign and fair data sharing. Thus, interoperability inside each sector and between other sectors needs to be promoted and also achieved transnationally, across European countries.

The European Commission is setting a clear goal of boosting the European data economy in alignment with its core ideas of privacy, fairness of competition and self-determination, as outlined in the European Strategy for Data announced in February 2020*(i)*. The cornerstone for this strategy is the "Data Space", specifically included and correlated with nine initial domains, including Energy.

The Data Space that OMEGA-X aims for, is one based on European common standards, including federated infrastructure, data marketplace and service marketplace, involving data sharing between different stakeholders and demonstrating its value for real and concrete Energy use cases and needs, while guaranteeing scalability and interoperability with other Data Space initiatives, not just for energy but also cross-sector.

> *"There will be no Green Energy Transition without full digitalization. There will be no EU data strategy without data sharing. Data Spaces can answer to both challenges at once, being Energy one of the flagship use cases."*
> *Javier Valiño - Atos*

The OMEGA-X project includes setting up 4 use cases families that will showcase the value of having a common data space for a particular problem identified by energy stakeholders:

- **Renewables**: Having renewable plant owners and service providers to optimize operation and maintenance to increase renewable energy sources (RES) availability and reducing CO^2 footprint.
- **Local Energy Communities**: exploiting data from different energy vectors to optimize the overall performance of a local community, instead of optimizing each vector individually.
- Collaboration among **Electromobility** actors: demonstrating how data sharing can ease and scale up services such as booking and building innovative services such as cross-border self-consumption of renewable energy. It will involve the electricity system from charging points to transmission system operators (TSOs) in different EU countries.
- **Flexibility**: Aiming to demonstrate the performance upgrade that can be achieved for the flexibility identification and provision at local/municipality level when service providers can have access to extended data sets from multiple origins.

The OMEGA-X project runs from May 1st 2022 till April 30 2025 and was officially kicked off on May 11-12 in Bilbao. This three year's project is led by Atos in collaboration with a European consortium of 30 partners from 11 different countries, including universities, cities and key players from the energy sector:

Atos Research & Innovation (SP, coordinator), Atos Worldgrid (FR), Tecnalia (SP), EDF (FR), ENGIE (FR), EDP (PT), Estabanell (SP), Elia (BE), Polytechnic University of Catalunya (SP), IDSA (GE), Intracom (GR), Odit-e (FR), Open & Agile Smart Cities (BE), RINA Consulting (IT), Revolt (IT), Municipality of Maia (PT), Aarhus University (DK), IMT Transfert (FR), Maieutica Cooperativa de Ensino Superior (PT), Institut Mihajlo Pupin (SRB), SENER (SP), Estabanell y Pahisa MERCATOR (SP), Astea (IT), Universidade Catolica Portuguesa (PT), GIREVE (FR), Energy Web (GE), LichtBlick (GE), Power & Mobility (IRL), Meteo for Energy (SP), NORCE Norwegian Research Centre (NO).

The architecture and recommendations of the Data Space Business Alliance (DSBA, an alliance of Gaia-X, the Big Data Value Association (BDVA/DAIRO), FIWARE Foundation, and the International Data Spaces Association (IDSA)) will be used as baseline for the design of the OMEGA-X framework. The first communication activities linked to these initiatives have been initiated: during the Gaia-X Energy Data Space Steering Committee, on March 16th and the BDVA Data Week, on June 1st and during the OASC Annual Meeting on June 7th.

Interested in learning more about OMEGA-X? Follow OMEGA-X on:

Twitter: **@Omega_X_EU**   LinkedIn: **Omega X**

(i) https://digital-strategy.ec.europa.eu/en/policies/strategy-data
(ii)https://internationaldataspaces.org/bdva-fiware-gaia-x-and-idsa-launch-alliance-to-accelerate-business-transformation-in-the-data-economy

Annex C: Leaflet, poster and rollup

Partners are free to use the leaflet to communicate about the project on fairs, conferences and other physical or online events.

If needed, they can print it (there is a version available for off-set printing and/or digital use, and one for printing on an office printer).

The rollup and poster can be printed to be used during physical events.

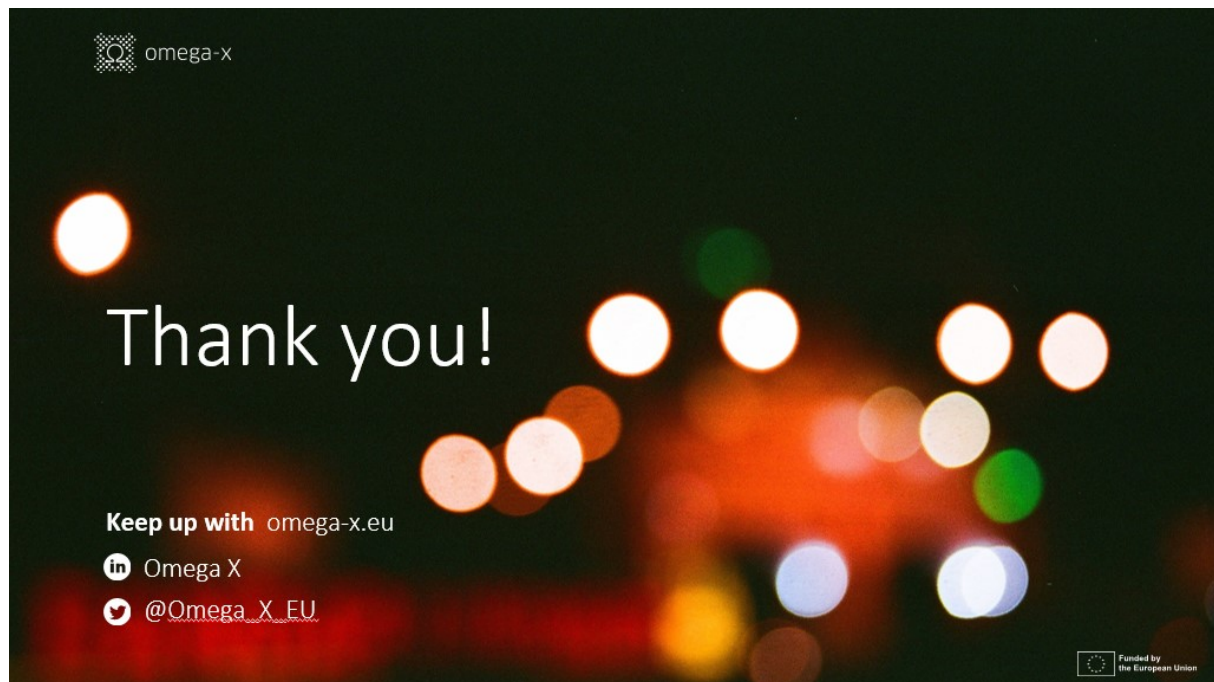Figure 4: OMEGA-X leaflet (left) and OMEGA-X rollup (right)

Figure 5: OMEGA-X poster

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Annex D: Presentation template

During the kick-off meeting of the project a first presentation template was created for partners to use. In the Kit for Partners, an updated version has been made available in October 2022. For all internal and external presentations, this template needs to be used to provide for coherent messaging.

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