

D7.2

Communication materials and tools



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774309



D7.2 – Communication materials and tools

Grant agreement number: 774309 Due date of Deliverable: 31/03/2021
Start date of the project: 1 October 2017 Actual submission date: 19/04/2021
Duration: 44 months Deliverable approved by the WPL/CO: ☒

Lead Beneficiary: ARTTIC: Emmanuelle Da Silva and Valérie Mellier

Contributing beneficiaries: All

Keywords
Communication, public web site, leaflet, poster, newsletter, press release

Dissemination Level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

History			
Author	Date	Reason for change	Release
ARTTIC	19/04/2021	Final version for submission	R1

Disclaimer

This document and the results described reflect only the authors' view. The EC and the Innovation and Networks Executive Agency (INEA) are not responsible for any use that may be made of the information it contains.

Copyrights

This document and all the results presented are the property of the MAGNITUDE Consortium and may not be used without the written approval of the authors and without the use of the appropriate copyrights: © MAGNITUDE Consortium

Executive Summary

The main objective of the present deliverable is to describe the communication materials and tools developed and used during the project implementation to disseminate its activities and results, namely:

- MAGNITUDE brand image
- Project public web site
- Social media
- Project press release
- Newsletters
- Poster and leaflet
- Project public presentation

These communication materials and tools have been shaped to target the European public and private stakeholder communities including utilities, distribution and transmission system operators, energy suppliers, service providers, regulators, policy makers and standardisation groups.

Table of Content

Executive Summary	4
1 Introduction and Objectives.....	6
2 Dissemination tools.....	7
2.1 Visual Identity.....	7
2.2 MAGNITUDE templates	8
2.3 MAGNITUDE online dissemination.....	11
2.4 Promotional materials.....	17
3 EC requirements on communication	32
3.1 EU Logo.....	32
3.2 Acknowledgement of funding	32
3.3 Disclaimer	32

List of Figures

<i>Figure 1: MAGNITUDE logo</i>	<i>8</i>
<i>Figure 2: MAGNITUDE colour codes.....</i>	<i>8</i>
<i>Figure 3: MAGNITUDE minutes template.....</i>	<i>9</i>
<i>Figure 4: MAGNITUDE deliverable template.....</i>	<i>9</i>
<i>Figure 5: MAGNITUDE poster template</i>	<i>10</i>
<i>Figure 6: MAGNITUDE presentation template</i>	<i>11</i>
<i>Figure 7: Project's public website – Landing page</i>	<i>12</i>
<i>Figure 8: Project's public website – Results page.....</i>	<i>13</i>
<i>Figure 9: Project's public website – Case Studies page</i>	<i>14</i>
<i>Figure 10: First page of the February 2020 newsletter</i>	<i>19</i>
<i>Figure 11: First page of the August 2020 newsletter</i>	<i>20</i>
<i>Figure 12: First page of the February 2021 newsletter</i>	<i>21</i>
<i>Figure 13: Poster about the ACS case study in Italy</i>	<i>23</i>
<i>Figure 14: Poster about the case study in Copenhagen, Denmark.....</i>	<i>24</i>
<i>Figure 15: Poster about the paper mill case study in Austria.....</i>	<i>25</i>
<i>Figure 16: First page of the first leaflet (A4 format)</i>	<i>26</i>
<i>Figure 17: Second page of the first leaflet (A4 format).....</i>	<i>27</i>
<i>Figure 18: First page of the second leaflet (A4 format)</i>	<i>28</i>
<i>Figure 19: Second page of the second leaflet (A4 format)</i>	<i>29</i>

List of Tables

<i>Table 1: Methodology for creating communication material</i>	<i>7</i>
---	----------

1 Introduction and Objectives

MAGNITUDE aims to develop business and market mechanisms as well as supporting optimisation and coordination tools to provide flexibility to the European electricity system, by increasing and optimizing synergies between electricity, gas and heat systems.

The main objective of the Communication and Dissemination activities in MAGNITUDE was to prepare future impact and exploitation by creating strong awareness in the stakeholder community about the project and its results at the European level, and engaging with stakeholders to facilitate the uptake of the results by a large community of organisations.

To maximise the impact, the MAGNITUDE partners have invested significant efforts into communicating, disseminating and exploiting results.

The present deliverable describes the communication materials and tools developed and used during the project life. The dissemination activities carried out during the project are listed on the public web site <https://www.magnitude-project.eu> and on <https://zenodo.org/communities/?p=magnitude>.

2 Dissemination tools

A number of tools and communication material have been prepared in order to maximise the dissemination and communication of the project and to support the partners in the preparation of their scientific publications, presentations and posters for the dissemination of the MAGNITUDE project results.

The purpose of these tools has been to give the project a graphical identity and online presence and to promote the project through different channels. The tools have been developed throughout the project, and maintained and updated to match the project achievements and results.

The rationale behind this development and the methodological steps taken to create this material are detailed in Table 1 below.

Table 1: Methodology for creating communication material

Objective	Make the target audience aware of the MAGNITUDE project, its activities and results in an easily accessible and visual way
Message	General information distribution and awareness rising accessible to a wide audience varying from technical stakeholders to the general public
Audience	All groups of interest
Steps required	Proposal, planning, and development of communication material and graphical identity, validation by the partners and continuous use of the developed material
Timing and frequency	Continuously from the beginning of the project until the end
Human resources	Beneficiary ARTTIC responsible for the development of such dissemination material while all partners contribute through reviews and input
Other resources	As needed during the project, the brochures are printed <u>professionally</u> and sent to the partners by courier for distribution

Those tools and communication material are described in the following paragraphs.

2.1 Visual Identity

When planning the communication materials for the project, the main goal was first to create its visual identity. It is similar to creating visible elements of a brand, such as colour, form and shape. This represents the symbolic meaning of the project and defines all created materials.

An important item to establish the project's identity is the project's logo. This logo is included in all presentations, documents, etc. of the project. The logo is shown in Figure 1. This design was selected by the whole consortium at the project kick off meeting.



Figure 1: MAGNITUDE logo

Every tool created within MAGNITUDE has been based on the design of the logo and the project colours – as shown in the figure below. Using a unique graphic language created consistency between the different tools, which supported the target audience with quickly identifying the project publications.






	Cyan : 0 Magenta : 21 Yellow : 100 Black : 0	R : 254 V : 202 B : 0		Cyan : 57 Magenta : 0 Yellow : 100 Black : 0	R : 132 V : 184 B : 25
	Cyan : 76 Magenta : 29 Yellow : 0 Black : 0	R : 38 V : 147 B : 205		Cyan : 23 Magenta : 0 Yellow : 0 Black : 54	R : 119 V : 137 B : 147
	Cyan : 49 Magenta : 0 Yellow : 0 Black : 0	R : 135 V : 209 B : 241			


Figure 2: MAGNITUDE colour codes

2.2 MAGNITUDE templates

Several templates have been created in accordance with the design of the logo and the project colours:

- For the agenda of the meetings and events organised by the project.
- For the minutes of the meetings.
- For the deliverables.
- For posters.
- For presentations.

Below are some examples.



Minutes of the xx meeting held on xx in xx, xx

Grant agreement number: 774309 Author: **xx**
 Start date of the project: 1 October 2017 Date: **xx**
 Duration: 44 months Release: **1.0**

Abstract

Dissemination Level
 PU Public
 CO Confidential, only for members of the consortium (including the Commission Services)

Author	Date	Reason for change	Release
			R0
			R0.1
			R0.2
			R1

MAGNITUDE_MIN_TEMPLATE.DOCX
MINUTES OF THE MAGNITUDE xx MEETING, HELD ON xx IN xx





Table of content

- 1 Agenda 3
 - 1.1 DAY 1 – date 3
 - 1.2 DAY 2 – date 3
- 2 Attendants 4
- 3 Summary of the discussions (Day1) 5
 - 3.1 Meeting introduction 5
 - 3.2 5
- 4 Summary of the discussions (Day 2) 6
 - 4.1 6
 - 4.2 6
- 5 Meeting wrap-up and conclusions 7
- 6 Action list 8

@MAGNITUDE Consortium
2
Month Year

Figure 3: MAGNITUDE minutes template



Dx.y –Deliverable title

Grant agreement number: 774309 Due date of Deliverable: **original due date**
 Start date of the project: 1 October 2017 Actual submission date: **actual date**
 Duration: 44 months Deliverable approved by the WPL/CO: ☐


Lead Beneficiary: **name1, organisation1**
 Contributing beneficiaries: **name1, organisation1, name2, organisation2**

Keywords
 Please enter keywords related to the topic and content of your document

Dissemination Level
 PU Public
 CO Confidential, only for members of the consortium (including the Commission Services)

Author	Date	Reason for change	Release

MAGNITUDE ~~Docx~~ –DELIVERABLE TITLE



1 Executive Summary

Remove this text.

3-9 pages description of:

- The purpose of the deliverable as well as its context (how does it fit with MAGNITUDE)
- The content of this deliverable, main finding and results described in the deliverable
- The executive summary should allow the reader to identify the general objective(s) of the project that this deliverable contributes to and to get a quick overview of the content of the deliverable.

Text

@MAGNITUDE Consortium
2
Month Year

Figure 4: MAGNITUDE deliverable template



Magnitude

 Bringing flexibility provided by multi energy carrier integration to a new
MAGNITUDE

POSTER TITLE

SUBTITLE

CONTEXT

Arum eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae

- cone reius rae porest utenet harchiclet quam
- moloreh endendu ndendigitio corrum
- id que commienihil id
 - nonsequeae laborem
 - laborem id

Arum eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest.

Illustration caption

PARAGRAPH TITLE

Arum eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae eum sae nemoluptae cus eos quas et officil in perae eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest.

Illustration caption

PARAGRAPH TITLE

Arum eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest, sae nemoluptae cus eos quas et officil in perae eum sae nemoluptae cus eos quas et officil in perae eum quasperchil ium et ut quatur sus. Epererr eatemqu atquam vellorro qui di nonsequeae laborem id que commienihil id moloreh endendu ndendigitio corrum ilis vollatium quo que con cuscienest.

Illustration caption

CONTACTS

To be completed

 Author 1 name, organisation, country
 Author 2 name, organisation, country
 Author 3 name, organisation, country
 Author 4 name, organisation, country



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774309. This paper and the results described reflect only the authors' view. The European Commission and the Innovation and Networks Executive Agency (INEA) are not responsible for any use that may be made of the information they contain.

www.magnitude-project.eu




















Figure 5: MAGNITUDE poster template

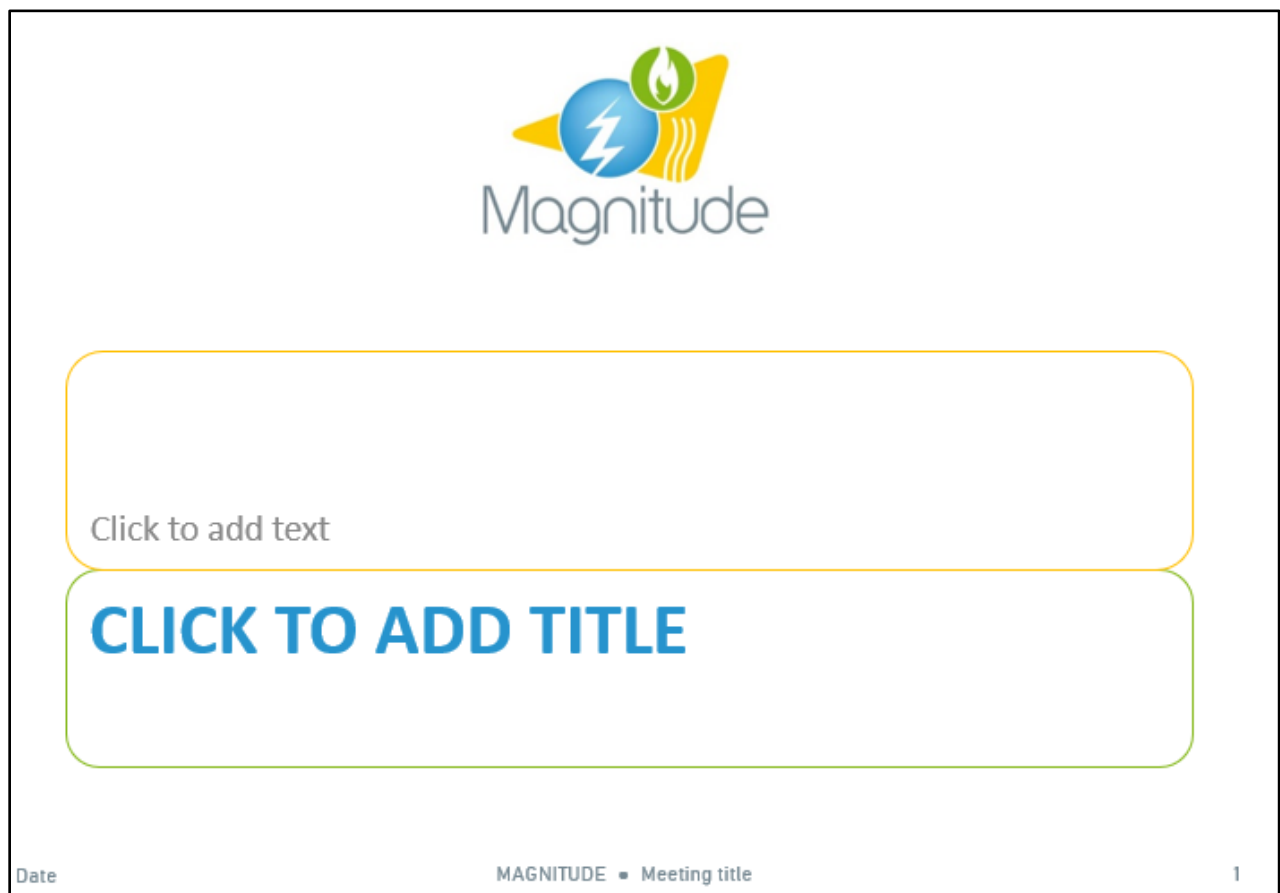


Figure 6: MAGNITUDE presentation template

2.3 MAGNITUDE online dissemination

2.3.1 MAGNITUDE Website

The MAGNITUDE website (<https://www.magnitude-project.eu>) has been the main tool, which the project has used to present and update the public on its achievements and results. It has been designed to be user friendly and direct the public to take action in the different social media channels, which have been used to promote the project.

The objectives of the website were:

- To create a public ID of the project for the general public to be able to view and understand what the project is about.
- To publish any new information on the project such as meetings, events, publications, deliverables, results, achievements, etc.
- To give access either directly or through dedicated links to the project data that will be made publicly available in the context of the project participation to Open Research Data (ORD) Pilot.
- To encourage stakeholders to take part in MAGNITUDE events and workshops, and register for further information through the newsletter.

A first version was on-line in March 2018 and updated continuously as needed along the project life. Per year, there was an average of 2300 new users, 2500 sessions and 5500 page views.

The website is compatible to all types of browsers (except IE 6) as well as responsive to mobile, tablet, PC and large screen PC.

Some pages of the public web site are shown below.

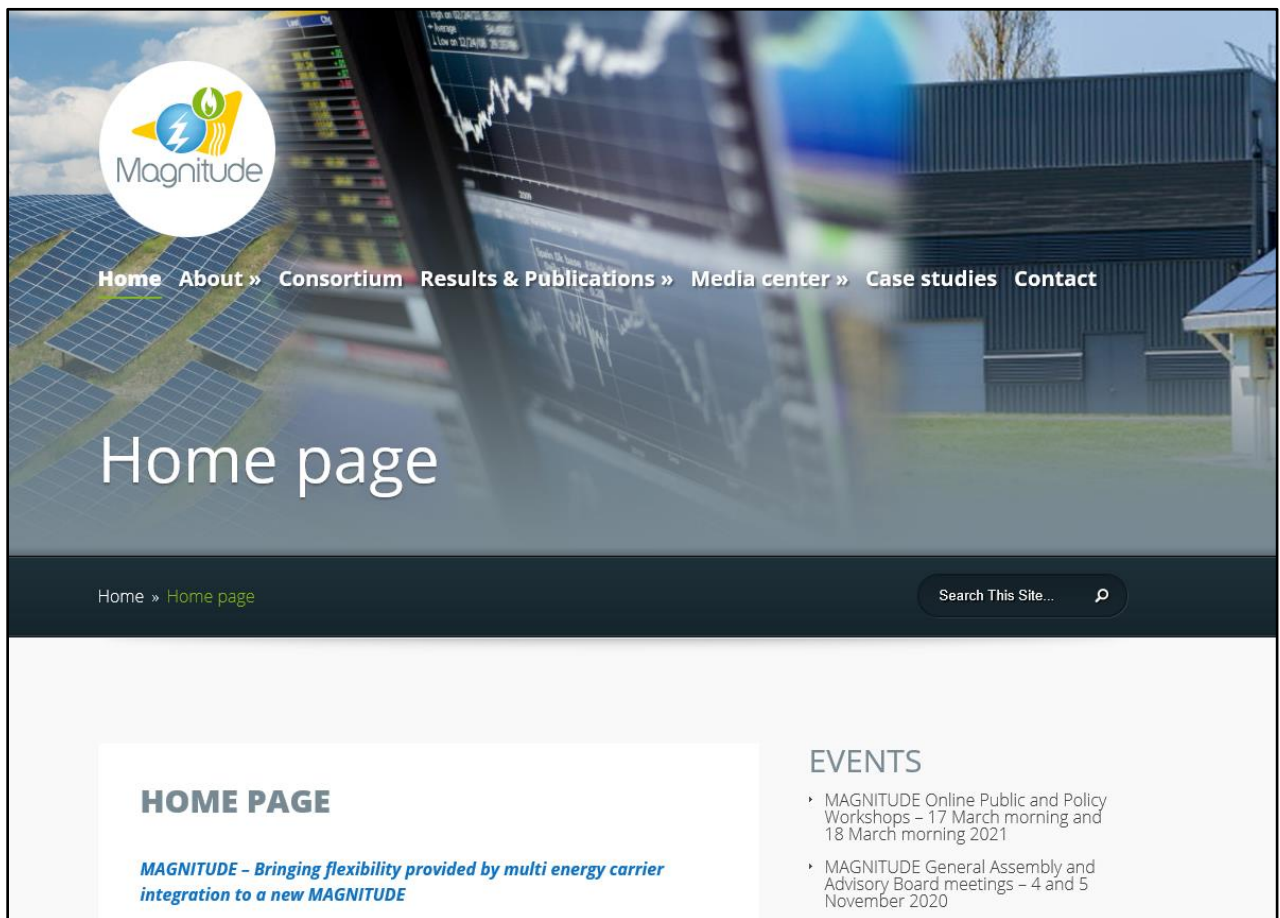


Figure 7: Project's public website – Landing page

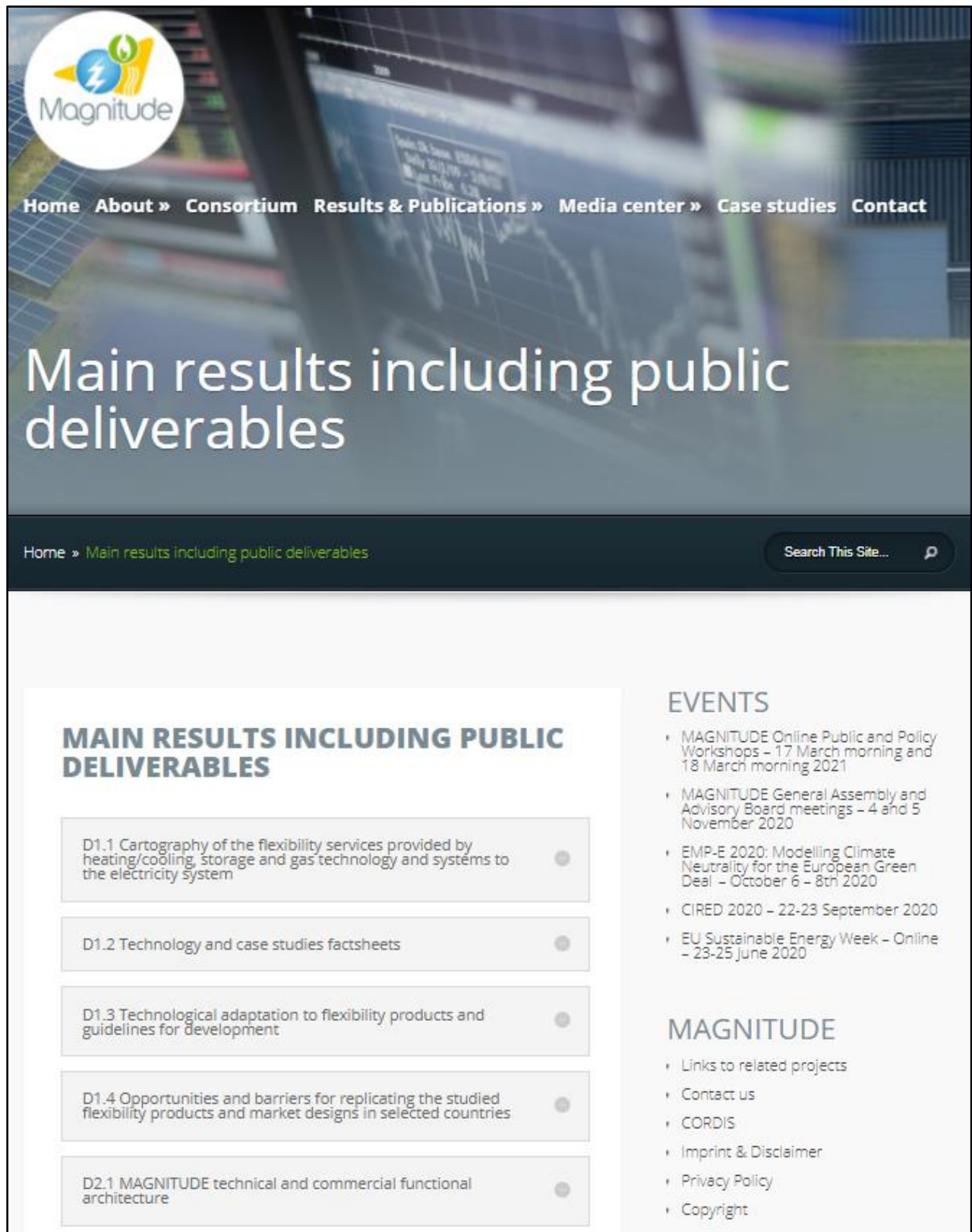


Figure 8: Project's public website – Results page



Figure 9: Project's public website – Case Studies page

2.3.2 Social media

Social media allow the project to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation of our research results. Following the recommendation of the EU in H2020 projects, social media have been used for both communication and dissemination purposes, with the aim of reaching out to the stakeholders and scientific communities raising the awareness regarding MAGNITUDE project and its results, generating and influencing on debates on science and innovation with wider audience.

The project has used the project partners' own social media channels according to the overall objectives of the dissemination and communication plan and the available resources once results are available. This has been done through relevant "posts" or messages, publications uploading, holding discussions or even creating groups. Examples of social media channels used: LinkedIn and Twitter.

All publications have been done in compliance with the EC guidelines regarding dissemination and communication and with the project's consortium agreement. The project has also tagged the EC social media channel to increase the impact of the different posts.

2.3.3 Examples of posts via LinkedIn


EDF Europe
33,220 followers
9mo • Edited •

Join us today on line at 02:00 PM at the [#EUSEW2020](#) to know more about [#flexibility](#): the invisible infrastructure for a sustainable society? Future market designs and regulatory hurdles".

[#EDFLab](#) will present a major [#H2020](#) project, [#MAGNITUDE](#), that brings together 16 partners from 9 European countries. Its challenge is to establish a common [#energysystems](#) framework with technical solutions and business models.

Registration here: <https://lnkd.in/dJWea6a>

[#EUGreenRecovery](#) [#EUGreenDeal](#) [#NextGenerationNow](#) [#EUSEWElectric](#)



Magnitude
Bringing flexibility provided by multi energy carrier integration to a new
MAGNITUDE

The MAGNITUDE Project

MAGNITUDE aims to develop business and market mechanisms as well as coordination tools to provide flexibility to the European electricity system, by increasing and optimizing synergies between electricity, gas, heat and cooling systems.

MAGNITUDE will ultimately:

- Provide flexibility options to support the cost-effective integration of Renewable Energy Sources (RES) and decarbonisation of the energy system, and to enhance the security of supply.
- Bring under a common framework, technical solutions, market design and business models.
- Contribute to the ongoing policy discussion in the energy field.

The MAGNITUDE Approach



1. Select the relevant flexibility services to be provided by Multi-Energy Systems to the electricity system.
2. Study the actual flexibility options that the identified technologies and systems can provide to the electricity sector as well as their compatibility with the current regulation and

A methodology based on real-life case studies

To ensure the validity of developed results, MAGNITUDE is built on seven real-life case studies, of multi-energy systems located in seven European countries (with different regulatory frameworks, support schemes, geopolitical characteristics, technological development) including key "cross-sector" technologies.

MAGNITUDE real-life case studies	
Malacornet, Sweden	District heating and cooling
Power-to-Gas, Austria	Integrated gas and power
MOCH, Denmark	Distributed units + district heating
APC, Italy	Multi-vehicle heating
North Port, Ireland, UK	Integrating HES into and beyond HES
IMMADA, Spain	Waste water treatment plant
Brussels, France	District heating & cooling + distributed units

A multidisciplinary and complementary


 **Alessandro Provaggi** • 2nd
Head of the DHC+ Platform at Euroheat & Power - accelerating district heating...
6d • Edited • 

Join me for the MAGNITUDE policy workshop "Energy Integration: From Policy to Action". It will take place on the morning of 18th March and has an impressive list of confirmed speakers: [Marion Labatut](#) [Laurent Schmitt](#) [Paul Voss](#) [Jan Ingwersen](#) [Marina Galindo Fernández](#) [Olivier Lebois](#) [Regine Belhomme](#) [Jack Corscadden](#)

Register here: <https://lnkd.in/etxtzvC>

[#energy](#) [#h2020](#) [#energyintegration](#) [#renewableresource](#) [#greendeal](#) [#eugreendeal](#) [#renewables](#) [#renewableenergy](#) [#energytransition](#) [#cleanenergy](#) [#climatechange](#) [#greenrecovery](#) [#innovation](#) [#circulareconomy](#)

Web Link
register.gotowebinar.com

 21

 **Emmanuelle Da Silva**
Senior Consultant
3w • 

Still time to register to the MAGNITUDE Public and Policy Workshops on 17 & 18 March!

 **ARTTIC**
1,418 followers
3w • 

 The MAGNITUDE project - which developed business and market mechanisms as well as coordination tools to bring flexibility to the European electricity system between 2017 and 2021 - has published the final issue of its newsletter.

-  Final public workshop: 17 March
-  Policy workshop: 18 March

https://lnkd.in/dARs_6G

[#decarbonisation](#) [#renewables](#) [#energytransition](#) [#EUGreenDeal](#)

MAGNITUDE Public and Policy Workshops

**Unlocking Flexibility Potential of Multi-Energy Systems:
Main Results and Lessons
from the MAGNITUDE European Project**

**The MAGNITUDE final public workshop will be held online
on 17th March from 9:00 to 13:00 CET**

This workshop will be dedicated to the presentation of the main project results, lessons learnt and recommendations. Feedback and outlook from real-life Case Studies will also be provided.

[Click here for the agenda and registration to the public workshop](#)

2.3.4 Examples of Partners tweets



2.4 Promotional materials

Promotional material has been created over time and updated through time in order to include the project's results as they became available.

2.4.1 Project press release

At the beginning of the project a template press release has been created to allow partners to publish their involvement in MAGNITUDE and share the objectives of the project.

The press release was distributed to all partners for them to use through their organisation corporate communication tools and distribute it through their networks. An indirect outcome of this press release is a broad exposure of the project and its aims. The press release can be found here below:

Press Release

December 30th 2017

Launch of the H2020 European project MAGNITUDE: “Bringing flexibility provided by multi energy carrier integration to a new MAGNITUDE”

The European 2020 and 2030 targets for renewable energy, greenhouse gas emission and energy efficiency require important changes in the energy system. In particular there is a growing need for more flexibility to ensure the efficient and reliable operation of the electricity system.

The newly launched H2020 MAGNITUDE European Project aims to develop business and market mechanisms, as well as supporting coordination tools to provide flexibility to the European electricity system, by enhancing synergies between electricity, heating/cooling and gas systems. The project will address the challenge to bring under a common framework, technical solutions, market design and business models.

More specifically the main objectives of MAGNITUDE are to:

1. Provide technological and operational tools to enable the provision of flexibility to the electricity system by multi-energy systems.
2. Develop enhanced business and market mechanisms and identify potential regulatory evolutions to exploit the full potential value of the flexibility provided.
3. Validate the project results on seven real life case studies of multi-energy systems of different sizes and technological features, located in seven European countries.
4. Propose recommendations and contribute to the definition of policy strategies in a pan-European perspective. Spread the project achievements towards stakeholders in the electricity, heat and gas sectors to raise awareness and foster a higher collaboration.

MAGNITUDE is a 3.5 years project, which was granted a total of 3,99 M € from the European Commission and which started on October 1st, 2017. The kick-off meeting took place in EDF Lab Paris-Saclay (France) on October 9th and 10th. The project is coordinated by EDF and the consortium brings together 16 partners from 9 European countries (France, Austria, UK, Italy, Spain, Belgium, Sweden, Denmark, and Germany) with the following profiles:

- Industrial organisations: EDF, ENGINEERING INGEGNERIA INFORMATICA , A2A Calore & Servizi
- SMEs: CYBERGRID, REGENERA, N-SIDE, EFFICACITY, AGUAS DE MURCIA, ARTTIC
- Research organisations: VITO, RSE, EIFER
- Universities: DTU, MÄLARDALEN UNIVERSITY, CARDIFF UNIVERSITY
- International association: Euroheat & Power.

This project has received funding from the European Community's H2020 Framework Programme under grant agreement No 774309.

This text reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

2.4.2 MAGNITUDE's Newsletter

To increase the outreach of the project and maintain a close and ongoing communication with stakeholders, sister projects, scientific community and the public, MAGNITUDE has issued 3 newsletters sent by email to 120 subscribers, sharing the new results, lessons learnt and news regarding the project, this also included news regarding upcoming events and workshops. The newsletter has also been distributed via the social network channels by the project partners and uploaded on the MAGNITUDE website. A 4th newsletter is planned before the end of the project in May.

The first page of the 3 newsletters are shown below.

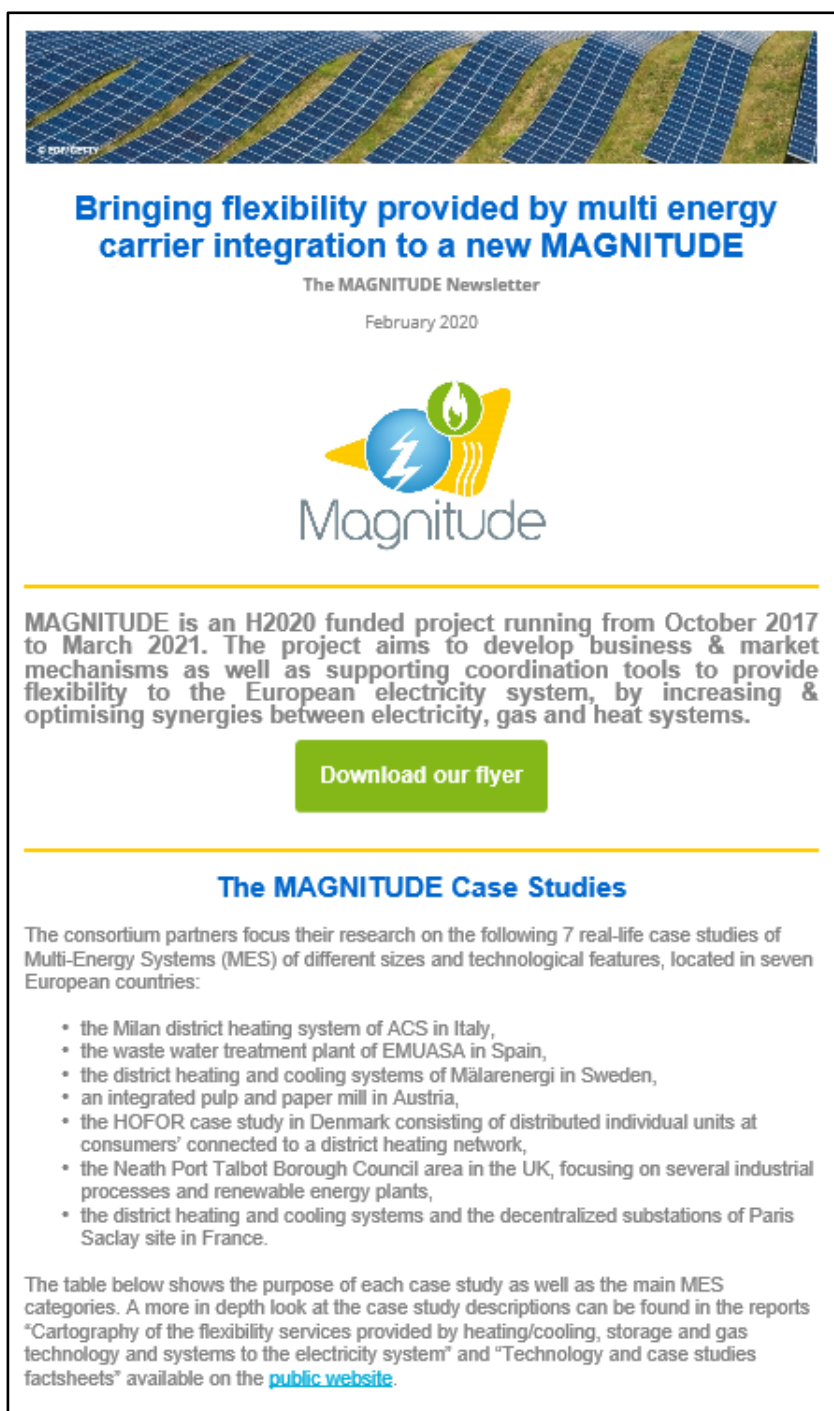


Figure 10: First page of the February 2020 newsletter



Bringing flexibility provided by multi energy carrier integration to a new MAGNITUDE

The MAGNITUDE Newsletter

August 2020



Latest Project Results

- [MAGNITUDE technical and commercial functional architecture](#)

The public deliverable [D2.1 MAGNITUDE technical and commercial functional architecture](#) has been recently submitted to the European Commission.

The objective of Deliverable D2.1 is to define the **MAGNITUDE conceptual technical and commercial functional architectures** to maximise the flexibility provision by multi-energy systems, stressing the overall organisational structures and high level simplified business use cases. These **architectures and business use cases** are then used in other Work Packages of the project, that define more precise use cases descriptions, tailored to their specific needs.

The full public version of the deliverable is available for download on the MAGNITUDE project website.

- [Multi-energy Market Simulator](#)

The mathematical formulation of the selected market designs available in Deliverable D3.3 have been implemented as a software tool to obtain a **fully functional market simulator**.

The multi-energy market simulator will be used within the MAGNITUDE project to simulate different alternative multi-carrier market designs for a certain (future) scenario and context (e.g. geographic area) and compare them with a benchmark design, i.e. a market design where the markets related to different carriers (electricity, gas, and heat) are de-coupled.

This analysis will be done by calculating Key Performance Indicators (KPIs) based on the simulation outcome of each simulated market design and comparing them. The envisioned KPIs have been introduced in the MAGNITUDE deliverable D3.2.

A list of submitted deliverables reports can be found [here](#), complete with abstracts for all and PDFs available for download for those which are public.

Figure 11: First page of the August 2020 newsletter



Bringing flexibility provided by multi energy carrier integration to a new MAGNITUDE

The MAGNITUDE Newsletter

February 2021



MAGNITUDE Public and Policy Workshops

Unlocking Flexibility Potential of Multi-Energy Systems: Main Results and Lessons from the MAGNITUDE European Project

The MAGNITUDE final public workshop will be held online
on 17th March from 9:00 to 13:00 CET

This workshop will be dedicated to the presentation of the main project results, lessons learnt and recommendations. Feedback and outlook from real-life Case Studies will also be provided.

[Click here for the agenda and registration to the public workshop](#)

Energy Integration: from Policy to Action

The MAGNITUDE policy workshop will be held online
on 18th March from 9:20 to 12:30 CET

The MAGNITUDE policy recommendations will be presented followed by roundtable discussions on the current policy framework. The first roundtable will focus on the high level aspects of system optimization at European level, followed by a discussion about what integration means for operators of energy infrastructure.

[Click here for the agenda and registration to the public workshop](#)

Figure 12: First page of the February 2021 newsletter

2.4.3 MAGNITUDE poster

A MAGNITUDE poster has been created for the use of the partners. The Project Poster has offered a very broad overview of the project's objectives, solution concept, Work Package structure, beneficiaries and real-life case studies. It is mainly a graphic document with little text meant to raise interest and awareness about the project in conferences and tradeshow as well as for internal communication within partner's organisation.

Several other posters have also been prepared by the project partners using the poster template in order to present MAGNITUDE results in Conferences and events, for instance in the first MAGNITUDE Public Workshop in Brussels on 10th October 2019, the EMP-E 2019 conference in Brussels on 8th-9th October, the Applied Energy Symposium 2019 in Xiamen China on 16th-18th October.

Examples of partners' posters are shown on the next pages.

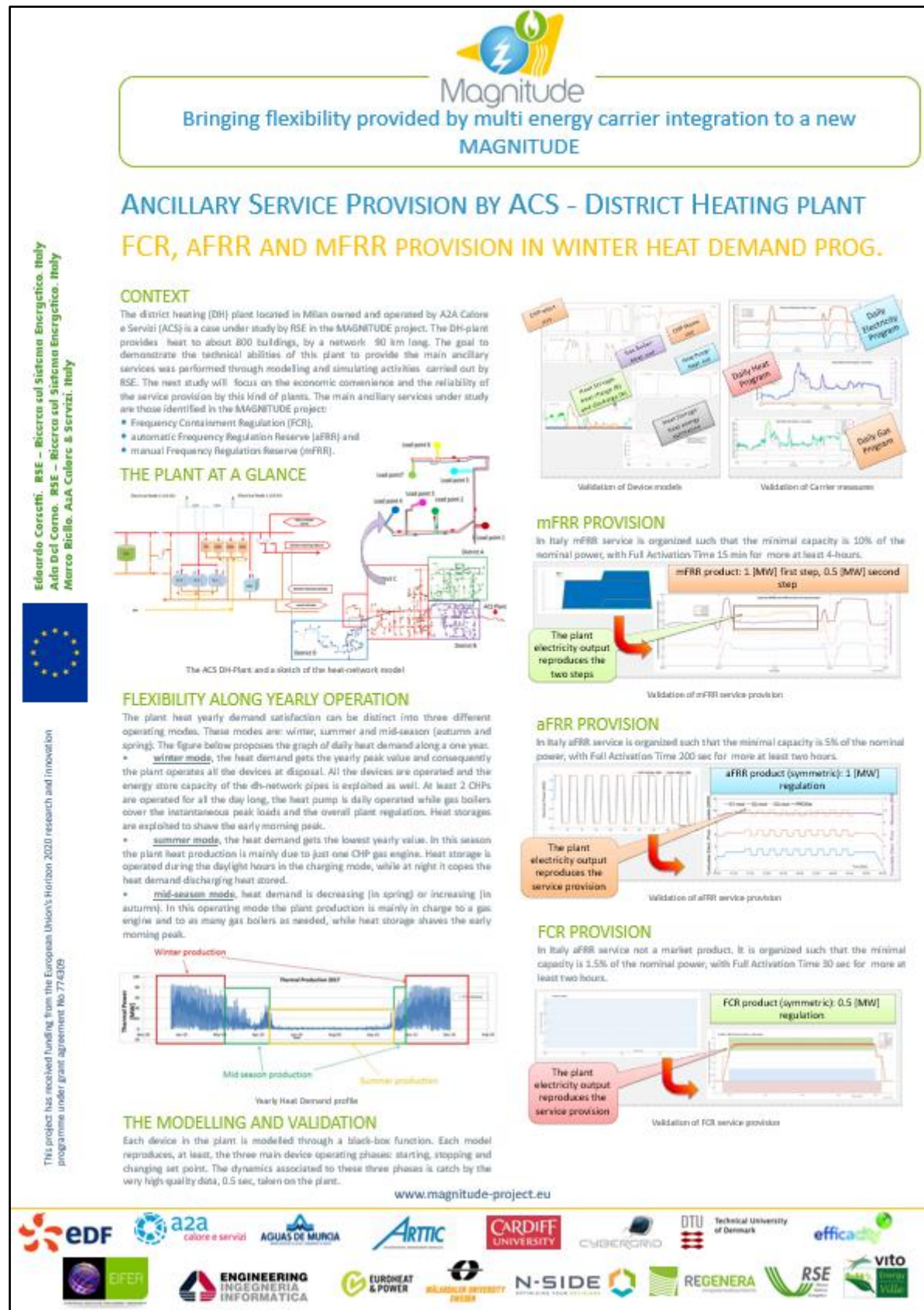


Figure 13: Poster about the ACS case study in Italy

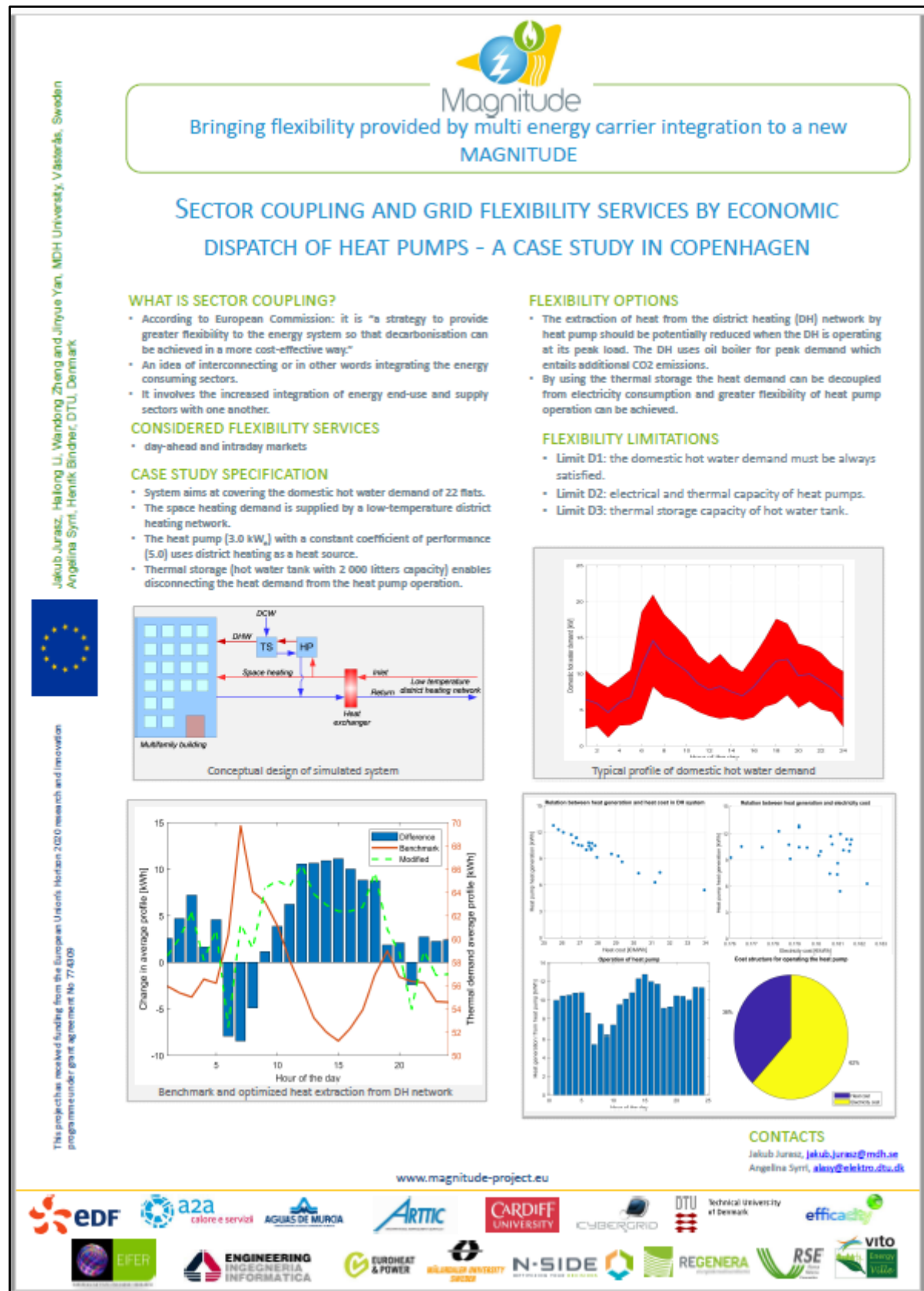


Figure 14: Poster about the case study in Copenhagen, Denmark

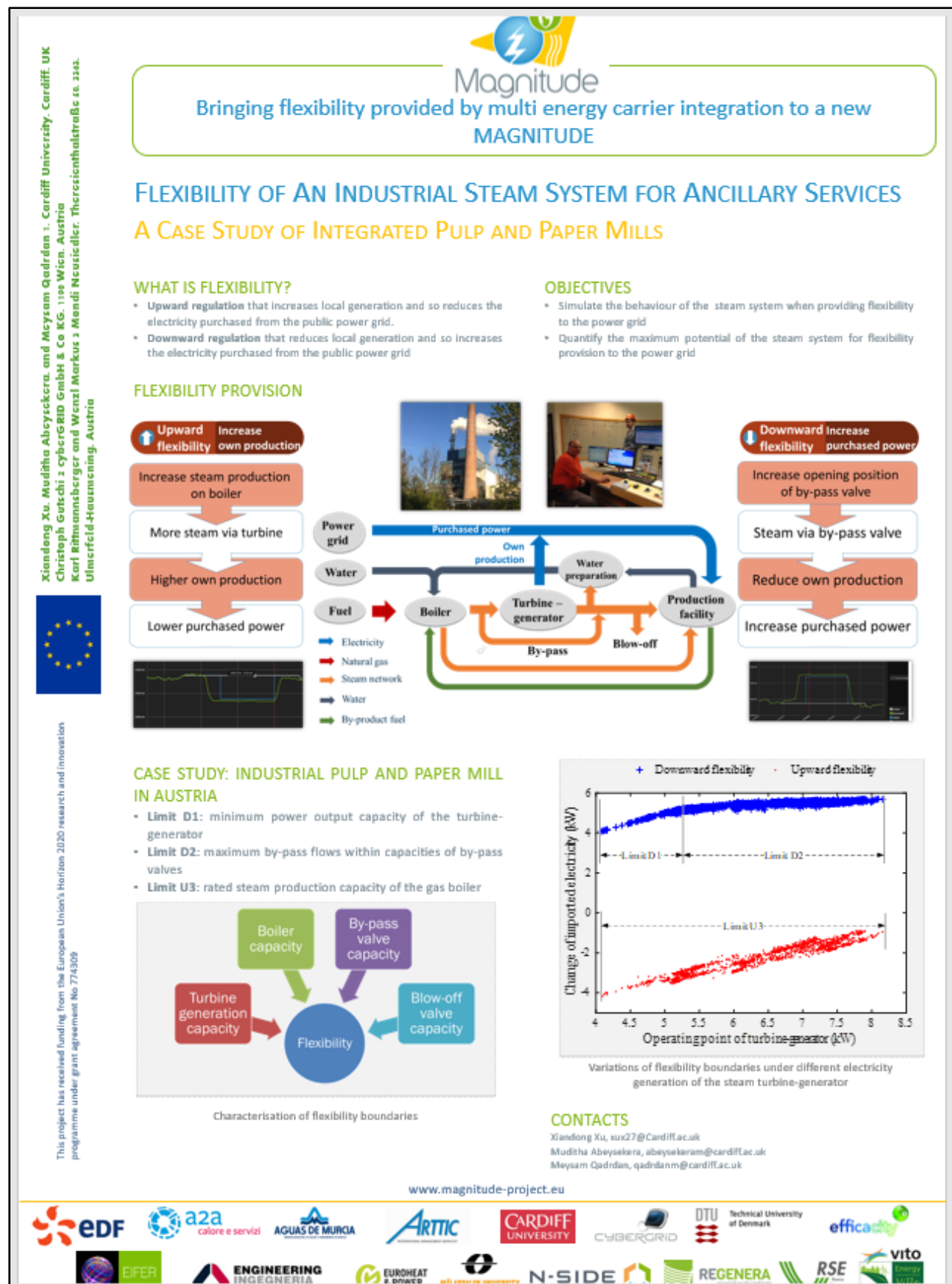


Figure 15: Poster about the paper mill case study in Austria

2.4.4 MAGNITUDE leaflet

A project leaflet has been created to introduce the MAGNITUDE project and to disseminate its main objectives. The leaflet is available for download on the Project's website and printed copies have been made available at events (e.g., conferences, workshops, etc.) where MAGNITUDE or its consortium members participated. The leaflet includes high level information which addresses both experts and non-experts.

The main intention of the leaflet was to direct the interested people towards the MAGNITUDE website, where more in-depth information can be found, and where the latest achievements and public deliverables of the project are available.



Figure 16: First page of the first leaflet (A4 format)

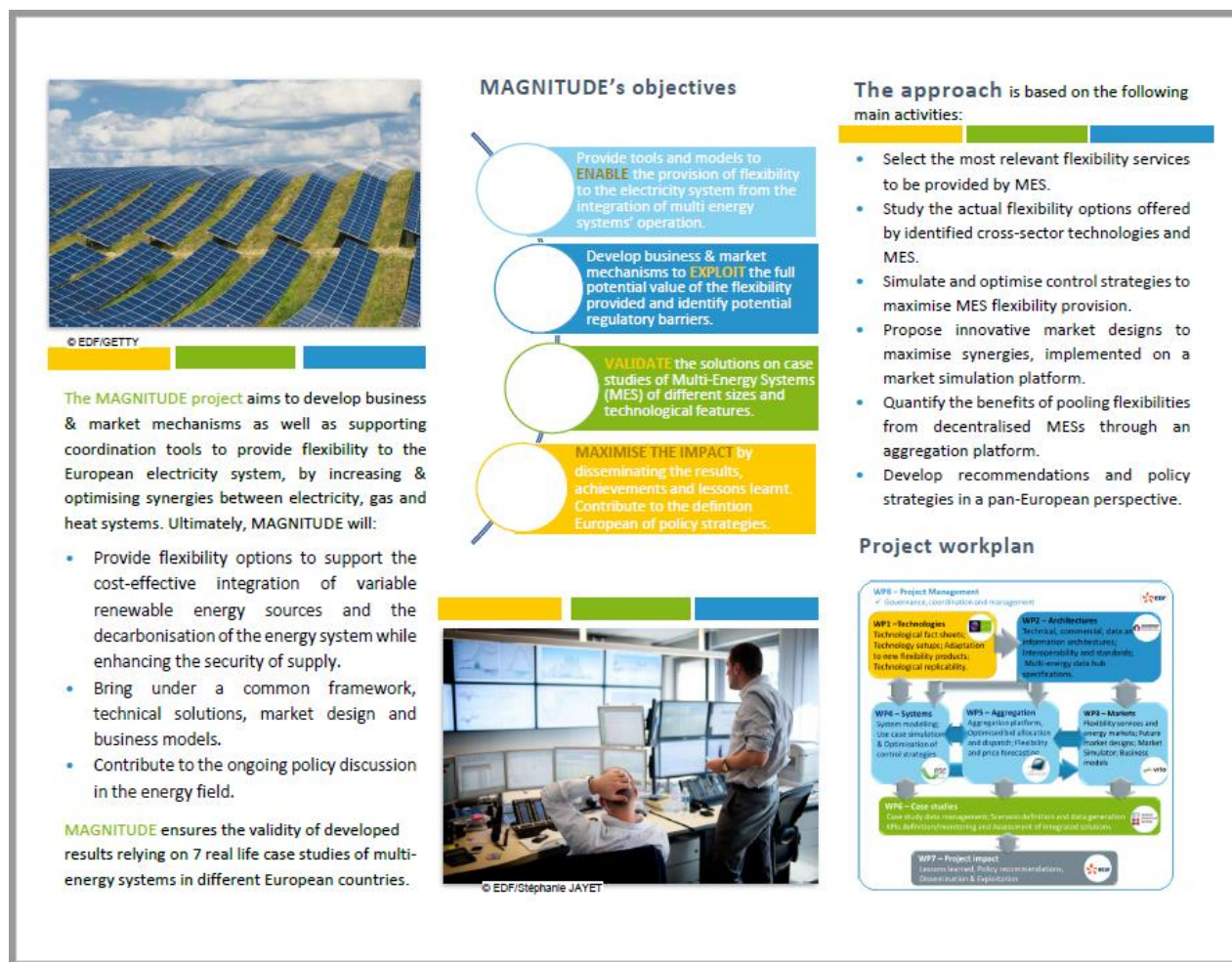


Figure 17: Second page of the first leaflet (A4 format)

A second version of the leaflet has been issued in order to dedicate a larger focus on the project main results and on the case studies.

The MAGNITUDE Consortium

MAGNITUDE brings together 16 partners from 9 different countries forming a multidisciplinary and complementary consortium consisting of:

- Energy related experts from industry, consulting and academia, capable of coping with technologies and tools among the whole spectrum of multi energy systems
- Experts for energy market simulation and analysis, and industrial market actors from the trading and retail markets
- SMEs that develop IT based solutions for system operation optimisation and aggregator companies
- Local multi utility companies operating energy networks and facilities
- Experts in the definition and implementation of dissemination strategies and in engaging dialogue with a broad community of stakeholders



© EDF/Marc CARAVED

To contact us:

Project Coordinator – EDF
Dr. Regine Belhomme
Tel.: + 33 1 78 19 41 24
regine.belhomme@edf.fr

Project Office – ARTTIC
magnitude-arttic@eurtd.com

Follow us on our website:
<https://www.magnitude-project.eu/>

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774309



© EDF/Olivier PIRARD



Magnitude

Bringing flexibility provided by multi energy carrier integration to a new
MAGNITUDE





Figure 18: First page of the second leaflet (A4 format)

MAGNITUDE Targets

The MAGNITUDE project aims to develop business & market mechanisms as well as supporting coordination tools to provide flexibility to the European electricity system, by increasing & optimising synergies between electricity, gas and heat systems. Ultimately, MAGNITUDE will:

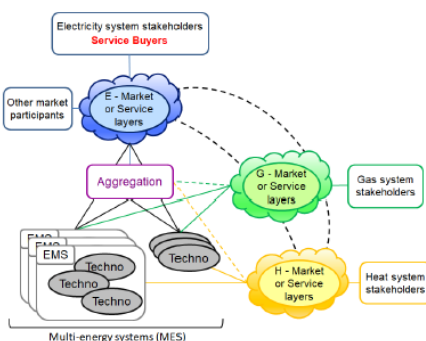
- Provide flexibility options to support the cost-effective integration of variable renewable energy sources and the decarbonisation of the energy system while enhancing the security of supply.
- Bring under a common framework, technical solutions, market design and business models.
- Contribute to the ongoing policy discussion in the energy field.



Seven Real-Life Case Studies

The MAGNITUDE methods and tools are validated on seven real-life case studies of multi-energy systems in different European countries:

- The district heating and cooling systems of Mälarenergi in Sweden.
- An integrated pulp and paper mill in Austria.
- The HOFOR district heating network and distributed units at consumers' premises for domestic hot water production in Denmark.
- The Milan district heating of ACS in Italy.
- Industrial MES sites and large renewable energy plants in Neath Port Talbot in UK.
- The wastewater treatment plant of EMUASA in Spain.
- The district heating and cooling systems and the decentralized substations of the Paris-Saclay site in France.



MAGNITUDE Main Results

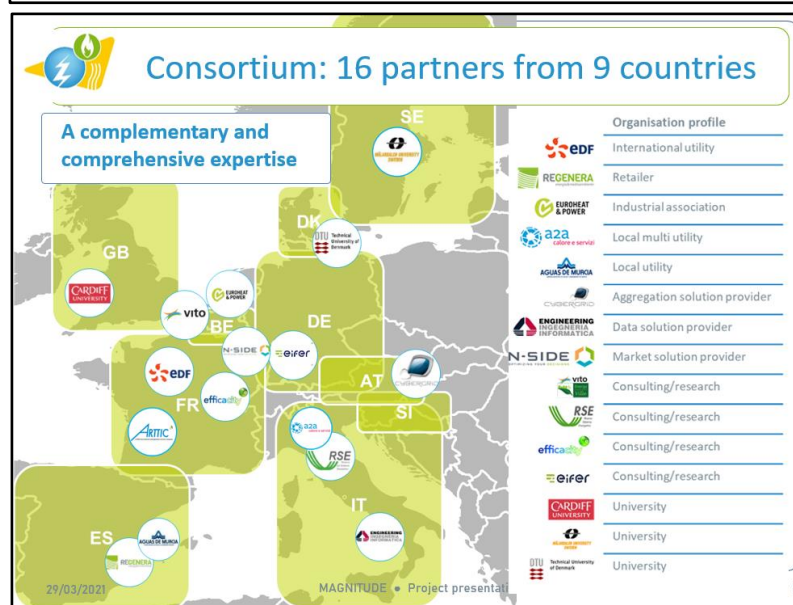
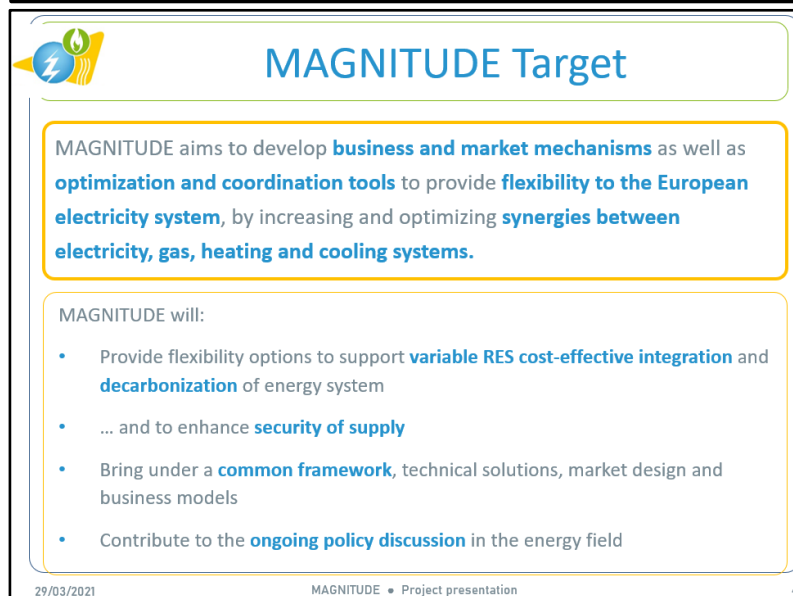
- Identification of the relevant flexibility services that can be provided by multi-energy systems.
- Characterization of the actual flexibility capabilities of cross-sector technologies and multi-energy systems.
- Models and tools for the simulation of multi-energy systems and the optimization of control strategies to maximize flexibility provision.
- Aggregation platform for pooling the flexibilities of decentralized multi-energy systems and trading on the electricity markets.
- Innovative market designs to enhance synergies between electricity, gas and heat markets, implemented on a market simulator.
- Assessment of the integrated system (multi-energy systems optimisation, aggregation platform, and market simulator) on the real-life case studies.
- Business models evaluation for the multi-energy systems and the aggregator.
- Multi-energy data hub and interoperability layers.
- Policy strategy and recommendations in a pan-European perspective.

Figure 19: Second page of the second leaflet (A4 format)

2.4.5 MAGNITUDE public presentation

A public presentation has been created as part of the MAGNITUDE's press kit, using the visual identity of the project to support the partners' dissemination activities. This presentation has evolved with the lifetime of the project and been adapted to the consortium needs.

Some slides of the presentation are shown below.



MAGNITUDE Case studies

7 real life case studies covering:

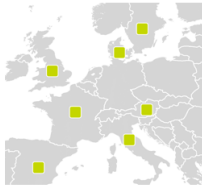
3 main MES categories

- Large industries
- District heating/cooling networks
- Distributed units

3 main flexibility levers

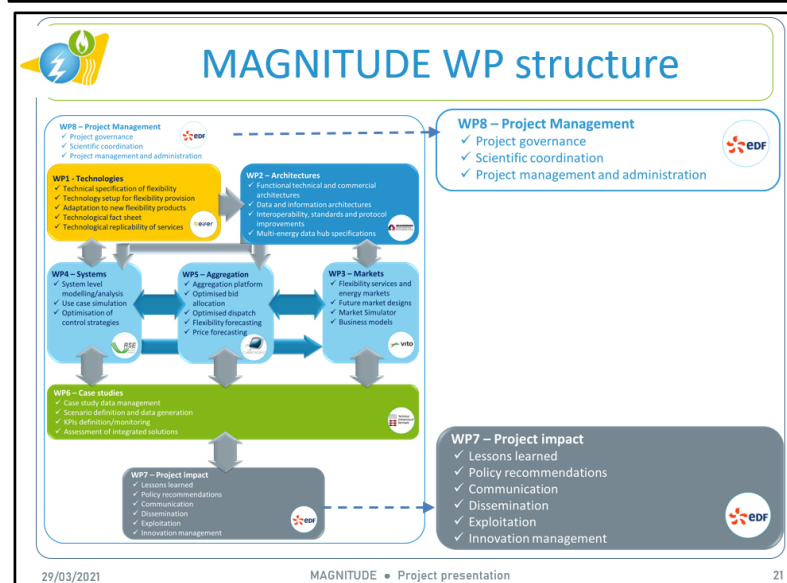
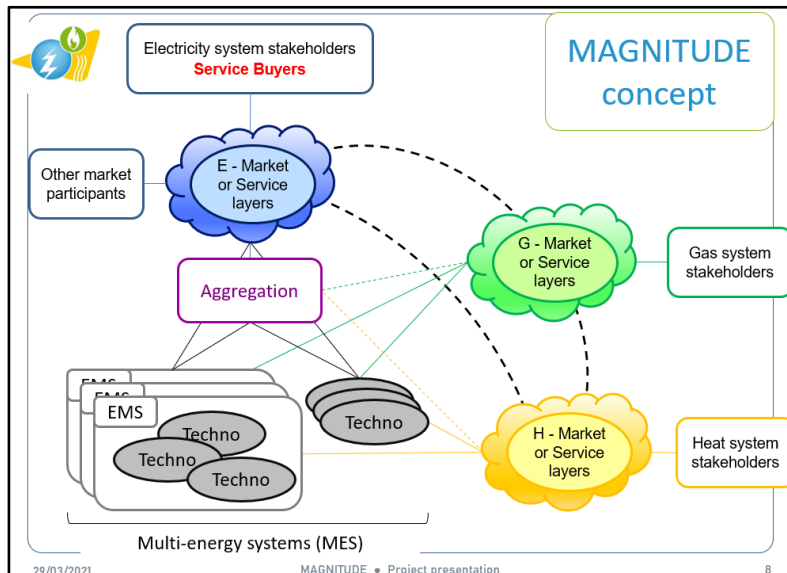
- Fuel shift
- Storage capability
- Demand response

7 countries
Austria, Denmark, France, Italy, Spain, Sweden, United Kingdom



Case study Country	Purpose
Mälarenergi Sweden	District heating and cooling
Paper mill Austria	Integrated pulp and paper mill
HOFOR Denmark	Distributed units + district heating
ACS Italy	Milan district heating
Neath Port Talbot UK	Industrial MES sites and large RES
EMUASA Spain	Waste water treatment plant
Paris Saclay France	District heating & cooling + distributed units

29/03/2021 MAGNITUDE • Project presentation 22



3 EC requirements on communication

As stipulated under Articles 29.4 and 29.5 of the Project Grant Agreement, the following rules have been observed while preparing dissemination activities, including scientific publications.

3.1 EU Logo

As indicated in the Commission's Guidelines, the EU emblem / flag has been used. When displayed together with another logo, the EU emblem was given appropriate prominence.

3.2 Acknowledgement of funding

In order to acknowledge the EU funding, the EU emblem has been used together with the following statement:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774309."

3.3 Disclaimer

A disclaimer excluding the EC / INEA responsibility has been added too. The usual formulation is as follows:

"This document reflects only the authors' view. The European Commission and the Innovation and Networks Executive Agency (INEA) are not responsible for any use that may be made of the information it contains."