

# D8.2 - Information events report

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#### **Abstract**

This Deliverable 8.2 summarizes the dissemination strategy that was designed for the communication of the INTERRFACE Open Call and all the channels used for this purpose. All the dissemination activities and the information events that are organized in order to gather interested third parties and the statistics capturing the expressed interest are included.

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# **TABLE OF CONTENTS**

1	EXE	CUTIVE SUMMARY	5
2	INT	RODUCTION	6
	2.1	Overview	
	2.2	Objectives	
	2.3	Methodology	
	2.4	Key Channels for the dissemination of the INTERRFACE Open Call	
	2.5	Roles and Responsibilities	
3	TAR	GETED AUDIENCE AND OUTREACH STRATEGY	8
	3.1	Third Parties Engagement	
	3.2	Third Parties Mapping	
	3.3	Timeline and Outreach Strategy 8	
	3.3.2	1 Timeline8	
	3.3.2	Outreach strategy9	
4	DISS	EMINATION OF INTERRFACE OPEN CALL	10
	4.1	INTERRFACE Open Call Portal	
	4.2	Publications	
	4.3	Webinars	
	4.4	Social media	
	4.5	E-Newsletters	
	4.6	Promotional material	
	4.7	Activities of consortium members	
5	DISS	SEMINATION OUTCOMES	24
Α	NNEX 1	: OVERVIEW STATISTICS REPORT (24/05/2021 – 22/06/2021)	26
Α	NNEX 2	: PUBLISHERS REPORT (24/05/2021 – 22/06/2021)	28
Α	NNEX 3	: OVERVIEW STATISTICS REPORT (27/04/2021 – 26/05/2021)	30
Α	NNEX 4	: PUBLISHERS REPORT (27/04/2021 – 26/05/2021)	32
Α	NNEX 5	: OVERVIEW STATISTICS REPORT (27/03/2021 – 25/04/2021)	34
Α	NNEX 6	: DISSEMINATION MATERIAL	36
٨	NNEY 7	· DURLICATIONS' DREVIEW	15



# **TABLE OF FIGURES**

Figure 1: WP8 Timeline	
Figure 2: Applicant Registration form	10
Figure 3: Frequently Asked Questions Subpage preview	11
Figure 4: Important Dates Subpage	11
Figure 5: Open Call portal working environment _ Insights preview	12
Figure 6: INTERRFACE website announcements preview	13
Figure 7: Webinars Videos Screenshots	15
Figure 8: INTERRFACE H2020 Posts on Linkedin	16
Figure 9: INTERRFACE H2020 Posts on Twitter	
Figure 10: Page Views by 27/04/2021-26/05/2021	25
Figure 11: EU Funding & tender opportunities portal	45
Figure 12: H2020 Bridge Announcements on LinkedIn and Newsletter of 02/06/2021	45
Figure 13: INTERRFACE Open Call Announcement on OPEN DEI website	46
Figure 14: INTERRFACE Open Call Webinars Announcements on OPEN DEI website	46
TABLE OF TABLES	
Table 1: Key channels for the dissemination of INTERRFACE Open Call	7
Table 2: Targeted Audience by INTERRFACE Open Call	8
Table 3: Open Call Publications	
Table 4: Webinars information	
Table 5: YouTube videos' information	
Table 6: Participation in the Dissemination of the Open Call	
Table 7: Statistics from INTERRFACE website related to the Open Call	
Table 8: Statistics from INTERRFACE social media	
Table 9: Statistics from INTERRFACE Open Call portal	25

# **LIST OF ABBREVIATIONS**

EB: Executive Board PB: Plenary Board



# 1 Executive summary

The aim of this report is to describe the approach that follows the Dissemination campaign of the INTERRFACE Open Call for Third Parties. It includes the dissemination of the Open Call, the target audience and the channels used. The purpose of D8.2 is to outline the activities developed to help the Open Call in raising interest, engaging stakeholders and delivering added value to INTERRFACE project.

An overview of the activities organised is being described providing the information required for the successful promotion of the Open Call. The channels, materials and other communication means that are used for the dissemination of the Call are displayed.



### 2 Introduction

### 2.1 Overview

The Dissemination campaign of the INTERRFACE Open Call focuses on developing a concrete strategy to ensure high interest in the INTERFACE Open Call, engage external stakeholders, create new business cases and maximise INTERRFACE impact. Relevant target groups are identified in order to actively engage external stakeholders via relevant media and communication activities.

The Dissemination of the Open Call is led by CINTECH in close collaboration with ENTSO-E and WP9. However, all partners have active role in raising interest on the Call and spreading the news for INTERRFACE Open Call opening and objectives through dissemination actions, communication emails to their contacts and announcements on their existing channels and social media.

This deliverable includes actions that are realised during the INTERRFACE Open Call preparation and realisation until M30 of the project. The aforementioned activities support the promotion of the INTERRFACE Open Call. The main priority is to disseminate the Open Call, attract third parties to submit their proposal with the overall aim to deliver added value and augment the impact of INTERRFACE project and its infrastructure.

# 2.2 Objectives

The goal of D8.2 is to define all the dissemination and communication activities used to successfully reach the targeted groups and actively engage them in the Open Call. Focused actions are strategically organized so as to capture the needs required by the Open Call initiative.

The dissemination campaign relates to the promotion of the overall project and its infrastructures via the Open Call in order to show the benefits that third parties will gain by participating in INTERRFACE project. It foresees to communicate the Call to external stakeholders, exchange knowledge and provide added value to project outcomes.

### 2.3 Methodology

All the aforementioned objectives ensure raising awareness on critical infrastructures that INTERRFACE project deals with. In order to ensure a successful dissemination campaign and third parties engagement that will contribute to the project's implementation, a tailored-made dissemination approach was adopted. This strategy focused on answering the following critical issues:

What is INTERRFACE Open Call aiming to?

Who is interested in INTERRFACE and targeted as potential applicants for the Open Call?

How will INTERRFACE Open Call be communicated?



# 2.4 Key Channels for the dissemination of the INTERRFACE Open Call

Table 1: Key channels	Table 1: Key channels for the dissemination of INTERRFACE Open Call					
Methods	Description					
Project website	All relevant announcements accompanied with illustrations, news and links to downloads					
Open Call portal	Open Call documentation, announcements, overviews in charts, news, events, currently updated FAQs page, links to downloads and links to additional technical information					
Announcements	Open Call announcements on EU portal, EU organizations, linked projects, SMEs groups etc					
Press releases	Press releases are sent to consortium partners and to specialised channels					
Illustrations	A set of illustrations (in electronic format) are designed to accompany Open Call announcements					
Social media	Announcements on Open Call activities and outcomes via INTERRFACE social media					
Linked Projects	Discussions and exchanges on Open Call activities and shared dissemination activities					
Webinars	Organisation of Open Call webinars-information days for raising interest on the Call and promote wider discussion with third parties / stakeholders					
Recorded videos	Recorded videos of the webinars are available on the Open Call portal					
INTERRFACE Newsletter	Open Call Announcements and Special Newsletters on the Open Call for the promotion to all the participating partners, INTERRFACE website visitors, and other interested parties					

# 2.5 Roles and Responsibilities

While the main activities and direction for the dissemination strategy of the Open Call are performed by CINTECH, as WP8 leader, ENTSO-E and WP9 play an active role on the dissemination. All partners participated actively in dissemination activities, namely:

- General promotion of the Open Call through all the available dissemination material and tools
- Supporting third parties identification and engagement



# 3 Targeted Audience and Outreach Strategy

## 3.1 Third Parties Engagement

INTERRFACE Open Call address its targets at EU and international level, exploiting established contacts with third parties and external stakeholders. Several activities for third parties engagement have been already realized:

- Participation in meetings of linked projects to promote the Open Call and its objectives.
- Publication of press releases and articles in specialized organizations.
- Organisation of focused webinars and meetings by inviting European/national/international and stakeholders.
- Development of a configurative and regularly updated portal.
- Establishment of direct contact with European innovation hubs
- Promotion of the Open Call by any available mean of communication

## 3.2 Third Parties Mapping

The list presented in the following table outlines the third parties targeted by INTERRFACE Open Call.

Table 2: Targeted Audience by INTERRFACE Open Call					
Target Audience	Third Parties				
Value chain stakeholders	Aggregators(RES/Demand/EVs/Storage), consumers (local				
	energy communities, municipalities, building operators, etc.),				
	energy cooperatives				
IT & SMEs	IT companies, software engineers of solutions for energy				
	domains, Data providers, Exchange/Auction offices and other				
	reporting platforms				
Industry & Technology	Research communities, associations, European initiatives and				
	clusters				
Research & Academia	Entities engaged in research initiatives and/or working in				
	research/academic institutes				

# 3.3 Timeline and Outreach Strategy

### 3.3.1 Timeline

A detailed WP8 timeline, divided in subtasks, was conducted for the organisation and implementation of the INTERRFACE Open Call. (Figure 1).

### Task 8.1. Dissemination strategy for open call/ preparatory activities [M18-M30]

Task 8.1 is divided in four (4) subtasks. It involves the design of the dissemination campaign, the preparation of the Open Call documentation and the design and development of the Open Call portal that hosts the Open Call. The dissemination campaign is divided in two steps, the first one has to do with the communication activities of the upcoming event [M22-M25] and the second step engage the boost of the dissemination campaign, which includes the organization of information days, shared communication actions with linked projects and associations and a more active role on social media.

The INTERRFACE Open Call is open for submissions from 30 March until 30 June 2021.



### Task 8.2. Evaluation and selection [M30-M33]

Task 8.2 engages the evaluation and selection processes. Expert Evaluators with different expertise in the technology field, the business development and the business use case areas will evaluate the proposals based on the pre-defined scheme described in detail in the Guide for Evaluators. A brief of this scheme is already published in the Guide for Applicants and on the Open Call portal. The evaluation follows the main criteria of expected IMPACT, TECHNICAL QUALITY AND QUALITY OF THE WORK PLAN

Evaluation criteria and procedures follows the condition and rules of European Commission.

### Task 8.3. Contracting [M33-M36]

Task 8.3 involves the contracting procedures. The selected third parties will be asked to provide all necessary documentation and proceed with the signing of the Contract Agreement. If selected third parties fail to sign the contract, applicants enlisted in the reserve list will substitute the above ones in order of ranking.

### Task 8.4. Integration of new services to INTERRFACE architecture [M36-M42]

Task 8.4 addresses the implementation, technical handling, monitoring and result extraction of the business use cases applications and services. The use cases of all new applications and services will be analysed and clustered to identify synergies and to minimize efforts. The new value added by the third parties contribution to the INTERRFACE architecture focuses on meeting the needs of the international community of stakeholders

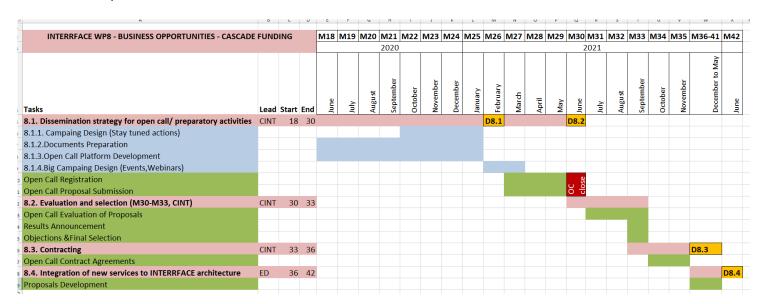


Figure 1: WP8 Timeline

### 3.3.2 Outreach strategy

This deliverable focuses on Task 8.1 and mainly the subtasks of the dissemination strategy and communication campaign. A dynamic process has been adopted to assure that a successful Open Call process is achieved. A series of dissemination actions so as to reach the best-targeted audience and ensure a successful outreach of the Open Call were designed. Organisation of webinars, re-visit of figures in current basis and re-adjustment of the communication activities according to the statistics and the interest expressed via the actions and the helpdesk are key activities of the dissemination design strategy. The following sections present actions implemented towards this direction.



# 4 Dissemination of INTERRFACE Open call

The dissemination activities of the Open Call take several forms and use a variety of media. These activities and tools follow a non-technical and understandable language. This section presents the dissemination tools that are used to communicate the Open Call to third parties. A variety of channels has been used to ensure an efficient communication.

# 4.1 INTERRFACE Open Call Portal

An INTERRFACE Open Call portal has been developed to support the Open Call. The portal was officially published in M27. The portal is the online reference point of the Open Call. It has a modern, easy to follow and vivid profile. It supports the implementation of the Call procedures and the dissemination activities of the Call. The portal is an invaluable tool for the effective implementation and promotion of the Open Call. To ensure the link with the main and already existing INTERRFACE channels, the Open Call portal is easily accessible from the INTERRFACE website.

The portal's url is the following: https://opencall-interrface.cintechsolutions.eu/

# Key tools Registration

Interested Third Parties are prompted in written (Guide for Applicants) to register so as to have access to the full package of the documentation and to receive updates (if any) via email.

## **Applicant Registration**

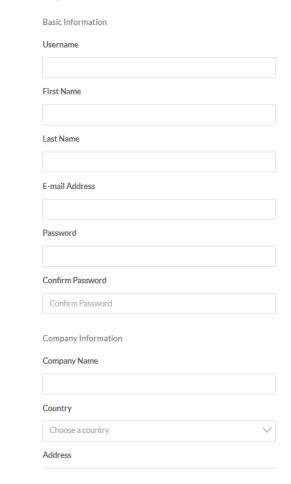


Figure 2: Applicant Registration form



### **FAQs**

A FAQs page is developed for the support of the Open Call processes. It complements the Open Call helpdesk. Questions received though the helpdesk email are also published together with their response on the portal special page for all interested Third Parties notice. FAQs is updated on a current basis.

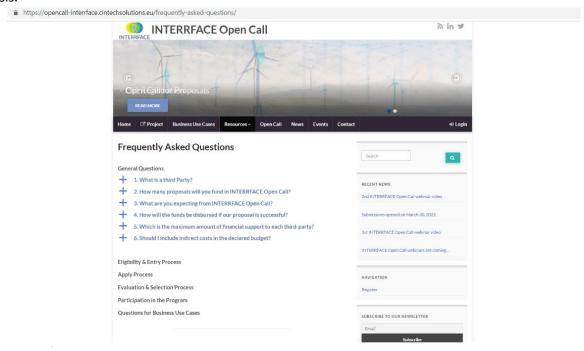


Figure 3: Frequently Asked Questions Subpage preview

### **Important Dates**

For applicants' convenience, an "Important Dates" subpage has been created. The deadlines and announcement dates are published and will be updated timely in case there will be any change or delay.

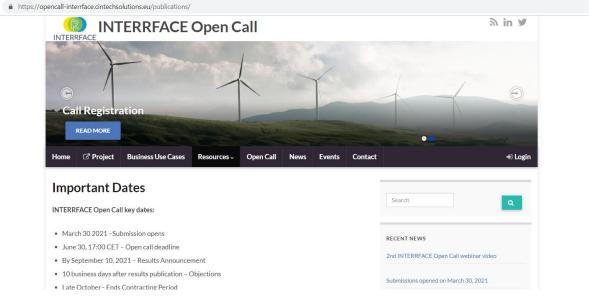


Figure 4: Important Dates Subpage



### **Statistics and Monitoring**

Statistics and analytics tools are used by the INTERRFACE Open Call portal to monitor the number of registrations, the number of unique visitors (sessions) and page views and users activity, in general. The main objective of these tools is to control the dissemination and communication activities of the INTERRFACE Open Call. The scope is the data gathering, the degree of interest on the Open Call and the estimation of the submissions to be received. CINTECH evaluates and adjusts the dissemination strategy and communication activities, ensuring that the INTERRFACE Open Call interest can be reached to the maximum potential. The statistics tools used is MonsterInsights, a Google Analytics plugin for WordPress.

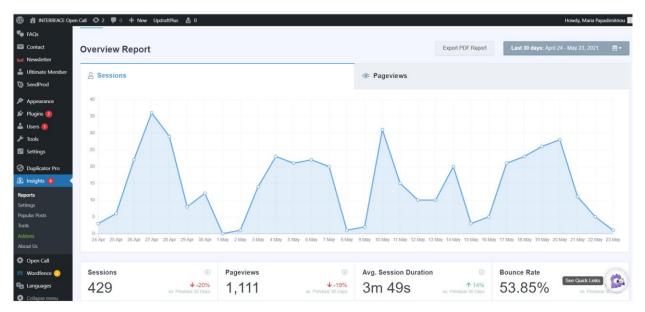


Figure 5: Open Call portal working environment \_ Insights preview

#### 4.2 Publications

WP8 and WP9 worked together to reach targeted channels for the dissemination of the Open Call. The channels used are INTERRFACE project website, INTERRFACE social media, mailing lists and shared activities of linked projects and groups.

It was decided to use project's dissemination strategy and channels in order to reach a broader audience. Project's website and social media had already an important number of subscribers and followers, so it was argued that it was the best choice.

The "stay tuned" dissemination campaign used mainly the project's website for the Open Call announcements. For the dedicated dissemination campaign, the main channels of communication are the project website with links to the Open Call portal and vice versa, INTERRFACE social media posts, press releases to key EU organisations (EU portal of Funding & tender opportunities, BRIDGE, INEA), emails to partners of linked projects (FARCROSS, ONENET, BD4NRG, OPEN DEI), press releases and emails to SMEs organisations and groups.

Figure 6 shows the announcements of the Call that are published on the slider of the homepage and on news and events subpages.





Figure 6: INTERRFACE website announcements preview

In the table below, the publications realised and the channels corresponded to our communication activities is displayed.

	Table 3: Open Call Publications					
Туре	Channel	URL	Date			
Press Release	EU portal /Funding & tender opportunities	https://ec.europa.eu/info/fu nding- tenders/opportunities/portal /screen/opportunities/comp etitive-calls	30/03/2021			
Open Call announcement	INTERRFACE 4 <sup>th</sup> Newsletter	https://mailchi.mp/6de89be 15236/interrface-project- may-2021-newsletter- 8040613	26/05/2021			
Open Call Announcement	BRIDGE linkedin	https://www.linkedin.com/p osts/h2020- bridge interrface-open-call- info-session-1-activity- 6780534014798290944-t3aR	30/03/2021			
Open Call announcement	BRIDGE newsletter	https://t.co/EnLDeFaoqS?am p=1	02/06/2021			
Open Call Announcement	OPEN DEI portal	https://www.opendei.eu/op en-calls/				
Webinar Announcement	OPEN DEI twitter	Retweets INTERRFACE H2020 posts	Regular basis			
1 <sup>st</sup> Webinar Announcement	OPEN DEI portal	https://www.opendei.eu/ev ent/2nd-interrface-open- call-webinar/	17/03/2021			
2nd Webinar Announcement	OPEN DEI linkedin	https://www.linkedin.com/p osts/opendei-eu_welcome- you-are-invited-to-join-a- webinar-activity- 6779812409012977664-TrKj	20/03/2021			
2 <sup>nd</sup> Webinar Announcement	OPEN DEI linkedin	https://www.linkedin.com/p osts/opendei-eu_welcome-	29/03/2021			



		you-are-invited-to-join-a-	
		webinar-activity-	
		6782574076486545408-tjGZ	
	OPEN DEI	0782374070480343408-tJQ2	
	_		
Open Call news	shared info with a targeted		
	group for SMEs and		
	stratups	111 - 1/1 - 111 10 N-1	
Webinars	ONENET H2020	https://twitter.com/OneNet	. = /00 /000
Announcement	twitter	Project/status/13743811629	17/03/2021
		82903813?s=20	
	ONENET H2020	https://www.linkedin.com/p	
	linkedin	osts/onenet-	
Webinars		project_welcome-you-are-	
Announcement		invited-to-join-a-webinar-	17/03/2021
Announcement		activity-	
		6780146264853028864-	
		9uUa	
	BD4NRG H2020	https://www.linkedin.com/p	
	linkedin	osts/bd4nrg_welcome-you-	
Open Call		are-invited-to-join-a-	00/00/000
Announcement		webinar-activity-	23/03/2021
		6780076863919276032-	
		m8Fb	
	BD4NRG H2020	https://twitter.com/Bd4Nrg/	
Open Call	twitter	status/13743094555008655	23/03/2021
Announcement		38?s=20	_3, 55, _62,
0 0 "	EIT InnoEnergy InnoEnergy		
Open Call	surveyed their members to		
news	track interest on the call		
news	•		

#### 4.3 Webinars

For the dissemination of the Call and the engagement of external third parties, three webinars were organised by ED and CINTECH on 24 March 2021, 30 March 2021 and on 31 May 2021. The initiative of these webinars were to raise interest of third parties and boost the promotion of the Call. CINTECH outlined the objective of the Call, key issues that applicants shall focus on and a brief description of the Open Call processes. Demo partners involved in the Open Call Business Use Cases presented to the audience the initiative of the 6 Business Use Cases under which applicants will submit their proposal, what they ask from the third parties to implement via the Call and answered to questions during the webinars.

#### **AGENDAS**

The agendas of the webinars are available on the registration links bellow:

- 1<sup>st</sup> INTERRFACE Open Call Webinar https://us02web.zoom.us/webinar/register/WN\_7-W2WH4zSLSmZo7HtjXhRg
- 2<sup>nd</sup> INTERRFACE Open Call Webinar https://us02web.zoom.us/webinar/register/WN\_rj05CJLNT4yUyYl78nda2g
- 3<sup>rd</sup> INTERRFACE Open Call Webinar https://us02web.zoom.us/webinar/register/WN\_4hsEj\_aOTACVpT9fp2-vTA



#### YouTube

The webinars were recorded and uploaded at you tube channel. They are also available through INTERRFACE project website and INTERRFACE Open Call portal.

http://www.interrface.eu/events/open-call-info-session-webinars-watch-videos https://opencall-interrface.cintechsolutions.eu/category/news/

Table 4: Webinars information							
Webinar Date	Number of Panelists	Number of Participants					
24/03/2021	13	21					
30/03/2021	14	40					
31/05/2021	9	13					

Table 5: YouTube videos' information							
Webinar Session No	Url	Uploaded	Views				
#1	https://www.youtube.com/watch?v=3ST v6kKtFZw	24/03/2021	88				
#2	https://www.youtube.com/watch?v=zyrn YCcbv38	30/03/2021	37				
#3	https://www.youtube.com/watch?v=5TO VZOIWMbg	31/05/2021	26				



Figure 7: Webinars Videos Screenshots



### 4.4 Social media

The social media of INTERRFACE project were used for the dissemination of the Call. ENTSO-E as the leader of WP9 is responsible for project's social media. The aim is to improve and boost the communication outreach due to their potential to reach larger ranges of target groups. Through the social media accounts, the communication outreach and the connection with linked projects and organisations is easier and more immediate.

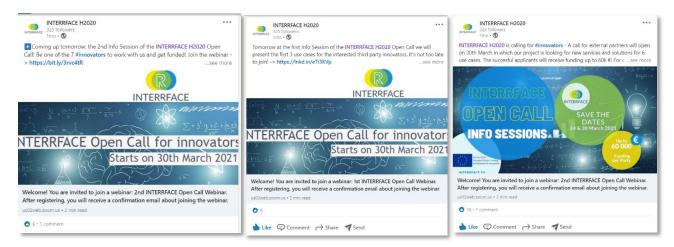


Figure 8: INTERRFACE H2020 Posts on Linkedin



Figure 9: INTERRFACE H2020 Posts on Twitter

#### 4.5 E-Newsletters

Open Call announcements with important information, dates and links is included in the 4<sup>th</sup> INTERRFACE newsletter. (https://mailchi.mp/6de89be15236/interrface-project-may-2021-newsletter-8040613). A special edition for the Open Call will be published following the selection of the awarded third parties in the project. The e-newsletters will be sent to the subscribers in project's mailing list via the INTERRFACE website and disseminated by social media accounts. Consortium partners are encouraged to distribute them to their networks.



### 4.6 Promotional material

Promotional material are used for the dissemination of the Open Call.

### **Open Call Announcement**

The Official Open Call Announcement includes the initiative of the call, the funding budget and the number of proposals to be funded, important links and dates.

#### Press release

An INTERRFACE Open Call Press release has been conducted for the dissemination of the Call. The Press release includes the initiative of the call, the funding budget and the number of proposals to be funded, important links and dates and a brief background on INTERRFACE project. This press release was circulated among consortium partners to share it with their contacts together with an Open Call illustration. It was also sent to linked projects and to linked organisations.

#### Illustrations

A set of electronic illustrations are designed to accompany the press release and the Open Call announcements and events. They are at partners' disposal to be used at events or meetings where they participate and promote the Open Call. Illustrations include the Open Call title, projects' logo, Open Call portal links and/or other media channels.

### 4.7 Activities of consortium members

The big number of INTERRFACE Consortium members and their contacts is deployed for the promotion of the Open Call. Partners used all available networks. The table below displays the activities of the consortium members for the dissemination of the call.

	Table 6: Participation in the Dissemination of the Open Call							
Partner	Event Name	Activity <sup>1</sup>	Date	URL	Place	Type of Audience <sup>2</sup>	Scale <sup>3</sup>	
ED	Social media announce ments	LinkedIn (personal)	periodically	-	-	-	global	
UPRC	Info sharing	Provide info about the call	-	-	Internal meeting	-	UPRC's member s	
ENTSO-E	Social media announce ments	LinkedIn (personal)	periodically	-	-	-	global	
EMAX	Social media announcem ent	LinkedIn	April 2021	-	-	-	Global	
EMAX	Email to	-	-	-	-	-	-	

<sup>&</sup>lt;sup>1</sup> websites / social media/ email/ meeting /webinars/ press and/or other types of publications

<sup>&</sup>lt;sup>3</sup> Global/ national /EU wide etc



1

<sup>&</sup>lt;sup>2</sup> public/ specific groups

	targeted 4 start-ups						
IEIT	Info sharing	Announce ment of the call	-	-	Internal meeting	-	Compar y's partners
EMP	Social media announcem ent	Twitter (personal)	22.3.2021	https://twitt er.com/Sirpa Repo/status /137408704 7229673472	-	-	nationa
ЕМР	Social media announcem ent	LinkedIn (personal)	~27.3.2021	https://ww w.linkedin.c om/posts/sir pa- repo_interrf ace- webinaarin- kutsu- ugcPost- 6782572448 240943104- L7CN	-	-	Nationa
EMP	Finnish INTERRFACE stakeholder webinar	Webinar with Finnish partners	27.4.2021		online	public	Nationa
COD	Info sharing	Announce ment of the call	-	-	Internal meeting	-	Among partner
SC	Info sharing	Announce ment of the call	-	-	Internal meeting	-	Among partner
C&G	Info sharing	Announce ment of the call	-	-	Internal meeting	-	Among clients
CINT	Post on News	Company's website	periodically	https://cinte chsolutions. eu/?page_id =235	online	public	global
CINT	Social media announcem ents	Company's LinkedIn	periodically	https://ww w.linkedin.c om/compan y/55047847/ admin/	online	public	global
CINT	Social media announcem ents	Company's Twitter	periodically	https://twitt er.com/Cint echLtd	online	public	global
REAL	Info sharing	Announce ment of the call	-	-	Internal meeting	-	Among partner
EUI	Social media	LinkedIn (personal)	periodically	-	-	-	global



	announce ments						
RSE	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among partner
UPB	Open Call announcem ent	Faculty website	Beginning project	http://www. electro.pub.r o/utile/anun turi/	online	public	global
UPB	Social media announcem ents	LinkedIn personal	Beginning project	-	online	public	global
TUS	Social media announce ments	LinkedIn (personal)	periodically	-	-	-	global
BME	Info sharing	Provide info about the call	2021.04.10.	teams meeting	online	SME-s	20 people
вме	Advertising	Info spreading @ department FB site	2021.03.31.	facebook	online	public	300 like
LOY	Post on News	Company's website	26.04.2021	https://ww w.uloyola.es /blog/la- universidad/ el-proyecto- europeo- interrface- en-el-que- participa-la- universidad- loyola- busca- servicios- innovadores	Online	Public	Global
LOY	Social media announcem ents	Company's LinkedIn	26.04.2021	https://ww w.linkedin.c om/feed/up date/urn:li:a ctivity:67924 1048918908 9280	-	Public	Global
LOY	Social media announcem ents	Company's Twitter	26.04.2021	https://twitt er.com/Loyo laResearch/s tatus/13866 3540823099 8017?s=20	-	Public	Global



# D8.2 – INFORMATION EVENTS REPORT

UnivPM	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among commu nity
RWTH	Internal communicati on	Provide information on call and discussion of possible partners	12.05.2021	-	online	RWTH institute	~100 people
RTU	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among commu nity
TUT	Finnish Stakeholder Webinar presenting the project and the open call	Webinar	27 April 2021	-	Online	Public	National
ELE	Elering Electricity Market Board	Webinar	13 May 2021	-	Online	Public	National
ELE	Twitter	Tweet	22 March 2021	https://twitt er.com/Eleri ngAS/status/ 1374009389 263294465 2021	Online	Public	Global
ELE	LinkedIn	Post	14 April 2021	https://ww w.linkedin.c om/posts/el eringofficial welcome- you-are- invited-to- join-a- webinar- activity- 6779775303 167434753- ImTb	Online	Public	Global
AST	Post on News (updated)	Company's website	14.05.2021. (20.05.2021)	https://ww w.ast.lv/lv/e vents/ast- mekle- sadarbibas- partnerus- interrface- projekta- risinajuma- demonstraci jai	online	Public	nationa



AST	Social media announcem ents	Company's LinkedIn	24.03.2021	https://twitt er.com/ast_l v/status/137 4640399214 592001?s=2	online	Public	national
AST	Social media announcem ents	Company's Twitter	24.03.2021	https://ww w.linkedin.c om/posts/au gstspriegum a- t%C4%ABkls - as welcome -you-are- invited-to- join-a- webinar- activity- 6780406424 435531776- Zu56	online	Public	national
AST	Social media announcem ents	Company's LinkedIn	18.05.2021	https://ww w.linkedin.c om/posts/au gstspriegum a- t%C4%ABkls -as ast- mekl%C4%9 3- sadarb%C4% ABbas- partnerus- interrface- activity- 6800069330 429075456- fE m	online	Public	national
AST	Social media announcem ents	Company's Twitter	18.05.2021	https://twitt er.com/ast_l v/status/139 4530186431 922177?s=2	online	Public	national
FIN	Finnish Stakeholder Webinar presenting the project and the open call	Webinar	27 April 2021	-	Online	Public	National
ESO	Info sharing	Informatio n on the	-	-	Internal meeting	-	Among partners



		call					
TRANS	Info sharing	Announce ment of the call	-	-	Internal meeting	-	Among clients
ELES	Social media announce ment	LinkedIn (personal)	At the beginning of the call	-	-	-	global
REN	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among partners
EDPD	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among clients
CEZ BG	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among partners
DEO	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among partners
ELJ	Social media announce ment	LinkedIn (personal)	periodically	-	-	-	global
ELEK	Social media announce ment	LinkedIn (personal)	periodically	-	-	-	global
ELEN	Finnish Stakeholder Webinar presenting the project and the open call	Webinar	27 April 2021	-	Online	Public	National
EON	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among partners
NKM	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among partners
AGEN	Info sharing	Informatio n on the call	-	-	Internal meeting	-	Among partners
ASTEA	Social media announce	LinkedIn (personal)	periodically	-	-	-	national
	ment	(porconiar)					



# D8.2 – INFORMATION EVENTS REPORT

		n on the call					
MIG	Info sharing	Informatio n on the call	-	-	-	-	national
PLC	Info sharing	Informatio n on the call	-	-	-	-	national
IBEX	Social media announcem ent	LinkedIn post	20/03/2021	https://ww w.linkedin.c om/posts/te odora- todorova- 09908826_w elcome-you- are-invited- to-join-a- webinar- activity- 6778975452 963893248- Nc1h	online	Public	Global
IBEX	Info sharing	IBEX website	22/03/2021	https://ibex. bg/projects/i nterrface/	online	public	Global



# 5 Dissemination outcomes

This section presents the impact of the dissemination activities of the Open Call in tables and figures.

Table 7: Statistics from INTERRFACE website related to the Open Call							
Website page	Url	Date of publication	Number of visitors				
INTERRFACE calls out for innovators	http://www.interrface.eu/news/inter rface-calls-out-innovators	22/03/2021	337				
Open Call Info Session webinars - watch the	http://www.interrface.eu/events/ open-call-info-session-webinars-	30/03/2021	344				
videos	watch-videos	30,03,2021	344				
Info Session #3 of the	http://www.interrface.eu/news/i						
Open Call is coming up -	nfo-session-3-open-call-coming-	21/05/2021	67				
31 May	<u>31-may</u>						

	Table 8: Statistics from IN	TERRFACE social i	media	
Posts	Url	Date of first publication	Tweet/Like	Retweets/ Reposts
INTERRFACE H2020 is calling for #innovators	https://www.linkedin.com/po sts/interrface- h2020_welcome-you-are- invited-to-join-a-webinar- activity- 6777967880609779712-4CBF		16 Likes 1 Comment	6 shares
First Info Session	https://www.linkedin.com/po sts/interrface- h2020_welcome-you-are- invited-to-join-a-webinar- activity- 6780116032855056384-lcQ8		8 Likes	
2nd Info Session	https://www.linkedin.com/po sts/interrface- h2020 welcome-you-are- invited-to-join-a-webinar- activity- 6782229698903638016-an6B		6 Likes 1 Comment	1 shares
3rd Info Session	https://www.linkedin.com/po sts/interrface-h2020 do-you- have-a-question-about-the- open-call-activity- 6802911682885627904-Ri3X		5 Likes 1 Comment	
INTERRFACE H2020 is calling for innovators	https://twitter.com/Interrface H/status/1371840072543305 736?s=20	16/03/2021	5 Likes	3 shares
Info Sessions	https://twitter.com/Interrface H/status/1372175600828432 386?s=20	17/03/2021	10 Likes	12 shares



First Info Session	https://twitter.com/Interrface H/status/1374716080699150 336?s=20	22/03/2021	7 Likes	3 shares
First Info Session video	https://twitter.com/Interrface H/status/1374716080699150 336?s=20	24/03/2021	7 Likes	4 shares
2nd Info Session	https://twitter.com/Interrface H/status/1376463506497798 145?s=20	29/03/2021	11 Likes	5 shares
Calling for				
#innovators!	https://twitter.com/Interrface			
@InterrfaceH	H/status/1394587142563799	18/05/2021	9 Likes	5 shares
Open Call is halfway	<u>042?s=20</u>			
through,				
3rd Info Session	https://twitter.com/Interrface H/status/1397143024929497 088?s=20	25/05/2021	6 likes	6 shares
2 weeks left to submit proposals	https://twitter.com/Interrface H/status/1404361271269543 937?s=20	14/06/2021	3 likes	2 shares

Table 9: Statistics from INTERRFACE Open Call portal				
Number of Registered Applicants	<b>Number of Registered Applicant Companies</b>			
44	43			

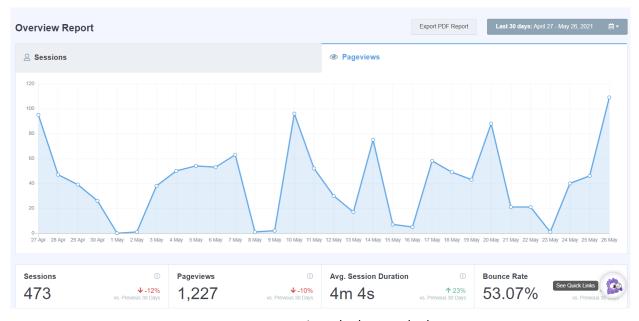


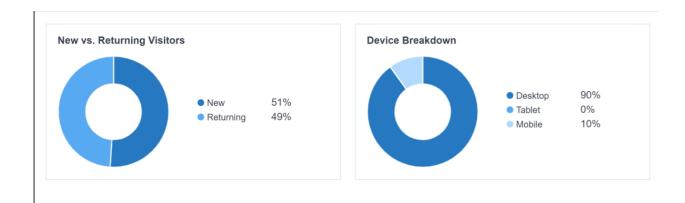
Figure 10: Page Views by 27/04/2021-26/05/2021

Further analytics from the INTERRFACE Open Call portal are included as included as ANNEX 1 to 5.



# ANNEX 1: Overview statistics report (24/05/2021 – 22/06/2021)







# D8.2 – INFORMATION EVENTS REPORT

Top 10 Countries	
1. 🗏 Greece	75
2. Belgium	67
3. Spain	56
4. II Italy	46
5. Slovenia	24
6. II France	14
7. Netherlands	14
8. Serbia	12
9. + Finland	11
10. Romania	10

Тор	10 Referrals	
1.	interrface.eu	67
2.	ec.europa.eu	38
3.	first.aster.it	13
4.	linkedin.com	7
5.	systematic-paris-region.org	7
6.	sie.innguma.com	5
7.	baidu.com	4
8.	t.co	4
9.	ast.lv	3
10.	dev1.atol-bs.com	3

Top Posts/Pages	
INTERRFACE Open Call	340
2. Business Use Cases – INTERRFACE Open Call	167
Open Call for Proposals – INTERRFACE Open Call	111
Frequently Asked Questions – INTERRFACE Open Call	68
5. Business Use Case 1 – INTERRFACE Open Call	52
6. Business Use Case 2 – INTERRFACE Open Call	41
7. Contact – INTERRFACE Open Call	31
8. Login – INTERRFACE Open Call	28
Applicant Registration – INTERRFACE Open Call	27
10. Applicant Documents – INTERRFACE Open Call	26



# ANNEX 2: Publishers report (24/05/2021 – 22/06/2021)

# MonsterInsights

# **Publishers Report**

https://opencall-interrface.cintechsolutions.eu May 24th 2021 - June 22nd 2021

Top Landing Pages					
Page Titles	Visits	Avg. Duration	Bounce Rate		
INTERRFACE Open Call	246	3m 28s	53.66%		
2. Business Use Cases – INTERRFACE Open Call	49	6m 15s	20.41%		
3. Open Call for Proposals – INTERRFACE Open Call	42	3m 20s	50%		
4. Business Use Case 1 – INTERRFACE Open Call	12	7m 17s	91.67%		
5. Business Use Case 5 – INTERRFACE Open Call	7	1m 34s	71.43%		
6. Contact – INTERRFACE Open Call	6	3m 54s	50%		
7. Business Cases – INTERRFACE Open Call	5	4m 32s	20%		
8. Frequently Asked Questions – INTERRFACE Open Call	5	17m 31s	60%		
9. Business Use Case 3 – INTERRFACE Open Call	4	14m 53s	50%		
10. Business Use Case 6 – INTERRFACE Open Call	4	28s	75%		

Top Exit Pages			
Page Titles	Exits	Page Views	% of Exits
INTERRFACE Open Call	170	204	83.33%
2. Open Call for Proposals – INTERRFACE Open Call	48	59	81.36%
3. Business Use Cases – INTERRFACE Open Call	28	35	80%
4. Business Use Case 1 – INTERRFACE Open Call	27	34	79.41%
5. Business Use Case 2 – INTERRFACE Open Call	20	22	90.91%
6. Applicant Documents – INTERRFACE Open Call	16	20	80%
7. Business Use Case 5 – INTERRFACE Open Call	13	14	92.86%
8. Business Use Case 6 – INTERRFACE Open Call	13	14	92.86%
9. Frequently Asked Questions – INTERRFACE Open Call	11	55	20%
10. Contact – INTERRFACE Open Call	10	25	40%



Top Outbound Links		
Lin	ks	Total Clicks
1.	Project	29
2.	here	8
3.	INTERFFACE OPEN CALL Twitter Page	3
4.	INTERRFACE H2020	3
5.	https://transparency.entsoe.eu/	2
6.	https://transparency.entsoe.eu/content/static_content/Static content/legacy data/year selection.html	2
7.	https://www.entsoe.eu/data/transparency-platform/mop/	2
8.	https://electricgrids.engr.tamu.edu/	1
9.	https://www.pvp4grid.eu	1
10.	INTERFFACE OPEN CALL LinkedIn Page	1

### Top Affiliate Links

No affiliate link clicks detected for this time period.

Top Download Links		
Link Label	Clicks	
1. Guide for Applicants	20	
2. Guide for applicants	17	
3. Proposal Template	12	
4. Eligible Countries	8	
5. Declaration of Honor	5	
6. Open Call Announcement	5	

### Scroll

56.6%

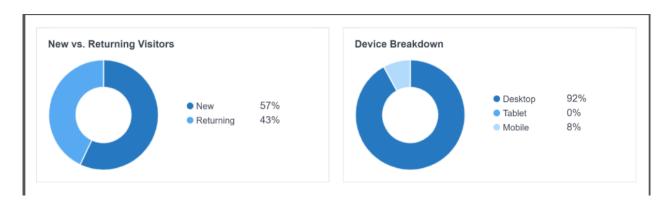
Average Scroll Depth

Scroll Depth events are triggered at 25%, 50%, 75% and 100% scrolling. The number above represents the average scroll depth from your visitors in the selected interval for all your website's pages.



# ANNEX 3: Overview statistics report (27/04/2021 - 26/05/2021)







# D8.2 – INFORMATION EVENTS REPORT

Top 10 Countries	
1. Spain	65
2. Sreece	42
3. + Finland	41
4. Belgium	37
5. II Italy	34
6. Germany	33
7. Slovenia	26
8. = Latvia	22
9. II France	21
10. United States	15

Тор	10 Referrals	
1.	interrface.eu	56
2.	ec.europa.eu	44
3.	linkedin.com	15
4.	mail.google.com	7
5.	cintechsolutions.eu	5
6.	t.co	5
7.	first.aster.it	4
8.	baidu.com	3
9.	sie.innguma.com	3
10.	forosnavarra-europa.eu	2

Top Posts/Pages	
INTERRFACE Open Call	431
2. Business Use Cases – INTERRFACE Open Call	175
Open Call for Proposals – INTERRFACE Open Call	77
Business Use Case 3 – INTERRFACE Open Call	55
5. Business Use Case 5 – INTERRFACE Open Call	51
6. Business Use Case 4 – INTERRFACE Open Call	46
7. Business Use Case 1 – INTERRFACE Open Call	38
8. Important Documents – INTERRFACE Open Call	34
9. Applicant Documents – INTERRFACE Open Call	29
10. Business Use Case 6 – INTERRFACE Open Call	28



# ANNEX 4: Publishers report (27/04/2021 – 26/05/2021)

# MonsterInsights

### **Publishers Report**

https://opencall-interrface.cintechsolutions.eu April 27th 2021 - May 26th 2021

Top Landing Pages			
Page Titles	Visits	Avg. Duration	Bounce Rate
INTERRFACE Open Call	342	3m 30s	57.6%
2. Business Use Case 5 – INTERRFACE Open Call	18	2m 28s	61.11%
3. Open Call for Proposals – INTERRFACE Open Call	18	2m 7s	55.56%
4. Business Use Cases – INTERRFACE Open Call	14	8m 30s	35.71%
5. Business Use Case 3 – INTERRFACE Open Call	13	3m 45s	69.23%
6. INTERRFACE Open Call	9	15m 20s	0%
7. Business Use Case 4 – INTERRFACE Open Call	8	4m 34s	50%
8. Business Use Case 6 – INTERRFACE Open Call	8	4m 56s	62.5%
9. Important Documents – INTERRFACE Open Call	8	12m 20s	25%
10. Applicant Documents – INTERRFACE Open Call	4	13m 54s	0%

Top Exit Pages			
Page Titles	Exits	Page Views	% of Exits
INTERRFACE Open Call	239	278	85.97%
2. Open Call for Proposals – INTERRFACE Open Call	35	44	79.55%
3. Business Use Cases – INTERRFACE Open Call	25	28	89.29%
4. Business Use Case 3 – INTERRFACE Open Call	24	27	88.89%
5. Business Use Case 5 – INTERRFACE Open Call	24	27	88.89%
6. Business Use Case 4 – INTERRFACE Open Call	16	20	80%
7. Business Use Case 6 – INTERRFACE Open Call	15	19	78.95%
8. Business Use Case 1 – INTERRFACE Open Call	14	18	77.78%
9. Applicant Documents – INTERRFACE Open Call	12	16	75%
10. Important Documents – INTERRFACE Open Call	12	16	75%



То	p Outbound Links	
Lin	ks	Total Clicks
1.	Project	26
2.	here	18
3.	https://transparency.entsoe.eu/content/static_content/Static content/legacy data/year selection.html	2
4.	Newsletter	2
5.	https://transparency.entsoe.eu/	1
6.	INTERFFACE OPEN CALL LinkedIn Page	1
7.	link	1
8.	Progetto	1
9.	Transparency Platform	1

# No affiliate link clicks detected for this time period.

Top Affiliate Links

Top Download Links	
Link Label	Clicks
1. Guide for Applicants	26
2. Guide for applicants	15
3. Proposal Template	11
4. Open Call Announcement	10
5. Eligible Countries	5
6. Declaration of Honor	1
7. INTERRFACE service design deliverable	1

#### Scroll

55.8% Average Scroll Depth

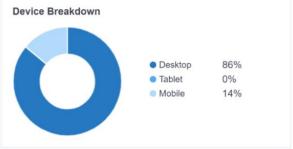
Scroll Depth events are triggered at 25%, 50%, 75% and 100% scrolling. The number above represents the average scroll depth from your visitors in the selected interval for all your website's pages.



# ANNEX 5: Overview statistics report (27/03/2021 - 25/04/2021)









# D8.2 – INFORMATION EVENTS REPORT

Top 10 Countries	
1. Seece	64
2. + Finland	58
3. United States	43
4. II France	35
5. Slovenia	35
6. Spain	31
7. II Italy	31
8. • Belgium	30
9. Netherlands	25
10. N Bosnia and Herzegovina	19

Тор	10 Referrals	
1.	interrface.eu	71
2.	ec.europa.eu	59
3.	linkedin.com	20
4.	mail.google.com	13
5.	opendei.eu	8
6.	baidu.com	5
7.	cintechsolutions.eu	5
8.	ibex.bg	3
9.	dihbu40.es	2
10.	Inkd.in	1

Top Posts/Pages	
INTERREACE Open Call	517
Business Use Cases – INTERRFACE Open Call	187
Open Call for Proposals – INTERRFACE Open Call	83
Applicant Registration – INTERRFACE Open Call	47
5. Business Use Case 1 – INTERRFACE Open Call	39
6. Business Use Case 4 – INTERRFACE Open Call	38
7. Business Use Case 6 – INTERRFACE Open Call	37
8. Business Use Case 5 – INTERRFACE Open Call	34
9. Business Use Case 2 – INTERRFACE Open Call	30
10. Register – INTERRFACE Open Call	29



### **ANNEX 6: Dissemination material**

## **INTERRFACE Open Call official announcement**

Project acronym: INTERRFACE

Project grant agreement number: 824330

Project full name: TSO-DSO-Consumer INTERFACE aRchitecture to provide innovative grid services for an

efficient power system

Project INTERRFACE, co-funded from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824330, foresees as an eligible activity the provision of financial support to third parties, as a means to incorporate developers of innovative services in order to achieve its own objectives.

Financial support will be provided to public or private bodies, research organisations, non-profit organisations, small and medium enterprises, international organisations of EU interest, established in an EU Member State or in an Associated Country (as stated in Article 7 of the Horizon 2020 Regulation), to any legal entity possessing a validated Participant Identification Code (PIC).

INTERRFACE Open Call is looking for up to 7 Third Parties to develop and/or extend different infrastructures and state-or-the-art technologies of INTERRFACE architecture and data management services to be implemented and validated by INTERRFACE's pilots.

Participants are asked to address solutions that promote and enable flexibility of end-users. More specifically, the proposed functionalities aim to increase flexibility awareness and flexibility needs along the grids, attracting more flexibility players into the marketplaces. Among the solutions are requested:

- Utilization of Existing ENTSO-E Transparency Platform Data
- Development of an application that will serve as a Data Provider for IEGSA
- Aggregators and Local Energy Communities Intelligence services for congestion management
- An advanced tech base to manage/operate a local energy community
- Flexibility Service Providers, including aggregators with demand response and distributed energy resources as a grid service providers
- Development of an open-access generic forecasting methodology for the determination congestion management requirements in power systems

The INTERRFACE Open Call will open on the 30 March 2021 and close on the 30 June at 17:00h CET (Brussels time).

Deadline: Wednesday, June 30, 2021 at 17:00h CET (Brussels time)

**Expected duration of participation:** Up to 6 months

Maximum amount of financial support for each third party: 60,000 Euros

Call identifier: INTERRFACE Open Call

Language in which proposal should be submitted: English

Web link for further information (full call text/proposal guidelines/call results) on your official project

web site: https://opencall-interrface.cintechsolutions.eu/

Email address for further information: interrface\_opencall@interrface.eu



## **INTERRFACE Open Call Press Release**

Press release 30 March 2021

### Horizon 2020 project INTERRFACE calls out for innovators

The consortium is looking for new services for its power system flexibility platform

- Successful applications can receive max. 60 000 euros funding
- Innovative ideas are searched across 6 topics, including data provision, congestion management in power systems and flexibility services
- The call is open until 30 June 2021

INTERRFACE project launches its Open Call for interested third parties. The aim of the call is to develop and extend different infrastructures and state-of-the-art technologies of the INTERRFACE architecture and data management services to be implemented and validated by the pilots of the project.

To support the European energy transformation, the INTERRFACE project will design, develop and exploit an Interoperable pan-European Grid Services Architecture (IEGSA) to act as the interface between the power system (Transmission and Distribution System Operators) and the customers. Through this new solution, the project aims at allowing a seamless and coordinated operation of all stakeholders to use and procure common services.

The project consortium is looking for successful applications across six different use cases, which are covering the major domains in which the project members operate. Among others, the proposed new services can utilize the existing power system data of the Transparency Platform, develop services and tools to support system operators' congestion management either by forecasting, or involving local energy communities or to provide flexibility services to the electricity markets.

The call is open for public or private bodies, research organisations, non-profit organisations, small and medium enterprises, international organisations of EU interest, established in an EU member state or in an associated country to any legal entity possessing a validated Participant Identification Code (this code is provided for interested parties to participate in EU funding programmes and procurements). Each successful applicant will receive a maximum of 60 000 euros funding.

The call is open from 30 March until 30 June 2021.

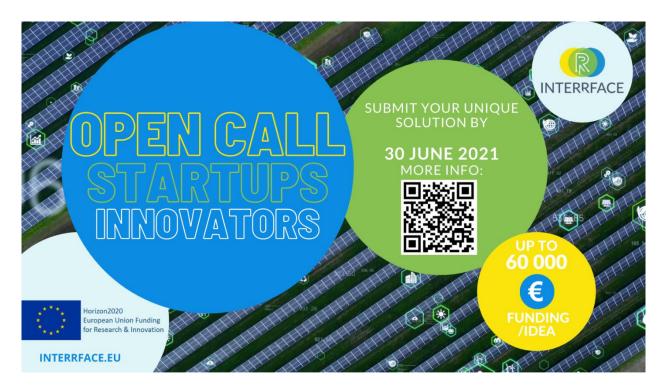
For further information, please consult our websites: https://opencall-interrface.cintechsolutions.eu/http://interrface.eu/



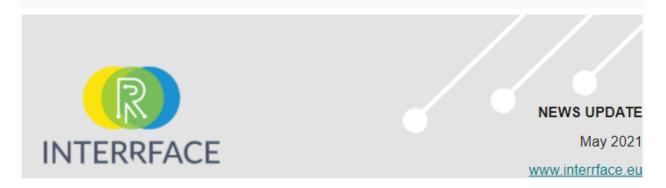
### Background:

INTERRFACE is project funded by the Horizon 2020 programme of the European Commission. The consortium consists of 42 members from 16 European countries, including transmission and distribution system operators, research institutes and universities, service providers, a market operator and an industry association. Components of the project are demonstrated in 7 different sites regarding congestion management and balancing of the power system, the use of peer-to-peer transaction of flexibility services and the necessity of an integrated retail and wholesale electricity market. INTERRFACE is a 48-month long project started in January 2019.

## **INTERRFACE Open Call Illustration**



### **INTERRFACE Open Call Newsletter #4**





### Dear Reader,

Welcome to the News Update of the Horizon 2020 project INTERRFACE!

The project is over the 2-year mark and the clearing results are showing the hard work the INTERRFACE consortium invested so far. We just achieved one of the most important milestones in the life of the project: the Interoperable pan-European Grid Service Architecture (IEGSA), our core product was released and was deployed in one of our demo sites. INTERRFACE also opened its call for third party innovators in which we are seeking for additional partners to provide us new services and functions to the IEGSA platform. In the meanwhile, we didn't stop presenting our vision in various online events and we will continue to do so – especially when life will be back to normal after the overcoming of this global pandemic.

### Enjoy reading!

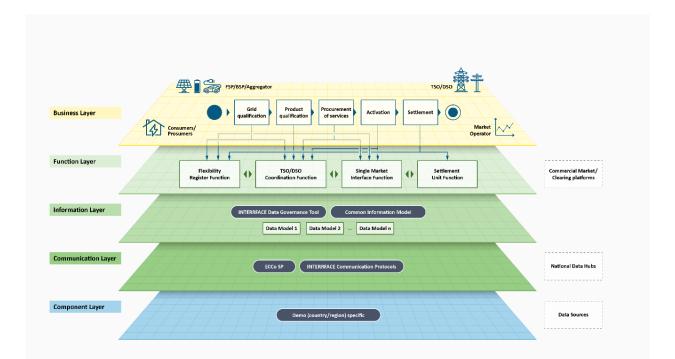
# Milestone achieved: first version of IEGSA platform is ready!

INTERRFACE reached one of its most important milestones: the Interoperable pan-European Grid Services Architecture (IEGSA) is ready and was deployed in the Nordic-Baltic demo of the project. This means that the first piloting of the core product of INTERRFACE could start.

The aim of the IEGSA is to serve as an interface between the power system (TSO and DSO) and the customers and allow the seamless and coordinated operation of all stakeholders to use and procure common services.

The platform has 4 core functionalities: the flexibility register, the TSO-DSO coordination, the single market interface and the settlement. The Nordic-Baltic demonstrators of the project are the first users to test these. The feedbacks will help to develop further the platform which will be integrated in all the other 6 demo sites of INTERRFACE.





The second major release of IEGSA is scheduled for June 2021 which will aim the deployment of the platform in all the demos following the identification of the integration points and the standardization of the data exchanges. Demos will test a selection of IEGSA functions to accommodate their needs, in addition to this, new features will be developed to satisfy individual demo requirements.

### **INTERREACE** is calling for innovators!

INTERRFACE project launches its Open Call for interested third parties. The aim of the call is to develop and extend different infrastructures and state-of-the-art technologies of the INTERRFACE architecture and data management services to be implemented and validated by the pilots of the project.

The project consortium is looking for successful applications across <u>six different</u> <u>use cases</u>, which are covering the major domains in which the project members operate. Among others, the proposed new services can utilize the existing power system data of the Transparency Platform, develop services and tools to support system operators' congestion management either by forecasting, or involving local energy communities or to provide flexibility services to the electricity markets.





The call is open for public or private bodies, research organisations, non-profit organisations, small and medium enterprises, international organisations of EU interest, established in an EU member state or in an associated country to any legal entity possessing a Participant Identification Code (this code is provided for interested parties to participate in EU funding programmes and procurements). Each successful applicant will receive a maximum of 60 000 euros funding.

The call is open from **30 March until 30 June 2021**.

For more details, please consult our  $\underline{\text{Open Call website}}$  or watch the videos  $(\underline{1},\underline{2})$  of the previous info session webinars.

### 3rd Open Call Info Session

Due to a lot of interest from third-party innovators, INTERRFACE is organizing one more Info Session on the Open Call to answer all the remaining and reoccuring questions both on the technical and the content side. The session will take place on 31 May 12.30-15.30 CET, to attend please register <a href="here">here</a>.



### During the 3rd info session, we will cover all the 6 use cases:

- 1. Utilization of Existing ENTSO-E Transparency Platform Data
- 2. Development of an application that will serve as a Data Provider for IEGSA
- 3. Development of an open-access generic forecasting methodology for the determination congestion management requirements in power systems
- Aggregators and Local Energy Communities Intelligence services for congestion management
- 5. An advanced tech base to manage/operate a local energy community
- 6. Flexibility Service Providers, including aggregators with demand response and distributed energy resources as a grid service providers

## **Meet INTERRFACE at the upcoming events:**

### InnoGrid 2021 - 11 June

The second day of this year's InnoGrid is dedicated to European projects. INTERRFACE will be presented in the session "Innovation for markets"



https://www.innogrid.eu/program/#day-2



# PowerTech 2021 – 28 June – 2 July

PowerTech is the anchor conference of the IEEE Power & Energy Society (PES) in Europe and provides a forum for researchers and engineers involved in electric power and energy engineering to share ideas and results.



### https://www.powertech2021.com/

### Enlit 2021 - 30 November - 2 December

Enlit Europe (previously called the European utility Week) is one of the most comprehensive conferences in Europe in the sector. You can already take a look at INTERRFACE in their project zone!



https://www.enlit-europe.com/learn/eu-projects-zone

### **Previous appearances**



### 99 second pitch at the 11th ETIP SNET Regional Workshop

INTERRFACE was represented at the 11th edition of the European Technology & Innovation Platforms of Smart Networks for Energy Transition (ETIP SNET) Regional Workshop on 21 April 2021.

Nikos Bilidis (European Dynamics) presented the concept of our Interoperable pan-European Grid Service Architecture (IEGSA) in a 99-second pitch in the panel of "Cooperation between energy System Operators".

# INTERREACE presented the IEGSA platform at the Flexibility Solutions webinar

INTERRFACE organised its first Flexibility Solutions webinar in order to give an overview of the project results of its first two years and also to give the floor to other Horizon2020 project which are tackling similar issues. The online event was attended by almost 180 people and the questions from the audience showed a great interest into the topic.

The first INTERRFACE Flexibility Solutions webinar gave the floor – besides speakers from the INTERRFACE consortium - to Ercole de Luca the coordinator of the Harmonized Electricity Market Role Model task in the BRIDGE project community in which members of the INTERRFACE consortium contributed. During the "Horizon2020 project zone" part of the event CoordiNet, Eu-SysFlex and OneNet projects presented their results and visions.

https://www.youtube.com/watch?v=PFpk0WTidbw



# **ANNEX 7: Publications' preview**

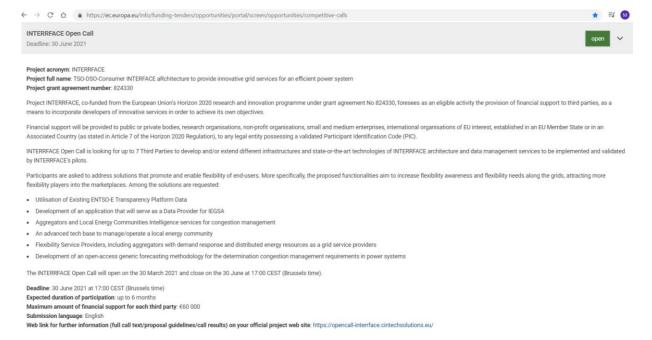


Figure 11: EU Funding & tender opportunities portal

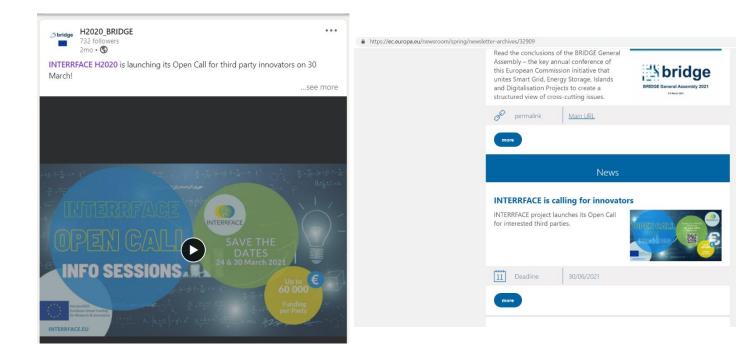


Figure 12: H2020 Bridge Announcements on LinkedIn and Newsletter of 02/06/2021





Figure 13: INTERRFACE Open Call Announcement on OPEN DEI website

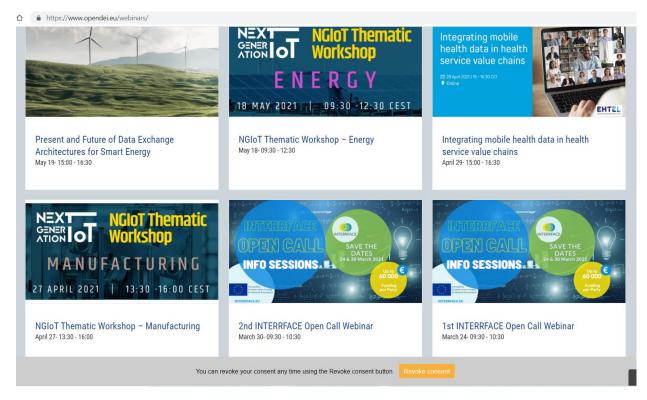


Figure 14: INTERRFACE Open Call Webinars Announcements on OPEN DEI website

