Real proven solutions to enable active demand and distributed generation flexible integration, through a fully controllable LOW Voltage and medium voltage distribution grid

WP9 - User Engagement, Societal Research and Dissemination of Project Results

Communication Campaigns Planning. Communication Support material and dynamics design. Communication Campaigns development, information gathered and conclusions

D9.2

2015 The UPGRID Consortium

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EXECUTIVE SUMMARY

This deliverable has been prepared as part of Task 9.2 – "Interactive Communication Campaigns" from WP9[1] – "User engagement, societal research and dissemination of project". The main objectives of this task are, firstly, to raise awareness and demonstrate to the final users and society in general that smart grids technologies are advantageous, as well as propose actions in order to address some concerns of the citizens. Moreover, another goal is to broadly disseminate the results and findings of the project to the general public and, especially, to the actors and stakeholders more directly involved in the technical and socioeconomic domains of smart grids.

Since the nature of UPGRID is an innovation action, several interactive communication campaigns have been defined for the three years of the project. Several studies and market analyses [2] [3] have shown that the best way to communicate with the target audiences is to create an integrated marketing strategy. That is precisely what has been done during the first two years of the project. Five interactive communication campaigns have been planned to implement during the three years of the project. One of them is already concluded, the second is still ongoing and the other three campaigns are planned for 2017.

This document is divided into a series of chapters providing a general introduction, descriptions of the five communication campaigns and conclusions. The first campaign was conducted during February 2016 and the goal was to remark that four innovative low voltage smart grid demonstrators are being deployed in Europe. The chapter about the second campaign, that is still ongoing, is focused on the direct interaction with end-users that are being performed by the following demonstrators: Spanish, Portuguese and Polish. Additionally, the preparation of a periodic project newsletter is also included in this campaign.

Even though the third, fourth and fifth campaigns have not been developed yet, this document explains the goals and dates of implementation for each of them. The goal of the third campaign is to help people change their attitudes and perceptions about the energy process, so it is specifically designed for the final consumers, policy makers, stakeholders and professionals. In the fourth campaign, an institutional video about the project will be produced in order to inform final consumers, policy makers, stakeholders and professionals. The goal of the fifth campaign is to inform society in general about the end of the project and its main achievements. The document is concluded with some general remarks about communication tools that, independently of a specific campaign, have been implemented and helped to achieve better communication results. The main results of the campaigns that were already implemented are also presented.

[1] WP stands for Work Package

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1. INTRODUCTION

UPGRID project has the responsibility, among other tasks, for creating and developing interactive communication campaigns in order to increase end-user engagement in the field of smart grids.

In order to achieve those goals, five interactive communication campaigns have been planned and presented at UPGRID's General Assembly, held in Lisbon in January 2016. At the time of this report, two campaigns had already been promoted. However, the other three campaigns are explained in this document, and their implementation date is provided. Each of the campaigns has a specific goal that is defined according to the objectives of the project. In this project various communication strategies are being adopted, such as viral marketing campaigns, social media and public relations, according to the different targets.

The objective of the first campaign was to promote the project with the public, gain visibility, reliability and reputation, and involve all UPGRID partners.

The goal with the second campaign, which will be concluded in January 2017, is to raise consumer awareness, showing the benefits of smart grids. The third campaign is aimed at changing people's attitudes and perceptions about the energy process. The fourth interactive communication campaign pursue facilitating consumers to change their behaviour, such as energy waste, and the goal with the last one is to inform final consumers, stakeholders and professionals about the project's results and their impact on society.

Other communication material that are supporting the campaigns, such as the project logo, the project website (http://upgrid.eu/) and the project social media channels, are being used since the beginning of the project, and have been developed under Task 9.4 "Dissemination of project results".

In this deliverable, it is explained in detail each one of the interactive communication campaigns and the actions that have been developed in order to achieve the goals established for each of them. In the case of the first two campaigns, results that have been achieved are already provided.

In the case of the third, fourth and fifth campaign, even though they have not yet been implemented, their goals and dates of implementation are described in the document. The goal of the third campaign is to help people change their attitudes and perceptions about the energy process, so it is specifically designed for the final consumers, policy makers, stakeholders and professionals. In the fourth campaign, an institutional video about the project will be produced in order to inform final consumers, policy makers, stakeholders and professionals. The goal of the fifth campaign is to inform society in general about the end of the project and its main achievements. The document is concluded with some general remarks about communication tools that, independently of a specific campaign, have been implemented and helped to achieve better communication results.

The conclusions chapter contains general conclusions and results about the communication tools developed in Task 9.4. but also used in Task 9.2. The main results of the campaigns that were already implemented are also presented.

2. INTERACTIVE COMMUNICATION CAMPAIGNS

2.1 1ST INTERACTIVE COMMUNICATION CAMPAIGN

The first campaign was launched in February 2016. The goal was to inform any interested reader about the main features of the UPGRID project. In general terms, it explained that Spain, Portugal, Sweden and Poland are developing four large smart grids demonstrators until the end of 2017 in order to provide the electrical system with new products and services, making it easier to manage and operate distribution networks and improving the response to consumer needs (e.g. reducing power supply restoration time, providing more accurate and immediate information, increasing consumer participation in the market, etc.…). It was remark that all this is being done under an EU-funded project named UPGRID.

The target audience in this campaign was the general public. The goal was to reach consumers, professionals, stakeholders and the media, among other possible interested readers to whom this type of content might be relevant. The idea was to present the project to everyone in order to gain reputation, visibility and reliability.

To achieve these goals, an integrated marketing strategy was devised. This means that several communication tools, such as public relations or online marketing, were combined to create more impact. It was produced and disseminated a press release (Figure 1 and Figure 2**¡Error! No se encuentra el origen de la referencia.**) as it is one of the most efficient and credible ways of spreading the message to consumers. An English version of the press release was produced with the option of being translated into the native languages of each project partner. The press release was ready to be disseminated on February 10, 2016. The press release was disseminated by e-mail to a list of more than five hundred journalists from generalist to economic newspapers, television channels and radio stations.

FOUR INNOVATIVE LOW VOLTAGE SMART GRID DEMONSTRATORS ARE BEING DEPLOYED IN EUROPE

AS PART OF THE UPGRID PROJECT (HORIZON 2020 PROGRAMME)

Spain, Portugal, Sweden and Poland are developing four big smart grid demonstrators until the end of 2017. The goal is to provide the electrical system with new products and services to enhance the management and operation of distribution networks improving the response to consumer needs (e.g. reduce power supply restoration time, more accurate and immediate information, increase consumer participation in the market, etc.…).

FIGURE 1 - PRESS RELEASE DISSEMINATED ON FEBRUARY 10 BY THE PROJECT COORDINATOR, 2016 – PART I

The **UPGRID** project *"Real proven solutions to enable active demand and distributed generation flexible integration, through a fully controllable LOW Voltage and medium voltage distribution grid"*, was launched at the beginning of 2015 under the HORIZON 2020 programme and is being developed by a Consortium composed of 19 partners from 7 European countries: Spain, Portugal, Sweden, Poland, United Kingdom, France and Norway. It has a budget of 15,7 M€.

The project includes four demonstrators that are being deployed since April 2015. The **Spanish demonstrator** is being carried out at Bilbao area in the North of Spain involving more than 190.000 consumers. It is mainly focused on LV dispatching, deployment of multiservice and manageable PRIME subnetworks and empowering consumers by providing information. It is being built on Bidelek Sareak (http://bidelek.com/), an initiative promoted by Basque Government through the Basque Energy Agency (EVE) and Iberdrola. The **Portuguese demonstrator** is being carried out at Parque das Nações in Lisbon (Portugal) involving 13.450 residential consumers. Apart from some subfunctionalities related to LV network management, it approaches active demand topics (i.e. end user engagement through the deployment of AMI and Home Energy Management Systems) and market design (i.e. engagement of stakeholders through a neutral access platform). The **Swedish demonstrator** is being carried out at the town of Åmål in the South of Sweden involving almost 600 consumers (rural area). It is mainly focused on monitoring and control of LV network and smart metering data utilization, stressing the objective of testing the interoperability of equipment from different manufactures with the LV Network Management System. The **Polish demonstrator** is being carried out at Gdynia in the North of Poland involving 14.700 consumers. It is focused on increasing the LV and MV network observability, improving the LV network management, enhancing reliability of power supply and management of distributed generation in the LV network.

The project is developing and validating solutions to enable the implementation of advanced functionalities over existing technology, to form a truly integrated intelligent system. With this project, an improvement in the monitoring and controllability of LOW Voltage and medium voltage grids is expected, as a way to anticipate technical challenges associated with the integration of Distributed Energy Resources (DER), as End Users get closer to the energy system (e.g. conscious behaviour of efficient electricity use).

The 2nd General Assembly Meeting of the **UPGRID** project was successfully held in Lisbon (Portugal) last week, hosted by EDP Distribuição, with the objective of discussing the current status of the project and the next steps for the successful implementation of the project goals. During the meeting the accomplishments of the project in 2015 and the planned activities for 2016 were presented in the Consortium.

The **UPGRID** Consortium is formed by the following partners: Iberdrola Distribución Eléctrica (Project Coordinator), EDP Distribuição, Vattenfall Eldistribution, ENERGA-Operator, Tecnalia, Imperial College, Universidad Pontificia Comillas, INESC Porto, ZIV, WITHUS, NOS, Powel, Schneider Electric, General Electric, ATENDE, Politechnika Gdanska, Instytut Energetyki, ITE and EVE.

The **UPGRID** started in January 2015 and will be concluded in December 2017. For further information check the website: **upgrid.eu**

Madrid, February 2nd, 2016

FIGURE 2 – PRESS RELEASE DISSEMINATED ON FEBRUARY 10 BY THE PROJECT COORDINATOR, 2016 – PART II

In Portugal, for instance, fifteen news pieces were published based on UPGRID's press release and a television piece was recorded (examples in Figure 3, Figure 4 and Figure 5).

FIGURE 3 - EXAMPLE OF TELEVISION NEWS PIECE BROADCASTED IN THE PORTUGUESE CHANNEL "PORTO CANAL"

negocios

12-02-2016

CIÊNCIA

PORTUGAL RECEBE UM DEMONSTRADOR DE REDE ELÉCTRICA

Portugal é um dos quatro países europeus que vão receber demonstradores de redes eléctricas inteligentes para desenvolver soluções que permitem melhorar o serviço e a participação dos consumidores no mercado energético, anunciou esta quinta-feira o INESC TEC, citado pela Lusa. "Até 2017 vão ser instalados na Europa quatro grandes demonstradores de redes eléctricas inteligentes: em Portugal, Espanha, Suécia e Polónia", refere a instituição de investigação sediada no Porto.

FIGURE 4 - NEWS PIECE PUBLISHED IN THE PORTUGUESE ECONOMICS NEWSPAPER "JORNAL DE NEGÓCIOS"

CORREIO da manhã

10.02.2016 16:45

Portugal recebe um dos quatro demonstradores de rede elétrica europeus

Por **Lusa**

Portugal é um dos quatro países europeus que vão receber demonstradores de redes elétricas inteligentes para desenvolver soluções que permitem melhorar o serviço e a participação dos consumidores no mercado energético, anunciou hoje o INESC TEC.

"Até 2017 vão ser instalados na Europa quatro grandes demonstradores de redes elétricas inteligentes, em Portugal, Espanha, Suécia e Polónia", refere uma informação da instituição de investigação do Porto.

O projeto UPGRID (Soluções inovadoras para a operacionalização e exploração avançada de redes de baixa e média tensão) inclui quatro demonstradores que vão ser instalados durante este ano no Parque das Nações, em Lisboa, em Bidelek Sareak Smart Grid, em Bilbao (Espanha), em Gdynia, na área de Gdansk (Polónia), e na cidade de Åmål, no sul da Suécia.

FIGURE 5 - NEWS PIECE PUBLISHED ON THE WEBSITE OF THE PORTUGUESE GENERALIST NEWSPAPER "CORREIO DA MANHÃ" (LINK)

This UPGRID press release was also disseminated in other channels, such as the project's website (Figure 5) and the social media accounts created for UPGRID.

Social media channels were created to communicate with the several target groups of the project. In the case of Facebook, the goal was to communicate directly with the consumers. On the other hand, LinkedIn's targets were professionals and Twitter was a combination of both.

Twitter and LinkedIn were the first social media channels created for the project, both in February 2016. The Facebook account was created in May 2016.

Figure 6 provides examples of a post on Facebook with regard to the press release dissemination. The links for the project's social media accounts are:

- LinkedIn: https://www.linkedin.com/company/upgrid-project
- Twitter: https://twitter.com/UPGRID_project
- Facebook: https://www.facebook.com/upgridproject/

FIGURE 6 – EXTRACT OF THE PRESS RELEASE ON UPGRID'S WEBSITE

FIGURE 7 – ONE OF THE POSTS ABOUT THE PRESS RELEASE ON PROJECT UPGRID'S FACEBOOK ACCOUNT (LINK)

2.2 2ND INTERACTIVE COMMUNICATION CAMPAIGN

The second interactive communication campaign started in May 2016 and is still ongoing. The goal of this campaign is to raise consumer awareness about the benefits of smart grids. For this purpose, campaigns were planned for the Spanish, Portuguese and Polish demonstrators. Moreover a project periodic newsletter is started within this communication campaign.

2.2.1 THE SPANISH DEMONSTRATOR CAMPAIGNS

The Spanish demonstrator is carrying out, with the support of Tecnalia, a relevant informative, educational, awareness and engagement activity addressed to end-users in the demonstrator area. This is being made with the active involvement and participation of the Federation of Neighbourhood Associations of Bilbao (FAAVVB[2]) which also member of the End-User Advisory Board of the UPGRID project. Together, Tecnalia and FAAVVB contacted domestic consumers through nine observer associations and twenty-four federate associations.

The nine observer associations were:

- Asociación de Vecinos de Indautxu-Abando
- Asociación de Vecinos de Torre Urízar
- Plataforma Olabeaga Bizirik, Asociación de Vecinos de San Adrián
- UZAI Asociación de Vecinos de Urazurrutia, Zamakola y Ibaiondo
- Goiuri Asociación de Vecinos de Zurbaranbarri
- Asociación de vecinos de Saralegui y Gallastegui (Labetxo)
- Gazte Zahar Asociación de Vecinos de Santutxu
- Coordinadora Sarean de Abusu-La Peña
- Asociación de Vecinos del Peñascal-Iturrigorri

The twenty-four federate associations were:

- Bihotzaran Asociación de Vecinos de Arangoiti
- Asociación de Vecinos Atxuri Gorri
- Asociación de Vecinos de Basurto
- Ikasbide Asociación de Vecinos de Bentazarra-Lezeaga
- Asociación de Vecinas y Vecinos de Buia
- El Canal Asociación de Vecinos de San Ignacio y Elorrieta

[2] http://www.bakarra.net/cms/

- Bihotzean Asociación de Vecinos del Casco Viejo
- Asociación de Familias de Deusto
- Asociación de Vecinos de San Pedro en Deusto
- Asociación de Vecinos de Irala
- San Gabriel Asociación de vecinos de Masustegi/Kobetas/Monte Karamelo
- Asociación de Vecinos de Miribilla
- Asociación de Familias de Otxarkoaga
- Agrupación de Vecinos de Otxarkoaga
- Plataforma Pro-Metro de Rekalde
- Errekaldeberriz Auzo Elkartea
- Euskaldunako Zubia Asociación de Vecinos de Ribera Deusto y Zorrotzaurre
- Herri Berria Asociación de Vecinos de Ibarrekolanda
- Asociación de Vecinos de Sagarminaga en Santutxu
- Asociación de Familias de Santutxu
- Coordinadora Vecinos de Solokoetxe
- Gure Etxea Asociación de Familias de Uribarri
- Asociación de Vecinos Zabala Berri
- Asociación de Vecinos de Zorrotza

FIVE SPECIFIC WORKSHOPS HAVE BEEN ORGANISED WITH THE PARTICIPATION OF CITIZENS LIVING IN THE DEMONSTRATION AREA. IN ORDER TO DISSEMINATE THE WORKSHOPS, INFORMATIVE POSTERS WERE CREATED, IN BOTH SPANISH AND ENGLISH, TO PROMOTE THE PARTICIPATION ANSWERING A QUESTIONNAIRE (ALSO RELATED WITH TASK 9.1) AND ATTENDING THE MENTIONED WORKSHOPS. EXAMPLES ARE SHOWN IN

Figure 8 and Figure 14. They were displayed in municipal buildings of the district of Bilbao, gazettes and in the project social channels.

The questionnaire is accessible by Google Drive:

- Domestic customer: http://goo.gl/forms/TZQi4BFDyO
- Business customer: http://goo.gl/forms/QT6rJTFYAR

Moreover, a first set of smart grids and UPGRID “learning pills” were presented and explained. This activity has been disseminated through the FAAVVB gazette, Figure 10 and Figure 11. The questionnaires were also disseminated on EVE’s website, Figure 9.

FIGURE 8 - INFORMATIVE POSTERS ABOUT THE SPANISH DEMONSTRATOR TO PROMOTE THE QUESTIONNAIRE

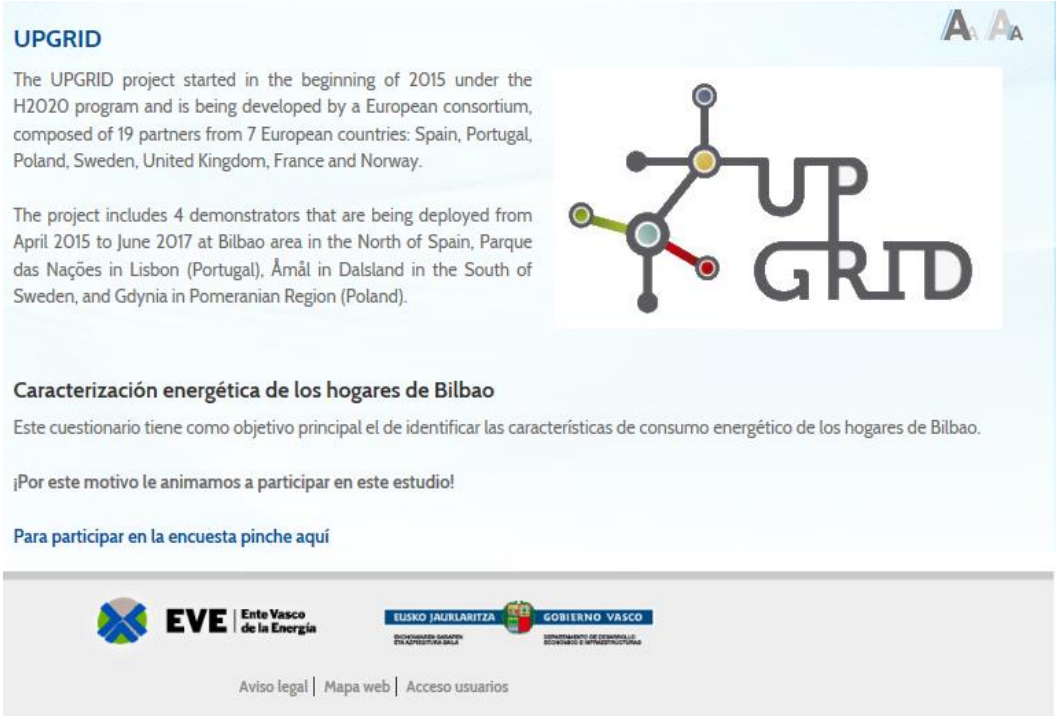

FIGURE 9 – PROMOTION OF THE PUBLICATION OF THE QUESTIONARIE IN THE EVE WEBSITE (LINK)

HIRITARROK

ENCUESTA SOBRE EL FUNCIONAMIENTO DE LOS NUEVOS CONTADORES DE LA RED ELECTRICA EN BILBAO

PROYECTO UPGRID (Tecnalia, EVE Ente Vasco de la Energía, Unión Europea)

Si vives en Bilbao, el proyecto **UPGRID** solicita **tu colaboración voluntaria** para conocer tus opiniones y creencias sobre las redes eléctricas en Bilbao, así como recoger tus sugerencias de mejora de las redes inteligentes -*smart grids*-. Para ello es necesario contestar al **Cuestionario** al que se accede en la página siguiente

También puedes invitar a participar a **familiares y amistades** residentes en Bilbao.

¡Seréis partícipes del proyecto!

¿QUÉ ES UPGRID?

UPGRID es un proyecto sobre Redes Eléctricas Inteligentes dentro del marco "Horizonte 2020" de la Comisión Europea. En él participan 19 socios de 7 países europeos.

En el proyecto se incluyen cuatro ENCUESTAS SOCIALES en España, Portugal, Suecia y Polonia. La ENCUESTA en nuestro país se está llevando a cabo exclusivamente en el municipio de Bilbao y en ella se integran más de 190.000 consumidores, entre los que estás tú.

Uno de los primeros pasos de las redes eléctricas inteligentes está siendo la sustitución de los contadores tradicionales por contadores inteligentes/electrónicos, sustitución que probablemente ya hayáis tenido en vuestras comunidades.

UPGRID, además, está dando un paso más allá, dotando a la red eléctrica que llega a nuestras casas de mayor "inteligencia" lo que permitirá una mejora de la calidad y seguridad de la provisión eléctrica y nuevos servicios de valor añadido a los consumidores conectados a la red.

Su objetivo principal es proporcionar al sistema eléctrico nuevos elementos y servicios para mejorar la gestión y operación de las redes de distribución mejorando así la respuesta a las necesidades del consumidor.

¿EN QUE CONSISTE LA ENCUESTA?

Dentro de este proyecto, **TECNALIA**, corporación tecnológica del País Vasco, está llevando a cabo una **Investigación Social** entre los consumidores del municipio de Bilbao cuyo objetivo es evaluar el impacto social de las Redes eléctricas inteligentes en los diferentes grupos de interés (residentes, comerciantes...).

La investigación social tiene tres fases. El Cuestionario que os proponemos rellenar ahora tiene como objetivo **identificar las características y los patrones de consumo de energía en los hogares del municipio de Bilbao. Por este motivo solicitamos vuestra ayuda y colaboración.**

FIGURE 10 – PUBLICATION ON THE FAAVVB GAZETTE ABOUT UPGRID (I)

HIRITARROK

¿COMO SE REALIZA LA ENCUESTA?

CONFIDENCIALIDAD DE LOS DATOS APORTADOS

La información que se suministre es totalmente confidencial y está garantizado el anonimato.

De acuerdo con la Ley de PROTECCION DE DATOS DE CARÁCTER PERSONAL y de la Ley sobre SECRETO ESTADÍSTICO, toda la información facilitada en el Cuestionario será tratada exclusivamente con los fines de investigación del Proyecto, no pudiendo ser utilizada de forma nominal ni facilitada a terceros.

Una vez completado el Cuestionario, al pulsar ENVIAR, los datos serán tratados en TECNALIA tal y como se indica en el párrafo anterior.

Esos datos formaran parte de un Fichero propiedad de TECNALIA que los que han colaborado tienen el derecho a acceder, rectificar, cancelar u oponerse al tratamiento de los datos facilitados.

Las preguntas acompañadas de un asterisco (*) son imprescindibles, las demás son voluntarias pero se solicita contestar al mayor número de ellas.

SECCIONES QUE COMPONEN EL CUESTIONARIO

Características del hogar

Electrodomésticos que se utilizan

Consumos de energía eléctrica

Opiniones sobre los cortes de suministro

Conocimiento de los servicios ofrecidos por su Distribuidora

Conocimientos de los servicios ofrecidos por el Ente Vasco de la Energía (EVE)

Opiniones como consumidor

¿CUÁNTAS PERSONAS PUEDEN PARTICIPAR?

Cuántas más mejor: vecinos/as, amistades y familiares, compañeros de trabajo, etc.

Por eso sería bueno difundir este Boletín vía mail y en el formato PDF que tenéis en vuestra pantalla.

También se colocaran carteles en los centros Municipales en el que se incluye el Código QR con el que se accede directamente a la Encuesta

¿QUÉ TIEMPO SE TARDA EN CONTESTAR EL CUESTIONARIO?

Aproximadamente 7 minutos

¿CUAL ES EL PLAZO PARA ENVIARLO?

Hasta el 5 de Mayo

¿CÓMO SE ACCEDE AL CUESTIONARIO?

Para empezar a participar, sólo tienes que hacer "click" en el siguiente enlace:

ENLACE CUESTIONARIO

También puedes acceder al Cuestionario a través de este Código QR:

Los datos pasaran directamente a TECNALIA , sea cual fuere el procedimiento utilizado.

tecnalia Corporación Tecnológica

EVE Ente Vasco de la Energía

herria un país EUSKO JAURLARITZA GOBIERNO VASCO

FIGURE 11 – PUBLICATION ON THE FAAVVB GAZETTE ABOUT THE QUESTIONARIE (II)

TALLERES PARTICIPATIVOS SOBRE LOS NUEVOS CONTADORES ELÉCTRICOS

ACUERDO DE LA FEDERACIÓN SOBRE LOS CONTADORES INTELIGENTES

La Federación de Asociaciones Vecinales de Bilbao (FAAVVB) ha formalizado un Acuerdo con el Proyecto Europeo UPGRID para formar parte de su Comité Asesor de Usuarios Finales. Además, la FAAVVB colabora en dicho Proyecto, especialmente junto a Tecnalia, para dar a conocer y desplegar algunas de las actividades de este Proyecto en las diferentes AAVV de los barrios de nuestra ciudad, Bilbao.

UPGRID es un Proyecto europeo sobre redes eléctricas inteligentes desarrollado por un Consorcio compuesto por 19 socios de 7 países europeos.

Su objetivo principal es proporcionar al sistema eléctrico nuevos elementos y servicios para mejorar el comportamiento de las redes y su respuesta a las necesidades del usuario consumidor, facilitando a éste un mayor conocimiento sobre las funciones de los nuevos contadores que le permitan acceder a su utilización, corrección y reducción de sus consumos.

En este Proyecto se incluyen cuatro demostraciones en España, Portugal, Suecia y Polonia. La demostración española se está realizando en Bilbao sobre la base del proyecto previo Bidelek Sareak.

Como parte de este apoyo al Proyecto, la FAAVVB está promoviendo una serie de talleres encuadrados en las actividades de investigación social del Proyecto

EN QUE CONSISTEN LOS TALLERES?

Se trata de reuniones con las Juntas Directivas de diferentes AAVV de Bilbao. Los Talleres serán conducidos por Eduardo García, Ingeniero Director del proyecto UPGRID en Tecnalia y Karmele Herranz, Doctora en Psicología Social y Ambiental, también de Tecnalia

CUAL ES SU FINALIDAD?

a) **Conocer** la utilización, conocimiento y puntos de vista de los usuarios consumidores sobre los nuevos contadores y las redes eléctricas inteligentes en las que se integran, así como el perfil de consumo eléctrico en sus viviendas

b) **Aumentar** la información que el usuario tiene sobre su funcionamiento

c) **Mostrar** las posibilidades de controlar y gestionar el uso de la energía en nuestras viviendas, reducirlo y ahorrar en su factura, accediendo a su consumo real, para que los consumidores sean agentes activos y puedan participar del buen funcionamiento de nuevos servicios.

COMO SE DESARROLLAN LOS TALLERES?

Los representantes de TECNALIA facilitarán la realización de dos Encuestas entre los asistentes **cuyos resultados serán confidenciales ya que en ellas no se refleja ni la identificación personal ni la dirección de los participantes**.

Se llevará a cabo una Presentación en Power Point del Proyecto UPGRID sobre pantalla, en las que se informará sobre el funcionamiento y control de los Contadores. Cada asistente debe ir provisto de una Factura del consumo eléctrico en su vivienda para reflejarlo sobre los Cuestionarios en papel que se entregarán en el acto.

Hacia mediados de 2017 se llevará a cabo una segunda ronda con los participantes que lo deseen para comprobar su grado de conocimiento y satisfacción sobre los nuevos Contadores, así como los posibles cambios en los criterios y comportamientos de consumo eléctrico.

Todas las AAVV de Bilbao pueden organizar un Taller para sus Juntas Directivas y colaboradores que deseen invitar o bien agruparse con las AAVV de su Distrito con objeto de juntar un minimo de 10 y un máximo de 20 personas asistentes que deberán llevar una Factura de su consumo eléctrico.

La realización de estos Talleres será a lo largo del mes de Octubre

Insistimos: Las Encuestas a realizar son confidenciales puesto que no es necesaria la identificación personal ni de la vivienda

PARA MAS INFORMACIÓN:

A través del Emai

Llamando a los teléfonos

Y también en:

www.mienergia.eve.es

Página 5 HIRITARROK Nº 25

FIGURE 12 – PUBLICATION IN THE FAAVVB GAZETTE INFORMING ABOUT THE WORKSHOPS

FIGURE 13 – EXAMPLES OF PIECES OF NEWS PUBLISHED IN THE UPGRID SOCIAL MEDIA ACCOUNTS REGARDING THE SPANISH WORKSHOPS

ATEAK IREKITA

CON LAS PUERTAS ABIERTAS

BOLETÍN EXPRES DIGITAL DE LA ASOCIACIÓN VECINAL DE BASURTO
Oficina: Centro Municipal de Distrito, c/Zankoeta, 1. 48013 BILBAO
Tfº Oficina: Móvil Urgencias:
E-Mail: : WEB: www.avebasurto.com

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Boletín EXPRES Nº 120 20-10-2016

1.- EL 25 DE OCTUBRE, 19:00, SALA 8 CMD ZANKOETA: TALLER SOBRE LOS NUEVOS CONTADORES ELÉCTRICOS

UNA ESTACION METEREOLOGICA PARA LOS ASISTENTES

SOY CONSCIENTE
CONSUMO EFICIENTE

A las personas que participen en este Taller, cuyo desarrollo ya explicamos en el numero anterior de este Boletín se les entregará, como estímulo por su interés, una Estación Meteorológica (con pila incluida) para que, además de conocer la hora, sepan también la temperatura, humedad y otras constantes en su vivienda y poder así ajustar mejor la climatización de la misma

Este Taller participativo tiene plazas limitadas: **mínimo 10, máximo 20.**

Talleres iguales a éste se están organizando en diferentes barrios de Bilbao con el mismo funcionamiento y propósitos: que los asistentes conozcan mejor las nuevas tecnologías como la de estos Contadores y sepan cómo ajustar sus consumos y reducir los costes

ULTIMAS PLAZAS. NECESARIO INSCRIBIRSE

Para inscribirse sin coste alguno o recibir más información: llamar lo antes posible al

FIGURE 14 - FLYER PROMOTING THE SPANISH WORKSHOPS. A METEOROGICAL STATION WAS GIVEN TO ENCOURAGE THE PARTICIPATION

During these workshops, a couple of questionnaires were filled out by the audience so that it was possible to characterise their energy consumption and knowledge of smart grids. The workshops with the citizens of Bilbao occurred from September to November 2016. Each session lasted between 2 to 3 hours and was divided into the following topics: introduction of the societal research team (5 minutes); survey about household and consumption characterisation and smart grids impact (45 minutes); introduction to UPGRID & Societal Research (10 minutes); workshop about tools to access personal electrical consumption (60-120 minutes) and evaluation and conclusion.
The questionnaires intend to study:

- Customer socio-demographics (e.g. age, gender, professional status, education)
- Customer openness to participate in further studies for Task 9.3.
- Customer awareness and interest regarding the smart grids
- Characteristics of customer house, equipment and energy consumption patterns

The designed questionnaires collect information about the following content:

- Characterization home/business
- Information about electric consumption
- Power interruption perception and knowledge and use of online services: Iberdrola and EVE
- Opinions and believes about energy and smart grid: this questions have been used in the Portuguese demonstrator campaigns as well
- Personal information (e.g. socio-demographic)
- Invitation to participate in other project initiatives

From May to November 2016, 146 consumers from all neighbourhoods of Bilbao responded to the questionnaires. These participants bellowed to three groups: employees from Tecnalia, Iberdrola, EVE or ZIV (partners of UPGRID) or friends and relatives of them (61,7%) of which 24% works on smart or electrical grids and 37,7% not have this kind of knowledge, and other formed by residential neighbours (38,4%). 94% of the respondents lived in homes they owned, 75% were between 31 and 60 years of age, 45% were women and 67% were active employees. 26% of the sample worked in something related to electrical networks, energy efficiency or smart grids. 72% of the consumers said they were interested in continuing to participate in the project.

Additionally, the preliminary conclusions of this deployment and the related planned work were presented at the III Smart Grid Congress with the contribution of a complementary paper titled “Smart Grids social impact: An experience on how to increase users collaboration in the improvement of the Smart Grids”, Figure 15.

FIGURE 15 - KARMELE HERRANZ PASCUAL (TECNALIA) PRESENTING THE PAPER "SMART GRIDS SOCIAL IMPACT: AN EXPERIENCE ON HOW TO INCREASE USERS COLLABORATION IN THE IMPROVEMENT OF THE SMART GRIDS" AT THE III SMART GRIDS CONGRESS (LINK)

Commercial customers were also contacted with the help of The Confederation of Commerce of Vizcaya – Bizkaiko Merkataritzako Empresari Konfederazioa (CECOBI[3]), which is a non-profit Business Federation, composed of associations and unions and zonal groups formed to defend the interest of the entrepreneurs in trade, wholesale and retail. Twenty-two associations were contacted by guilds and six associations were contacted by the local district of Bilbao. CECOBI is also member of the End-User Advisory Board of the UPGRID project.

The six associations were:

- Hiru Auzo - Asociación de Comerciantes de Elorrieta, San Inazio e Ibarrekolanda
- Rekalde Bihotzean - Asociación de Comercio, Hostelería y Servicios de Rekalde
- Asociación de Comerciantes del Distrito 2 "Auzoa Berritzen"
- Asociación de Comerciantes de Txurdinaga
- Asociación de Comerciantes y Hosteleros de Zalla
- Agrupación Comercial Deusto Bizirik

[3] http://www.cecobi.es/es/portada/

2.2.2 THE PORTUGUESE DEMONSTRATOR CAMPAIGNS

On October 4, 2016, EDP organised a session named "Clarification session: the future electric grids" for the residents of Parque das Nações, the place in Lisbon where the demonstrator will be installed. The event occurred at 6 pm, at the Hotel Vip Art's, Parque das Nações. In order to disseminate the session, EDP created an invitation that was sent to the local residents (Figure 16) and a press release was sent to the media, Figure 17.

FIGURE 16 - INVITATION FOR THE LISBON SESSION

The session was organised jointly with the Parish of Parque das Nações which shown its interest of taking part of the End-User Advisory Board at the beginning of the project. In the session, the main concepts of project UPGRID were presented as well as the impact they will have on consumers, especially those that live in the demonstrator areas of the project. Unfortunately the session did not have many residents present, and that was the reason why a national campaign was promoted. The idea was to disseminate the concepts of project UPGRID in a broad way and then try again to reach a consumer niche when the project had enough notoriety.

The first action was promoting a national survey about consumer awareness regarding smart grids. A questionnaire had already been created for deliverable 9.1 "Identification of Stakeholders Group Targets" to apply to consumers in the UPGRID demonstrators. This interactive communication campaign featured the questions of this survey regarding consumer awareness of smart grids.

Expresso do Oriente.com — A Capital em no

INÍCIO / DOSSIER / DESTAQUE / LOCAL / EDUCAÇÃO / SOCIEDADE / REPORTAGEM / DES

Início » Local, Outras » Redes Eléctricas do Futuro

Redes Eléctricas do Futuro

Colocado por redacção em Outubro 2, 2016 — 0 Comentários

A EDP Distribuição vai realizar no próximo dia 4 de Outubro, pelas 18 horas, no Hotel Vip Executive Arts, no Parque das Nações, uma sessão de esclarecimento sobre o Projeto Upgrid.

O Projeto Upgrid é uma iniciativa europeia promovida no âmbito das redes inteligentes de electricidade que tem como objectivo tornar acessível aos consumidores a gestão, acompanhamento e controlo, em tempo real, dos seus gastos em energia eléctrica.

A sessão desta terça-feira, dia 4 de Outubro, é dirigida a todos os moradores da Freguesia do Parque das Nações, na medida em que se fará um ponto de situação sobre o Upgrid, com o intuito de fomentar a adesão ao projecto, tornando-se pioneiros.

Os parceiros portugueses neste projecto de génese europeia (sobre o qual pode ser encontrada toda a informação em upgrid.eu) são a Junta de Freguesia do Parque das Nações, o INESTEC – Instituto de Engenharia de Sistemas e Computadores, Tecnologia e Ciência, a NOS e a Withus – Inovação e Tecnologia, Lda.

Para reservar o seu lugar no evento da próxima terça-feira, dia 4 de Outubro, pelas 18h, no Hotel Vip Executive Arts (Av. D. João II, 47), basta ir a https://goo.gl/forms/lJ9SYyvhhRt9p77Y2.

Para aderir ao projeto e candidatar-se a ser um dos 100 moradores do Parque das Nações a ter uma **Homiee** em sua casa, basta responder ao inquérito de 20 perguntas que constitui a ficha de inscrição no projeto, em https://goo.gl/W6YuDW.

Pode também seguir todas as atividades do projeto em facebook.com/upgridproject/.

Ser morador da Freguesia do Parque das Nações é fazer parte do Futuro!...

FIGURE 17 - NEWS PIECE PUBLISHED ABOUT THE SESSION (LINK)

Besides demographic issues, such as gender, district, age, occupation and level of education, consumers needed to answer on a scale of 1 to 5 (where 1 - strongly disagree, 2 - disagree, 3 - neutral, 4 - agree and 5 - strongly agree) to the following questions:

a) I am informed about what smart grids are and what this technology enables.
b) I am aware that smart grids enable energy savings.
c) I am aware that smart grids enable increased usage of renewable energy sources.
d) I am aware that smart grids promote sustainable energy production and consumption.
e) I am interested in monitoring my home's energy consumption through a smart meter.
f) I am willing to change my energy consumption behaviour to save energy and money.
g) I am willing to change my energy consumption behaviour to promote sustainability (energy efficiency and renewable energy sources).

To apply this survey, an interactive platform (http://upgrid-inquerito.inesctec.pt/) was created with a homepage and three other pages. The first page gave access to the survey (Figure 18), the second one explained why the survey was being conducted and the last one featured some curiosities about smart grids in general and smart grids in Portugal.

The campaign was in Portuguese since the target was the national population. The goal was to reach consumers from many districts, and not just from Lisbon and the Parque das Nações area, where the Portuguese demonstrator is located. The results are described at the end of this section.

FIGURE 18 - HOMEPAGE OF THE PORTUGUESE PLATFORM USED IN THE CAMPAIGN (LINK)

Some general consumer profiles have been drawn in accordance with the results of the previously mentioned survey. Every time a consumer submitted a questionnaire, and if the consumer left an e-mail address, which was not mandatory, an e-mail was sent with the subject “See your profile”, Figure 19. The e-mail contained information about the consumer profile according to the answers given as well as information about UPGRID.

A raffle was organised in order to increase participation. The winners of the vouchers - one worth 30 euros and another worth 50 euros – were selected randomly.

This survey was disseminated through several channels. In a first moment, an editorial proposal was made to the Portuguese news agency (Agência Lusa). The agency interviewed the project manager of WP9, Luís Seca (INESC Porto) about the campaign and its goals, and sent a news release to the Portuguese media. After that, on November 22, 2016 a press release was sent to the media explaining that the Portuguese partners of a European project on smart grids have created a survey targeting Portuguese consumers in order to understand their level of knowledge regarding this subject. The press release included a link to the questionnaire, Figure 20 and Figure 21. Ten news pieces were published in the Portuguese media after the press release was disseminated, Figure 22 and Figure 23.

Obrigada por ter participado neste estudo!

Se respondeu a este questionário e nos deixou o seu e-mail, deduzimos que queira saber mais sobre uma área que pode fazer com que poupe na conta da eletricidade e, ao mesmo tempo, ajude a proteger o meio ambiente.

Para além de se ter habilitado a ganhar um dos prémios que vamos sortear, ao fornecer-nos o seu e-mail, vai ter acesso em primeiro lugar aos resultados do estudo do qual fez parte e que está a ser realizado no âmbito do projeto europeu UPGRID.

O UPGRID vai desenvolver, até ao final de 2017, quatro demonstradores de redes elétricas inteligentes na Europa. Um deles é em Portugal, mais precisamente no Parque das Nações (Lisboa). Mais informações podem ser encontradas aqui: http://upgrid.eu/

No que diz respeito às suas respostas:

- Se mais de 50 % das suas respostas foram "discordo" ou "discordo completamente" então encontra-se numa tipologia de conhecimento considerada "primária".
- Se a maior parte das suas respostas foi "neutro" então encontra-se numa tipologia de conhecimento considerada "média".
- Se mais de 50 % das suas respostas foram "concordo" ou "concordo completamente" então encontra-se numa tipologia de conhecimento considerada "avançada".

Confira abaixo o que significa cada um dos perfis:

"Primário":

Reparámos que ainda não está familiarizado com o conceito de redes elétricas inteligentes. Para conseguir alterar os seus comportamentos deve primeiro que obter um bom nível de conhecimento sobre as redes elétricas inteligentes e perceber os benefícios que estas lhe podem trazer. Entre algumas das vantagens estão, por exemplo, a poupança de energia, que se traduz em reduções na conta da eletricidade e, ao mesmo tempo, na proteção do meio ambiente.

"Médio":

O conhecimento que tem sobre o conceito de redes elétricas inteligentes situa-se num nível médio. Conhece o conceito, mas não tem total consciência dos benefícios que a adoção deste tipo de comportamento pode ter na sua vida. Se tiver uma consciência maior acerca das vantagens, acreditamos que consiga gerir e controlar melhor as suas poupanças.

"Avançado":

Verificámos que tem um conhecimento elevado sobre o que são as redes elétricas inteligentes. Provavelmente grande parte do seu comportamento já assenta num consumo de energia sustentável. Ainda assim, está sempre disposto a alterar ainda mais o seu comportamento relativamente ao consumo energético e a ter mais informação sobre as vantagens e novidades relacionadas com este tema.

FIGURE 19 - E-MAIL RECEIVED BY CONSUMERS WHO ANSWERED THE SURVEY

SABE O QUE É UMA REDE ELÉTRICA INTELIGENTE? 4 ENTIDADES NACIONAIS VÃO EXPLICAR

EDP DISTRIBUIÇÃO, INESC TEC, WITHUS e NOS CONDUZEM INQUÉRITO NACIONAL SOBRE A ENERGIA DO FUTURO

Sabe o que é uma rede elétrica inteligente? É este o mote do inquérito que quatro entidades nacionais estão a conduzir. O objetivo é analisar o nível de conhecimento dos portugueses relativamente a este tema e mostrar as vantagens das redes elétricas inteligentes quer para o consumidor quer para o meio ambiente. O inquérito pode ser respondido em: http://upgrid-inquerito.inesctec.pt/index.php/inquerito/

A EDP Distribuição – Energia, S.A., o INESC TEC (Instituto de Engenharia de Sistemas e Computadores, Tecnologia e Ciência), a WITHUS – Inovação e Tecnologia, Lda. e a NOS são as entidades portuguesas que fazem parte do projeto europeu UPGRID que, com um orçamento de €15,7M, vai, até 2017, instalar quatro grandes demonstradores de redes elétricas inteligentes na Europa, em Portugal (Parque das Nações), Espanha (Bilbao), Suécia (Åmål) e Polónia (Gdansk).

É no sentido de melhor viabilizar o cumprimento deste objetivo que os parceiros nacionais do projeto se juntaram para avaliar o grau de conhecimento dos portugueses em relação à rede elétrica do futuro. Pretende tornar-se acessível aos utilizadores finais o controlo dos seus dispositivos elétricos e consequentemente do seu consumo de energia elétrica.

"As respostas que iremos obter nos inquéritos irão despoletar uma série de ações adequadas para sensibilizar os portugueses a compreender a forma como utilizam a sua energia elétrica. Acima de tudo, pretendemos que a população portuguesa compreenda que o conhecimento do consumo e controlo dos diversos dispositivos elétricos existentes nas suas habitações irá permitir, num futuro próximo, obter ganhos significativos na eficiência energética com vantagens não só económicas, mas também ambientais", explica Luís Seca, coordenador do Centro de Sistemas de Energia do INESC TEC.

Para incentivar os portugueses a participar no inquérito vão ser atribuídos alguns prémios a anunciar no decorrer do processo e enviadas novidades acerca do projeto UPGRID a quem, na resposta ao inquérito, deixar o endereço eletrónico.

"O tipo de resposta dos consumidores ao inquérito permitirá traçar o seu perfil quanto ao grau de conhecimento do funcionamento do sistema elétrico, que será depois agrupado e tipificado em vários níveis. O inquirido vai ter acesso a toda esta informação", afirma o investigador do INESC TEC.

FIGURE 20 - PORTUGUESE PRESS RELEASE SENT TO THE MEDIA – PART I

Mas o que são afinal redes elétricas inteligentes?

O caminho para as redes elétricas inteligentes foi impulsionado pelo aparecimento dos contadores inteligentes. Estes contadores – cuja leitura pode ser feita à distância – vieram facilitar a comunicação entre o operador da rede e o consumidor. Mais: quando aliados a outros equipamentos, também fornecem ao operador informação importante sobre o estado da rede; e permitem ao consumidor saber em tempo real exatamente qual o consumo de cada um dos eletrodomésticos que tem em sua casa.

As redes inteligentes assentam, basicamente, nestas capacidades, permitindo atingir um objetivo de interesse comum e que preocupa os países desenvolvidos e os seus cidadãos: a estabilidade da rede elétrica e, portanto, o fornecimento sem perturbações da energia necessária a cada momento. De facto, ao criarem a possibilidade de interação permanente, em tempo real, entre o operador da rede elétrica, o consumidor e os equipamentos instalados na rede e nos locais de consumo (lares, escritórios, fábricas, entre outros), tornam possível, a todo o instante, a tomada de decisões e ações que desviem fluxos de energia evitando, assim, problemas pontuais de sobrecarga, provocados por concentrações ocasionais de procura de energia.

Estas e outras curiosidades estão na plataforma do inquérito: http://upgrid-inquerito.inesctec.pt/

O inquérito vai estar disponível até finais de dezembro, altura em que vão começar a ser traçados os perfis. No início de 2017 as quatro entidades portuguesas que fazem parte do projeto vão tornar públicos os resultados e, a partir daí, promover uma série de ações de sensibilização para esta questão.

Fazem parte do projeto UPGRID 19 parceiros de sete países europeus: Portugal, Espanha, Polónia, Suécia, Reino Unido, França e Noruega (este último como país associado). O UPGRID é financiado pelo programa da União Europeia H2020, ao abrigo do contrato de financiamento nº 646.531.

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Porto, 22 de novembro de 2016

FIGURE 21 - PORTUGUESE PRESS RELEASE SENT TO THE MEDIA – PART II

FIGURE 22 - EXAMPLES OF PUBLICATIONS: NEWS PIECE ON THE WEBSITE OF THE PORTUGUESE ECONOMICS NEWSPAPER DINHEIRO VIVO (LINK)

FIGURE 23 - EXAMPLES OF PUBLICATIONS: NEWS PIECE ON WEBSITE THE SPECIALISED

To increase the number of answers to the survey, several paid campaigns have been promoted on UPGRID's Facebook page.

It was decided to invest in this social media network instead of the others because the goal was not only to reach the highest number of final consumers possible, but also because Facebook is the platform where campaigns are more affordable and reach a higher number of people.

FIGURE 24 - EXAMLE OF PROMOTED ADVERTISEMENT ON FACEBOOK

FIGURE 25 - EXAMLE OF PROMOTED ADVERTISEMENT ON FACEBOOK

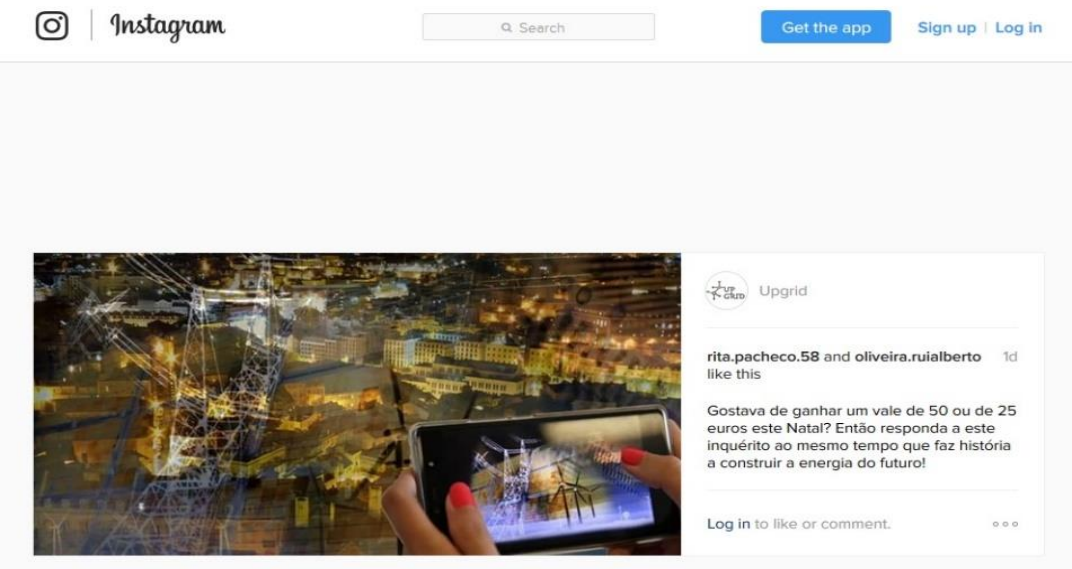
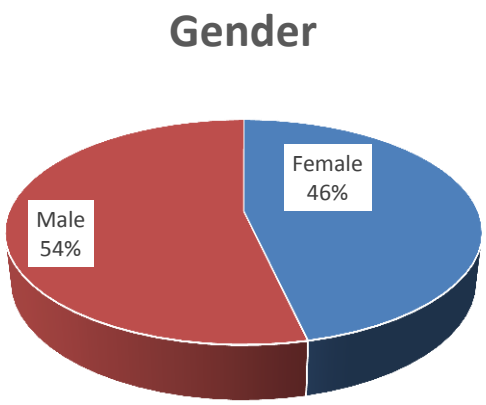


FIGURE 26 - EXAMPLE OF A PROMOTED ADVERTISEMENT ON INSTAGRAM

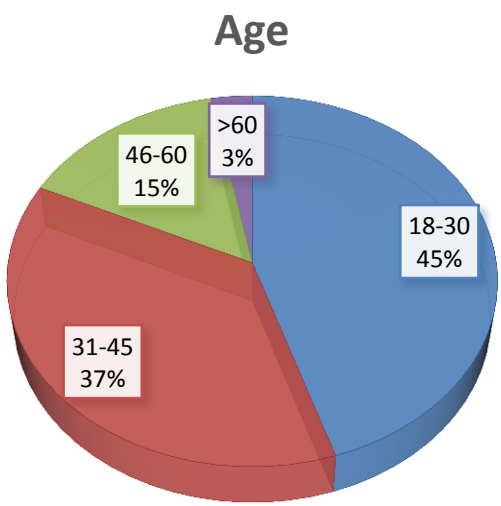
The social media campaigns have reached 58,241 consumers. Regarding the consumers reached by the advertisements, a total of 1,202 clicked on the link with the survey, also according to Facebook analytics.

347 Portuguese consumers participated in the survey. 54% of the respondents were male and 46% were female.



GRAPHIC 1 - CONSUMERS' GENDER

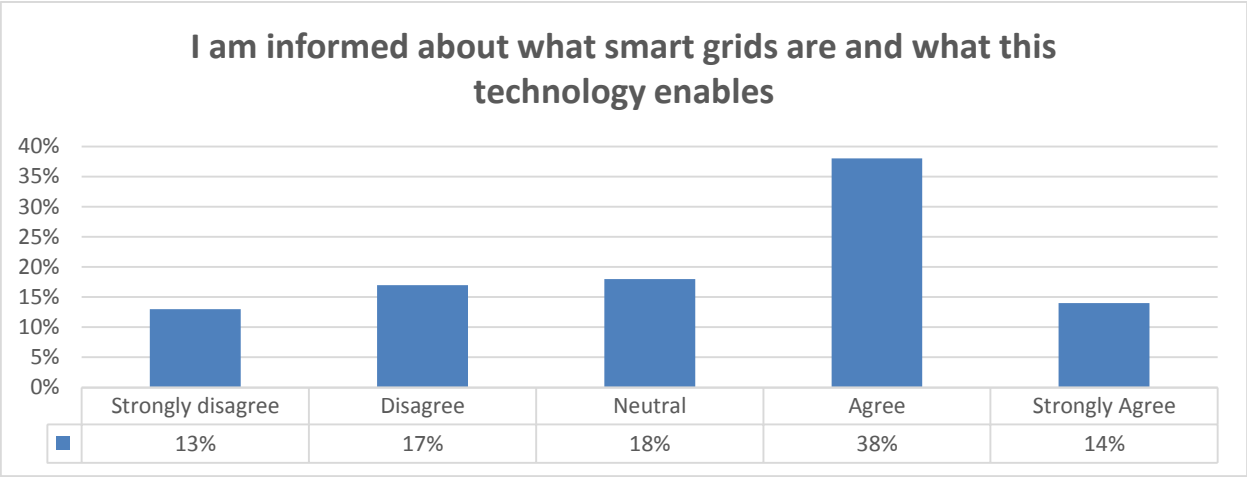
The majority of respondents were between 18 and 30 years old, followed by those between the ages of 31 and 45.



GRAPHIC 2 - CONSUMERS' AGES

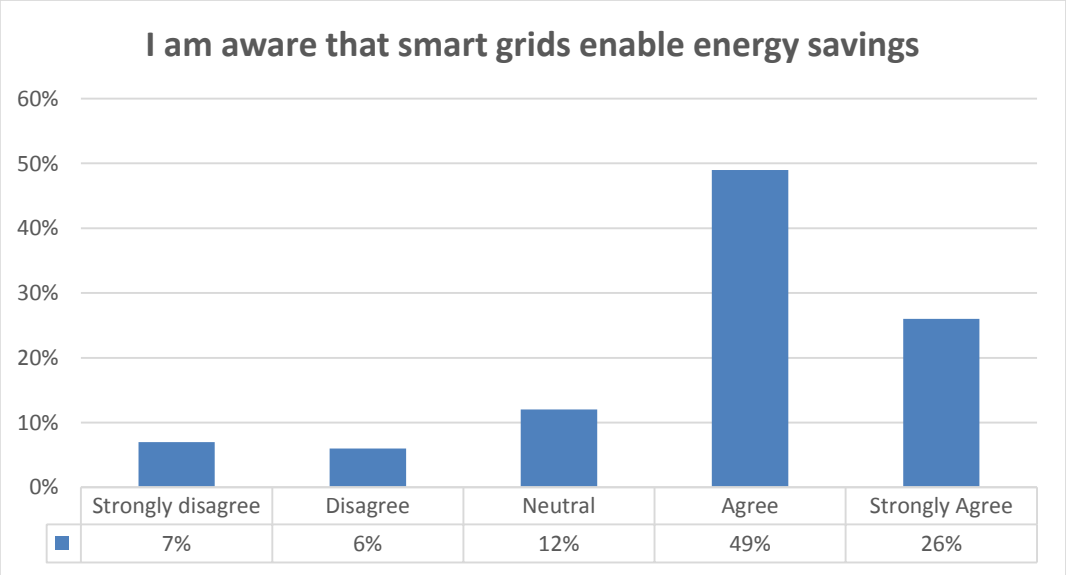
180 of the 347 consumers that answered the survey had higher education degree.

Regarding the 1st question of the survey, it was found that the majority of consumers stated that they are informed about what smart grids are and what that technology enables.

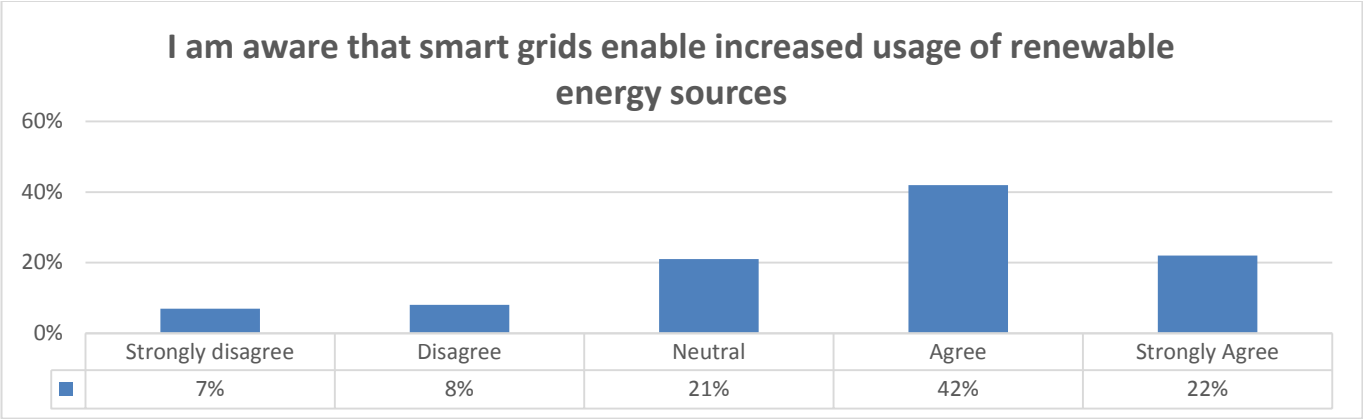


GRAPHIC 3 - ANSWERS TO THE 1ST QUESTION OF THE SURVEY

Most of the consumers also state that they are aware that smart grids enable energy savings and that they allow an increasing usage of renewable energy sources.

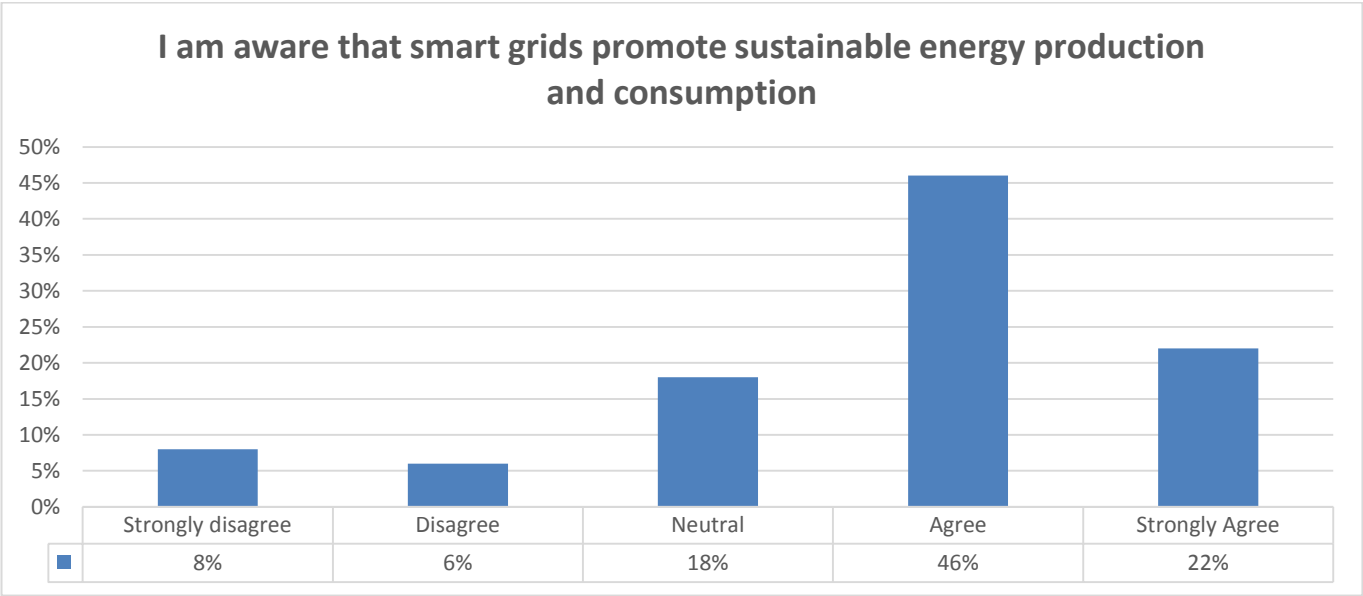


GRAPHIC 4 - ANSWERS TO THE 2ND QUESTION OF THE SURVEY



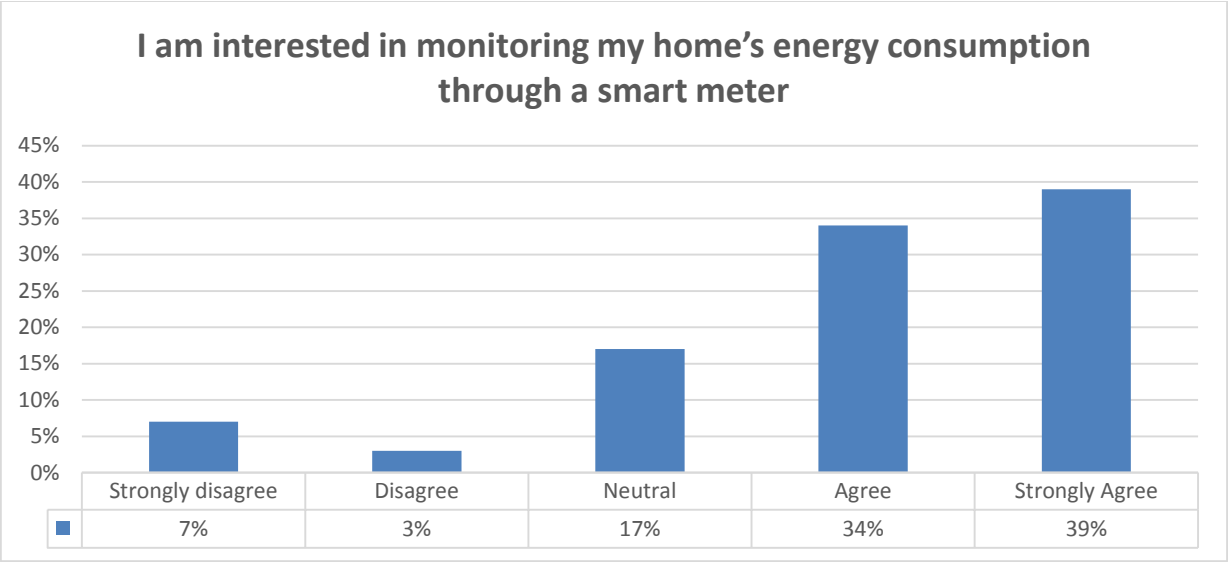
GRAPHIC 5 - ANSWERS TO THE 3RD QUESTION OF THE SURVEY

In the fourth question of the survey, consumers were asked to state if they were aware that smart grids promote sustainable energy production and consumption. Even though some consumers disagreed with the statement, most of the respondents agreed.



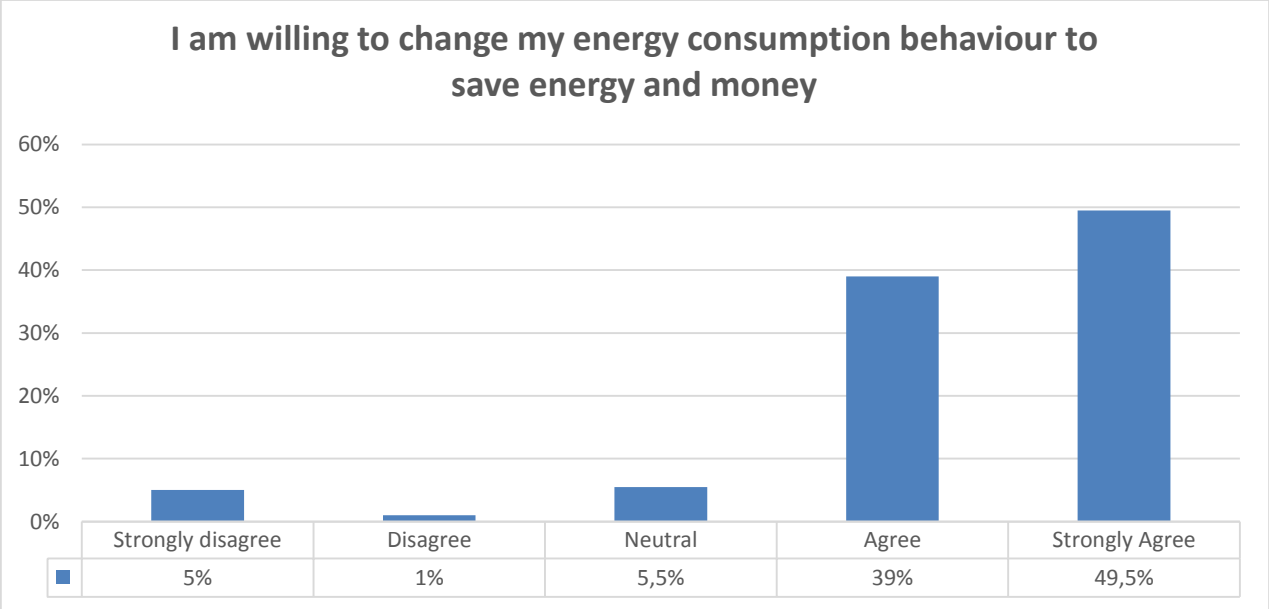
GRAPHIC 6 - ANSWERS TO THE 4TH QUESTION OF THE SURVEY

The goal of the fifth question was to understand if consumers were interested in monitoring their home's energy consumption through a smart meter. Again, most of the consumers stated that they were interested.



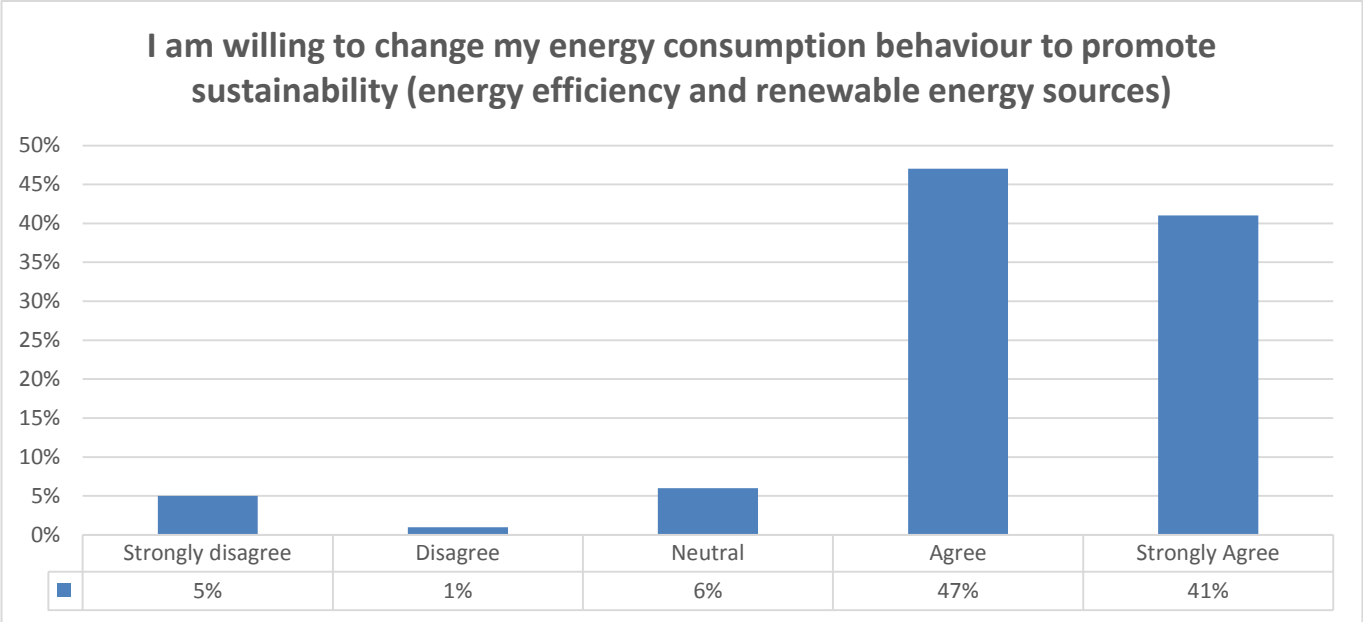
GRAPHIC 7 - ANSWERS TO THE 5TH QUESTION OF THE SURVEY

In the sixth question, the goal was to understand if consumers were willing to change their energy consumption behaviour to save energy and money, and the results show that they are.



GRAPHIC 8 - ANSWERS TO THE 6TH QUESTION OF THE SURVEY

In the last question, again the idea was to understand if consumers were willing to change their behaviours, but this time to promote sustainability. The majority of consumers stated that they were willing to change.



GRAPHIC 9 - ANSWERS TO THE 7TH QUESTION OF THE SURVEY

2.2.3 THE POLISH DEMONSTRATOR CAMPAIGNS

The Polish demonstrator carried out a study protocol for the segmentation of stakeholders proposed by INESC Porto and Tecnalia. In order to disseminate the questionnaire through the municipalities of the Polish demonstrator area, the questionnaire was translated into Polish and placed on a Google Docs format to be available online (goo.gl/ITLNFk).

Ankieta - Projekt UPGRID

*Obrigatório

Projekt uzyskał dofinansowanie z Unii Europejskiej, w ramach program badań i innowacji – Horyzont 2020, na podstawie umowy nr 646531

Projekt UPGRID otrzymał dofinansowanie z Unii Europejskiej w ramach programu badawczego i innowacyjnego - HORIZON 2020. Projekt jest rozwijany od kwietnia 2015 roku przez europejskie konsorcjum, złożone z 19 partnerów z 7 krajów europejskich. W ramach projektu zostaną wybudowane 4 obszary demonstracyjne: w Hiszpanii, Portugalii, Szwecji i Polsce.

Polski obszar demonstracyjny zlokalizowany jest w Gdyni i obejmuje ok. 14,7 tys. konsumentów.

Poprzez rozwój zaawansowanych i innowacyjnych funkcji projekt dąży do poprawy jakości monitorowania i kontrolowania sieci niskiego i średniego napięcia, w celu zapewnienia wysokiej niezawodności i jakości dostaw energii elektrycznej oraz integracji zarządzania siecią ze stroną popytową i generacją rozproszoną.

Ankieta ta jest częścią badania, którego celem jest określenie cech i wzorców zużycia energii w gospodarstwach domowych na terenach demonstracyjnych.

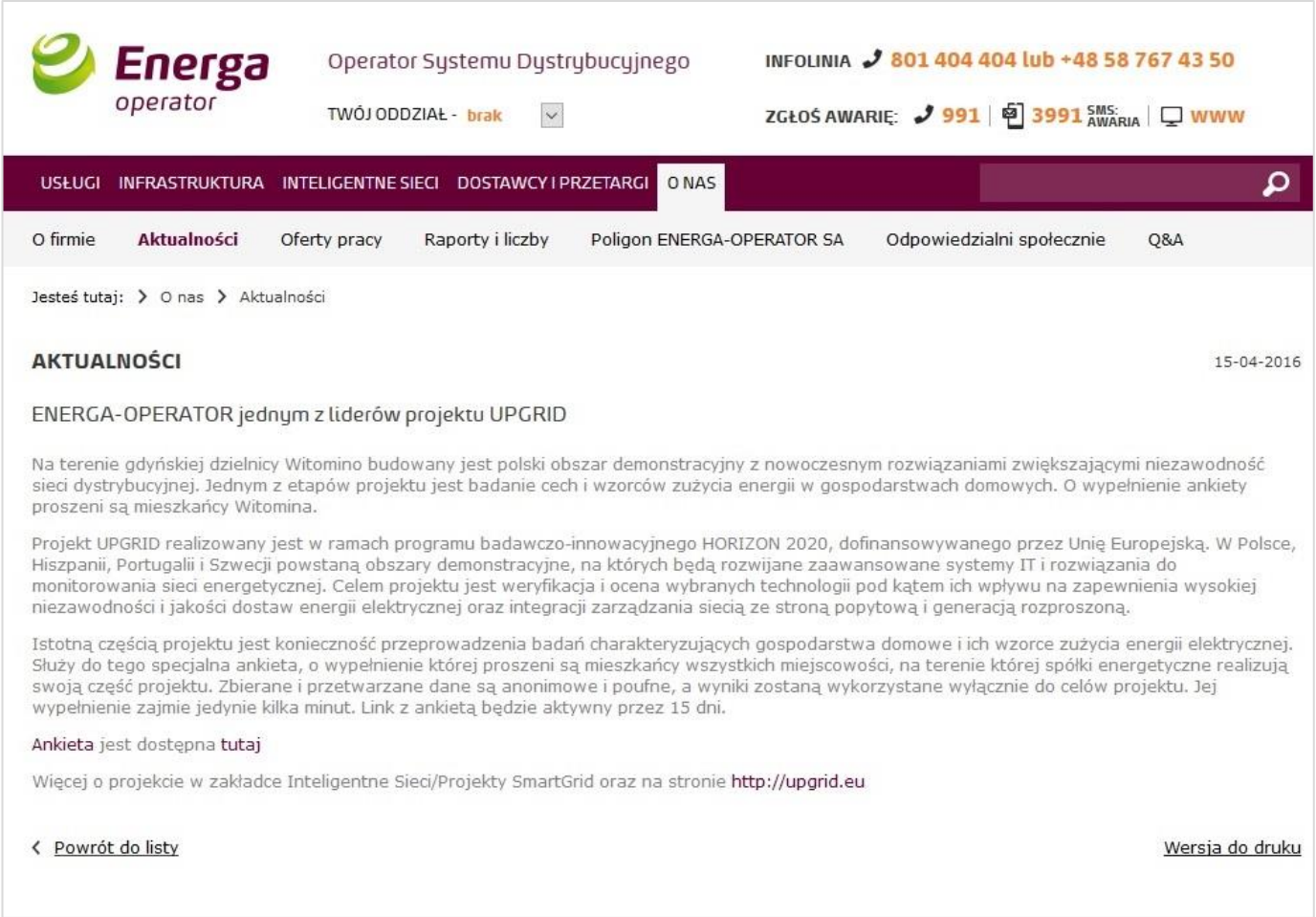
Zbierane i przetwarzane dane są anonimowe i poufne, a wyniki zostaną wykorzystane wyłącznie do celów projektu.

Aby uzyskać więcej informacji na temat projektu UPGRID zapraszamy na stronę http://upgrid.eu

Sekcja 1: Charakterystyka gospodarstwa domowego

FIGURE 27 - THE POLISH QUESTIONNAIRE ON A GOOGLE DOCS PLATFORM (LINK)

The questionnaire was disseminated on Energa's website (http://www.energa-operator.pl/centrum-informacji/artykul-4167.xml), Figure 28. Unfortunately only 11 people answered the survey, which means the results have no statistical significance.



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Operator Systemu Dystrybucyjnego

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O firmie Aktualności Oferty pracy Raporty i liczby Poligon ENERGA-OPERATOR SA Odpowiedzialni społecznie Q&A

Jesteś tutaj: > O nas > Aktualności

AKTUALNOŚCI 15-04-2016

ENERGA-OPERATOR jednym z liderów projektu UPGRID

Na terenie gdyńskiej dzielnicy Witomino budowany jest polski obszar demonstracyjny z nowoczesnym rozwiązaniami zwiększającymi niezawodność sieci dystrybucyjnej. Jednym z etapów projektu jest badanie cech i wzorców zużycia energii w gospodarstwach domowych. O wypełnienie ankiety proszeni są mieszkańcy Witomina.

Projekt UPGRID realizowany jest w ramach programu badawczo-innowacyjnego HORIZON 2020, dofinansowywanego przez Unię Europejską. W Polsce, Hiszpanii, Portugalii i Szwecji powstaną obszary demonstracyjne, na których będą rozwijane zaawansowane systemy IT i rozwiązania do monitorowania sieci energetycznej. Celem projektu jest weryfikacja i ocena wybranych technologii pod kątem ich wpływu na zapewnienia wysokiej niezawodności i jakości dostaw energii elektrycznej oraz integracji zarządzania siecią ze stroną popytową i generacją rozproszoną.

Istotną częścią projektu jest konieczność przeprowadzenia badań charakteryzujących gospodarstwa domowe i ich wzorce zużycia energii elektrycznej. Służy do tego specjalna ankieta, o wypełnienie której proszeni są mieszkańcy wszystkich miejscowości, na terenie której spółki energetyczne realizują swoją część projektu. Zbierane i przetwarzane dane są anonimowe i poufne, a wyniki zostaną wykorzystane wyłącznie do celów projektu. Jej wypełnienie zajmie jedynie kilka minut. Link z ankietą będzie aktywny przez 15 dni.

Ankieta jest dostępna tutaj

Więcej o projekcie w zakładce Inteligentne Sieci/Projekty SmartGrid oraz na stronie http://upgrid.eu

< Powrót do listy Wersja do druku

FIGURE 28 - NEWS ABOUT THE POLISH DEMONSTRATOR CAMPAIGN (LINK)

2.2.4 PERIODIC PROJECT NEWSLETTER

A newsletter of the project is also being produced to be launched in February 2017. The newsletter will contain key information about the current state of the project and next steps (achievements, publications, events, etc.). It will be both publicly available on the project's website and sent to a list of contacts interested in knowing about UPGRID.

2.3 3RD INTERACTIVE COMMUNICATION CAMPAIGN

The third interactive communication campaign starts in March 2017 and should end in April of the same year. With this campaign, the goal is to facilitate people to change their attitudes and perceptions about the energy process. This campaign is specifically designed for the final consumers, policy makers, stakeholders and professionals.

For that, several communication actions have been planned.

An animated video is being prepared in order to explain to consumers how the energy process works, demonstrating the advantages of smart grids and showing the concepts and main developments of project UPGRID.

FIGURE 29 - SCREENSHOT OF THE ANIMATED VIDEO BEING PREPARED FOR THE 3RD CAMPAIGN.

The screenshot represents a scenario before upgrid where a network operator tries to find and resolve an incident that occurred in the LV electrical grid and was communicated by a consumer. upgrid solutions will facilitate this process reducing power supply restoration time

It was decided to produce this animated video because it is important to explain to consumers in a simple way how smart grids work and their advantages. An effective way of reaching consumers is by disseminating the video on the web, in channels such as the website, the social media channels and press releases. In fact, marketing studies [2] [3] show that 60% of all internet traffic is video, 50% of all

mobile traffic is video and if the word “video” is inserted on an e-mail subject, the e-mail will most likely be read.

A press release will be produced to promote the video. The video will also be disseminated in the UPGRID project website. Moreover, to increase the video visualisations, a new campaign will be promoted on LinkedIn, Twitter and Facebook project pages. A YouTube account will be created to host the video.

Since the goal of this campaign is to facilitate people to change their attitudes and perceptions, this video can be sent also to the contact made during campaign 2.

2.4 4TH INTERACTIVE COMMUNICATION CAMPAIGN

The fourth interactive communication campaign will start in September 2017, because an institutional video of the project will be produced. The goal of this campaign is to inform final consumers, policy makers, stakeholders and professionals about the all project.

The videos will be disseminated in several platforms: project website, newsletter (one for each demonstrator country), and in dissemination events and social media channels.

2.5 5TH INTERACTIVE COMMUNICATION CAMPAIGN

The 5th interactive communication campaign should be the one informing about the end of the project, so it is scheduled for December 2017.

Again, the target of this campaign involves policy makers, final consumers, stakeholders and professionals.

A press release with the main conclusions of the project will be disseminated to the media. Information about the end of the project will be featured on the platforms mentioned for the previous described campaigns (i.e. project website, project newsletter, dissemination events and social media channels). Moreover, a final report on project UPGRID informing about the results and their impact on society will be produced.

3. CONCLUSIONS

One of the five interactive communication campaigns has already been deployed, the second one is still ongoing and the other three will be implemented during 2017. Since the beginning of the project, there were plenty of other communication actions besides the ones described in this report, but they belong to deliverable 9.4 [1] .

It is important to conclude this report with some statistics resulting from the interactive communication campaigns on the project's social media channels.

The website of the project (http://upgrid.eu/) is a very important communication tool used to reach the target readers and to keep them informed about UPGRID. In the figure below it is possible to observe the number of views on the website from May 2016 to December 2016.

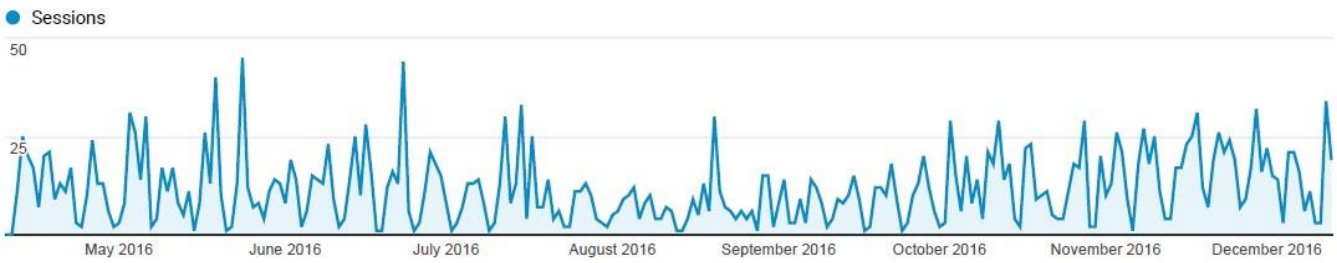

FIGURE 30 - NUMBER OF VIEWS ON THE UPGRID WEBSITE

Most users that visit the project's website are from Portugal and Spain.

	Country	Sessions	% Sessions
1.	Portugal	648	22.21%
2.	Spain	613	21.01%
3.	United Kingdom	286	9.80%
4.	Sweden	186	6.37%
5.	Russia	154	5.28%
6.	United States	144	4.93%
7.	Poland	136	4.66%
8.	Germany	79	2.71%
9.	Italy	78	2.67%
10.	Norway	58	1.99%

FIGURE 31 – COUNTRIES FROM WHERE USERS ACCESS TO THE UPGRID WEBSITE

67.7% of the website visitors are new visitors and 32.2% are returning visitors.

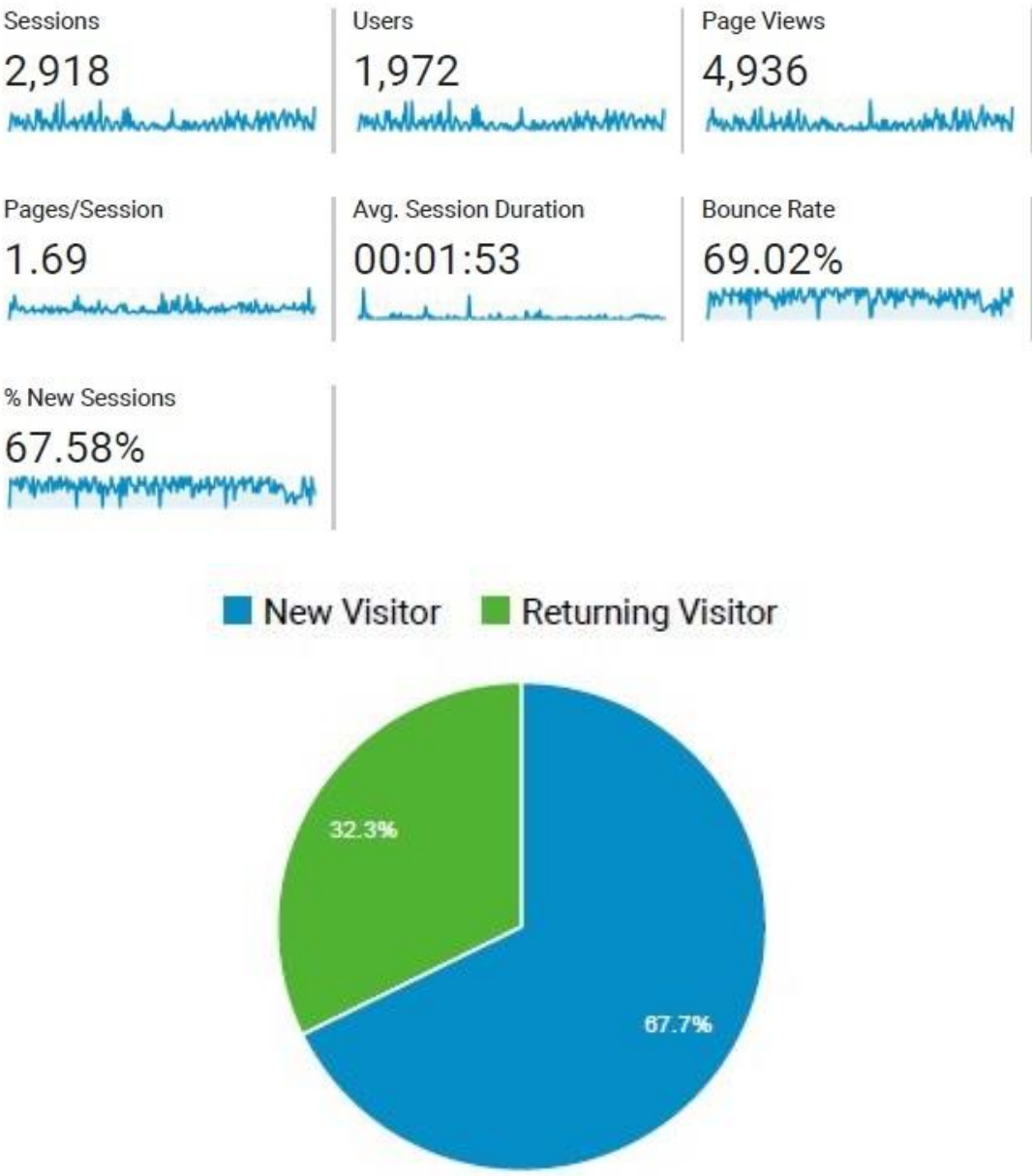

FIGURE 32 - NEW VISITORS VS RETURNING VISITORS ON THE WEBSITE

The project's LinkedIn page has 148 followers. More than 45 posts were published on the page since it was created (February 2016). This social media network makes it possible to evaluate the follower profile, for instance regarding their position in the company where they work. Most page followers have senior positions, while the second highest number of followers has entry positions.

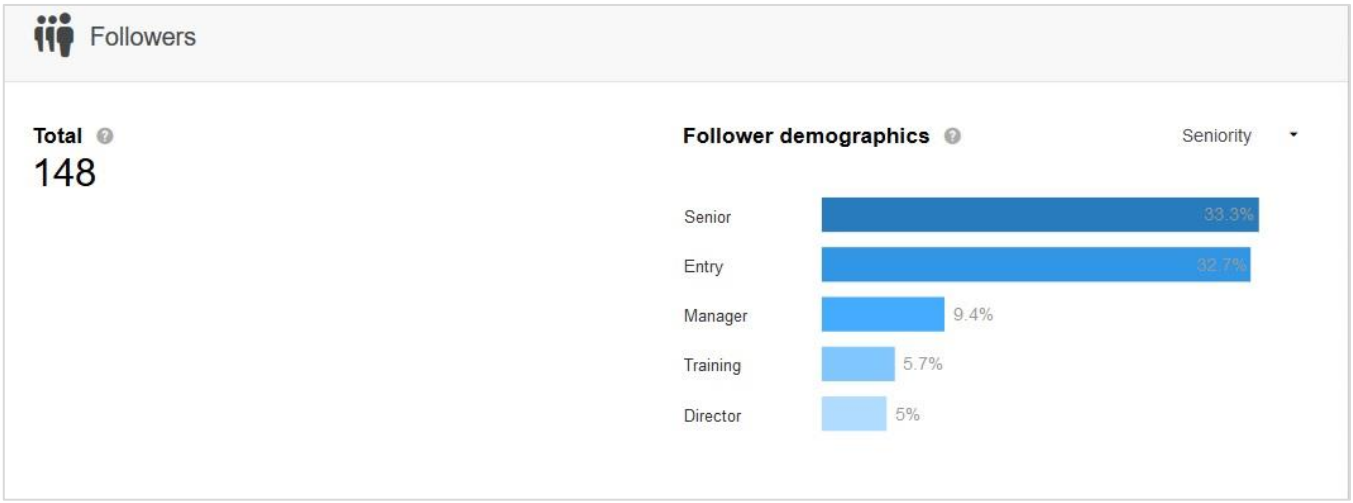

FIGURE 33 - STATISTICS OF UPGRID'S LINKEDIN PAGE IN TERMS OF DEMOGRAPHICS

The Twitter page of the project has 68 fans. More than 35 tweets were made since the page was created in February 2016.

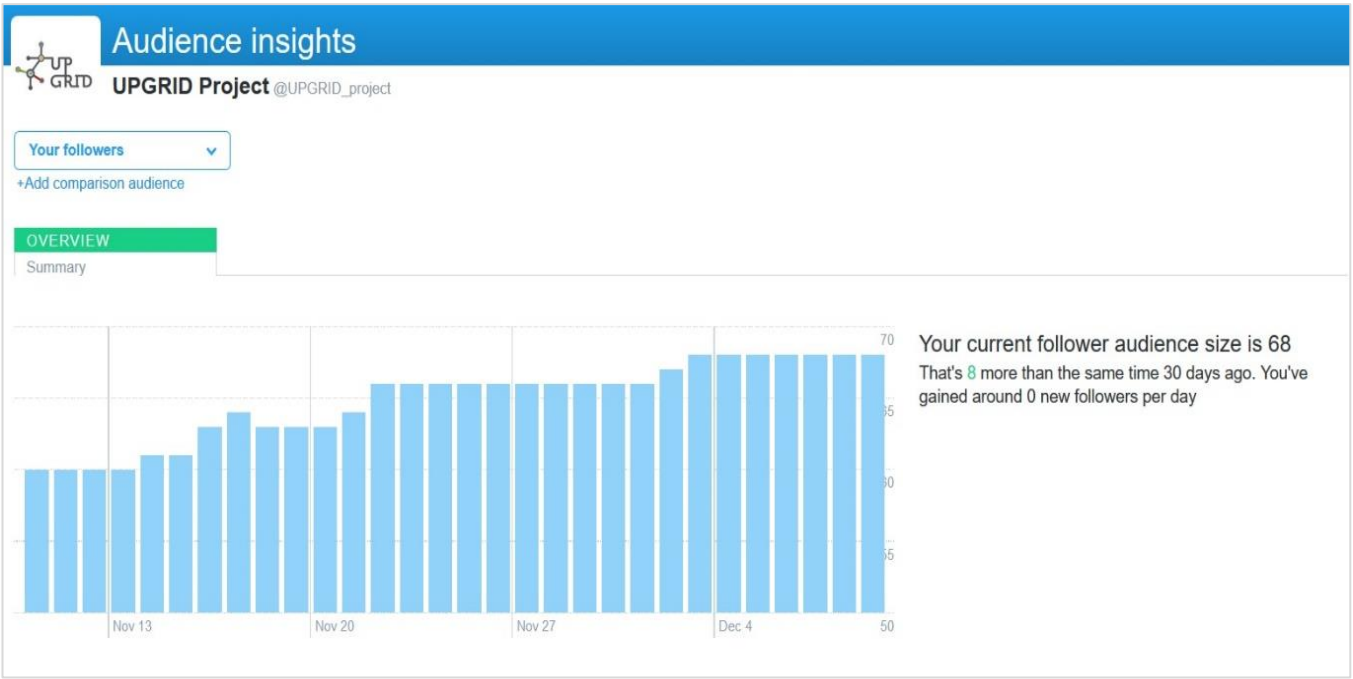

FIGURE 34 - STATISTICS OF UPGRID'S TWITTER PAGE IN TERMS OF THE AUDIENCE

In the beginning of December 2016, the Facebook page of the project had 315 likes. 55% of the page fans are male and 44% are female, and the majority of the fans are between 25 and 34 years old, followed by the group between the ages of 34 and 44.

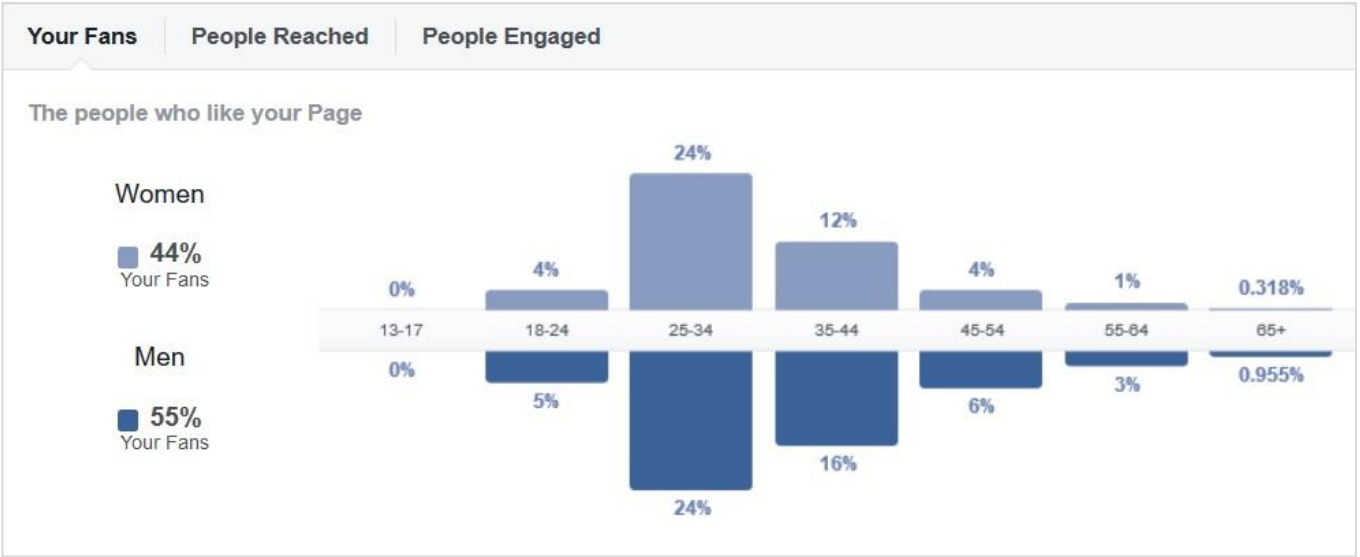

FIGURE 35 - STATISTICS OF UPGRID'S FACEBOOK PAGE IN TERMS OF GENDER AND AGE

Most fans of the page are from Portugal, followed by Spain and Poland. There are also fans from Belgium, Brazil, Norway, United Kingdom, France, United States of America and Hong Kong. Since May 2016 (the date the page was created), more than 50 posts have been published on UPGRID's Facebook page.

Apart from these general numbers, it is possible to conclude that the first campaign, which was developed during February 2016, was the project's first big awareness moment. After the Press Release was sent to the media, TV, press and online news pieces were produced about the project. An online marketing strategy was also followed, since news have been published on the project website as well as content shared on UPGRID's social media channels, LinkedIn, Twitter and Facebook.

Even though the second interactive is still going on because the newsletter initiative will only occur in February 2017, the results of the Spanish, Portuguese and Polish campaigns are already available.

Regarding the Spanish demonstrator campaigns, it is possible to conclude that domestic and commercial consumers were consulted with the help of some Spanish associations, five specific workshops were organised, social media content was produced and shared to disseminate the workshops and posters were created to promote the participation in the questionnaire. From May to November 2016, 146 consumers responded to the questionnaire.

In the Portuguese demonstrator campaign, a session was organised for local residents and after that a national survey was released about consumer awareness of smart grids. In order to increase the national participation, a platform was created, and a press release, which resulted in press and online

news, was sent to the media. Paid campaigns were also promoted on Facebook. These paid campaigns reached 58,241 consumers, but only 347 consumers actually responded to the online questionnaire.

The Polish demonstrator campaign tried to conduct a study protocol for the segmentation of stakeholders by using an online questionnaire through Google Docs. The questionnaire was disseminated through Energa's website, but unfortunately only eleven consumers responded.

Even though the results are quite satisfactory, there is still a lot to be done in 2017, since three campaigns are yet to be implemented.

REFERENCES

INTERNAL DOCUMENTS

[1] Seca, Luís, *et al.* (2017). Dissemination of project results. UPGRID Deliverable D.9.4. (to be delivered in December 2017)

EXTERNAL DOCUMENTS

[2] Fedonchik, Scott; Woodall, Ibrey; Hall, Raschanda; Ehrlich, Serena (2015). 2015 Business Wire Media Survey Results. *Business Wire*.

[3] Kemp, Simon (2016, January). Digital in 2016. *In we are social* (http://wearesocial.com/uk/special-reports/digital-in-2016)