Artificial Intelligence for Operation and Maintenance of PV Plants

Deliverable D5.3

Dissemination and communication plan

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Disclaimer

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0.1	18 November 2021	Outline of report content	EDP NEW
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EXECUTIVE SUMMARY

This document is entitled "Dissemination and Communication plan" and it is produced in the aim of Task 5.2, within Work Package 5, of the AI4PV project, related to the Project Communication.

The main objective of this Work Package is to maximize the impact of the AI4PV's activities among the relevant stakeholders, share the learning gained from the project, and raise awareness for the project relevance (in terms of the solution developed) and demonstrate industry benefits of the project outcomes. To support this, a Communication and Dissemination Plan is produced.

This Communication Plan provides an overview of the communication and dissemination activities to be performed, the objectives to be achieved, the key messages to be delivered, the audience to be targeted, and the tools and channels to be available for the project dissemination.

This Communication Plan is going to be performed during the whole AI4PV project lifetime (July 2021 – June 2023) to fulfill these achievements. Moreover, monitoring activities will be outlined to guarantee that the communication activities of AI4PV have been effective and reached the different existing audiences.

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ABBREVIATIONS AND ACRONYMS

Acronym	Meaning
AI	Artificial Intelligence
D&C	Dissemination and Communication
IoT	Internet of Things
IP	Intellectual Property
KPI	Key Performance Indicator
O&M	Operations & Maintenance
PV	Photovoltaic
TRL	Technology Readiness Level
WP	Work Package

GLOSSARY OF KEY TERMS

LCOE (Levelized Cost of Energy)	Levelised Cost of Energy represents the ratio of the capital and operational expenditures incurred over the lifetime of a project in relation to the annual energy produced over the operational life. Commonly used to compare energy generating technologies.
TRL (Technological Readiness Level)	The 9-point Technology Readiness Level scale is widely used to measure technology development.
Machine Learning	Machine learning is a method of data analysis that automates analytical model building. It is a branch of artificial intelligence based on the idea that systems can learn from data, identify patterns and make decisions with minimal human intervention.
Artificial Intelligence	Artificial intelligence is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence.
Digital Twin	A digital twin is a virtual representation that serves as the real-time digital counterpart of a physical object or process.

1 INTRODUCTION

The dissemination and communication activities are key to maximize the impact of the project by promoting its objectives and methods, in particular aiming at exploiting the AI-based tools and methodologies for O&M (Operations & Maintenance) in PV parks that will be produced within the project.

To support this, a Communication and Dissemination Plan is produced, providing an overview of the communication and dissemination activities to be performed, with the aim to reach the widest possible impact on each target group, and to promote the project ambition, its results, and its contribution in realizing and achieving European societal, economic, and sustainable goals.

This report is structures as follows:

- **Chapter 1** describes **the project** and **the scope of this deliverable**
- **Chapter 2** introduces **the communication plan strategy** and the framework model to be applied.
- **Chapter 3** presents the **impact assessment**, trough communication metrics, and the guidelines for communication actions
- **Chapter 4** resumes the **relevance of this document** and presents the **steps ahead.**

1.1 PROJECT SUMMARY

PV will play a pivotal role in the energy transition, covering up to 70% of the electricity demand by 2050 (source: IEA and ETIP). Despite the cost has dropped lately, there are some challenges that need to be addressed related to unforeseen events and outages and system reliability.

The main goal of AI4PV is to increase the operational performance of PV plants. The expected result from this project is a set of tools for PV plant O&M and Asset Managers to:

- Increase operational reliability and efficiency via early detection of failures and high precision diagnosis.
- Enhance economic performance by reducing downtime and detecting underperformance conditions that can affect energy production.

The suite of tools developed within the project will be able to determine the root cause of reliability and performance problems and recommend actions to optimally manage these issues from a technical and economical prospective.

PV plants have numerous fault sources hard to be identified by technicians: in this sense AI4PV attempts to provide a better insight on the identification and classification of faults and underperformances, focusing on inverter-related malfunctions and efficiency, soiling effect, transformer efficiency and cell performance.

The AI4PV's solutions (suite of tools) will be demonstrated and validated in two different real PV farms: Monte das Flores plant in Portugal owned and operated by EDP Renewables and the Green Energy Park in Morocco. The diversity between these two pilots, in terms of technology installed,

environmental and operating conditions, will allow to demonstrate the versatility, adaptability and replicability of the developed solutions.

Departing from applied research in AI (Artificial Intelligence) and electrical modelling, the project will generate the following software prototypes, represented in Figure 1-1.

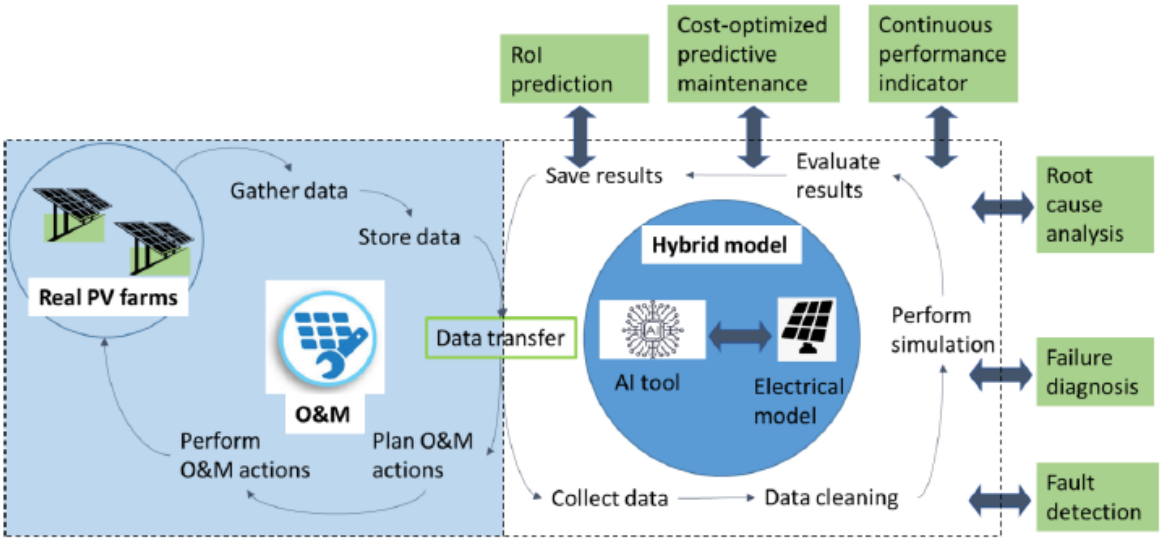

FIGURE 1-1 SIMPLIFIED OVERALL AI4PV FUNCTIONALITIES AND CAPABILITIES

1.2 PURPOSE OF THE DELIVERABLE

This deliverable is produced within Task 5.1 of WP5 and its main objective is to maximize the impact of the AI4PV's activities among the relevant stakeholders, share the learning gained from the project, and raise awareness for the project relevance (in terms of the solution developed) and demonstrate industry benefits of the project outcomes.

This deliverable aims to create a comprehensive communication plan, which defines clear and objective guidelines for the development of communication and dissemination activities and materials. The Communication Plan will be updated during the lifetime of the project in order to improve its effectiveness.

These communication activities and materials should be described and scheduled over the AI4PV project lifetime, in a strategic way that responds to the project's communication objectives. These objectives must also be adapted to the key messages to be communicated to the various target audiences. For this purpose, several channels and tools must be used.

In this sense, this Communication Plan includes the following elements:

Objectives. They must be set according to the type of expected outcomes. These must be realistic, measurable and predictable.

Key messages. For each target group to react positively, the message must be adapted to its codes.

Target audience. It is important to identify the recipients of the messages, who may require specific processing and communication.

Channels and tools. There are many dissemination channels and communication tools, it is necessary to select the ones meeting the objectives set.

Contributors. It is necessary to clearly identify each pilot and main actors involved and allocate the tasks to be performed.

Schedule. The planning is the result of the previous steps. It is necessary to set up a calendar listing all the actions.

2 COMMUNICATION PLAN STRATEGY

The AI4PV Communication and Dissemination Plan is developed based on the 5W1H communication model, shown in Figure 2-1. This framework allows strategic planning in the development of the dissemination strategy, by identifying the actions and responsibility of each partner in the execution of the activities and planning the various actions that will be developed during the project. This model answers the following questions: ***why*** it is important to do it (*objectives*); ***what*** is important to say (*key messages*); to ***whom*** we want to communicate (*target audience*); ***who*** has the information to be communicated (*contributors*); ***when*** we will communicate (*schedule*), and ***how*** are we going to do it (*channels and tools to be used*).

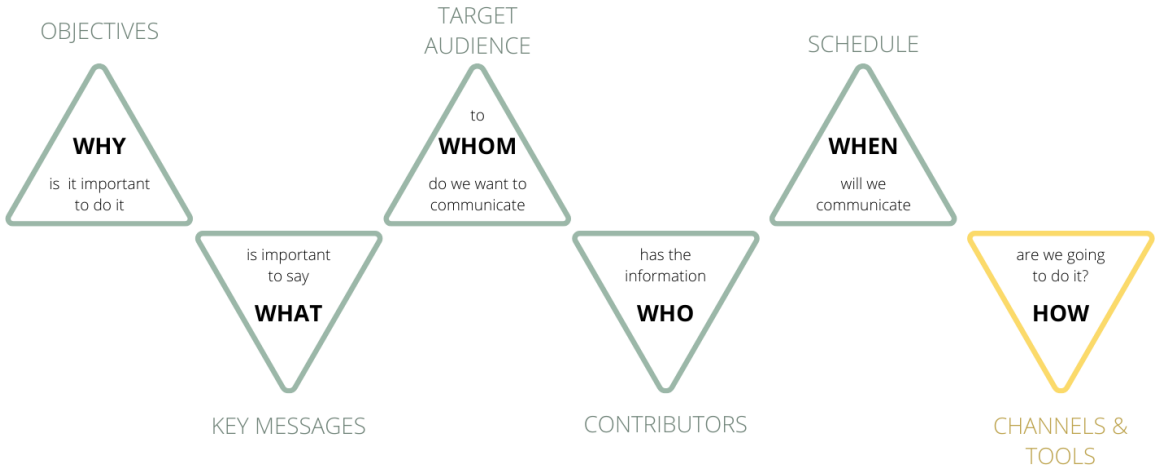

FIGURE 2-1: 5W1H COMMUNICATION MODEL FOR AI4PV PROJECT

2.1 THE PURPOSE | *WHY*

The dissemination and communication activities aim at maximizing the project impacts on the PV energy sector, fostering the integration of such carrier in the energy mix. More specifically, the project has additional objectives to be pursued:

- Elaborate a Communication and Dissemination plan to promote a deeper understanding of the project's rationale, objectives, and progress to stakeholders and general public.
- Create awareness of AI4PV project's results and benefits among the relevant stakeholders.
- Influencing decision-making within authorities, lobbies, policy makers regarding the uptake of AI4PV tools.

2.2 KEY MESSAGES | *WHAT*

To ensure the effectiveness of this Communication Plan, the key message of the Project is defined in order to guide what is expected to be disseminated.

Main message: *AI4PV by making the best use possible of PV plants signals (through Data Analytics and Artificial Intelligence) will increase the operational performance of PV plants rendering this energy source*

more reliable, thus competitive with other energy vectors. All these benefits will lead to an increased penetration of PV resources in the energy mix fostering the decarbonization process and bringing benefits to society and environment.

Complementary messages:

- AI4PV will increase operational reliability and efficiency via early detection of failures and high precision diagnosis.
- AI4PV will enhance economic performance by reducing downtime and detecting underperformance conditions that can affect energy production.
- AI4PV will make PV energy more reliable (by reducing downtime) and affordable (by reducing O&M cost and increasing uptime), enabling a deeper penetration in the energy mix with consequent benefits for society and environment.

2.3 TARGET AUDIENCE | *WHOM*

The identification of the target audiences it is a very important part of an effective and efficient communication and dissemination plan. The success of the project will also rely on stakeholders' engagement and therefore it is important to identify who they are and what are their needs and interests. The target audiences of AI4PV can be grouped into 5 different categories:

Business Stakeholders/ Industry: This group can boost the exploitation of project's results and the realization of the long-term impact of AI4PV, being the bridge between the AI4PV concept and its market application. These stakeholders can be off-takers, such as technology providers (IoT companies, Data Analytics experts, etc), or end-users such as plant operators/owner that might be benefitting from AI4PV solutions to properly maintain their assets.

Public Bodies: European authorities, National and Local authorities, Policy makers. These stakeholders are really important to ensure that AI4PV technologies and its by-products fit into the existing legal framework that governs AI applications. Moreover, the results of the project and the performance of the solutions can be a stimulus for Local/National authorities to unlock further investment in PV energy.

Scientific Community: This audience has a high scientific background and includes Academia, Researchers, Students and others. The network and the data produced by AI4PV can be useful to further advance Renewable Energy Systems Technology in Europe. Moreover, one of the scopes of the project is to increase the TRL of data-driven technologies (such as Digital Twin, etc) that so far, have been mainly investigated by academia and scientific communities. AI4PV will start from the developments achieved by the scientific community, and by adopting a problem-solving approach will facilitate the market roll-out of such technologies. The project will bridge the scientific and industrial world, by demonstrating the huge potential of data-driven applications in the PV O&M field.

General public: Without scientific or technical background, the General Public is to be enabled to understand what AI4PV intends to develop and what are the advantages that the whole society can derive from. It should be provided clear and understandable information. The ultimate goal of AI4PV-

the increase of PV plants performance - will benefit society, thanks to the deeper penetration of PV energy in the electricity mix, thus facilitating the carbonisation of the sector while ensuring competitive and affordable costs.

Media: The local and national media, or media specializing in energy plays an important role on the project's communication, being one of the principals means of bringing information to the community.

2.4 CONTRIBUTORS | *WHO*

Communication and Dissemination activities strongly rely on the effort from each partner to present the project and its result, to contribute to the various planned activities with different roles and actions and to create a dissemination and exploitation network through the involvement of the networks they are already participating in and/or linked to.

Answering the question of who will produce the material for communication and disseminate the project's results, it will be all the AI4PV partners who will be contributors to the dissemination and communication activities under the overall management and validation of the lead partner (EDP NEW). Each partner will contribute to:

- Identify communication and dissemination opportunities to promote AI4PV at events, conferences, workshops and exhibitions as speakers or participants.
- Talk about the project with national and local magazines and provide the communication and dissemination manager with useful information regarding potential contacts or local dissemination resources that could be exploited for the promotion of AI4PV.
- Contribute to updating the social media channels and the website by creating original content on topics related to AI4PV and providing news on the development of the tasks.
- Additionally, a general description of AI4PV should be created in all partners websites as an information page and linked to AI4PV official website.
- Sharing information, networks and contact lists of possible stakeholders to be contacted during the project activities.

2.4.1 SCHEDULE | WHEN

Figure 2-2 presents a preliminary planning overview of communication and dissemination activities. Information will be monitored during the project activities and adjusted when necessary.

Communication action/channel	2021						2022												2023					
	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Visual Identity																								
Website																								
Website content update																								
Social media accounts																								
Social media content update																								
Newsletter																								
Other communication materials																								
Poject final event																								
Other events																								

FIGURE 2-2: PRELIMINARY COMMUNICATION PLANNING OVERVIEW

Additionally, for the purpose of evaluating the AI4PV activities, in Section 3 is presented quantitative indicators such as Key Performance Indicators (KPIs) and online metrics that will be used to monitor each communication channel and action.

2.5 CHANNELS & TOOLS | *HOW*

To disseminate the AI4PV activities to diverse audiences, several dissemination channels and tools will be used by the project.

2.5.1 CHANNELS

1. **Project Website:** The project website will be the primary information source for AI4PV target groups. To maximize D&C efforts, specific content, such as interviews, articles, scientific papers, presentations, and other communication materials will be developed and published on the project website as the main communication channel for the project.
2. **Social media:** Social media will complete the project's web dissemination mechanism and will give an interactive dimension to communication, as well as the newsletter, which will increase awareness and understanding of the project results and updates.
3. **Media Relations:** Mainstream media (i.e. television, radio, newspapers, magazines) will enable to reach a large audience and can give additional opportunities for project promotion.
4. **Scientific & technical publishing channels:** Scientific & technical publishing channels (i.e. scientific and/or technical journals, open access repositories) will give visibility to AI4PV scientific publications and research data.
5. **Events and Workshops:** Project partners will also actively be participating in external events and will organize technical workshops. At the end of the project it will be organised the project final event. This event is expected to occur during M20 of the project.

2.5.1.1 PROJECT WEBSITE

The AI4PV website will be the main channel to develop a strong online presence with several target groups and will provide a wide visibility of the project as well as easy public access to relevant results, up-to-date news and events and other communications.

As a primary communication tool, the website address will feature in all project's communication material. The proposed domain of the website is https://ai4pv.eu/.

The AI4PV website should also be highlighted on each partner's websites in order to promote the visit to the website and reach more public.

AI4PV website follows the structure depicted in Figure 2-3.

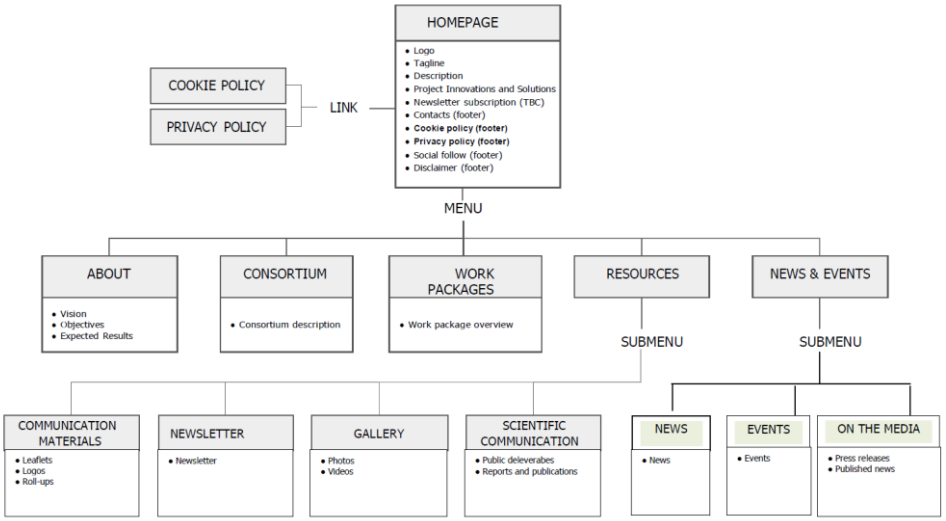

FIGURE 2-3 AI4PV PROJECT WEBSITE MAP

2.5.1.2 SOCIAL MEDIA

Social media is one of the best tools for disseminating information across the target audiences and ensure an active interaction with them. They make it possible to give visibility of the information to be promoted to different types of audiences. They also give an interactive dimension to the communication. The traffic generated by social media to the project website will be an important asset to enhance the visibility of the portal in major search engines.

The specific goals of these dissemination and communication channels are:

- Raising awareness of project's objectives, results, benefits, use and applicability;
- Engaging with target groups to facilitate adoption and usage of designed tools;
- Influencing decision-making within authorities, lobbies, policy makers regarding the uptake of AI4PV tools.

Social media communication will be tracked, and partners will be asked to inform the Communication and Dissemination Manager what news and events have to be disseminated on social media. Twitter and LinkedIn have been selected as the most appropriate social networks to promote the project achievements, news and outcomes. Posts published on social networks (LinkedIn and Twitter) are very short texts, usually accompanied by photos or videos provided by the project partners. The information relayed on these media can correspond to: the posting online of public deliverables, key

stages, the announcement of internal project events, the organisation of dissemination workshops, the publication of scientific articles, among others.

Keywords that can be used are: #ai4pv, #PV, #AI, #ML, #data and #solarenergy. All pictures, diagrams, drawings or videos that will be posted on social media should precise the related copyright.

In Figure 2-4 AI4PV Linkedin page is shown, which can be found at:https://www.linkedin.com/company/ai4pv-artificial-intelligence-for-photovoltaic

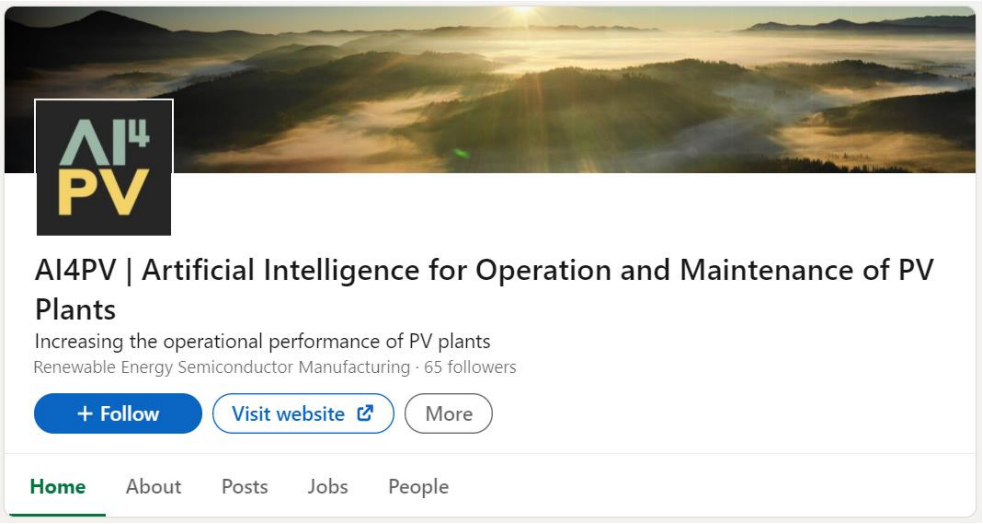

FIGURE 2-4: AI4PV LINKEDIN PAGE

The Twitter page is in line with the Linkedin one, as depicted in Figure 2-5. AI4PV Twitter account can be found at: https://twitter.com/Ai4Pv

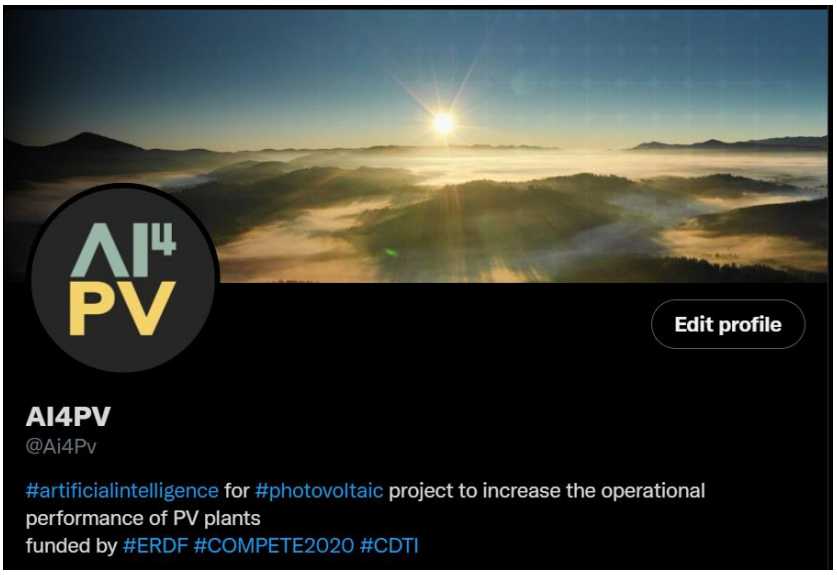

FIGURE 2-5: AI4PV TWITTER PAGE.

2.5.1.3 MEDIA RELATIONS

We plan to produce at least 2 press releases at M18 and at M24 to inform the audiences about relevant news and to draw the attention to the project and to communicate significant results. All the press releases will be shared with specific or/and general media and magazines (online and offline) at national and European levels.

For developing an effective press and media strategy, the partners will be invited to compile a database of media contacts in each partner country and to translate and adapt the press releases from the English version to the national language. The project coordinator will always validate the content of the press release.

2.5.1.4 SCIENTIFIC & TECHNICAL PUBLISHING CHANNELS

Several scientific publications are expected to be produced before the end of the project. They strongly depend on the scientific and technological results achieved during the project. Publications are also expected to increase the opportunity to present the results in technical or sectorial events and workshops, thus multiplying the possibility to introduce the project to larger audience.

Scientific & technical publication is important for the project partners, in particular for the applied research organisations and academia. In order to make the best use of research results, a clear strategy for data management and intellectual property (IP) protection will be set up. Dissemination of project achievements should never interfere with the IP aspects and with the further commercial applications.

The specific goals of this dissemination and communication channels are:

- Promoting a deeper understanding of new data-driven tools;
- Engaging with target groups to facilitate adoption and usage of designed tools.

Table 2.1 lists some possible scientific and technical publishing channels grouped by topic.

TABLE 2.1: LIST OF POSSIBLE SCIENTIFIC AND TECHNICAL CHANNELS

Topic	Channel
Energy/PV	Solar Energy, IEEE Transactions on Sustainable Energy, Applied Energy,; Energies, AI, EPJ Photovoltaics, Energies
Power electronics	IEEE Open Journal of Power Electronics, IET Power Electronics
Magazine	PV Magazine, Renewables Energy Magazine

2.5.1.5 EVENTS, WORKSHOPS AND PROJECT FINAL CONFERENCE

Scientific and technological events related to the AI4PV verticals are crucial for disseminating the project and its results, as well to create networks and improve direct contacts. This activity strongly relies on the commitment from all the partners, which can contribute by disseminating AI4PV, regardless of the role they play in the project and specific expertise or tasks.

Throughout the project, partners will attend international conferences, congresses and fairs with presentations, posters or booths. Partners' participation in events will be announced well in advance so that targeted stakeholders can book dates in their agendas. The project website, social media and mailing will be very powerful levers to ensure optimal dissemination of information.

The specific goals of these dissemination and communication channels are:

- Raising awareness of project's objectives, results, benefits, use and applicability;
- Promoting a deeper understanding of new tools;
- Engaging with target groups to facilitate adoption and usage of designed tools.

Table 2.2 provides some possible fairs and conferences where AI4PV members might participate to disseminate the project results and solutions.

TABLE 2.2: LIST OF POSSIBLE FAIRS AND CONFERENCES

Topic	Channel
Energy/PV	Photovoltaic Specialists Conference, European Photovoltaic Solar Energy Conference and Exhibition, PSCC, Powertech, Solar Power Europe, EU PVSEC, Solar Plaza Events
Power electronics	EPE/ECCE Europe, IEEE Applied Power Electronics Conference and Exposition (APEC)

The final conference of the project will take place in 2023, involving all partners, will be crucial to disseminate the project results and lesson learnt. Representatives of the target audience identified in Section 2.3 will be invited to participate in the final conference to promote the project outcome and share the knowledge acquired, drafting a road-map for the future uptake of AI4PV solutions.

2.5.2 TOOLS

1. **Project's visual identity:** The actions of the initial phase for this C&D Plan started with the design of the project logo to set the visual identity. The AI4PV's brand and visual identity have been designed by EDP NEW and shared with the Consortium.
2. **Communication materials:** An official media-kit of printed promotional materials will be developed in order to be distributed at various events, conferences, workshops, and to facilitate the

understanding of the AI4PV Project, providing a first overview on the Smart2B project. This media kit includes communication material such as Flyers, Posters, Roll-ups, and others if necessary.

3. **Project Newsletter:** This tool should be released every six months (after the first year of the project), to share with the stakeholders the latest relevant information about the project status and news related to the activities carried out.

4. **Public presentation:** A general presentation template has been created to be used by the partners in online event, such as workshops, to disseminate the project

2.5.2.1 PROJECT'S VISUAL IDENTITY

To easily identify the AI4PV, it is essential to develop the visual identity of the project, by designing a logo (Figure 2-6).

FIGURE 2-6 AI4PV LOGO DIFFERENT VERSIONS

Figure 2-7 describes the rationale behind the project logo. From a stylized representation of a solar panel, a detail (diamond) was highlighted. Divided into two symmetrical parts, it forms an A (from AI) and a V (from PV), placed diagonally. In order to reinforce this symmetry or balance, the preposition 'for' phonetically assumed with the numeral 4, is associated with the I (of Intelligence) forming a figure similar to the P of Photovoltaic.

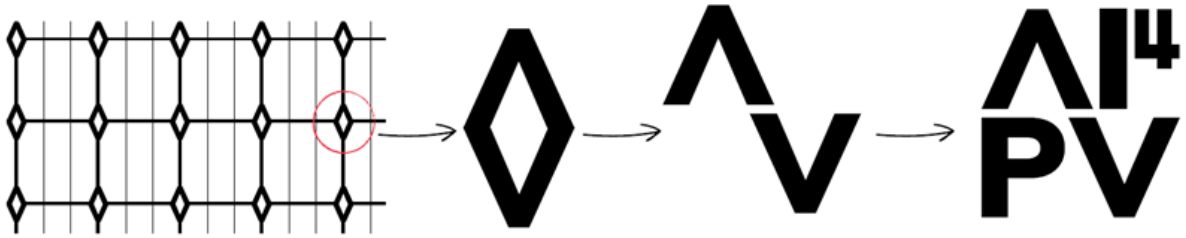

FIGURE 2-7 THE BASIS OF INSPIRATION FOR AI4PV LOGO DEVELOPMENT

The AI4PV logo will be used in all communications (deliverables, papers, presentations, printed communication materials, social media, etc.) to increase project visibility. Moreover, the choice of the project colours is not casual: yellow as the Sun and green as "green" energy of which PV is a key part.

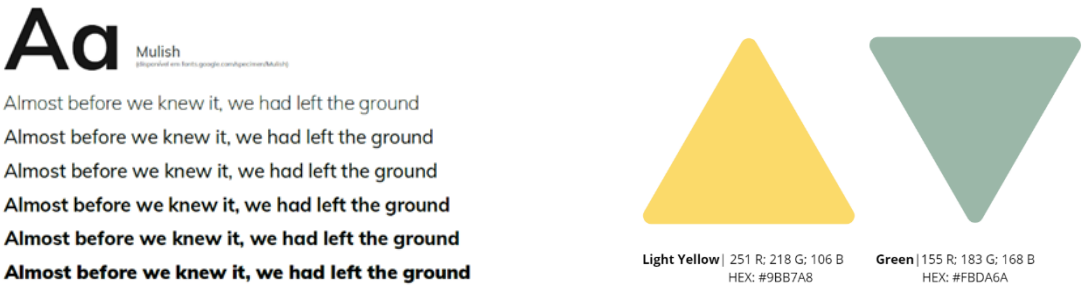

FIGURE 2-8: AI4PV LOGO LETTERING FONT AND COLORS

2.5.2.2 COMMUNICATION MATERIALS

An official media-kit of printed promotional materials will be developed in order to be distributed at various events, conferences, workshops, and to facilitate the understanding of the AI4PV project for publicity use and gain the project visibility with national & European media, providing a first overview on the AI4PV project. Project partners can adapt these promotional materials to their national languages.

2.5.2.3 PROJECT NEWSLETTER

AI4PV will release newsletters every six months, starting from M13. This will allow the partners to update the contacts in the mailing list with the latest relevant information about the project status and news related to the activities carried out. Newsletters will be shared via email through a contacts-database and managed through the platform MailChimp. A first contacts list will be created from the project partners and their respective contacts that could be interested in the project. This list will be enlarged during the project duration.

2.5.2.4 PUBLIC PRESENTATION

A general presentation has been created to be used by the partners in online event, such as workshops, to disseminate the project (see Figure 2-9). This presentation provides an overview of the consortium, with a short description of each partner's core business and their involvement in the project. Moreover, the objectives of the projects are reported, along with some KPIs that will be monitored during the demonstration. Finally, an high-level view of the AI4PV solutions is described together with a brief description of the demonstration site – Monte das Flores – that will be used to validate the AI4PV solutions.

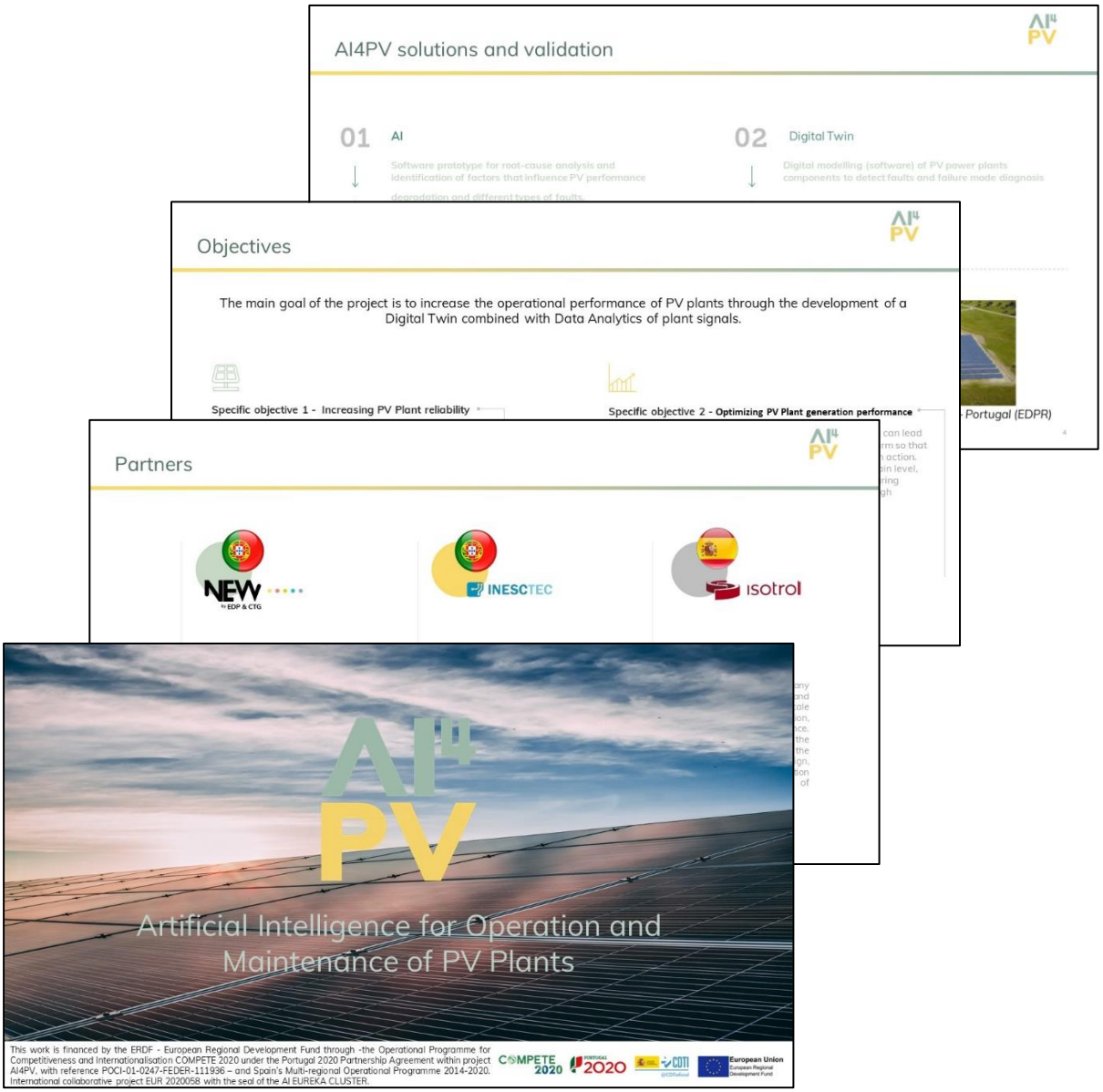

FIGURE 2-9: PUBLIC PRESENTATION TEMPLATE

3 COMMUNICATION AND DISSEMINATION METRICS

The dissemination and communication plan presented in this deliverable has been established at the beginning of the project and provides a guideline for all communication and dissemination activities, that are certainly ambitious. Thus, by implementing this plan, it is expected to communicate relevant outcomes to each of the target groups, as well as to attract their interest and generate engagement that will influence the overall impact of the project.

As the project has a duration of 2 years, and since different type of dissemination and communication tools and channels will be used, it is appropriate to develop metrics upon which the soundness of the plan can be evaluated. Table 3.1 lists the KPI for each communication and dissemination activity.

TABLE 3.1: DISSEMINATION-RELATED KPIS

Channel	Purpose	Metric	Goals			Monitoring tools
			Poor	Good	Excellence	
Website	- Provide news on AI4PVdevelopments and results - Dissemination repository - Contacts	Nº of monthly visits	≤150	150-250	≥250	Google Analytics
Social media	- Direct users to the website - Provide news on the project's development - Engage stakeholders	Nº of followers	≤100	100-300	≥300	Social media analytic tools
		Nº of posts (monthly)	<1	2-4	≥4	
Mainstream media	- Communication of the project, throughout Press Releases and Interviews	Nº of Press Releases	≤1	2	≥3	Number of Press Releases; number of published news
Scientific & Technical publications	- Reputation of the project - Validation of the results	Nº of published technical articles	≤1	2	≥3	Published scientific articles

Tools	Purpose	Metric	Goals			Monitoring tools
			Poor	Good	Excellence	
Newsletter	-Dissemination of the project results -Engage stakeholders	Nº of subscribers	≤30	30-80	≥80	Newsletter platform analytic tools
		Nº of newsletters	≤1	2	≥2	
Communication materials	-Brand awareness -Dissemination of the project	To be defined (1 flyer, 1 poster, 1 roll-up)				Materials printed and disseminated during events
Visual identity	-Project image	1 project template				

Events	Purpose	Goals
Organization of workshops, webinars, conferences	-Disseminate the project objectives and results -Discuss about AI4PV innovation with experts of the sector	≥ 2
Participation in external events	-Disseminate the project -Foster the roll-out of AI4PV solutions and engage with end-users	≥ 2

3.1 Obligations for communication actions

Any communication and dissemination materials on any channel or media must indicate that the project received funding by including the following disclaimer:

This work is financed by the ERDF - European Regional Development Fund through -the Operational Programme for Competitiveness and Internationalisation COMPETE 2020 under the Portugal 2020 Partnership Agreement within project AI4PV, with reference POCI-01-0247-FEDER-111936 – and Spain's Multi-regional Operational Programme 2014-2020. International collaborative project EUR 2020058 with the seal of the AI EUREKA CLUSTER.

Any communication and dissemination materials on any channel or media must indicate that the project is a partnership between EDP NEW, ISOTROL and INESCTEC.

4 CONCLUSIONS

The AI4PV Communication and Dissemination Plan is produced in the scope of Task 5.2 of work package 5 related to the overall management of the AI4PV project, including dissemination.

The objective of this Communication Plan is to identify key messages, target audience to ensure a fruitful dissemination of the project objectives and results.

These guidelines will be tracked during the lifetime of the project and, when necessary, adapted to find the best methods to communicate the project.