HORIZON-CL5-2024-D3-02-06
Grant Agreement 101230578

INNOvative Transactive Renewable Energy Communities

D8.1-D&C Plan

INNO-TREC is supported by the European Union's Horizon Europe programme under agreement 101230578. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

DOCUMENT INFORMATION

DOCUMENT/ DELIVERABLE ID	D8.1-D&C PLAN
TYPE	Report
DISTRIBUTION LEVEL	Public
DUE DELIVERY DATE	31/03/2026
DATE OF DELIVERY	29/03/2026
VERSION	v1.0
DELIVERABLE RESPONSIBLE	EEU
AUTHOR (S)	Eunice Oliveira (EEU)
OFFICIAL REVIEWER/s	João Catalão (UPORTO) Gianfranco Chicco (POLITO)

DOCUMENT HISTORY

VERSION	AUTHORS	DATE	CONTENT AND CHANGES
v0.1	Eunice Oliveira (EEU)	01/03/2026	Table of Contents
v0.2	Eunice Oliveira (EEU)	02/03/2026	First draft
v0.3	Eunice Oliveira (EEU)	06/03/2026	Consolidated
v0.4	Gianfranco Chicco (POLITO) João Catalão (UPORTO)	16/03/2026	Revision
v0.5	Eunice Oliveira (EEU)	18/03/2026	Release Candidate
v1.0	Eunice Oliveira (EEU) Thiago Jesus (UPORTO) João Catalão (UPORTO)	29/03/2026	Final Version

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ACRONYMS

ACRONYMS	
AI	Artificial Intelligence
API	Application Programming Interface
CEN	European Committee for Standardization (Comité Européen de Normalisation)
CMS	Content Management System
D&C	Dissemination and Communication
DLT	Distributed Ledger Technology
DSO	Distribution System Operator
DSS	Decision Support System
ESCO	Energy Service Company
EU	European Union
GDPR	General Data Protection Regulation
HW	Hardware
IEEE	Institute of Electrical and Electronics Engineers
IoT	Internet of Things
ISO	International Organisation for Standardisation
KPI	Key Performance Indicator
NGO	Non-Governmental Organization
OA	Open Access
OER	Open Educational Resources
PM	Person Month
PR	Press Release
REC	Renewable Energy Community
SSH	Social Sciences and Humanities
SW	Software
TG	Target Group
TSO	Transmission System Operator
WP	Work Package

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CONSORTIUM

Number	Legal name	Acronym	Country
01	Universidade do Porto	UPORTO	PT
02	Cleanwatts Digital SA	CWD	PT
03	Fondazione LINKS - Leading Innovation & Knowledge for Society	LINKS	IT
04	Politecnico di Torino	POLITO	IT
05	DOMX Idiotiki Kefalaiouchiki Etaireia	DOMX	EL
06	Cluster Viooikonomias Kai Perivallontos Dytikis Makedonias	CLUBE	EL
07	Energeiaki Koinotita Vlastis	ECV	EL
08	Universidad de Castilla - La Mancha	UCLM	ES
09	Akkodis High Tech SAS	AKKO	FR
10	Elektroinstitut Milan Vidmar	EIMV	SI
11	Vlaamse Instelling Voor Technologisch Onderzoek N.V.	VITO	BE
12	Klimaan	KLIMA	BE
13	Teknologian Tutkimuskeskus VTT OY	VTT	FI
14	EPRI Europe DAC	EEU	IE
15	University College Cork - National University of Ireland, Cork	UCC	IE
16	Mol Teic	DINGLE	IE
17	DCSix Technologies Limited	DCS	IE
18	Electric Corby Community Interest Company	ECORBY	UK
19	Cranfield University	UCRANF	UK
20	Energise Barnsley Limited	EBARNS	UK

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Executive Summary

INNO-TREC (INNOvative Transactive Renewable Energy Communities), running from January 2026 to June 2029, was established to overcome the current limitations of energy communities and to lay the groundwork for a new, more advanced generation of clean energy initiatives that are efficient, inclusive, and truly sustainable. The project directly supports Europe's ambitions for carbon neutrality and a more democratic energy system by validating novel community models, creating new mechanisms for energy transactions and value generation, and strengthening community engagement, autonomy, and financial viability. As part of this effort, INNO-TREC will offer free, user-friendly, web-based tools designed to help communities both establish Renewable Energy Communities and operate them more effectively with performance monitoring and predictive maintenance capabilities. By reducing reliance on third-party service providers, these tools will lower costs and make the management of RECs more accessible, empowering communities to take full ownership of their energy future.

The project is divided into 9 Work Packages (WP), with WP8 focusing on Communication, Exploitation, and Dissemination activities during and beyond the project's lifetime. WP8 aims to generate project awareness and visibility, maximising the impact of the solutions developed.

WP8 comprises four tasks:

- Task 8.1: Dissemination and Communication Plan
- Task 8.2: Exploitation Plan
- Task 8.3: Regulatory, Policy, and Market Recommendations
- Task 8.4: Networking, Outreach, and Stakeholder Engagement

This is a transversal WP, led by EEU (EEU), where all project partners participate, with a total of 40 Person/Month (PM's).

This deliverable, D8.1 Dissemination and Communication (D&C) Plan, outlines strategies and actions to effectively convey information to target audiences and ensure the widespread distribution of the project's messages and findings. This report focuses on messaging, channels, timing, and the intended impact to achieve specific objectives. The deliverable is divided into three main chapters: Communication and Dissemination Plan; Communication Tools and Actions and Communication Campaigns. An update of this deliverable will be provided at M14 (February 2027) and M28 (June 2028).

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Introduction

The **INNO-TREC** project is a 42-month Horizon Europe initiative designed to empower communities to create and operate Renewable Energy Communities that are more efficient, inclusive, and sustainable. It will lower costs and boost autonomy through free digital tools that simplify setup, monitoring, and maintenance.

WP8 aims to address all the Dissemination, Communication and Exploitation activities of **INNO-TREC**, following the objectives below:

- Ensure maximum project visibility and impact by efficiently communicating project innovations.
- Promote synergies with the energy industry, such as system operators, retailers and producers, as well as with the scientific community, including organisations active in related projects, to combine efforts and accelerate dissemination.
- Identify the best exploitation route of the project results during and after the project.
- Organise a constant dialogue with the relevant stakeholders.

As part of WP8, Deliverable D8.1 Dissemination and Communication (D&C) Plan plays a central role in achieving the work package objectives, serving as the cornerstone for the project's communication and dissemination activities. Its main aim is to define the strategies and measures required to effectively reach target audiences and ensure broad visibility and uptake of project outcomes. By setting out a clear and coherent communication framework, it supports the overarching goal of strengthening consumer engagement and promoting the adoption of digital energy services.

The scope of D8.1 encompasses a comprehensive plan for all dissemination and communication actions throughout the project's duration and beyond. This includes identifying target audiences, key messages, communication channels, and the tools to be used. It also specifies the timing and frequency of activities to maximise outreach and impact.

This deliverable is structured into three main chapters:

1. Communication and Dissemination Plan: Presents the overall strategy, including target groups, core messages, and planned activities.
2. Communication Tools and Actions: Describes the concrete tools and actions to be deployed—from digital platforms to events, publications, and other outreach measures supporting implementation of the strategy.
3. Communication Campaigns: Sets out the objectives and schedule for specific campaigns aligned with the project's timeline and milestones. It defines the purpose of each campaign and provides a structured timeframe to ensure timely and effective delivery. This chapter also outlines the continuous monitoring approach to ensure Key Performance Indicators (KPIs) are achieved and includes provisions for adapting the strategy if targets are not met.

Updates to this deliverable will be issued at M14 and M28 to ensure that dissemination and communication activities remain aligned with project progress and evolving needs.

Communication and Dissemination Plan

Communication encompasses the strategic promotion of the project's identity, activities, and achievements to broad audiences, aiming to strengthen visibility, engagement, and awareness of its purpose and added value. Dissemination, on the other hand, focuses on delivering project outputs to clearly defined stakeholder groups to support the practical use and uptake of the knowledge produced during the project.

In simple terms, communication is about creating interest and fostering engagement, while dissemination ensures that the project's results are transferred to the audiences best positioned to apply them. Together, they reinforce the project's objectives, amplify its reach, and contribute to the long-term impact and sustainability of INNO-TREC's work.

The main goals of the dissemination and communication plan are:

- Raise awareness about the importance of consumer-centric approaches for Innovative, Community-Integrated PV Systems.
- To share project findings and outputs promptly and effectively.
- Promote an understanding of the digital tools and technologies under development.
- Reach and inform project stakeholders, especially those in the RECs, as the project is being developed.
- Ensure a broad visibility of the project.
- Contribute to creating synergies between Horizon EU-supported actions.

In INNO-TREC, communication activities aim to raise awareness of the project's work beyond the Consortium, strengthen its contribution to the European energy ecosystem, and attract key stakeholders who can benefit from its solutions. A mix of online and offline channels will be used to ensure broad outreach. Communication instruments include the project's visual identity (logo and templates), infographics, promotional materials, the project website, social media presence (X/Twitter and LinkedIn), newsletters, brochures, videos, press releases, joint events, workshops, networking activities, and training sessions.

Dissemination activities are designed to maximise the visibility and uptake of the project's outputs among targeted groups. These efforts will include visits to DEMOs, the development of a best practices and recommendations guide for industry and policymakers, engagement with standardisation bodies and regulatory discussions, collaboration with other EU-funded projects, scientific publications, conference presentations, participation in industry and EU events, fairs, summer schools, seminars, and contributions to the IEEE Smart Grid Initiative.

The core principle guiding dissemination within INNO-TREC is to transform the project's innovative results into real value for stakeholders, communities, and European initiatives.

Target Audience

Within the **INNO-TREC** project, we identified 7 Target Groups (TG1-TG7) from potential stakeholders, as detailed below:

- **TG1 Scientific Communities**, **R&D** and **Academia**.
- **TG2 Energy Industry**, including
  a) **TG2.1**: Energy Producers;
  b) **TG2.2**: Grid Operators;
  c) **TG2.3**: Energy Communities;
  d) **TG2.4**: Energy Retailers and Aggregators;
  e) **TG2.5**: Energy Service Companies (e.g., ESCOs) and Energy Efficiency Consultants;
  f) **TG2.6**: Other Energy Companies.
- **TG3 Non-profit Organisations**, including
  a) **TG3.1**: System Operators Associations;
  b) **TG3.2**: Consumer Organisations;
  c) **TG3.3**: Energy Generators' Associations;
  d) **TG3.4**: Environmental Organisations;
  e) **TG3.5**: Other Non-Profit.
- **TG4 Technology Providers**, including Companies developing/providing Software (SW) platforms, Hardware (HW) devices, Communication networks, Data analytics tools, Cybersecurity solutions, and IoT devices.
- **TG5 General Public** and **Civil Society**, including Individual Energy Consumers, Prosumers and Customers.
- **TG6 Policy Makers**, **Regulators** and **Public Authorities** at European, National and Regional levels, including Governments, Governmental Agencies and Parliaments.
- **TG7 Standardisation Bodies**, including IEC, IEEE, ISO, UNE, CEN and GBC.

These **TGs** will further uptake **INNO-TREC** results, thus benefiting from the project's results.

Key Messages

While keeping our target audience clear is fundamental to know who we want to communicate the project to. Tailored messages are crucial because they ensure communication efforts address their interests, needs, and expectations. This approach enhances engagement, fosters collaboration, and maximises the project's impact across diverse stakeholder communities.

The project's main message lies within its motto: **Enhancing Renewable Energy Communities**, which underscores various dimensions of the **INNO-TREC** project:

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- **Empowering communities through innovation**: **INNO-TREC** equips Renewable Energy Communities (RECs) with cutting-edge tools and models that strengthen autonomy, resilience, and local value creation.
- **Making renewable energy accessible to all**: The project lowers the technical and financial barriers for setting up and operating RECs, enabling wider participation and more inclusive energy systems.
- **Driving Europe's transition to clean, citizen-centred energy**: **INNO-TREC** supports the EU's climate and energy goals by fostering decentralised energy models where citizens actively produce, share, and benefit from renewable energy.
- **Boosting efficiency and reducing operational costs**: Through free, user-friendly digital tools, **INNO-TREC** helps communities optimise performance, reduce dependency on third-party services, and achieve long-term sustainability.
- **Strengthening engagement and community ownership**: The project promotes active member involvement and strengthens trust, collaboration, and shared decision-making within RECs.

The messages will be prominently featured across several communication materials, channels and occasions to enhance the various dimensions of the project.

Tailored messages to resonate with specific audiences are defined in Table 1.

Table 1: Key messages, according to each target group and relevant channels.

TARGET GROUP	SUBGROUP	CORE KEY MESSAGE	MOST RELEVANT COMMUNICATION CHANNEL
TG1 – Scientific Communities, R&D, Academia	-	**INNO-TREC** advances academic research by offering open-source architectures, validated models, and AI-driven tools for secure, smart REC optimisation.	Scientific publications, conferences, and technical workshops, BRIDGE WG
TG2 – Energy Industry	-	**INNO-TREC** delivers practical digital tools enabling efficient PV optimisation, transparent transactions, and improved operational performance.	Industry events, technical webinars, LinkedIn
	TG2.1 Energy Producers	**INNO-TREC** enhances PV generation value through better forecasting, modelling, and community-based optimisation tools.	Sector conferences, industry newsletters, direct briefings
	TG2.2 Grid Operators	**INNO-TREC** validates flexibility mechanisms that support stable REC integration and improved grid management.	Technical workshops, DSO associations, regulatory roundtables
	TG2.3 Energy Communities	**INNO-TREC** empowers communities with user-friendly tools for setup, monitoring, and engagement.	Community workshops, project website, social media, co-created events, open days, demos, and local news media

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TARGET GROUP	SUBGROUP	CORE KEY MESSAGE	MOST RELEVANT COMMUNICATION CHANNEL
	TG2.4 Energy Retailers & Aggregators	**INNO-TREC** enables new customer services via AI-based optimisation and blockchain-enabled energy credits.	Industry fairs, business meetings, digital brochures
	TG2.5 ESCOs & Consultants	**INNO-TREC** supports consultants with advanced modelling and monitoring tools for high-quality advisory services.	Technical briefings, webinars, LinkedIn campaigns
	TG2.6 Other Energy Companies	**INNO-TREC** delivers interoperable solutions that strengthen innovation opportunities across the energy market.	Trade fairs, industry networks, newsletters
TG3 – Non-profit Organisations	-	**INNO-TREC** promotes inclusive, sustainable, citizen-focused energy models that benefit communities and consumers.	NGO networks, community forums, social media
	TG3.1 System Operators Associations	**INNO-TREC** provides insights that support fair, efficient grid integration of RECs.	Association channels, technical meetings
	TG3.2 Consumer Organisations	**INNO-TREC** helps protect consumers by promoting transparency, participation, and affordable energy models.	Public campaigns, newsletters, webinars
	TG3.3 Energy Generators' Associations	**INNO-TREC** supports the shift toward decentralised PV generation and smart REC operation.	Association bulletins, sector events
	TG3.4 Environmental Organisations	**INNO-TREC** strengthens community-led decarbonisation and local sustainability efforts.	NGO networks, social media, and workshops
	TG3.5 Other Non-profit	**INNO-TREC** fosters broad societal benefits through community-driven clean energy initiatives.	Forums, newsletters, advocacy events
TG4 – Technology Providers	-	**INNO-TREC** offers open-source architecture and interoperability opportunities for SW, HW, IoT, data, and cybersecurity providers.	GitHub, developer events, tech meetups
TG5 – General Public & Civil Society	-	**INNO-TREC** makes renewable energy communities easier to join, understand, and benefit from - empowering citizens.	Social media, explainer videos, and community outreach

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TARGET GROUP	SUBGROUP	CORE KEY MESSAGE	MOST RELEVANT COMMUNICATION CHANNEL
TG6 – Policy Makers & Regulators	-	**INNO-TREC** delivers evidence-based insights and validated REC models supporting effective regulation and energy transition policy.	Policy briefs, high-level events, targeted meetings, BRIDGE WG
TG7 – Standardisation Bodies	-	**INNO-TREC** contributes best practices and specifications to support harmonised standards for secure data exchange and REC digitalisation.	Technical committees, white papers, working groups

Communication tools and actions

The project's marketing communication toolkit incorporates a range of strategies designed to engage and inform its audiences effectively. To achieve this, **INNO-TREC** will use four primary tools: advertising, digital marketing, public relations, and direct marketing. Each tool consists of targeted actions tailored to specific objectives and stakeholder groups. As detailed in Table 2 these tools play a central role in advancing our communication and dissemination efforts.

Table 2: Communication Tools and their Alignment with Objectives and Target Groups.

COMMUNICATION TOOL	ACTION	OBJECTIVE	TG
Advertising	Logo, brochure, poster, roll-up	E	All
	Videos	B, C, D, E	All
Digital Marketing	Website	All	All
	Social media	All	TG1, TG2, TG4, TG6, TG7
Direct Marketing	Newsletter	B, C, D, E	TG1, TG2, TG4, TG6, TG7
Public relations	Press release	D, E	TG3, TG5
	Events	All	TG1, TG2, TG4, TG6, TG7

Advertising

Project visual brand identity

The logo is the key element of the project identity, the main visual element that identifies the project. It is a combination of a pictogram and the project name-they have a fixed relationship that should never be altered.

- **The pictogram:** It consists of a powerful element that evokes the culture of digital services and some elements (circles) that represent the main themes of the **INNO-TREC** project. The central circular element represents the energy core and photovoltaic production, symbolising continuity, balance, and renewable energy flows. The surrounding modular segments evoke a connected network, reflecting the decentralised

structure of Renewable Energy Communities and the exchange of energy credits within them. The radial elements suggest distribution, sharing, and activation, reinforcing the idea of value circulation rather than linear consumption. The overall geometry is clean, modular, and scalable, aligning with **INNO-TREC**'s digital, innovative, and web-based ecosystem while maintaining a strong human and community-centred meaning. See the pictogram in Figure 1.

- **The title:** Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of uppercase letters in light blue and green tones of the chosen corporate colour. The font that is used here is CORPTA.
- **The colours:** Green is associated with renewables and sustainability, also meaning growth and innovation. The light blue is usually associated with clean energy. It conveys trust and is often used to communicate on digital platforms. The colour palette is shown in Figure 2.
- **Typography:** The pairing of Corpta and Figtree is based on a clear hierarchy and functional contrast. Corpta is used as the primary typeface in the logo, where its strong and distinctive character helps define the brand's identity and makes it instantly recognisable. Its role is to communicate personality, uniqueness, and visual impact. Together, Corpta and Figtree create a balanced typographic system: Corpta establishes identity and memorability, while Figtree guarantees usability and readability across all touchpoints. Open Sans is also used as a secondary font.

The logo concept, design, and its applications are available in Appendix 1, and the full logo is shown in Figure 3.

Figure 1: Pictogram.

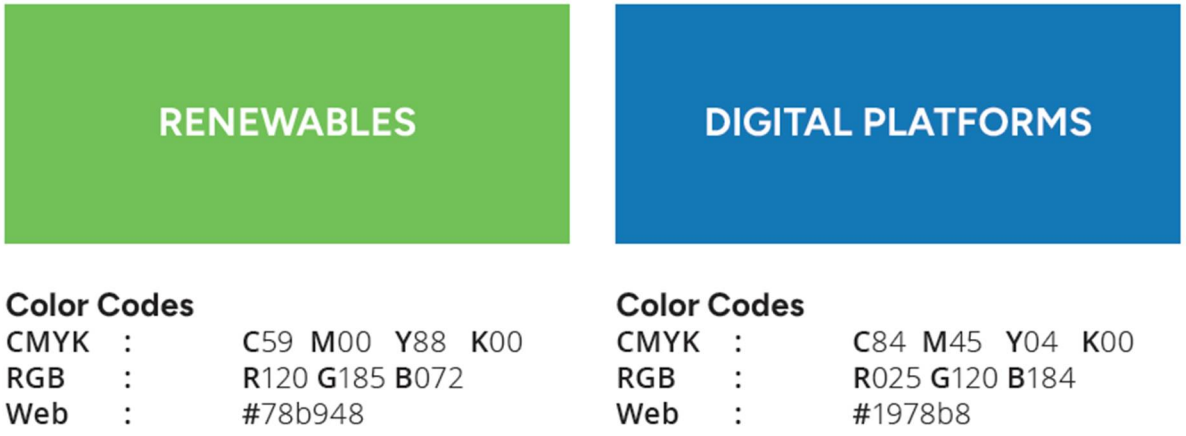

Figure 2: Colour Palette.

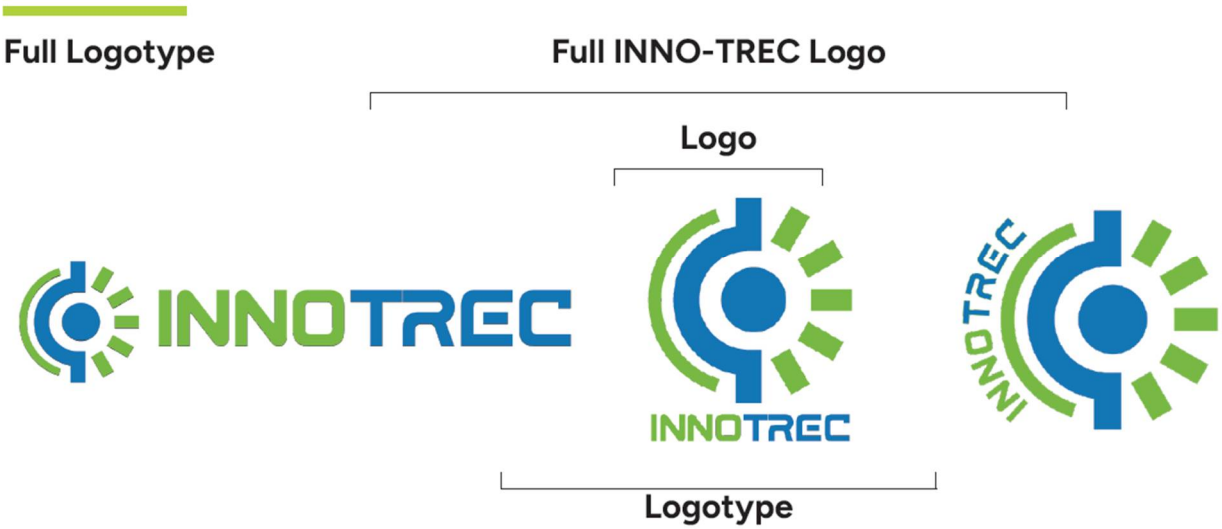

Figure 3: Project Full Logotype.

An infographic, Figure 4: Project Concept, was developed to illustrate the project concept, showcasing the energy credit platforms, the AI-powered- Decision support system, and the reference architecture, as well as how these components interact.

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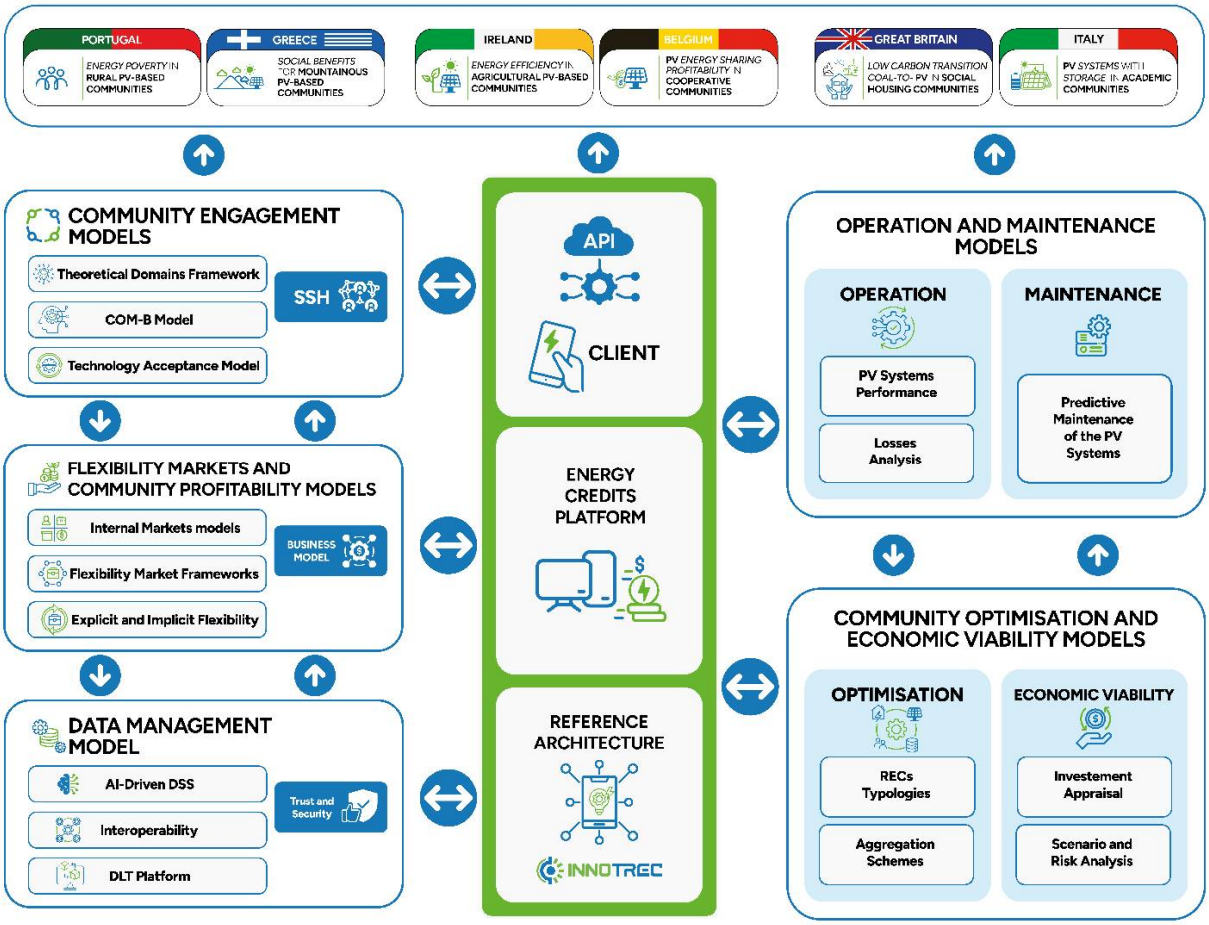

Figure 4: Project Concept.

Communication materials

A roll-up banner and flyer have been designed for distribution at events to help partners communicate the project's main messages, including its concept, solutions, and impacts. A digital version will be available on the project website, and the materials will be showcased and distributed at industry events. See also these materials in Appendix 2 Project Roll-up and Flyer. Additionally, a marketing presentation with a project summary has been prepared as a template for events or meetings (See Appendix 3 Project Marketing Presentation). A button badge was produced to raise project awareness and recognition elegantly (See Figure 5). These will be distributed among partners to use at events and among the pilots' participants, providing a sense of belonging.

Figure 5: Button Badge.

Tailored materials specific to the DEMOs will be crucial to keeping participants informed about the project and expected outcomes. A detailed leaflet will be designed and translated into the local languages of the countries where the Demos are located. Additionally, a comprehensive brochure containing all demo information will be produced.

Finally, several technology brochures with key technical information developed will be made available to researchers, academia and technology developers throughout the project.

Different infographic layouts and fact sheets will translate key project milestones into shareable social media content.

Video

An awareness and information video is being developed to convey the project's concept in a visually engaging and easy-to-understand way for a broad audience. The video blends real footage with animated graphics to present the project's context and its solutions through a compelling, story-driven narrative. It will be distributed across the project's primary communication channels: website, social media platforms, and newsletters.

The video storyboard is available in

Appendix 5 Video Storyboard. The video is expected to be live in March 2026. At least three more videos will be produced during the project to raise awareness of the DEMOs and the project's results.

Digital Marketing

Website

A dedicated project website, hosted under the domain www.inno-trec.eu (Homepage, 2026), has been launched to support communication activities and disseminate the outcomes of INNO-TREC. The website serves as a central information- hub, providing visitors with:

- An overview of the project context, its challenges, main objectives, and expected impact.
- Detailed information about the participating Renewable Energy Communities (RECs) serving as demonstration sites.
- Access to key resources—including public deliverables, scientific publications, reports, factsheets, and other outputs linked to INNO-TREC developments.
- Regular updates on project news, milestones, and relevant events.
- Contact options for stakeholders seeking further information or wishing to engage with the Consortium.

The overall structure of the website is organised into the following main sections:

1. **Homepage** – Presents the project tagline, highlights key figures, and displays the latest announcements and updates.
2. **About the Project** – Provides background context, project objectives, expected benefits, and the overall impact vision of INNO-TREC.
3. **Pilots** – Features comprehensive information on each REC, including goals, local context, technical setups, and expected outcomes. Each REC will include a downloadable leaflet available in the host country's local language.
4. **Resources** – Hosts all publicly available project outputs, including deliverables, scientific articles, technical presentations, factsheets, roadmaps, and policy recommendations.
5. **Consortium Partners** – Presents the organisations involved in INNO-TREC and their roles within the project.
6. **Communication** – Includes project news, event announcements, communication materials, media coverage, and access to newsletters.

A screenshot of the homepage is shown in Figure 6.

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Figure 6: Screenshot of website homepage.

The website is built on a dedicated Content Management System (CMS), enabling efficient updates and seamless integration with the project's social media channels. To monitor engagement, website traffic, and resource downloads, Matomo Analytics, an open-source platform recommended by the European Commission, will be used. Matomo provides anonymised insights into user behaviour while fully complying with the EU's General Data Protection Regulation (GDPR). INNO-TREC aims to achieve 1500 website visits per year, ensuring strong visibility and continuous stakeholder engagement throughout the project.

Social Media

For INNO-TREC, LinkedIn has been selected as the primary and sole social media platform. LinkedIn provides a professional environment ideal for engaging with key audiences, including researchers, academia, technology providers, energy industry stakeholders, policy actors, and community representatives. As a widely used and accessible platform, it also enables the project to increase its visibility to the broader public, fostering awareness across all relevant target groups.

Social media activities will be conducted weekly. They will strictly follow the INNO-TREC visual identity guidelines to ensure a coherent and recognisable online presence, an essential factor in building reach and engagement. Content shared on LinkedIn will be aligned with the communication campaigns outlined in the next chapter of this deliverable. In the early stages

of the project, posts will focus on introducing **INNO-TREC**'s context, objectives, benefits, consortium partners, and participating Renewable Energy Communities (RECs), supporting widespread awareness and understanding.

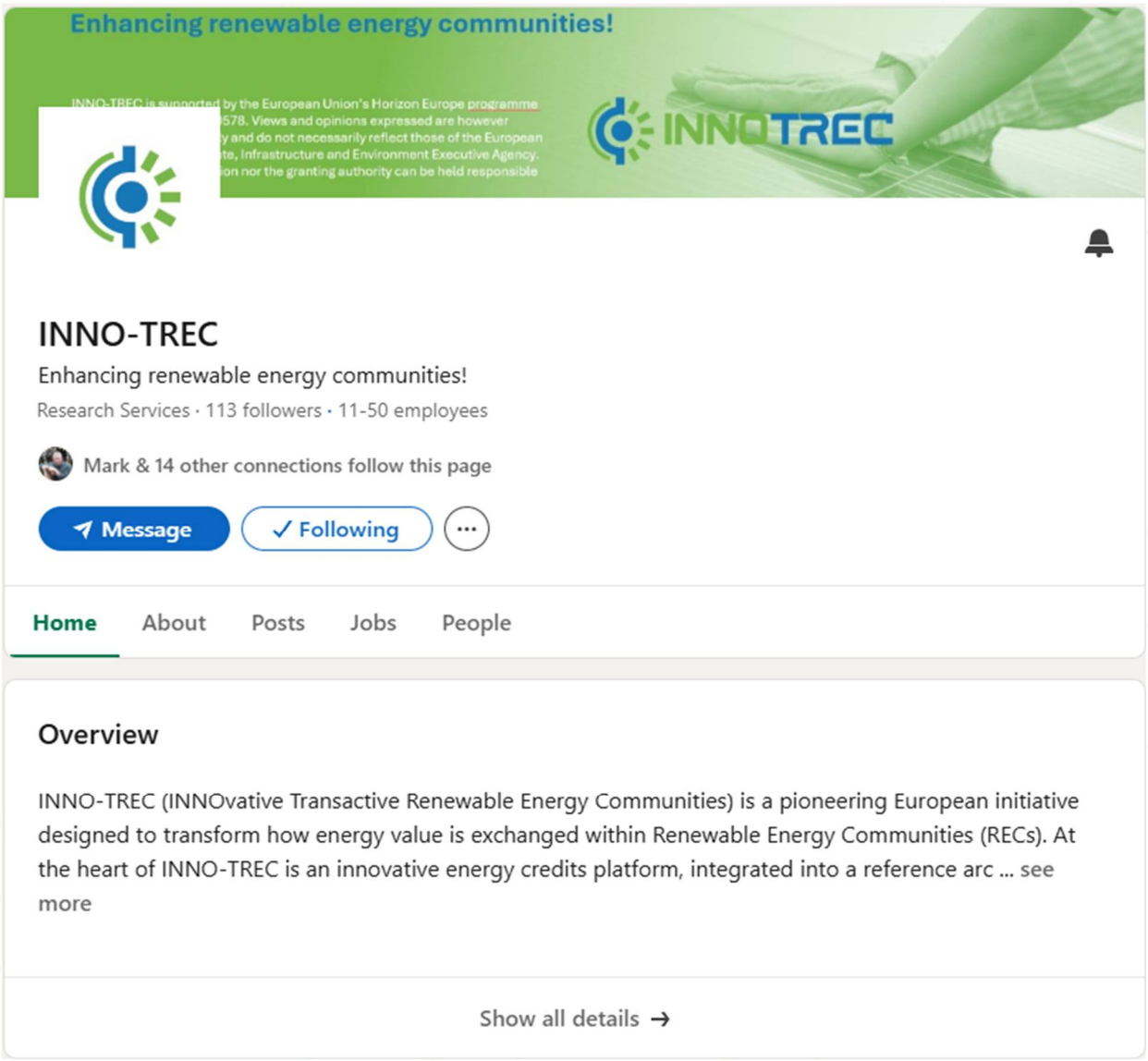

*Figure 7: Screenshot of **INNO-TREC** LinkedIn page.*

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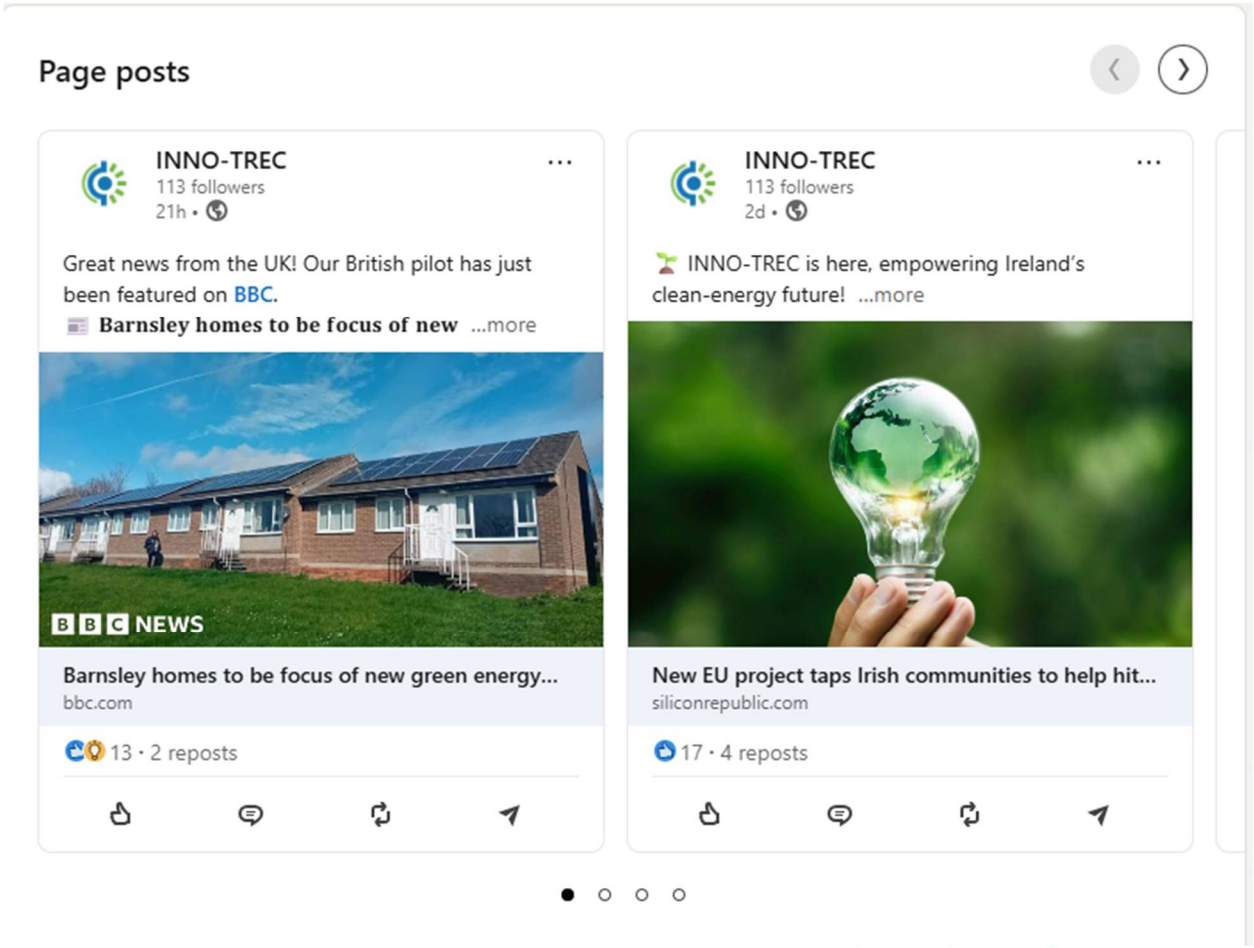

Figure 8: Screenshot of two LinkedIn posts.

The performance of LinkedIn activities will be monitored using the platform's built-in analytics tools. Key indicators such as follower growth and impressions will help assess the project's visibility and outreach, while engagement metrics will indicate how effectively the content resonates with target audiences. The project aims to achieve at least 300 impressions and 10 engagements per post, ensuring consistent and meaningful interaction with stakeholders.

Public Relations

Press Releases

Press coverage plays a key role in expanding the project's visibility and reaching audiences beyond **INNO-TREC**'s immediate stakeholder network. To ensure broad outreach, the project aims to issue at least eight press releases (PRs) over its duration, targeting at least 25 media insertions across participating countries and at the European level.

The first press release was sent in December 2025, before the official project start date, by the project coordinator, UPORTO. Partners were encouraged to translate the release, adapting it to local contexts, and disseminating it through their national and regional networks across the countries represented in the Consortium. The generic press release is shown in

Appendix 4 Project Press Release – Generic.

By the submission date of this deliverable, the launch press release had been translated into Portuguese, Spanish and Dutch and distributed to journalists and media outlets in Ireland, Portugal, the United Kingdom, Spain, and Belgium, as well as to EU-wide platforms. In total, five press releases got 17 media insertions. A summary of media appearances and insertions is provided in Table 3: Media insertions per country.

Table 3: Media insertions per country.

COUNTRY	MEDIA OUTLET	NEWS TITLE AND LINK
Portugal	Diário de Notícias	Bruxelas dá €5,4 milhões à FEUP para potenciar energias renováveis comunitárias
	Dinheiro Vivo	Bruxelas dá €5,4 milhões à FEUP para potenciar energias renováveis comunitárias
	Observador	Porto. Faculdade de Engenharia vai desenvolver ferramentas para apoiar comunidades de energia renovável
	Health News	FEUP lidera projeto europeu de €5,4 milhões para desbloquear comunidades de energia renovável
	Portugal Pulse	FEUP develops tools to support renewable energy communities
	Porto Canal	FEUP desenvolve ferramentas para apoiar comunidades de energia renovável
	Notícias ao Minuto	FEUP desenvolve ferramentas para apoiar comunidades de energia renovável
	PT Green	Projeto europeu testa novas formas de gerir comunidades de energia renovável
	Portugal France	FEUP développe des outils pour soutenir les communautés d'énergie renouvelable
	ECO	FEUP lidera projeto europeu de €5,4 milhões para otimizar comunidades de energia renovável
Ireland	Silicon Republic	New EU project taps Irish communities to help hit energy goals
UK	BBC	Town's homes chosen for new green energy pilot
	Energy Live News	Former coal communities power new citizen-led renewable energy model
	We are Barnsley	Town at forefront of new renewable energy project
Spain	Nova Ciencia	La UCLM diseñará las comunidades energéticas del futuro con un proyecto europeo
	Lanza Digital	La UCLM participa en el proyecto europeo INNO-TREC sobre las futuras comunidades energéticas renovables
Belgium	Solar Storage Magazine	Europees innovatieproject biedt gratis tools voor energiegemeenschappen

Ongoing press releases will accompany major milestones, including tool releases, pilot deployment updates, key results, and final project outcomes, to maintain consistent visibility and ensure **INNO-TREC**'s messages reach a wide and diverse audience.

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To amplify the project's reach, some partners have also published information on other online channels, as shown in Table 4.

Table 4: Other online channels with project information.

CHANNEL	TITLE AND LINK
News Portal University of Porto	FEUP's PERFECT project aims to revolutionise renewable energy communities
AICEP Portugal Trade and Invest	FEUP leads €5.4M European project
EEU website	INNO-TREC project page
CLUBE website	INNO-TREC to foster innovative and inclusive energy communities across Europe

Events

Events are a key channel for engaging target audiences, exchanging knowledge, and disseminating project results. We will actively support presentations at leading scientific conferences and participate in EU and industry events, fairs, and exhibitions. Our approach focuses on events attended by experts, researchers, customers, and industry professionals, where project partners will showcase their work and vision.

We aim to reach diverse stakeholder groups, from technical profiles to the general public and energy communities, raising awareness of the project's benefits, best practices, and practical applications.

The following key events have been identified:

- EU Innovation Days
- Enlit Europe
- EUSEW
- InnoGrid
- CIRED
- IEEE T&D

Training Webinars and workshops will play a central role in fostering uptake of project solutions, with particular emphasis on technical outcomes. They will also be used to engage participants in the pilots, increase energy literacy, and reach a broader audience to inform them about benefits, best practices, and tailored applications.

The project will also organise summer schools, masterclasses, and seminars to promote knowledge exchange and facilitate uptake of results within academia and research communities.

Direct Marketing

Newsletter

The INNO TREC newsletter will serve as the project's primary direct marketing tool, enabling consistent communication with stakeholders and a broader interested audience. It follows a structured and visually coherent template designed to ensure clarity, engagement, and ease of navigation. Each edition will include:

- **Feature story:** A spotlight on a key milestone, development, or achievement, supported by an engaging visual element (e.g., photo, infographic, or video).
- **News & events:** A summary of recent project activities along with announcements of upcoming workshops, meetings, or relevant sector events.
- **Resources:** Curated links to new or updated project materials and technical outputs.
- **Scientific publications:** Updates on research papers and academic contributions produced by project partners.
- **Public deliverables & reports:** Access to published deliverables and other publicly available reports generated throughout **INNO-TREC**.
- **Communication materials:** Highlights of promotional content, such as brochures, videos, or infographics.
- **Contact information and acknowledgements**, along with an option for recipients to unsubscribe.

All Consortium partners are encouraged to contribute content to each edition, ensuring balanced representation of activities across WPs and regions. The newsletter will be managed and distributed through the LinkedIn Newsletter feature, twice per year, ensuring regular but nonintrusive updates. The first **INNO-TREC** newsletter is planned for June 2026.

Clustering activities and other initiatives

Collaborative meetings and clustering with other EU consortia under the REPowerEU initiative and various European workgroups will be planned to share knowledge, resources, and best practices, thereby enhancing the project's overall impact and promoting innovation.

INNO-TREC has already met with the sister projects funded under the same call to create a cluster and engage in common initiatives to amplify project outcomes. The projects are: SOlar Open Community Instruments for All Residents in Europe and the Mediterranean region (SOCIAREM) and Digitalising the Lifecycle of Community-Integrated PV Systems for Smart Grid-Ready and Inclusive Energy Communities (PV Smile).

In addition, **INNO-TREC** will be involved in BRIDGE's four working groups: Data Management, Business Models, Regulation, and Consumer and Citizen Engagement. By participating in BRIDGE, **INNO-TREC** can collaborate with similar projects to understand their activities and identify synergies. Engaging with other projects on topics relevant to **INNO-TREC** allows us to gather valuable insights that we might not have the resources to explore independently.

Scientific publications

INNO-TREC is committed to fully supporting open science practices. The project will actively pursue Open Access (OA) publishing, using a dedicated budget for Gold OA and leveraging transformative agreements for Green OA. The OA publications will be made available on the project website. The goal is to publish at least 20 OA journal articles, present at 20 top scientific conferences, and participate in EU and industry events, fairs, and exhibitions.

The targeted journals include IEEE TII, IEEE IoTJ, IEEE TNNLS, IEEE TCC, IEEE TSG, IEEE TSTE, APEN, IEEE TPWRS, ENERGY, SEGAN, IJEPES, EPSR, IEEE TIE, IEEE TIA, Energy Research and Social Science (ERSS) and Energy Policy. The presentations in scientific conferences include PSCC, IEEE PowerTech, SEST, IEEE PES GM, IEEE IECON, IEEE MELECON, IEEE EUROCON, UPEC, IEEE INDIN, EEEIC, IEEE IAS, ISGT, EEM, CCTA and HICSS.

To date, two scientific publications have been published: (Dynamic adaptive model predictive control for prosumers-based energy communities, 2026); (Sustainable and economical intelligent management of urban energy communities with prosumers, 2026).

Acknowledgement and disclaimer for publications

The authors of publications in INNO-TREC are committed to indicating the following acknowledgement and disclaimer in the publications referring to the project:

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*This work was supported by the EU Horizon Europe Programme under GA ID: 101230578 (**INNO-TREC** Project; DOI: 10.3030/101230578).*

Communication Campaigns

The INNO-TREC work plan proposes a series of 9 WPs, logically and interrelated, over 42 months to enable the project to meet its objectives. Well-defined objectives and measurable outcomes characterise each WP. INNO-TREC has 3 well-balanced Phases:

- **Phase 1** (M1-M18): Overall Reference Architecture and Requirements (**WP1**); Data Gathering, Processing and Security (**WP2**); Community Engagement and Social Innovation (**WP3**).
- **Phase 2** (M10-M27) – Design and Simulation Tools for Communities (**WP4**); Operation and Maintenance Tools for Communities (**WP5**); Energy Credits Market, Flexibility and Incentives (**WP6**).
- **Phase 3** (M13-M42) – Demonstration and validation with 6 RECs, including scalability, replicability, go-to-market strategy, and Business Plan, intertwining SSH contributions with the DEMOs (WP7).

Developing targeted communication campaigns aligned with each phase of the INNO-TREC project would be highly beneficial for maximising impact and achieving project objectives. Therefore, the following five communication campaigns are suggested, and summarised in Table 5.

Table 5: Project communication campaigns.

CAMPAIGN & TIMING	PHASE & WP ALIGN-MENT	OBJECTIVES (WHAT WE'LL ACHIEVE)	KEY ACTIVITIES (HOW WE'LL DO IT)	PRIMARY TARGET AUDIENCES	CORE CHANNELS
C1. Launch & Foundations M1-M9	-	• Introduce **INNO-TREC**, its vision and expected impact. • Build early awareness and trust. • Seed a pipeline of interested RECs and partners.	• Brand, website & social channels go live. • Launch press release, intro video, project one-pager. • Stakeholder mapping & welcome outreach (email/newsletter). • "What is a REC?" explainer series for the public.	All TGs (with emphasis on TG5, TG2.3, TG6)	Website, LinkedIn press/media, newsletter, introductory webinars
C2. Architecture, Data & Participation M10 -M20	Phase 1 (M7–M18) — WP1, WP2, WP3	• Communicate progress on open-source reference architecture and secure data exchange. • Position privacy by design and data trust. • Deepen engagement with early adopters and standardisation actors.	• Tech briefs & white papers on architecture/security. • Webinars on data governance & cybersecurity for RECs. • BRIDGE & clustering activities. • Contributions to standardisation discussions.	TG1, TG4, TG7, TG6, TG2.2	Technical webinars, white papers, GitHub/Docs, BRIDGE & SDO working groups, policy briefs
C3. Tools Build, Simulation & Empowerment M14 -M27	**Phase 2 (M10–M27)** WP4, WP5, WP6	• Showcase prototypes for PV simulation, O&M, and decision support. • Prepare communities and partners for pilots (energy literacy & engagement). • Attract integration partners and testers.	• Demo days & hands on webinars; tutorial videos and playbooks. • GitHub releases, API docs, sandbox access. • Energy literacy and social innovation mini campaigns. • DEMO recruitment: brochures, visits, targeted training.	TG2, TG4, TG3, TG5	Demos/webinars, GitHub & developer docs, community workshops, newsletters, LinkedIn
C4. Pilot Deployment & Market Integration M25–M36	Phase 3 (M13–M42) — focus M25–M36 — WP7 plus WP4–6 matured outputs	• Communicate pilot rollout, midterm results, and integration with flexibility/energy markets. • Drive adoption among industry players and local authorities. • Share early evidence for policy and standardisation.	• "Pilot diaries" & case study series; midterm webinars. • Industry workshops & training on tools, flexibility, and energy credits platform. • DSO/retailer roundtables; market readiness briefs. • Participation in trade fairs & EU energy events.	All TGs, in particular TG2, TG6, TG7, and TG2.3	Industry events, targeted trainings, case studies, policy briefs, trade press

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CAMPAIGN & TIMING	PHASE & WP ALIGN-MENT	OBJECTIVES (WHAT WE'LL ACHIEVE)	KEY ACTIVITIES (HOW WE'LL DO IT)	PRIMARY TARGET AUDIENCES	CORE CHANNELS
C5. Final Results, Scaleup & Legacy M37–M42 (and beyond the project end)	**Phase 3 (M37–M42)** — WP7 (validation, go to market, business plan; SSH intertwined)	• Disseminate final results and open assets. • Provide replication guidance and business/market pathways. • Ensure policy uptake and post-project sustainability.	• Results compendium (reports, datasets, code), replication & investment playbooks. • Final conference/showcase; media push. • One-to-one briefings with regulators, DSOs, retailers, and REC leaders. • Sustainability & exploitation roadmap (business plan, governance model).	**All TGs** (with priority to **TG2. TG6, TG1,** and **TG2.3**)	Final event, media outreach, website resource hub, stakeholder briefings, journals/conferences

The communication campaign structure for **INNO-TREC** has been designed to evolve in parallel with the project's technical progress, ensuring that outreach efforts remain aligned with the maturity of the tools, demonstrations, and anticipated stakeholder needs.

The campaigns intentionally overlap, reflecting the reality that work on the reference architecture, digital tools, and pilot demonstrations progresses concurrently across WP1- WP7.

This phased approach supports a natural transition from broad awareness-building in the early months to deeper engagement with technical and industry stakeholders as the project advances.

In the initial stages, communication focuses on establishing project visibility and building trust among communities, public audiences, and policy actors. As the architecture and data governance foundations mature, the emphasis shifts toward researchers, technology providers, and standardisation bodies, who play a critical role in validating and integrating INNO TREC's solutions. With the development of simulation, decision support, and energy credit tools, outreach efforts broaden to include industry players, energy communities, and non-profit organisations, helping them prepare for participation in pilot activities and eventual market adoption. Finally, as the pilots advance and results emerge, communication pivots toward demonstrating impact, supporting replication, and fostering long-term uptake among market actors and policymakers. The Gantt chart in Figure 9 illustrates the campaigns' timeline.

This integrated rationale ensures that **INNO-TREC**'s communication remains timely, relevant, and strategically aligned to maximise visibility, engagement, and the lasting value of project outcomes.

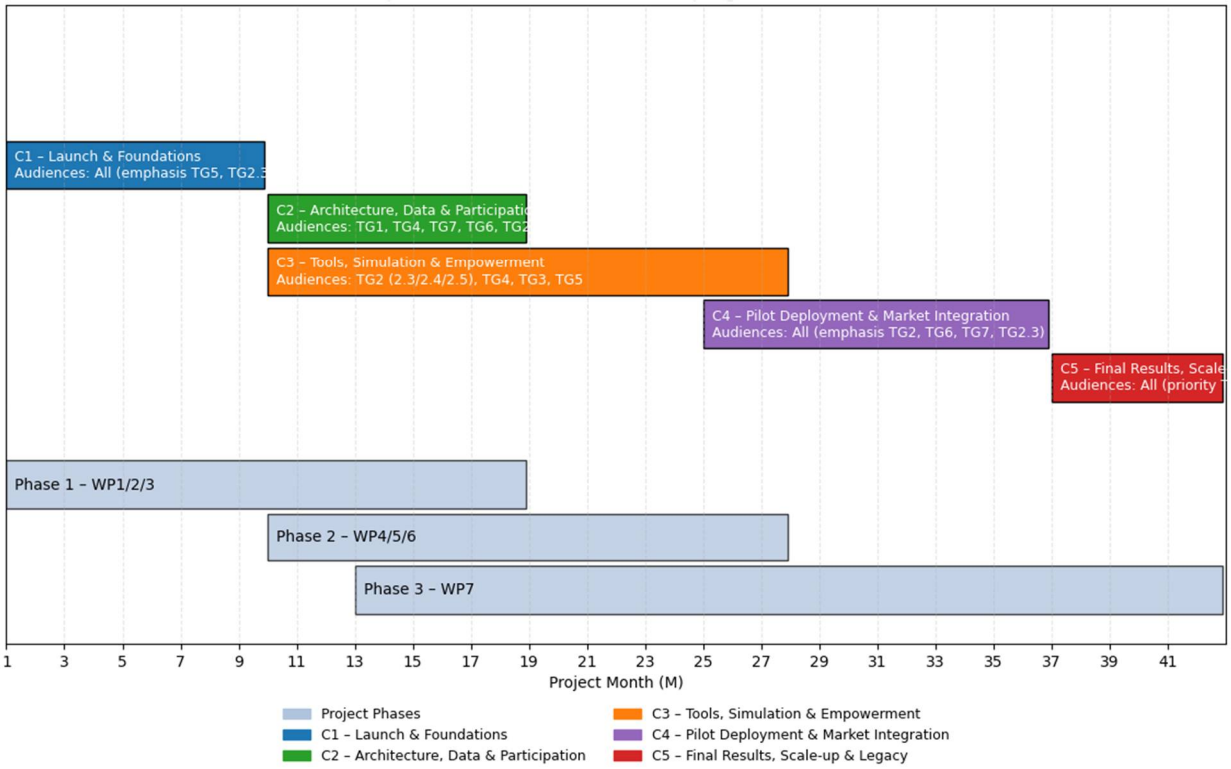

Figure 9: Communication Campaigns Gantt Chart (M1-M48).

Monitoring and Impact Strategy

The monitoring and evaluation of C&D KPIs will be conducted continuously. Matomo Analytics will be used to track website performance, while social media KPIs will be monitored through their built-in analytics tools. Video analytics will be derived from social media platforms. For newsletter analytics, the project will use LinkedIn analytics, since the newsletter will be designed and sent through LinkedIn. A comprehensive communication and dissemination log will be maintained to record all activities conducted by consortium partners. Continuous monitoring will enable us to adjust strategies and implement corrective measures when actions fall short of expectations. Table 6 outlines the KPIs for each communication and dissemination action, along with the results achieved up to M3.

Table 6: C&D KPIs and Target Value.

COMMUNICATION & DISSEMINATION ACTIONS	KPI AND TARGET VALUE	M3 UPDATE
Project Visual Identity: This includes developing a professional-quality project logo, associated templates for all presentation and marketing collateral, and a service/project motto.	100% of communication materials will be compliant with the project's visual identity and branding.	All materials designed to date are compliant with the visual identity.
Communication Materials: Development of info-graphics, posters/roll-ups and flyers/leaflets/postcards	No. of distributed communication material: > 500 (copies distributed, including printing and download).	Infographic, roll-up and flyer were developed. 150 copies of the flyer and 1 roll-up were printed; 100 button badges were produced.

COMMUNICATION & DISSEMINATION ACTIONS	KPI AND TARGET VALUE	M3 UPDATE
Website development	Unique visitors: > 1500/year Unique page visits: > 2000/year No. of downloads: > 70/year	The website has been live since 10th March 2026.
Social Media: launch of the project LinkedIn channel	No. of posts/retweets: 1 per week; No. of impressions: > 300 per post; No. of engagements >10 per post	18 posts in total; 600 impressions/post on average; 21 engagements/post on average
Newsletter	No. of newsletters: 7 (2/year) No. of subscribers: > 100	1st issue to be launched in June 2026.
Press Release	No. of press releases: 8 No. of media insertions: > 25	5 press releases launched 16 media insertions
Joint Events, Workshops and Networking	No. of events: 5 No. of participants: > 150	0
Training Workshops and Webinars	No. of training workshops: > 3 No. of webinars: > 5 No. of participants: > 100	0
Technology Brochure	No. of technical brochures: > 4	0
Promotional videos presenting the project and tests carried out	No. of videos: 3 No. Of views: > 300/per video	1 video; 158 views
Site Visits or other forms of direct demonstration of outcomes at DEMOs	> 20 companies > 200 visitors	0
Best Practices and Recommendations Manual for industry and policymakers	> 3 courses > 1 handbook	0
Standards, Technical Committees and Regulations contributions	> 5 contributions	0
Joint Meetings and **clustering** with other EU consortia under the umbrella of the **REPowerEU** initiative and other European workgroups	> 10 cooperations > 3 joint meetings	1 cooperation 1 joint meeting
Workshops, Webinars and Open Educational Resources (OER)	> 5 workshops or webinars; > 3 OER	0
Publications in peer-reviewed OA scientific journals	> 20 OA journal publications	2
Presentations at scientific conferences	> 20 presentations, reaching > 1000 academics	0
EU and Industry events, Fairs and Exhibitions, including EU Innovation Days, Enlit, EUSEW, Innogrid, CIRED and IEEE T&D	> 8 events, > 1000 experts	0
Summer Schools, Master Classes and Seminars organisation	> 3 events > 100 participants	0
IEEE Smart Grid Initiative contribution	>5 contributions	0

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COMMUNICATION & DISSEMINATION ACTIONS	KPI AND TARGET VALUE	M3 UPDATE
The establishment of the Replication Advisory Group to monitor and foster replication beyond the Consortium	> 10 members from all partner countries	0
INNO-TREC main outreach Final Event organisation	> 50 stakeholders	0

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Conclusion

The INNO-TREC project is designed to accelerate the development and deployment of innovative energy transition solutions by bridging consumer needs, technology providers, and market actors. Through its focus on testing new models, validating pilot actions, and promoting cross-sector collaboration, INNO-TREC aims to create practical, scalable tools that support Europe's transition to a more efficient, resilient, and consumer-centric energy system.

This Deliverable D8.1 outlines a clear framework for ensuring that INNO-TREC's activities, findings, and innovations reach relevant audiences across Europe. By defining tailored communication strategies, key messages, channels, and engagement approaches, the plan supports strong visibility and meaningful uptake of project results by citizens, industry stakeholders, policymakers, and the research community.

As the project evolves, continuous monitoring and iterative refinement of the communication strategy will be vital to ensure alignment with project developments, stakeholder expectations, and emerging opportunities within the energy transition landscape. Updated versions of this deliverable will therefore be provided at M14 (February 2027) and M28 (February 2028).

Ultimately, INNO-TREC seeks to empower communities, enhance energy efficiency, and support a smarter and more sustainable European energy future. By combining technical innovation with targeted outreach and engagement, the project contributes to a more informed, proactive, and inclusive energy transition across Europe.

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Dynamic adaptive model predictive control for prosumers-based energy communities. (2026). *Applied Energy*. doi: https://doi.org/10.1016/j.apenergy.2026.127417

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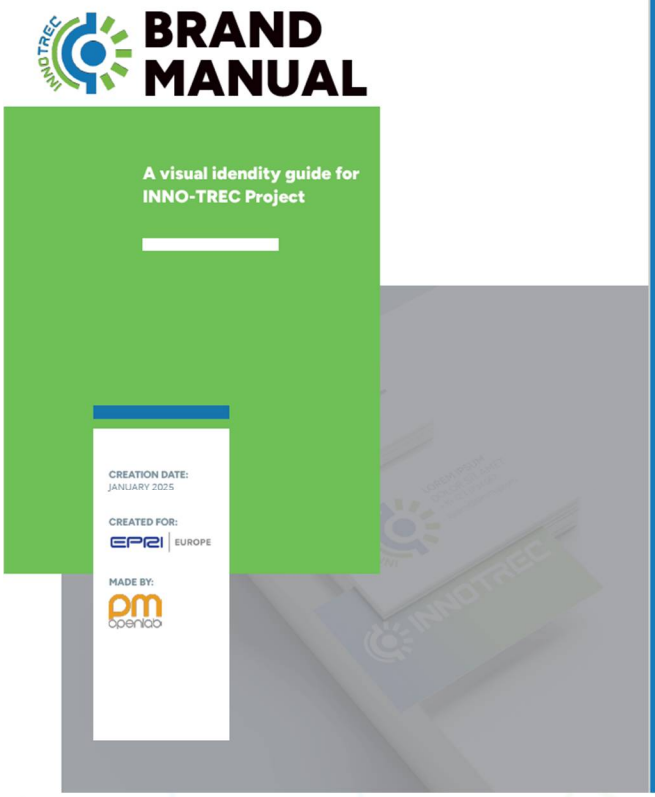
Appendix

Appendix 1 Project Brand Identity



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INNOTREC BRAND MANUAL

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PROJECT LOGOTYPE

The logo is the key element of the project identity, the main visual element that identifies us. It is a combination of the symbol itself and the project name-they have a fixed relationship that should never be changed in any way.

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Full Logotype

Full INNO-TREC Logo

Logo

Logotype

Single Logotypes

Logo Versions

THE LOGO SYMBOL

It consists of a powerful element that evokes the culture of digital services and some elements (circles) that represent the main themes of the INNO-TREC project.

THE LOGO TITLE

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in LIGHTBLUE and GREEN tone of the chosen corporate color. The font that is used here is CORPTA.

LOGO DARK VERSION

will be used when the backround color ist light colored.

LOGO LIGHT VERSION

will be used when the backround color ist dark colored.

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LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the project mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

Clearspace

DEFINITION

-

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

-

To work out the clearspace take the height of the logo and divide it by four. (Clearspace = Height / 4).

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Logo Backgrounds

Logo do's and don'ts

PLEASE READ CAREFULLY THE DO'S AND DON'TS

-

1. Do not place the logo type on 1 line
2. Do not invert the logo symbol
3. Do not alter the logo symbol
4. Do not alter the logo type style
5. Do not change the size relationship between the logo symbol and logo type.
6. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

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PROJECT COLOR SYSTEM

RENEWABLES

Color Codes
CMYK : C59 M00 Y88 K00
RGB : R120 G185 B072
Web : #78b948

DIGITAL PLATFORMS

Color Codes
CMYK : C84 M45 Y04 K00
RGB : R025 G120 B184
Web : #1978b8

COMMUNITY

Color Codes
CMYK : C00 M60 Y93 K00
RGB : R239 G125 B28
Web : #ef7d1c

Color	Energy Sector Association	Community Association	Tech Association
Green	Renewables, sustainability	Growth, together	Modern tech, innovation
Light Blue	Clean energy	Trust, connection	Digital platforms, data
Orange	Warmth, energy flow	Community, inclusion	Energy, activity

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PROJECT TYPOGRAPHY

Logotype Font :
CORPTA

-

Letters

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Primary Font :
FIGTREE BOLD

Letters

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers 0 1 2 3 4 5 6 7 8 9 0

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Secondary Font :
Open Sans

-

Letters

Open Sans Light
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Open Sans Bold
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers

Open Sans Light 0 1 2 3 4 5 6 7 8 9 0

Open Sans Bold **0 1 2 3 4 5 6 7 8 9 0**

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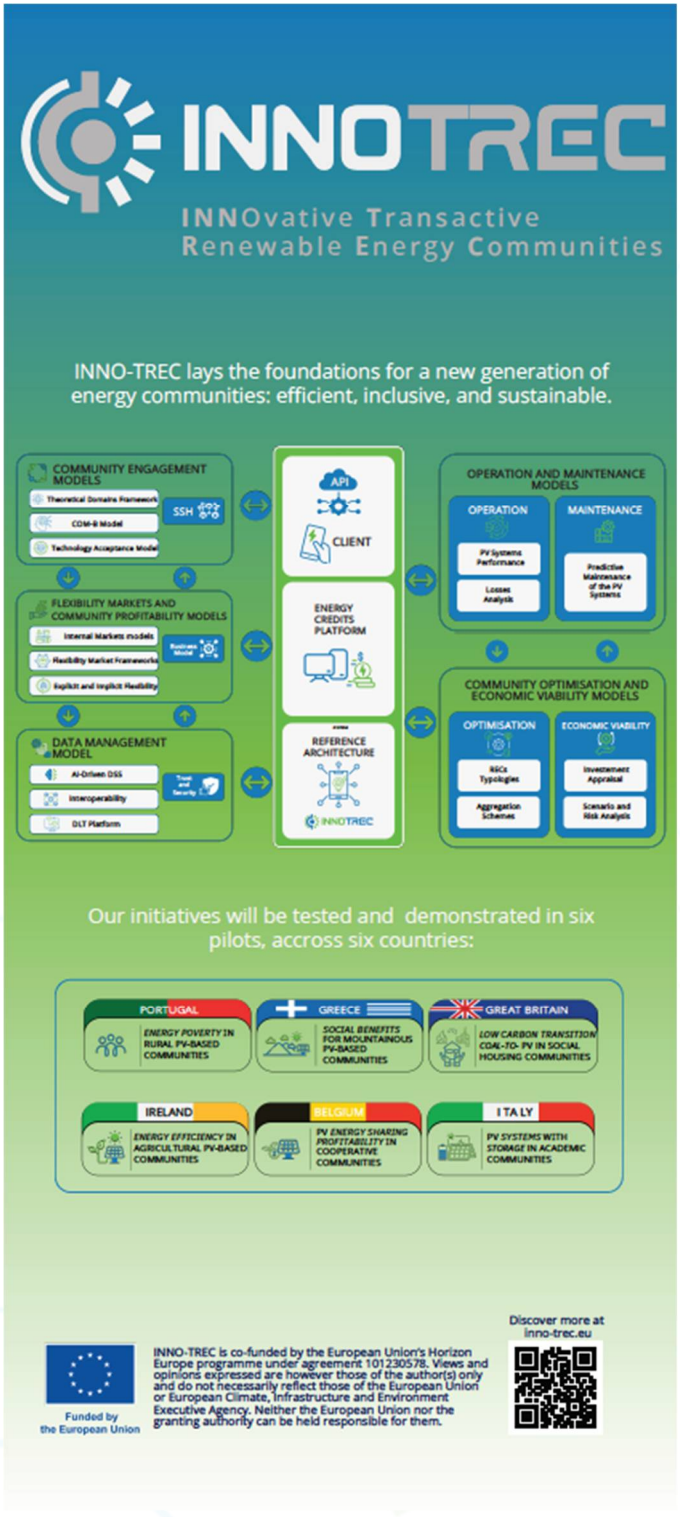
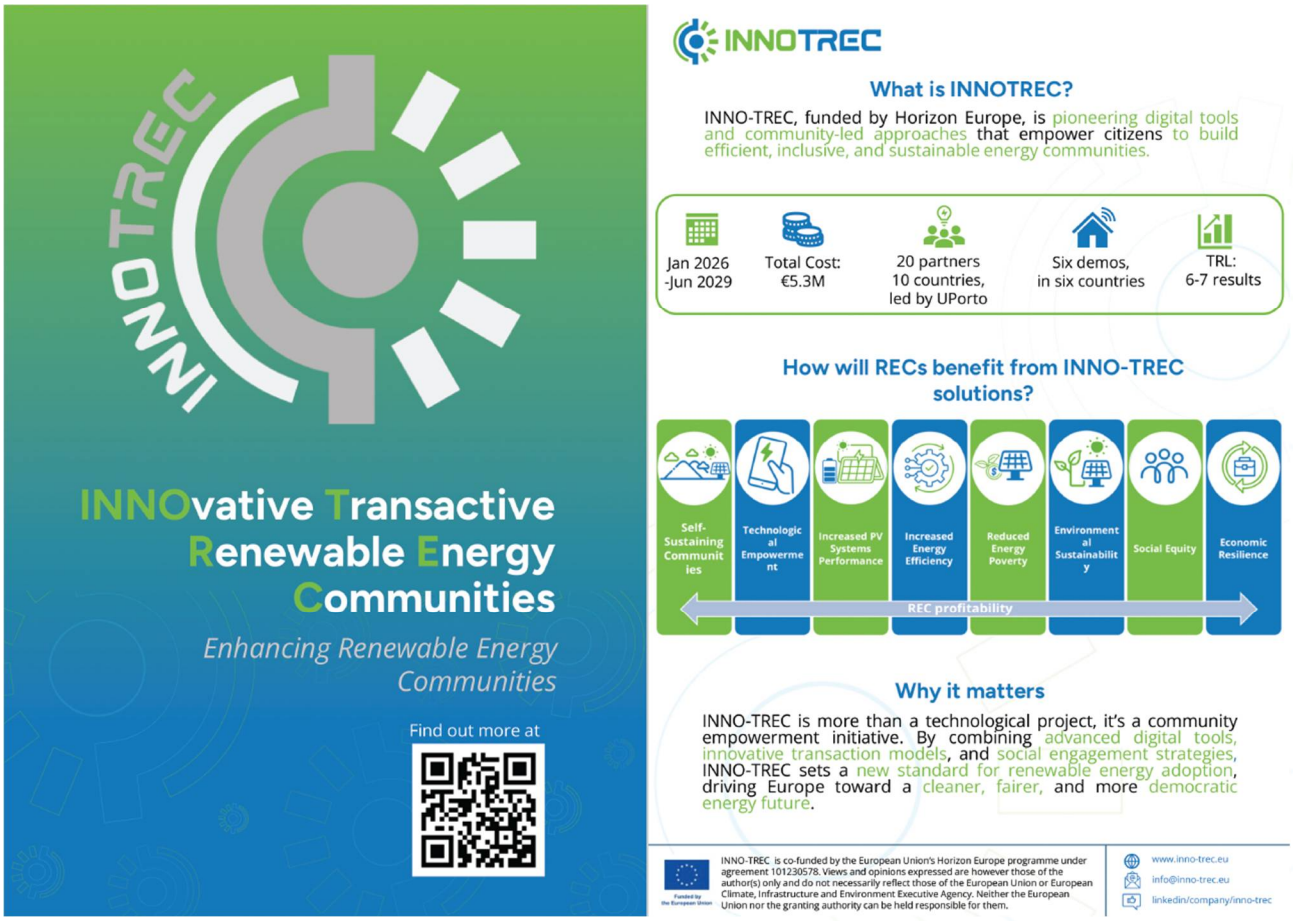
Appendix 2 Project Roll-up and Flyer




INNOTREC
INNOvative Transactive Renewable Energy Communities
Enhancing Renewable Energy Communities
Find out more at
INNOTREC
What is INNOTREC?
INNO-TREC, funded by Horizon Europe, is pioneering digital tools and community-led approaches that empower citizens to build efficient, inclusive, and sustainable energy communities.
Jan 2026 -Jun 2029
Total Cost: €5.3M
20 partners 10 countries, led by UPorto
Six demos, in six countries
TRL: 6-7 results
How will RECs benefit from INNO-TREC solutions?
Self-Sustaining Communities
Technological Empowerment
Increased PV Systems Performance
Increased Energy Efficiency
Reduced Energy Poverty
Environmental Sustainability
Social Equity
Economic Resilience
REC profitability
Why it matters
INNO-TREC is more than a technological project, it's a community empowerment initiative. By combining advanced digital tools, innovative transaction models, and social engagement strategies, INNO-TREC sets a new standard for renewable energy adoption, driving Europe toward a cleaner, fairer, and more democratic energy future.
INNO-TREC is co-funded by the European Union's Horizon Europe programme under agreement 101230578. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
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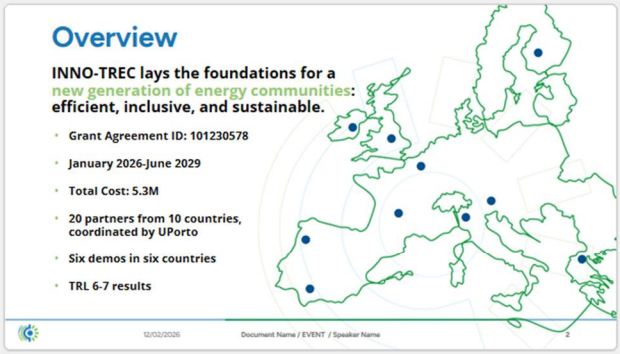
linkedin/company/inno-trec

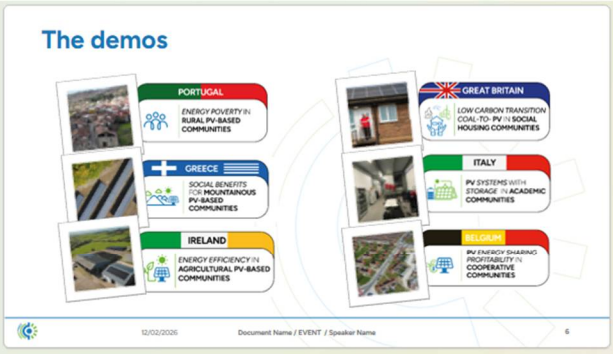
Appendix 3 Project Marketing Presentation

1



2

5



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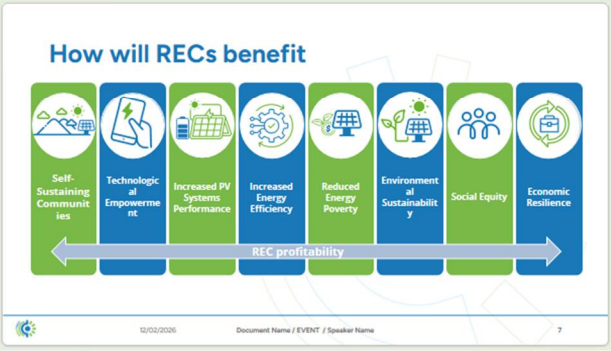

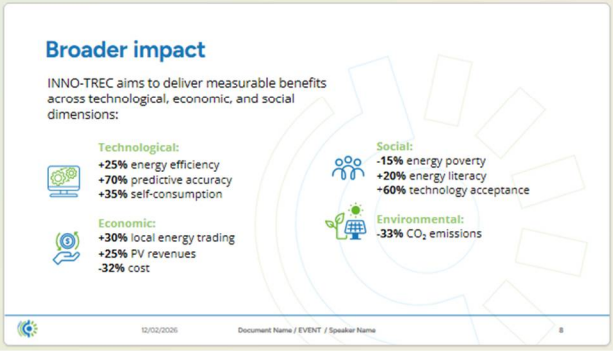

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Appendix 4 Project Press Release – Generic

New Digital Tools to Transform Renewable Energy Communities Across Europe

A new European project is set to transform the way citizens, businesses, and local authorities produce, consume, and share renewable energy. The Innovative Transactive Renewable Energy Communities (**INNO-TREC**) initiative will develop a new generation of free, web-based digital tools designed to support the entire lifecycle of Renewable Energy Communities (RECs), from creation and system design to daily management, monitoring, and performance optimisation.

Renewable Energy Communities are collectives that unite to generate and share 100% renewable energy, typically through shared photovoltaic installations. These communities are central to Europe's ambitions for a cleaner, more democratic, and sustainable energy system. However, despite their potential, many face significant barriers, including complex legal processes, technical challenges, high costs, and a lack of reliable tools for implementation and operation.

INNO-TREC aims to overcome these obstacles by validating innovative community models and introducing new mechanisms for energy transactions and valuation tailored to local realities. The project will also foster community spirit, encouraging greater participation, autonomy, and profitability within RECs.

"This project represents a unique opportunity to make a qualitative leap in citizens' access to renewable energy and in how communities organise around it," said João Catalão, Project Manager and Professor at the Faculty of Engineering of the University of Porto. "By creating intuitive, accessible tools, we are laying the foundations for more efficient, inclusive, and sustainable energy communities that directly contribute to Europe's carbon neutrality goals," Catalão added.

With a consortium of 20 academic and industrial partners, **INNO-TREC** will be piloted in six countries: Greece, Belgium, Ireland, the United Kingdom, Italy, and Portugal. The project officially launches in January 2026 and runs until June 2029. The European Commission funds **INNO-TREC** under the Horizon Europe program (grant agreement 101230578).

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Communications Associate
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eoliveira@epri.com
https://europe.epri.com/

Appendix 5 Video Storyboard

Shot 1

Action: Soft sunrise over rooftops, Glass logo transitions between scenes
Voice: Every community carries a quiet dream…

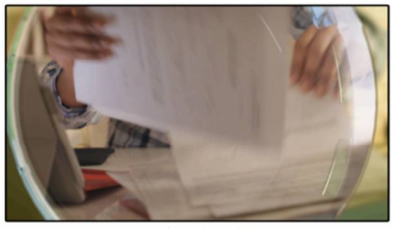
Shot 2

Action: gentle light moving across solar panels. Children cycling; neighbours greeting each other.
Voice: to power itself, together."

Shot 3

Action: Person trying to calculate their bill
Voice: But for many, the path to clean,

Shot 4

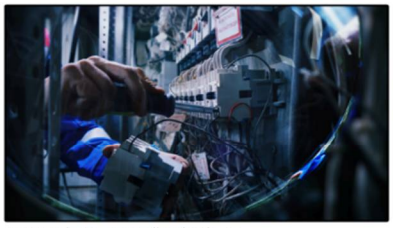


Action: Frustration - searching through papers
Voice: shared energy feels out of reach —

Shot 5

Action: a group looking at complicated forms
Voice: too technical,

Shot 6



Action: Electrician installing hardware
Voice: too costly

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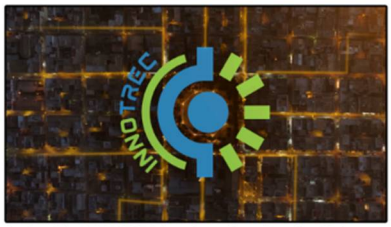
Shot 7

Action: frustration in a meeting.
Voice: too costly, too complicated."

Shot 8

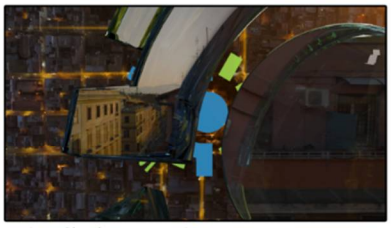
Action: Pull out of glass logo. Warm glowing lines softly connect houses; aerial view of a town slowly lighting up.
Voice: INNO-TREC was born from a simple belief

Shot 9



Action: The INNO-TREC logo forms from threads of light
Voice: that the energy transition should belong to everyone."

Shot 10



Action: (Glass logo transition)
Voice:

Shot 11

Action: Friendly digital interface mockups appearing: Performance chart (moving with enviroment)
Voice: We're creating tools that make renewable energy communities easy to build…

Shot 12

Action: PV sizing tool (moving with enviroment)
Voice: simple to run… and open to all.

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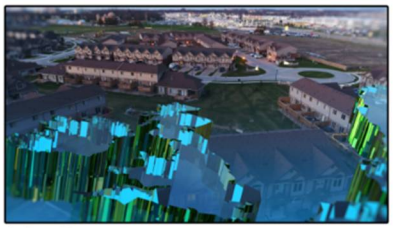
Shot 13

Action: Energy tokens pass between homes as colourful icons.

Voice: And with energy credits, we're helping neighbours share energy, support those in need, and strengthen community bonds."

Shot 14



Action: Map transition

Voice:

Shot 15

Action: European map: Portugal, Greece, Belgium, Ireland, UK, Italy illuminate with animated dots.

Voice: From the Mediterranean sun to the Atlantic winds, communities across Europe are already showing what's possible when technology meets trust

Shot 16

Action: Quick cuts of diverse landscapes and communities.

Voice: … and people lead the change."

Shot 17

Action: Montage: hands installing panels;

Voice: "Together, we're building a future

Shot 18

Action: Montage: hands installing panels;

Voice: where clean energy isn't just a system —

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Shot 19

Action: (montage) community members celebrating small wins.

Voice: it's a shared story of empowerment, fairness, and hope."

Shot 20

Action: (montage) community members celebrating small wins.

Voice:

Shot 21

Action: (montage) community members celebrating small wins.

Voice:

Shot 22

Action: Fade to INNO-TREC branding on a warm background with soft, uplifting music.

Voice: "INNO-TREC: Enhancing renewable energy communities!

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