



D 8.3 Communication and Dissemination Plan - Update Pilot Start

Organisation: **Res4Africa**

31st/October/2025



Co-funded by
the European Union

Co-funded by the European Union., project number 101146291. Views and opinions expressed within the current document are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.

Document

Settings	Value
Milestone Title	N\A
Work Package Title	WP8 Dissemination and communication
Description	Based on the initial deliverables and outcomes of the pilot, the communication and dissemination strategy and toolbox will be updated: messages, communication channels, languages, targeted messages per type of stakeholder, etc. This deliverable corresponds to Task 8.2 Dissemination and communication activities.
Lead Beneficiary	RES4AFRICA
Lead Authors	RES4AFRICA, EP
Contributors	MEI
Doc. Version (Revision number)	Version 04
Date:	31 October 2025

Document Approver(s) and Reviewer(s):

Name	Role	Action	Date
Natalia Kiselnikova, RES4Africa	author	< Review>	16.10.2025
Lazarina Dimitrova, Europroject	reviewer	< Review>	21.10.2025
Sophia Schneider	reviewer	< Review>	27.10.2025
Shadrack Omwenga, MEI	reviewer	< Approve>	31.10.2025

Document history:

Revision	Date	Name	Short Description of Changes
4	27 Oct 2025	MEI	General formatting and content
3	27 Oct 2025	WUP	General formatting and content
2	24 Oct 2025	EP	Review
1	15 Oct 2025	RES4AFRICA	First version of the document

Configuration Management: Document Location

The latest version of this controlled document is stored in [Swarm-E project Drive](#)

Nature of the deliverable		
R	Report	x
DEC	Websites, patents, filing, etc.	
DEM	Demonstrator	
O	Other	

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

ACKNOWLEDGEMENT

This report represents Deliverable 8.3 of the SWARM-E project which has received funding from the European Union's Horizon Europe Research and Innovation programme under grant agreement No 101146291. The Community is not responsible for any use that might be made of the content of this publication.

SWARM-E is a trans- and multi-disciplinary approach for sustainable, affordable and modern energy access and well-being for Sub-Saharan Africa, aligned with the AU-EU Agenda 2063.

SWARM-E consists of several layers: 1) an innovative renewable electricity infrastructure, the SWARM grid, a circular and cyber-smart network where end-users exchange electricity of their solar home systems and form the nodes of a smart grid which can dynamically grow to meet demand; 2) unlocking unutilised renewable energy for productive uses in the water energy food nexus – cold storage, water purification, water pumping and irrigation, carpentry; 3) transfer and decentralisation of Global North energy transformation innovations – decentralised hydrogen production for cleaner cooking, bi-directional charging of light electric vehicles (two- and three-wheelers) to transport goods and people. SWARM-E builds on network effects generated through the inclusion of localised economies with strong producer-consumer linkages embedded within larger systems of trade and exchange for the creation of bottom-up energy communities.

SWARM-E will operate and replicate 5 pilots in Rwanda and Tanzania, under which 5 SWARM grids are installed, delivering 6.9 GWh of renewable electricity while generating income through the trading of electricity and avoiding the discard of 3,200 batteries; 5 water purification applications deliver 101 million litres of clean water; 15 light electric vehicles deliver farmers' produce, power mobile productive uses and cold storage, increasing the yields of 1,000 farmers and reducing the food losses of more than 5,000; 700 kg of H2 blended with LPG for cleaner cooking, and more than 500 jobs for women and youth to be created.

The balanced participation of EU and AU private, public and civil society organisations in the consortium will ensure the knowledge transfer North-South and South-South, and the sustainability of value chains based on local value creation and entrepreneurship.

More information on the project can be found at: www.swarm-e.eu

COPYRIGHT

© SWARM-E Consortium. Copies of this publication – also of extracts thereof – may only be made with reference to the publisher.



Summary of the deliverable

The following report documents the updated version of the plan drafted in the first 6 months of the project implementation and approved in March 2025 and represents the changes in the communication and dissemination strategy that reflects the current needs of the project. This version of the Communication and Dissemination Plan (CDP) is not a final one and will be revised as per the GA in M36 of the project. The current deliverable will outline major updates or changes in the communication channels used, and in the overall action plan developed for communicating the project progress and activities to all the relevant stakeholders to achieve the maximum impact. The updated CDP has an ambition to include all the appropriate means that will be utilised to efficiently transmit the SWARM-E results to the relevant targeted audience. This plan will be adapted to the project requirements ensuring maximum impact.

This deliverable has 5 main sections:

- **Chapter I: INTRODUCTION**

This chapter introduces the SWARM-E project, summarizing its objective to support universal access to sustainable energy in Sub-Saharan Africa through innovative pilot projects. It also outlines the scope and goals of the project's Communication and Dissemination Plan (CDP), which aims to ensure effective engagement with diverse stakeholders, maximize visibility, and facilitate the impact of the project by sharing results with targeted groups.

- **Chapter II: PROJECT BRANDING IDENTITY**

This chapter outlines the SWARM-E project's branding strategy, detailing the guidelines and visual identity that ensure a cohesive and recognizable brand throughout all communication and dissemination efforts.

- **Chapter III: COMMUNICATION AND DISSEMINATION ACTION PLAN**

This chapter details the strategic approach to communicating and disseminating SWARM-E project results, outlining key target groups, messages, and various activities aimed at promoting the project's outcomes and engaging stakeholders.

- **Chapter IV: KPIs AND MONITORING**

This chapter is dedicated to the process of continuous monitoring, data collection and analysis related to the processes of communication and dissemination as well as information sharing process within the project team.

- **Chapter V: CONCLUSION**

This chapter closes the document reinforcing the main messages.

List of Acronyms and Abbreviations

Abbreviation	Definition
AU	African Union
C&D	Communication & Dissemination
CA	Consortium Agreement
CDP	Communication and Dissemination Plan
EC	European Commission
ELI	ELICO Foundation
EP	Europroject
EU	European Union
FAIR	Findability, accessibility, interoperability and reusability
GA	Grant Agreement
INKO	Inkomoko Entrepreneur Development Limited
KPI	Key Performance Indicator
MEI	Microenergy International GMBH
MOU	Memorandum of Understanding
NGO	Non-governmental organization
OGB	OffGridBox Rwanda Ltd
PUE	Productive use of energy
R&D	Research & Development
R4A	RES4AFRICA Foundation
RW	Rwanda
SSA	Sub-Saharan Africa
TVET	Technical and Vocational Education and Training
TZ	Tanzania
UR	University of Rwanda
WEF	Water-Energy-Food (nexus)
WP	Work package

Table of Contents

SUMMARY OF THE DELIVERABLE	4
LIST OF ACRONYMS AND ABBREVIATIONS.....	5
TABLE OF CONTENTS.....	6
TABLE OF FIGURES/TABLES	7
1. CHAPTER 1: INTRODUCTION	8
1.1 Project summary	8
1.2 Scope of the document	9
2. CHAPTER 2: PROJECT BRANDING IDENTITY.....	10
2.1 Branding guidelines	10
2.2 Visual Identity	10
2.3 Logo	11
2.4 Project Slogan	11
2.5 Project templates	11
2.6 Project Infographics	12
2.7 EU Disclaimer use	13
3. CHAPTER 3: COMMUNICATION AND DISSEMINATION ACTION PLAN.....	14
3.1 Communication and dissemination definition	14
3.2 Stakeholder mapping	14
3.3 Channels of communication	17
3.3.1 Promotional and Outreach Materials	18
3.3.2 Project website - https://swarm-e.eu/	18
3.3.3 Social media	20
3.3.4 Project video	22
3.3.5 Newsletters and press releases	22
3.3.6 Communication campaigns	23
3.4 Dissemination means	23
3.4.1 Scientific publications	23
3.4.2 Publications in conference proceedings and participation in events	24
3.4.3 Organization of events (seminars/webinars/trainings etc)	24
3.5 Communication and dissemination overview	25
3.6 Key messages related to other Work Packages	29
3.7 Related initiatives and synergies with other projects	31
4. CHAPTER 4: KPIS AND MONITORING.....	34
4.1 Monitoring and control of dissemination and communication activities process	34
4.2 Dissemination Tables	35
4.3 List of main KPIS	35
4.4 Monitoring tools	37
4.5 Process for sharing information and communication activities within the project team	37
5. CHAPTER 5: CONCLUSION	38

Table of Figures/Tables

Abbreviation	Definition
Table 1	List of Acronyms and Abbreviations
Table 2	Stakeholders relevant for communication and dissemination
Table 3	Key messages related to the key stakeholders groups
Table 4	Synergy Action Plan projects and papers
Table 5	List of KPIs
Fig. 1	Branding Guidelines
Fig. 2	Project Logo
Fig. 3	Project Infographic
Fig. 4	EU Funding Acknowledgment
Fig. 5	Project Website
Fig. 6	LinkedIn Account
Fig. 7	Subpage Newsletter on the website
Fig. 8	1st Press Release
Fig. 9	Subpage Synergies – WEFE Cluster on the website
Fig. 10	Dissemination table

1. CHAPTER 1: INTRODUCTION

1.1 Project summary

Sub-Saharan Africa (SSA) faces a critical energy crisis, with 80% of its population living in energy poverty and 567 million people lacking access to electricity¹. This dire situation exacerbates poverty and inequity, leaving vulnerable populations susceptible to the impacts of climate change. Significant challenges in water, energy, and food (WEF) security hinder stable food supply chains and access to clean drinking water, severely affecting educational, economic, and health prospects in the region. The reliance on polluting fuels for cooking and inefficient transportation further complicates these issues, disproportionately impacting women and young girls.

The overall aim of SWARM-E is to support universal access to affordable, reliable and modern sustainable energy for SSA, aligned with the AU-EU Agenda 2063, by means of a trans- and multi-disciplinary approach. SWARM-E will operate and replicate 5 pilots in Rwanda and Tanzania, under which 5 SWARM grids are installed, delivering 6.9 GWh of renewable electricity while generating income through the trading of electricity and avoiding the discard of 3,200 batteries; 5 water purification applications deliver 101 million litres of clean water; 15 light electric vehicles deliver farmers' produce, power mobile productive uses and cold storage, increasing the yields of 1,000 farmers and reducing the food losses of more than 5,000; 700 kg of H₂ are blended with LPG for cleaner cooking, and more than 500 jobs for women and youth are created.

The project aims to achieve the following objectives:

- **Reduce energy poverty** by improving access to electricity and sustainable energy solutions for the 567 million people in SSA.
- **Enhance access to clean cooking technologies** to promote the adoption of clean fuels, thereby reducing reliance on polluting options and improving health outcomes.
- **Improve Water, Energy, and Food (WEF) security** by tackling challenges that create instability in these sectors, ultimately fostering a more equitable environment for vulnerable populations.
- **Facilitate efficient transportation** by developing safe and green transportation solutions to lower costs associated with agricultural product movement, thus enhancing food security.
- **Empower women and young girls** by reducing the burden of water transportation, thereby improving their educational and economic opportunities.
- **Mitigate climate vulnerability** by strengthening the resilience of populations to climate change through comprehensive strategies that address environmental, and health impacts related to energy poverty and resource use.

¹ Tracking SDG7: The Energy Progress Report 2025. IRENA: <https://www.irena.org/Publications/2025/Jun/Tracking-SDG-7-The-Energy-Progress-Report-2025>

1.2 Scope of the document

This document presents the updated second version of the Communication and Dissemination Plan (CDP) for the SWARM-E project, submitted at Month 18 (M18). It builds upon the first version delivered at Month 6 (M6), integrating the development of the project so far, the experience gained from the implementation of communication activities, and the lessons learned through stakeholder mapping and engagement.

The purpose of this updated CDP is to refine and strengthen the project's overall communication and dissemination strategy, ensuring that SWARM-E's messages remain clear, coherent, and impactful across all target audiences. It reflects the project's evolution, considering new activities, partnerships, and external developments relevant to the Water–Energy–Food (WEF) nexus and sustainable energy access in SSA. This version of the CDP continues to guide the project consortium's efforts to publicly share project progress and results, enhance stakeholder engagement, and maximise the visibility and impact of SWARM-E at both the African and international levels. It provides an updated mapping of key audiences, revised key messages, and a more detailed overview of the communication tools and channels used to reach each stakeholder group effectively.

Furthermore, the plan reinforces the monitoring and evaluation framework for communication and dissemination activities, introducing new performance indicators and feedback mechanisms to assess the effectiveness of actions taken and to support data-driven decision-making for future outreach. The CDP remains a living document, subject to continuous improvement and adaptation in line with the project's progress and the communication outcomes achieved.

In alignment with the project's objectives, the SWARM-E consortium continues to promote active stakeholder engagement and to disseminate results through a variety of channels, including scientific publications, conferences, workshops, and industry events. Electronic and digital resources, such as newsletters, social media, and direct mailings, are also used to increase public awareness and facilitate the uptake of project outcomes by relevant organisations and end-users.

Main objectives of the document are:

- **Ensure the continued effectiveness** of the project's communication and dissemination process through refined strategies, updated messages, and adequate communication channels.
- **Provide partners with clear and up-to-date guidelines** to support consistent, coherent, and efficient communication and dissemination activities across the consortium.
- **Strengthen coordination and synergy** among partners to ensure alignment between communication, dissemination, and exploitation actions.
- **Integrate lessons learned and feedback** from the first implementation period to enhance engagement, visibility, and overall project impact.



2. CHAPTER 2: PROJECT BRANDING IDENTITY

There is no change in the branding, visual identity, logo, graphic charter of the project. The deliverable presents here below a summary of the separate branding identity parts.

2.1. Branding guidelines

The SWARM-E brand, consisting of a unique logo and a comprehensive style guide, serves as the foundation for all visual communication materials throughout the project. The style guide ensures consistent use of the logo, colour palettes, fonts, and design elements to build a cohesive brand image.

The SWARM-E Communication Toolbox (D8.2 already submitted in M6) contains all the detailed information on main branding guidelines such as fonts, templates, colours to be used in the communication and dissemination activities.

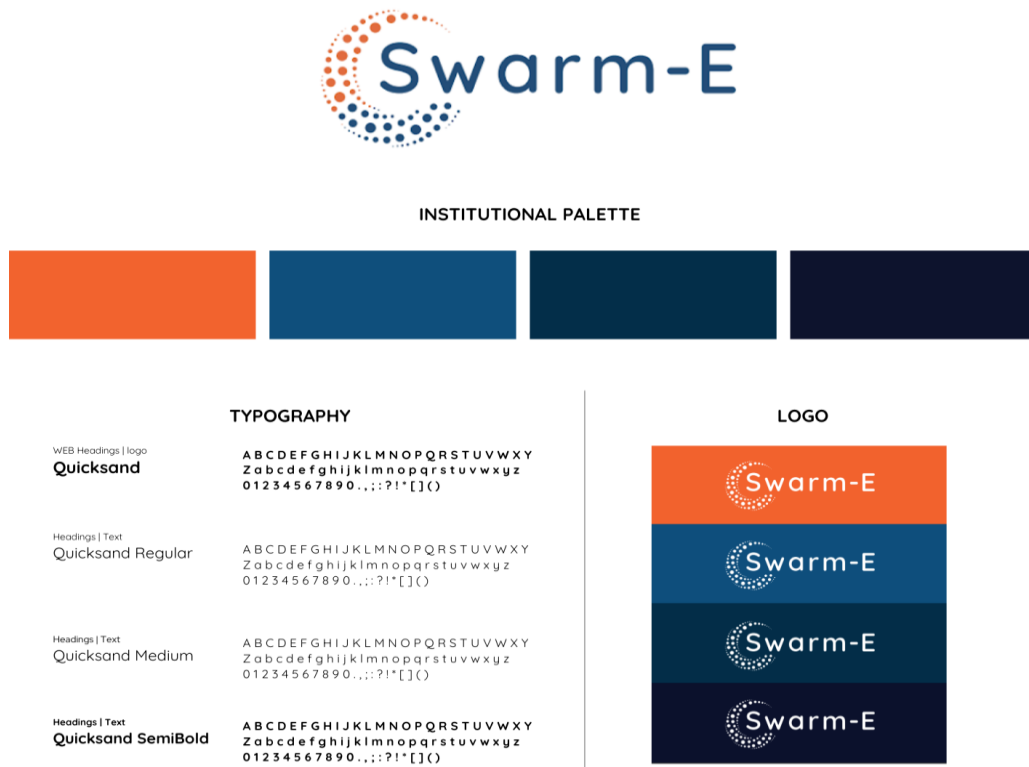


Fig. 1 Branding Guidelines

2.2. Visual Identity

The SWARM-E visual identity ensures a coherent and recognisable brand presence across all communication and dissemination materials. It defines the core graphic elements and design guidelines



that guarantee consistency and visibility in all project outputs and channels. This section summarises the established branding framework, which continues to effectively support the project's communication strategy and recognition.

2.3. Logo

The SWARM-E project partners agreed on the SWARM-E logo, established a recognisable identity and a visual brand, created by EP.

The SWARM-E logo reflects the project's mission by symbolizing a decentralized and flexible renewable energy network. Its circular motif and colour gradient represent the diversity of energy assets and activities, aligning with SWARM-E's goal of supporting dynamic local energy trading and a bottom-up renewable energy ecosystem.



Figure 2. Project Logo

2.4. Project Slogan

"Leave No One Behind: Bottom-up Energy Transformation of Last-mile Communities"

The SWARM-E slogan emphasizes inclusive, grassroots energy transformation, focusing on empowering local communities and ensuring equitable access to sustainable energy for the most remote and vulnerable populations.

The detailed guidelines on the correct usage and potential misuse of the logo are presented in the D8.2 Communication Toolbox.

2.5. Project templates

All SWARM-E templates maintain a consistent brand identity and are available for internal and external use across project activities, including documents, deliverables, and presentations. They are available for utilisation, during project-related activities and for the edition of relevant documents and contents.



The list of templates provided is as follows:

- Document Template
- Deliverable Template
- PowerPoint Template

2.6. Project Infographics

A set of project infographics has been developed and refined based on feedback from consortium partners to visually represent SWARM-E's technological concept and system architecture. These infographics will continue to be updated as the project evolves and are intended for use across all official communication materials, including presentations, publications, the website, and social media. Their consistent use will ensure a clear and coherent visual explanation of the project's approach to decentralised renewable energy systems.



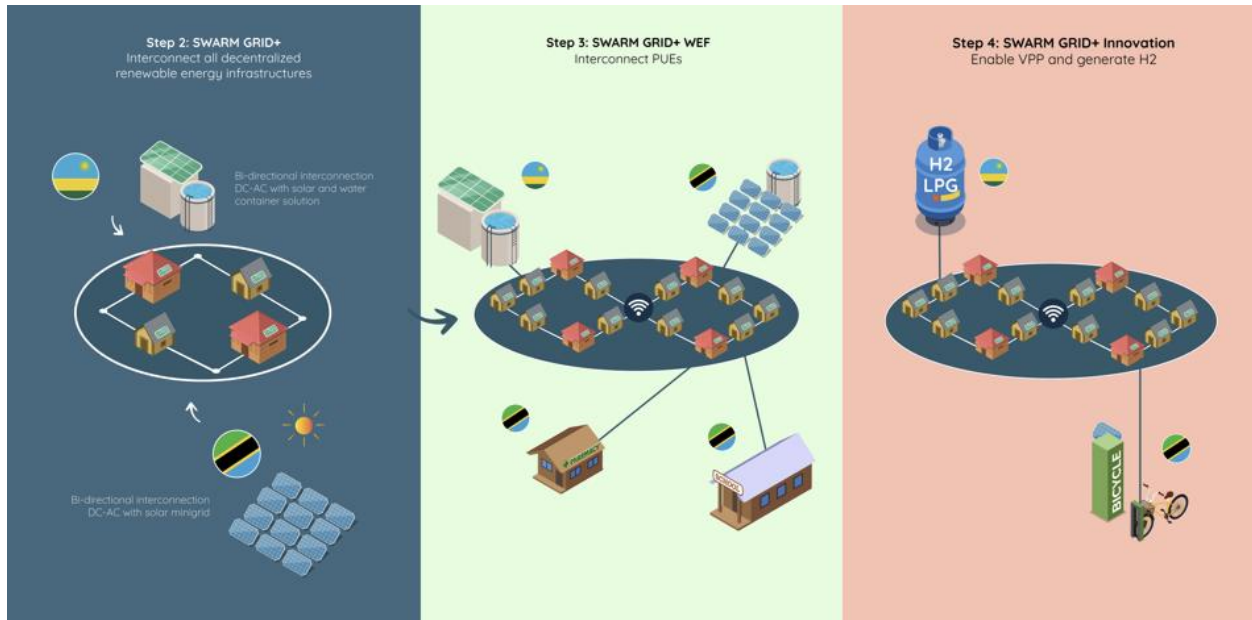


Figure 3. Project Infographic

2.7 EU Disclaimer use

SWARM-E has complied with Article 17 of the Grant Agreement by ensuring all communication and dissemination activities are strategic, accurate, and acknowledge EU funding.

The European emblem and funding statement have been correctly displayed on all materials, with a disclaimer clarifying that views expressed are those of the authors and not of the EU or CINEA. All obligations regarding media, events, and information materials have been met without claiming exclusive rights to the EU emblem.



Co-funded by the European Union., project number 101146291. Views and opinions expressed within the current document are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.

Fig 4. EU Funding Acknowledgment

3. CHAPTER 3: COMMUNICATION AND DISSEMINATION ACTION PLAN

3.1 *Communication and dissemination definition*

In order to facilitate the reader of this Deliverable, a Dissemination and Communication definition is presented briefly according to the directions of the European Commission regarding the projects under the umbrella of Horizon Europe.

“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i)² the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange”.

“Dissemination is the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium”³.

3.2 *Stakeholder mapping*

Building on the first version of the CDP (M6), this updated section (M18) integrates findings from the Local Site Profiles developed in WP2 and WP3. These profiles are based on surveys and focus group discussions (FGDs) conducted across the pilot sites in Rwanda and Tanzania, and they provide a deeper understanding of local stakeholder structures, economic value chains, and community energy needs.

The updated stakeholder analysis distinguishes between village-level and regional-level stakeholders, aligning communication and dissemination efforts with the specific needs, interests, and engagement potential of each group. The refined mapping also incorporates new categories that have emerged from on-the-ground engagement and data collection.

Local Communities and citizens (households, micro and small enterprises): These groups are core beneficiaries of the SWARM-E pilots and represent both the demand and supply sides of local energy ecosystems. Communication now focuses on highlighting tangible socio-economic benefits such as increased productivity, improved access to clean water and cooking solutions, and reduced energy costs. Special emphasis is placed on showcasing community-driven initiatives and productive use cases identified through FGDs (e.g. agro-processing, refrigeration, and small-scale commerce).

Community Leaders and Local Authorities: Village and district leaders, cooperatives, and local committees play a crucial role in mobilising participation, validating data, and facilitating project acceptance. The updated CDP emphasises their role as trusted intermediaries between the project and citizens, ensuring local ownership and supporting replication.

Educational, Health, and Religious Institutions: Schools, training centres, health facilities, and faith-based institutions were identified as both direct beneficiaries and key multipliers of project impact. Communication efforts target these institutions as local champions for awareness raising on energy access, gender inclusion, and community resilience.

² <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

³ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

African Academia and Researchers (Rwanda, Tanzania, Kenya): Academic institutions remain essential for knowledge transfer, training, and monitoring. Engagement now includes collaboration with local universities and TVETs (Technical and Vocational Education and Training) to integrate SWARM-E tools and training modules into curricula, strengthening the long-term sustainability of technical skills in the region.

Policy Makers (energy agencies, ministries, local and regional authorities): Building on initial engagement, communication now focuses on presenting evidence-based policy insights drawn from pilot implementation. The aim is to inform frameworks on decentralised renewable energy, mini-grids, and productive energy use, while reinforcing EU–AU cooperation.

Private Sector and Technology Providers: The updated mapping includes Solar Home System (SHS) suppliers, mobile money agents, and local businesses that interact with the SWARM grids. These actors are key partners for scaling up technology adoption and integrating innovative business models for energy trading, e-mobility, and clean cooking.

Networking Organisations and NGOs: National and international NGOs, as well as cooperatives and community-based organisations, continue to support outreach and social inclusion. Their engagement focuses on mobilising communities, supporting training, and co-developing awareness materials that promote equitable access to energy.

TVETs (Technical and Vocational Education and Training) and Technicians: Their role in ensuring post-project sustainability has become even more prominent. Communication activities highlight opportunities for technical training, certification, and knowledge exchange under WP3, ensuring alignment between local skills and the project’s technological components.

Financial and Investment Actors (banks, investors, microfinance institutions): Involvement with financial stakeholders has progressed, with communication efforts now focused on showcasing business models and investment potential arising from the pilots. These activities aim to catalyse new funding sources for the replication and scaling up of SWARM-E solutions.

Table 2: Stakeholders relevant for communication and dissemination

Stakeholder Group	Role / Impact	Channels / Tools	Communication vs Dissemination
Local Communities & Citizens (households, micro & small enterprises)	Core beneficiaries; understand socio-economic benefits; adopt and use SWARM-E solutions; provide feedback on pilots	Community meetings, local workshops, FGDs, newsletters, social media	Communication

Community Leaders & Local Authorities	Mobilise participation, validate data, facilitate project acceptance; ensure local ownership	Face-to-face meetings, workshops, local events, newsletters	Communication
Educational, Health & Religious Institutions	Champions for awareness on energy access, gender inclusion, and resilience; multiplier of project impact	Training sessions, workshops, newsletters, local media	Communication
African Academia & Researchers (Rwanda, Tanzania, Kenya)	Knowledge transfer, training, monitoring; integrate SWARM-E modules into curricula; research collaborations	Scientific journals, position papers, blogs, webinars, conferences, Africa Knowledge Platform	Communication & Dissemination
Policy Makers (energy agencies, ministries, local/regional authorities)	Inform evidence-based policies for decentralized renewable energy; enable replication and scaling	Policy briefs, workshops, conferences, targeted reports	Communication & Dissemination
Private Sector & Technology Providers	Promote technology adoption; upscale SWARM grid solutions; support business models	Industry workshops, networking events, conferences, online platforms	Dissemination
Networking Organisations & NGOs	Mobilize communities; support training; co-develop awareness materials	Workshops, newsletters, social media, webinars	Communication & Dissemination
TVETs & Technicians	Post-project sustainability; technical training; alignment of skills to project technologies	Training sessions, workshops, certification programs, webinars	Communication

Financial & Investment Actors (banks, MFIs, investors)	Facilitate financing models, scaling, replication; assess livelihood improvement and PUE business models	Conferences, publications, regional workshops, networking events	Dissemination
General Public & Civil Society	Share success stories; raise awareness on benefits of SWARM-E	Press releases, social media, newsletters, local events	Communication & Dissemination
Research Institutes & Centres	Produce high-quality scientific knowledge; mutual learning; increase project visibility	Scientific journals, thematic magazines, blogs, policy briefs, Africa Knowledge Platform, conferences	Dissemination
Public Authorities, Regulators & Standardisation Bodies	Improve enabling frameworks; support adoption; inform regulatory compliance	Clean energy fairs, conferences, workshops, IRENA events	Dissemination
Industry (Manufacturers, Technology Developers, Engineering Companies, End-users)	Promote technologies; upscale SWARM grids; disseminate pilot results and scalability strategies	Regional stakeholder workshops, capacity-building sessions, networking events	Dissemination

3.3 Channels of communication

During the initial stage, SWARM-E focused on creating a network of engaged stakeholders and establishing key communication channels — including the official project website, social media platforms (LinkedIn, X), and newsletters. These channels served as the foundation for visibility and engagement, with performance monitored through metrics such as website traffic, social media reach, and newsletter subscriptions.

Phase 2 – R&D Diffusion and Cooperation (M18–M36): In this second phase, SWARM-E will intensify the dissemination of its research and innovation results. As project outcomes become available, they will be promoted through newsletters, social media, scientific publications, conferences, and dedicated

workshops. A particular focus will be placed on strengthening cooperation with related EU-funded projects, research networks, and initiatives across Africa and Europe to foster synergies, share best practices, and enhance visibility and impact. Regular updates, thematic webinars, and joint communication campaigns will ensure that findings are effectively translated into knowledge exchange and community learning.

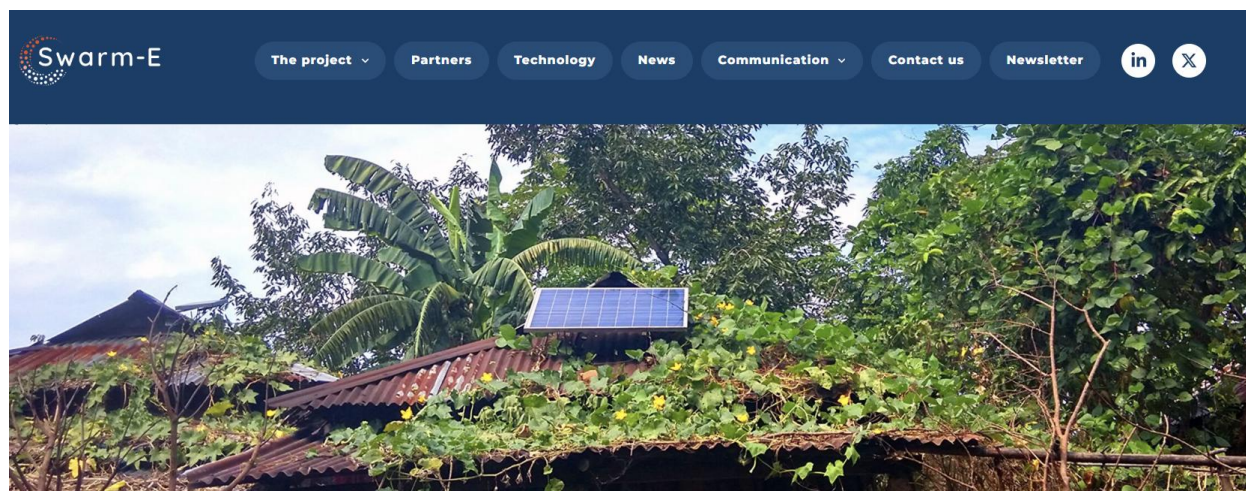
Phase 3 – Exploitation Enablement (M30–M48): In the final stage, efforts will shift toward enabling the uptake and replication of SWARM-E’s results. This will be achieved through capacity-building activities, targeted workshops, and non-commercial roadmaps, complemented by market-oriented communication to reach final users and investors for commercially viable outputs.

A detailed description of the communication and dissemination channels employed by the SWARM-E consortium is provided in the following sections.

3.3.1. Promotional and Outreach Materials

In the second phase of the project, SWARM-E will expand and enhance its portfolio of communication and promotional materials to effectively present upcoming results and demonstrate project impact. A new series of digital and printed materials—including updated roll-up, brochures, presentations, and leaflets—will be developed to showcase emerging findings from the pilot sites and thematic work packages. These materials will be refreshed to capture key milestones and tailored to different target audiences. Their distribution will be strategically aligned with major conferences, exhibitions, and stakeholder events taking place during this phase. In addition, all project partners will mobilise their own networks, media channels, and institutional communication platforms to maximise visibility and outreach across local, regional, and international audiences.

3.3.2. Project website - <https://swarm-e.eu/>



The SWARM-E project website, launched in October 2024 (M6), continues to serve as the project’s central communication and information hub. Designed to be user-friendly and accessible, it provides stakeholders and the wider public with up-to-date information on the project’s objectives, progress, and results. The website is regularly updated with news, partner information, event announcements, and publications, and also functions as a platform for sharing deliverables, newsletters, and key communication materials.

The site’s structure ensures clear navigation and visibility of the project’s main components: the **“Project”** section presents SWARM-E’s mission, vision, and objectives; **“Work Packages”** and **“Deliverables”** detail the technical and management activities and their outputs; the **“Pilot Sites”** page highlights implementation progress in Rwanda and Tanzania; and the **“Technology”** section describes the SWARM grid concept and productive use applications. The **“Partners”** page introduces the consortium members, while the **“News”** and **“Communication”** sections share updates, event coverage, press releases, and downloadable resources such as the Communication Kit and visual materials. Finally, the **“Contact”** page provides direct access for inquiries and stakeholder interaction.

In the upcoming period, the website will continue to evolve as a dynamic and interactive platform, incorporating new content such as pilot achievements, multimedia stories, and knowledge-sharing tools. These enhancements will further strengthen its role as a key channel for project visibility, stakeholder engagement, and open communication.

For the first 18 months the unique users of the website amount 2500 as the active engagement time per user is 1m 24s. The direct users of the website (typing it in the browser) are around 1500, the users from referral are 500 (links from other places lead to the website) and organic search again around 500 - during a search in some of the topics the project is active, the website appears and is being visited.



The infographic features four key metrics at the top, each with an icon and text:

- 5.6 mil** SSA citizens connected to 3,200 SWARM grids (Icon: group of people)
- 10.5 GWh** of clean energy (Icon: plug and leaf)
- 178,875 tons** of CO2 emission offset (Icon: CO2 molecule)
- 24 B** liters safe water for consumption (Icon: water drop)

Below these metrics is a photograph of solar panels installed on a building. In the foreground, three colored boxes highlight the project's core values:

- MOTTO** (Icon: lightbulb)
- MISSION** (Icon: target): Through SWARM-E, our mission is to empower last-mile communities in Sub-Saharan Africa by providing
- VISION** (Icon: eye): Our vision is to create a future where every community in Sub-Saharan Africa has equitable access to

Keep your environment clean make the earth green.

The inter-disciplinary collaborative project between European and African research institutions and private sector proposes a solution for clean energy that LEAVES NO ONE BEHIND and meets the energy and water and food productivity needs of all users in communities in the SSA.



Copyright© 2024 Swarm-E All rights reserved. Designed by Europroject



Co-funded by the European Union

Co-funded by the European Union, project number 101146291. Views and opinions expressed within the current document are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.

LEAVE NO ONE BEHIND: BOTTOM-UP ENERGY TRANSFORMATION OF LASTMILE COMMUNITIES

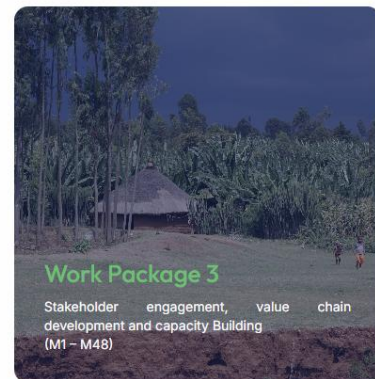
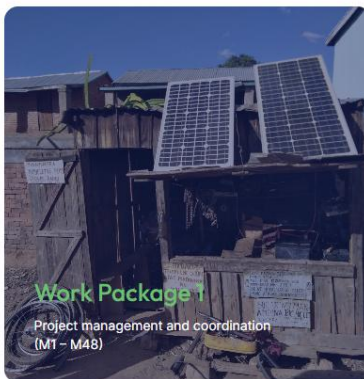


Fig 5. Project Website

3.3.3. Social media

During the first 18 months, SWARM-E maintained a regular and consistent presence on social media, with LinkedIn as the main platform due to its alignment with the project’s professional target audience. The



Co-funded by the European Union



project shared updates on progress, events, and key results to engage stakeholders and drive traffic to the project website.

These efforts successfully built an initial online community, with LinkedIn followers surpassing 720 by month 18. Social media engagement has helped raise awareness of the project, attract interest from relevant stakeholders, and establish a foundation for broader outreach in the next phase.

In the second phase of the SWARM-E project, social media will continue to play a central role in maximizing outreach and impact, with LinkedIn remaining the primary channel, complemented by X, due to the nature of the project's target audience being active mainly in LI.

The project will strategically use these platforms to keep stakeholders informed about ongoing progress, upcoming events, and new findings. Social media content will continue to drive traffic to the SWARM-E website, which serves as the central hub for all project information and resources.

During the next phase, the focus will be on expanding the audience for project results, giving visibility to the pilots. Regular updates on project developments, promotion of key events, and highlights of project achievements will raise awareness, foster engagement, and generate interest among target stakeholders.

Monitoring and analyzing social media activity will remain a priority. Insights on engagement metrics, content performance, audience demographics, and key project advocates will guide the refinement of communication strategies to ensure messaging remains effective and impactful.

Consortium members are encouraged to actively engage in discussions, share content, and amplify the project's reach via their corporate websites and social media channels, enhancing visibility and stakeholder engagement across Europe and beyond.



Fig 6. LinkedIn Account

3.3.4. Project video

As foreseen in the grant agreement, SWARM-E will initiate the production of technical videos, as these will feature key consortium members and highlight project activities, results, and innovations. The first video is planned for publication at the beginning of the 2nd phase of the CD plan implementation - around the beginning of 2026, with subsequent videos to follow, including one targeted for M36 which most probably will be aligned with the project progress and may be launched as a final video showcasing the innovative solutions in the pilot sites. Video length and content will be tailored to the specific purpose and selected dissemination channel, ensuring effective communication to target audiences as the idea is to have a regular long one for YouTube and a shorter one for social media.

3.3.5. Newsletters and press releases

During the first 18 months, SWARM-E has issued two newsletters, providing stakeholders and partners with updates on the 1st physical CM in Rwanda in February 2025, the 2 workshops organized in Rwanda and Tanzania respectively in February and May 2025, project progress, news, and interviews with key consortium members. A third newsletter is planned for publication before the end of the year. All newsletters are uploaded to the project website and shared on social media, serving as a key online resource. RES4Africa is responsible for coordinating newsletters, with EP providing visual materials as needed. Project partners are encouraged to amplify reach by featuring SWARM-E updates in their own communication channels, such as electronic newsletters distributed to relevant industry contacts.

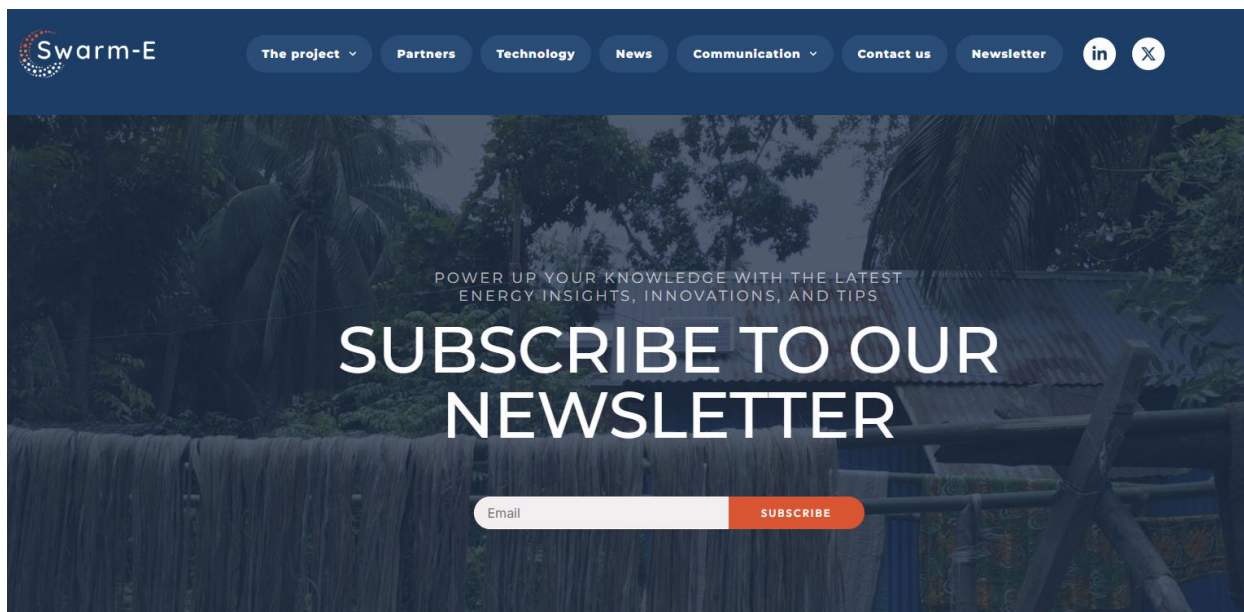


Fig 7. Subpage Newsletter on the website

To support broader visibility and media engagement, the [1st Press Release](#) has been issued to date, reaching over 50 national and European media outlets. Future press releases will continue to announce significant project milestones and achievements. Written in English, these releases are disseminated with

the support of project partners to ensure transparency and keep all stakeholders informed about SWARM-E's ongoing development and impact.



30th July 2025

Fig 8. 1st Press Release

3.3.6. *Communication campaigns*

SWARM-E has actively implemented several communication campaigns to engage stakeholders and raise project visibility. In February 2025, targeted campaigns were launched to promote the two workshops organized during the Consortium Meeting. Additionally, the “Meet the Team” campaign featured video interviews with all consortium partners, which have been published on social media and linked to the project website. These interviews will continue to be shared throughout Phase 2 to maintain engagement and highlight partner contributions.

Moving forward, SWARM-E will continue to run communication campaigns focused on upcoming activities, including the FGDs, technologies implemented within the project, and other thematic topics. Consortium partners are expected to contribute proactively to these campaigns by providing content, participating in interviews, and sharing posts through their own communication channels, amplifying the project's reach and impact.

3.4 *Dissemination means*

The following dissemination channels and activities will be integral components of the Communication & Dissemination plan:

3.4.1 *Scientific publications*

Joint dissemination actions will include online communication campaigns, dissemination to scientific conferences, industrial fairs, scientific publications in targeted journals, etc Digital technologies will be used to disseminate knowledge from SWARM-E to make sure project research is fully transparent for the scientific community.

As the project progresses and research findings emerge, additional printed materials may be developed to effectively disseminate these valuable insights to stakeholders and the general public. These materials will be timed to coincide with key project milestones.

The target is the scientific community promoting new advances in the deployment of decentralised energy systems including research institutes/centres and local universities. Our research partners (WUP, VITO, UR) and C&D partners (RES4) will leverage their networks for dissemination including: Association of European RE Research Center, National Renewable Energies Centre and the European Energy Research Alliance Project partners are expected to submit at least 10 peer-reviewed scientific papers by the end of the project, ensuring open access in relevant high-impact journals where to publish these articles may include: [Sustainable Energy, Grids and Networks](#), [IEEE Transactions on Energy Conversion](#), [IEEE Transactions on Power Systems](#), Energy, Energies, [IEEE Transactions on Sustainable Energy](#), [International Journal of Electrical Power and Energy Systems](#), [Journal of Energy Storage](#), [Journal of Cleaner Production](#), amongst others.

Lessons learned from SWARM-E will be shared via a minimum of: 15 journal articles and conference proceedings, 5 policy papers, 12 presentations, 10 published articles. The initial brochure that will outline the project in general terms may be followed by a more detailed one presented at the final event with 35 attendees.

Partners will be asked to fill in this form for each scientific publication:

Scientific journal	DEC target group	Possible partner involved

3.4.2 Publications in conference proceedings and participation in events

SWARM-E partners are expected to actively participate in events, workshops, and conferences, presenting project objectives, results, and key findings to the broader community of experts. A tentative list of relevant events will be provided by RES4Africa (R4A) to guide dissemination efforts.

Partners are encouraged to showcase project outcomes and exploitable results at these events to promote SWARM-E, enhance its visibility, and maximize commercial and scientific impact.

3.4.3 Organization of events (seminars/webinars/trainings etc)

During the first 18 months, SWARM-E successfully organized one workshop in Rwanda and one in Tanzania, engaging local stakeholders and showcasing initial project results. Building on this, RES4Africa



will organize 2 additional regional workshops in Rwanda and Tanzania—one in each country. These workshops will involve local stakeholders, including speakers, attendees, and vendors, to foster knowledge exchange, align interests, build networks, transfer capacity, and co-generate actionable recommendations.

In addition, SWARM-E will be presented by consortium members at a minimum of 8 major events: four in Europe (e.g., Key Energy in Italy, Intersolar in Germany) and four in Africa (e.g., Africa Energy Forum, Africa Energy Week). Eligible events in 2026 include the Energy Fair Ecomondo in Rimini (March), Tanzania Energy Week, RES4Africa Executive School in Tanzania, and the 6th International Conference on Energy Access in Mallorca (April), among others.

Workshops and events will target representatives from the private sector, government offices and regulatory bodies, and supporting institutions such as financiers, investors, training organizations, and NGOs. Consortium members will present initial findings and data, establish connections with existing national structures, strengthen networks and partnerships, and contribute to actionable recommendations at the local and national levels.

Partners will be asked to fill in this form regarding each event:

Dissemination event name	Event date	Event Location	Event Topic	DEC target group	Possible partner involved

Toward the end of the project, a final conference will be organised in Rome, Italy gathering at least 100 high-level stakeholders from Africa and Europe to share the project results and lessons learnt.

3.5 Communication and dissemination overview

Since the submission of the first Communication and Dissemination Plan, SWARM-E has made substantial progress in implementing its communication, dissemination, and stakeholder engagement strategy. The activities carried out so far have validated the initial approach and provided valuable lessons that informed this updated strategy. The focus of this M18 version is to strengthen evidence-based communication, local-level engagement, and integration of pilot site insights to enhance the project’s overall impact and visibility.

Awareness raising: During the first project period, SWARM-E successfully launched its visual identity, website, social media presence, and initial promotional materials. Awareness-raising efforts now evolve into a more targeted and participatory communication phase, linking project results with tangible outcomes at the community and policy levels.



The updated strategy includes:

- Implementation of a comprehensive awareness campaign across regional, national, and international levels, focused on African academia, researchers, policymakers, energy planners, and the general public.
- Organization of the remaining two stakeholder workshops (out of a total of four, two in Rwanda and two in Tanzania). One workshop per country has already been held during the first 18 months of the project. The upcoming workshops will be supported by webinars, press releases, and social media campaigns. Continuing the publication of the SWARM-E newsletter and articles highlighting technical progress, pilot results, and human-interest stories from local communities.
- Expanded use of local and regional media (newspapers, media and online outlets) to showcase project benefits such as easy installation, operational reliability, low-cost clean energy, and opportunities for income generation.
- The SWARM-E website will continue to serve as the main information hub, integrating project news, pilot updates, publications, and event announcements. In the next period, new sections will be added to improve functionality and engagement.
- The project's social media channels (LinkedIn, X and later maybe if needed - YouTube) will be used to expand audience reach and foster interactive engagement.
- The SWARM-E newsletter will be issued semi-annually, summarising project milestones, upcoming events, and featured interviews. In addition, targeted press releases and media kits will be distributed through local and regional media partners to raise awareness among broader public audiences. Articles will highlight community stories, local innovation, and policy relevance to enhance the project's public image and uptake.

This phase also emphasises the use of **visual storytelling** (short videos such as the "Meet the Team" campaign ongoing in the social media, infographics, testimonials) to strengthen community outreach and ensure messages resonate with diverse audiences, including rural and non-technical groups.

Stakeholder engagement: In the next phase of the project, stakeholder engagement will focus on consolidating relationships established during the initial 18 months and expanding outreach to new actors at both local and regional levels. Building on the insights gained from the local site profiles and FGDs conducted in Rwanda and Tanzania, the approach will shift from stakeholder identification to active co-creation, dialogue, and collaboration.

The main goal is to accelerate the sustained interaction and ownership among key actors. Engagement activities will therefore focus on ensuring that stakeholders remain informed, motivated, and empowered to act as multipliers of the project's impact.

Key actions foreseen in the upcoming period include:

- Deepening policy and institutional dialogue through structured roundtables and thematic sessions involving government bodies, regulatory agencies, and energy planners in Rwanda and Tanzania. These exchanges will promote the integration of SWARM-E insights into national and

regional policy frameworks and will serve as platforms for science–policy–society interaction.

- Strengthening collaboration with community leaders and cooperatives to promote local ownership, facilitate the deployment of project activities, and ensure that communication remains culturally relevant and inclusive.
- Expanding engagement with the private sector and financial actors, including technology providers, investors, and microfinance institutions, to explore business models and investment mechanisms that can support the replication and long-term sustainability of SWARM-E solutions.
- Enhancing participation of educational, health, and other institutions as communication multipliers and beneficiaries. Tailored awareness materials and demonstration events can be developed to highlight the social and economic benefits of reliable, affordable clean energy.
- Integrating stakeholder engagement into the capacity building programme (WP3) by actively involving TVETs, technicians, and local institutions in communication and knowledge exchange activities. This will ensure that technical training is complemented by a broader understanding of the socio-economic impact of SWARM-E.
- Hosting on-site demonstrations and local dissemination events at pilot sites, allowing stakeholders to experience SWARM grid technologies in action and share their own perspectives through interviews, videos, and testimonials.
- Systematic collection and use of stakeholder feedback through surveys, interviews, and consultation sessions to continuously refine engagement and communication strategies, ensuring that project activities respond to real local needs.
- Collaboration with local partners (INKO, ELI, and others) to tailor messages, select appropriate communication channels, and align engagement methods with the cultural and linguistic context of each site.

Overall, the updated stakeholder engagement strategy aims to move from information sharing to empowerment, positioning key actors — from local communities and policymakers to private sector innovators — as active contributors to SWARM-E’s success and long-term legacy in SSA.

Networking: Since M6, networking efforts have significantly expanded, focusing on collaboration, knowledge transfer, and replication. SWARM-E has established connections with complementary EU- and AU-funded initiatives, regional networks, and private sector actors.

The updated plan includes:



- Strengthened cooperation with African and European initiatives through joint workshops, knowledge-sharing events, and cross-promotion of other projects in Africa/Europe and on institutional channels.
- Organisation of regional stakeholder workshops (two per country as already 1 in RW and 1 in TZ were organized in 2025) led by R4A, ECO, and OGB, to strengthen the alignment of interests, co-creation of recommendations, and networking among key stakeholders.
- Identification of new locations for replication in Rwanda, Tanzania, and potentially other SSA countries, with support from R4A, OGB, ELI, and WUP.
- Establishment of new partnerships and MoUs with private sector and financing actors to support scaling and long-term sustainability.

Targeted outreach: The second phase of outreach focuses on the production of tailored digital content and the strengthening of communication capacity at local level. Activities are now more audience-specific and context-driven.

Key updates:

- Concepts for technical videos, social media campaigns, articles, blog posts, and website content tailored to the key audiences, explaining project activities, pilot benefits, and lessons learned.
- Implementation of outreach and training sessions coordinated by the local partners in Rwanda and Tanzania under the guidance of R4A, leveraging the experience of the Micro-Grid Academy.
- Contribution from WUP to develop the Open-Source Knowledge Hub for Productive Uses of Energy (PUEs), providing access to case studies, business models, and tools.
- Integration of project materials into European Commission open access repositories and dissemination through official EC channels such as e.g. Horizon the EU Research and Innovation Magazine, research*eu results magazine, research*eu.

Academic dissemination: In addition to workshops and social media campaigns, the SWARM-E project will continue to disseminate its findings and results through academic and scientific channels. Academic dissemination will play a key role in ensuring that the project's knowledge contributes to the broader scientific understanding of sustainable energy systems and planning in Sub-Saharan Africa.

The consortium will contribute to peer-reviewed journals and thematic magazines, such as *Nature Energy* and *Energy and Environmental Science*, by publishing scientific papers. It will also hold presentations at international conferences and workshops. .



The Africa Knowledge Platform will serve as an additional dissemination channel to enhance the visibility and impact of SWARM-E’s outcomes, contributing to Science Diplomacy between Africa and Europe. Through this platform, the project will reach a wider academic audience and contribute to advancing knowledge in the field of renewable energy systems, productive uses of energy, and integrated planning approaches.

The project will also reinforce European and African scientific and innovation cooperation by engaging African renewable energy solution providers and PUE appliance developers through communication, dissemination, and networking activities.

Furthermore, EU–AU collaboration will be strengthened through the establishment of links between European partners (WUP, VITO) and African universities (such as the University of Rwanda). This cooperation will include the creation of new PhD positions and the continuation of student exchanges and joint training activities between universities and research centres. By maintaining operational SWARM grids and integrating the project’s training materials and capacity-building programmes, SWARM-E will support long-term cooperation and knowledge transfer within the academic and research community.

Open-Science Practices: Building on Horizon Europe principles, SWARM-E continues to advance Open Science and FAIR data management approaches, with a strengthened focus on transparency, accessibility, and active stakeholder engagement. During this second phase, the consortium will:

- Expand the Open-Source Knowledge Hub: Further consolidate and enrich datasets, case studies, and business tools generated by pilot activities, ensuring they are easily accessible and reusable by the broader community.
- Enhance Citizen Science Participation: Deepen community involvement to ensure local insights meaningfully inform project monitoring, evaluation, and adaptation of solutions.
- Strengthen Open Access to Research Outputs: Maintain adherence to the “as open as possible, as closed as necessary” principle, balancing transparency with protection of sensitive data and intellectual property.
- Promote Pre-Registration and Open Reporting: Continue publishing project updates in open sources increasing visibility and focusing on collaboration across stakeholders.

This phase emphasizes scaling the project’s open-science impact, reinforcing SWARM-E’s commitment to accessible, participatory, and responsible innovation.

3.6 Key messages related to other Work Packages

In order to simplify and bring clarity to the messages to be communicated to each target group the following table is provided.

Table 3: Key messages related to the key stakeholders groups:



Stakeholder Group	Key Messages	Communication Channels
Local Communities & Citizens	Access to clean, affordable energy; Improved water and food security; Job creation opportunities; Empowerment through local ownership	Community meetings, local workshops, newsletters, social media, local radio
Community Leaders & Local Authorities	Support for local development; Strengthening community resilience; Facilitating sustainable growth	Face-to-face meetings, workshops, local events, newsletters
Educational, Health & Religious Institutions	Promoting energy access and gender inclusion; Enhancing resilience through sustainable practices; Community health and well-being	Training sessions, workshops, newsletters, local media, webinars
African Academia & Researchers	Knowledge transfer and capacity building; Integration of SWARM-E modules into curricula; Research collaboration opportunities	Scientific journals, position papers, blogs, webinars, conferences, Africa Knowledge Platform
Policy Makers (Energy Agencies, Ministries, Local/Regional Authorities)	Informing evidence-based policies for decentralized renewable energy; Enabling replication and scaling of solutions	Policy briefs, workshops, conferences, targeted reports
Private Sector & Technology Providers	Promoting technology adoption; Upscaling SWARM grid solutions; Supporting sustainable business models	Industry workshops, networking events, conferences, online platforms
Networking Organisations & NGOs	Mobilizing communities; Supporting training initiatives; Co-developing awareness materials	Workshops, newsletters, social media, webinars
TVETs & Technicians	Ensuring post-project sustainability; Providing technical training; Aligning skills to project technologies	Training sessions, workshops, certification programs, webinars

Financial & Investment Actors	Facilitating financing models; Assessing livelihood improvement and productive use of energy business models; Supporting scaling efforts	Conferences, publications, regional workshops, networking events
General Public & Civil Society	Sharing success stories; Raising awareness on the benefits of SWARM-E; Encouraging community participation	Press releases, social media, newsletters, local events
Research Institutes & Centres	Producing high-quality scientific knowledge; Engaging in mutual learning; Increasing project visibility	Scientific journals, thematic magazines, blogs, policy briefs, Africa Knowledge Platform, conferences
Public Authorities, Regulators & Standardisation Bodies	Improving enabling frameworks; Supporting adoption; Informing regulatory compliance	Clean energy fairs, conferences, workshops, IRENA events
Industry (Manufacturers, Technology Developers, Engineering Companies, End-users)	Promoting technologies; Upscaling SWARM grids; Disseminating pilot results and scalability strategies	Regional stakeholder workshops, capacity-building sessions, networking events

3.7 Related initiatives and synergies with other projects

SWARM-E actively leverages its consortium networks to create a broad stakeholder ecosystem across Europe and Africa. The project's main synergy is with the **SUNNY project**, which focuses on sustainable energy solutions for off-grid communities. Additionally, SWARM-E is part of the [WEFE cluster](#), a collaborative network of independent R&D projects applying Water-Energy-Food-Ecosystems principles to develop scalable and sustainable solutions for African communities. These synergies support knowledge exchange, joint dissemination, and replication of innovative approaches in decentralized energy systems.

A **Synergy Action Plan (SAP)**, prepared by WUPPERTAL INSTITUT FÜR KLIMA, UMWELT, ENERGIE GGMBH (WUP) with support from RES4Africa, structures SWARM-E's engagement with other projects. The SAP is integrated into periodic Communication & Dissemination reports and updated regularly. It identifies complementary projects, defines objectives for collaboration, and prioritizes engagement actions such as cross-dissemination, joint events, shared demonstrations, and co-funding opportunities.

Key objectives of the SAP include:

- **Develop a database of sister projects:** Identify key contacts, partners, and the thematic and geographical scope of sister projects.
- **Focus on collaboration:** Build partnerships with other Horizon Europe projects, EU initiatives,, and internationally funded projects, especially those implemented in Rwanda and Tanzania, or those focusing on similar productive uses of energy (PUE) as the SWARM-E project.
- **Increase efficiency:** Share resources, align activities, and reduce duplication, particularly with projects operating in the same countries.
- **Drive innovation:** Leverage synergies with other projects to co-develop solutions and strengthen technical capabilities.
- **Maximize impact:** Amplify the project’s visibility, promote replication of SWARM-E’s decentralized bottom-up electrification approach, and ensure that the lessons learned reach a wider audience.
- **Prepare scalability and replicability pathways:** Build long-term relationships that extend the timeline of the project to ensure scalability of the pilot areas and PUEs, and to replicate tested innovations in other locations..

Through these synergies, SWARM-E enhances knowledge sharing, strengthens networks, and maximizes both technical and societal impact.

Future steps for synergies according to the SAP:

1. **Data and regulatory exchange and consideration of joint activities** with SUNNY, e.g. regarding PUE demonstrations and training sessions in Rwanda.
2. **Cross-project events** such as joint webinars or conferences with SUNNY and WEFE cluster projects to share learnings and foster collaboration.
3. **Cross-dissemination and co-promotion** of key activities and lessons learned via newsletters, social media, press releases, and the SWARM-E Open Source Knowledge Hub.
4. **Monitoring and reporting:** Track interactions, meetings, joint outputs, and cross-project participation, updating KPIs in SAP tables regularly.
5. **Engagement with Tier 2 and 3 projects** within the WEFE cluster, such as Africa Energy Parks, AGRI-COOL, RePower, LoCEL-H2, REFFECT AFRICA, and SESA, for best practice sharing, joint

publications, and pilot replication.

Through these actions, SWARM-E aims to strengthen strategic partnerships, enhance knowledge sharing, and maximize technical, societal, and policy impact across its target regions (*more info can be found in the Synergy Action Plan from T8.4*).

In addition to the projects, pointed out in the Synergy Action Plan, there is a large base of literature on Swarm Electrification, some of which have been authored and led by consortium partners and serves as a basis for its implementation in SSA.

Synergies with other projects are to be explored and developed through WEFE cluster, that unites AfricaEnergyParks, RePower, SUNNY, AGRI-COOL, SWARM-E, LoCEL-H2, REFFECT AFRICA, and OPTiMG.



WEFE Cluster

**Alone we can do so little,
together we can do so much.**

This cluster unites independent R&D projects dedicated to clean energy technologies for off-grid communities in Africa, with a holistic approach that integrates Water-Energy-Food-Ecosystems (WEFE) principles. By fostering collaboration and sharing best practices, the cluster aims to create sustainable, scalable solutions that address the interconnected challenges of energy access, water availability, food security, and ecosystem health. Through innovation, the cluster supports Africa's transition towards renewable energy, while promoting a balanced approach to resource management that enhances community resilience and drives sustainable development.



WEFE Cluster

Fig 9. Subpage Synergies – WEFE Cluster in the website

The initiative is designed to amplify the impact of these R&D projects by fostering innovation, exchanging best practices, and promoting scalable, sustainable energy solutions that support Africa's transition to renewable energy access.

The cluster has set the following key objectives:

1. Engage with a diverse stakeholder community to broaden outreach and impact.



2. Maximize synergies between projects through coordinated dissemination activities.
3. Collaborate on event representation and organization to enhance visibility.
4. Share knowledge and best practices to drive collective progress.
5. Strengthen dissemination through joint publications and materials.
6. Develop policy recommendations to support impactful renewable energy solutions.

The work in the cluster is going to be structured in different streams based on the most relevant topics selected by the participants. Joint events, webinars and publications are to be planned.

4. CHAPTER 4: KPIS AND MONITORING

4.1 Monitoring and control of dissemination and communication activities process

Throughout the project, the effectiveness of communication channels will be continuously monitored, enabling timely adjustments to the communication strategy when needed. Meeting the objectives and targets of the communication plan is critical to the overall success of SWARM-E. To support this, a set of monitoring and evaluation tools is employed to ensure efficient and consistent oversight of all communication and dissemination activities.

The SWARM-E project uses Google Drive as a central repository for all project-related documents. This repository is organized into separate folders for each Work Package and Task, containing project deliverables, reference documents, and editable Excel files for data collection, monitoring, and reporting purposes.

Specifically, Dissemination Tables are maintained in the repository to systematically record all communication and dissemination activities. These tables provide a structured framework for planning, coordinating, and tracking the dissemination of project results. They ensure that key messages reach the intended audiences through appropriate channels, define target groups, outline communication strategies, set timelines, assign roles, and include mechanisms to evaluate the success of each activity. By using this tool, SWARM-E can effectively manage dissemination efforts while measuring the impact of its communication strategy over time.

4.2 Dissemination Tables

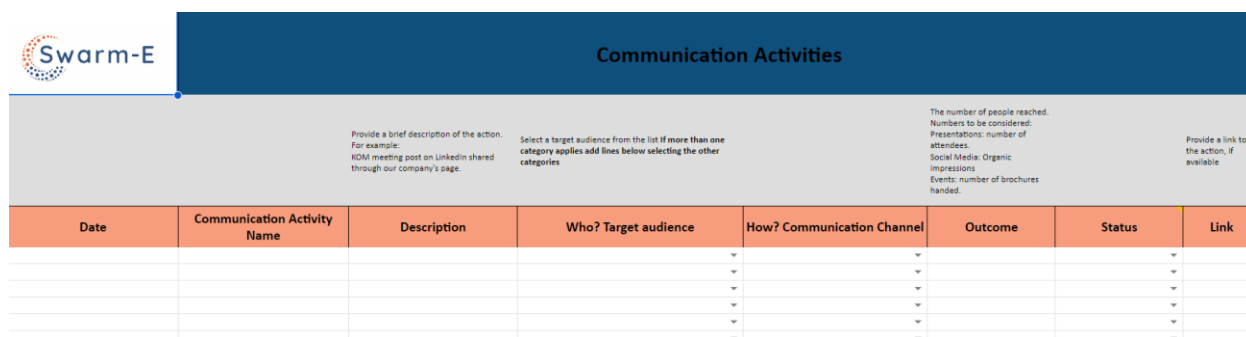


Fig.10 Dissemination table

All partners have been regularly updating the Dissemination Tables on a monthly basis, ensuring that all relevant information on communication and dissemination activities is accurately recorded. This practice will continue throughout the second phase of the project to maintain a comprehensive overview of outreach efforts.

In addition, partners have been uploading all dissemination materials—including photos, presentations, and event details—into the designated folders within the project repository. This process will be maintained in the upcoming phase to ensure that all outputs are systematically stored, easily accessible, and fully documented for monitoring and reporting purposes.

4.3 List of main KPIs

To monitor the effectiveness of the SWARM-E communication and dissemination activities, a set of Key Performance Indicators (KPIs) has been defined. These KPIs track the progress and impact of project outputs, including digital presence, promotional materials, newsletters, technical content, and stakeholder engagement events. Table 5 provides a summary of each KPI, its planned deadline, and the status achieved by M18. This overview highlights both completed actions and activities scheduled for the second phase of the project, ensuring continuous monitoring and assessment of the project’s outreach and dissemination efforts.

Table 5: List of KPIs

List of KPIs		Deadline	Status M18
#1	Project Website Operational	M6	Done, Ongoing
#2	New Content Published	Monthly	Done, Ongoing
#3	Printable Material	M8	Done, Ongoing
#4	Branding strategy and material available to consortium partners	M6	Done
#5		M9 (tentative)	1st one done, sent

	Annual press releases sent to 50 media organisations		
#6	Socials Created	M6	Done, Ongoing
#7	Bi-annual Newsletter +100	1 st M8 (tentative) 2 nd M12 (tentative)	The 1st and 2nd ready, ongoing
#8	Technical videos and interviews published online	M18, M36	Pending
#9	Video reshared in 15 websites	M20, M38	Pending
#10	2 workshops in each pilot country	M 18, M38	2 done, 2 left

4.4 Monitoring tools

Data from all communication channels, including the project website, social media pages, and newsletters, is continuously collected, processed, and analyzed to the extent allowed by each platform.

Website metrics and social media insights are regularly monitored to provide a comprehensive understanding of trends, audience engagement, and the impact of each activity and piece of content. The website is analyzed on an ongoing basis using Google Analytics, and performance reports are prepared for project partners, covering indicators such as:

- Unique users visiting the website
- Average retention time and bounce rate
- Visitors' demographics
- Number of page views and average page views per visit
- Top landing pages and corresponding bounce rates

Google Analytics data is collected and reviewed regularly, with results discussed at consortium management meetings. Insights gained are used to make timely adjustments to improve user experience and optimize content.

Similarly, social media analytics are continuously tracked, including follower growth, engagement, demographic information, and traffic metrics. Regular monitoring of these indicators informs communication strategies, helping to enhance reach, engagement, and the overall impact of project dissemination activities throughout the project lifetime.

4.5 Process for sharing information and communication activities within the project team

All Partners have designated a communication liaison within their teams to act as the main point of contact with the project communication team. Partners continue to coordinate closely with RES4Africa and EP to share and anticipate all communication and dissemination activities, including news items, publications, and social media updates. An ideal notice of two weeks is recommended to ensure compliance with EU guidelines.

All activities are recorded in the shared dissemination plan file, where partners enter details including: organisation name, type of dissemination activity (e.g., publications, conferences, scientific events), target audience, brief description of the activity's objective, its status (checked/published), the relevant link, and the date of publication. This file is actively maintained and serves as a key resource for reporting purposes.

Partners are required to update the file with information on every event or dissemination activity they organise or participate in. In addition, work package templates include a dedicated field for reporting communication and dissemination activities, ensuring timely and accurate collection of relevant data.

A repository of high-quality pictures has been established, alongside a policy guide on the use of images in project materials. Strategies for obtaining consent for photo and video use, particularly during live events, are being implemented. A written consent form, [based on the European Commission model](#) and adapted to the project's needs, is now in use to ensure proper authorisation for all visual materials.

5. CHAPTER 5: CONCLUSION

This deliverable presents targeted refinements to the Communication and Dissemination Plan (CDP), reflecting the achievements and lessons learned from the first phase of the SWARM-E project. The plan is designed to ensure precise, impactful communication tailored to the needs of each stakeholder group. Industry partners and research institutions will be engaged through technical reports, peer-reviewed publications, targeted workshops, conferences, and project webinars, ensuring the dissemination of high-quality, actionable knowledge. Policymakers, regulators, and standardisation bodies will be reached through policy briefs, position papers, and dedicated workshops aimed at influencing regulatory frameworks and facilitating the adoption of decentralised energy solutions. The general public, including local communities in Rwanda and Tanzania, will be kept informed through press releases, social media campaigns, newsletters, and continuously updated website content.

The CDP is a living document, continuously updated to reflect project progress, stakeholder feedback, and emerging opportunities for engagement. Key performance indicators—such as website analytics, social media reach, newsletter subscriptions, event participation, and media coverage—are actively monitored, enabling timely adjustments to maximise engagement and visibility. A structured dissemination tracking system ensures that every activity, from workshops and publications to videos and press coverage, is recorded, evaluated, and leveraged for maximum impact.

Furthermore, the plan incorporates proactive strategies for cross-project synergies, notably with the SUNNY project and the WEFE cluster, enabling joint events, data exchange, and collaborative deployment of productive use of energy solutions. This approach not only prevents duplication of efforts but also amplifies the reach and relevance of SWARM-E results. High-quality visual and multimedia content, supported by a structured consent and use policy, will enhance visibility and strengthen public engagement.

By combining meticulous monitoring, strategic engagement of diverse stakeholders, and proactive collaboration with sister projects, SWARM-E is set to become a flagship example of sustainable energy innovation. Through its communication and dissemination efforts, the project will not only share knowledge but also foster adoption, replication, and scaling of decentralised energy solutions, ultimately contributing to a more sustainable, efficient, and inclusive energy future in Africa and beyond.