



D 8.1 Communication and Dissemination Plan

Organisation: **Res4Africa**

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DEM	Demonstrator	
O	Other	

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CO	Confidential, only for members of the consortium (including the Commission Services)	

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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

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Summary of the deliverable

The following report documents the initial version of the plan that will be applied by the Swarm-E Consortium, related to WP8 activities of dissemination and communication throughout the entire duration of the project. This deliverable is addressed to all the consortium members, universities, general press and media, technical/non-technical audience and the general public. Apart from this deliverable will outline major communication channels that will be used, and the overall action plan developed for communicating the project to all the relevant stakeholders to achieve the maximum impact. The communication and dissemination plan 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 regularly updated, adapting to the project requirements and ensuring the 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. In the last version of the document, at the end of the project, it will outline the outcomes of the communication and dissemination activities, detailing lessons learnt, best practices and spaces for improvement.

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	E-LICO Foundation
EP	Europroject
EU	European Union
FAIR	‘findability’, ‘accessibility’, ‘interoperability’ and ‘reusability’
GA	Grant Agreement
H2020	Horizon 2020
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
RE	Renewable Energy
RW	Rwanda
SSA	Sub-Saharan Africa
TVET	Technical and Vocational Education and Training
TZ	Tanzania
UR	University of Rwanda
WP	Work package

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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 Sub-Saharan Africa, 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 2023. IRENA

1.2 Scope of the document

This document details the first version of the SWARM-E project's Communication and Dissemination Plan (CDP). The plan prioritizes clear and consistent communication with diverse audiences throughout the project's lifecycle.

Its goals are to publicly share the project's progress, effectively deliver results to targeted groups, and maximise the overall project impact. This plan identifies key audiences, tailors messages for each group and outlines the communication channels best suited to reach them. The plan is going to be a continuously adapting tool: changes will be implemented to it depending on actual needs of the project and based on its effectiveness. To ensure the latter, communication activities will be constantly monitored and evaluated. Active stakeholder engagement will be adopted throughout the project to promote collaboration and ensure the work aligns with their needs.

Reports about communication actions implemented, based on reports gathered quarterly from each WP and including assessment of their impact will be delivered at interim reporting periods – M18, M36 and M48.

The outcomes of the project will be communicated to the pertinent international organisations at African and international level. Scientific knowledge can be converted into useful information, regulations, and guidelines. Electronic resources will be distributed by direct mailing to specified organizations and stakeholders to increase public awareness.

For the transmission of knowledge at both the research and industrial levels, technical journals, conferences, and workshops at both the national and international levels, industry meetings, and participation in industrial forums will be utilised.

Main objectives of the document are:

- Ensure maximum potential effectiveness of communication process, selecting adequate means and targeted messages to be communicated in a clearly defined communication strategy
- Support partners by providing clear guidelines on C&D
- Coordinate C&D efforts within the Consortium

2. CHAPTER 2: PROJECT BRANDING IDENTITY

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 (D 8.2) 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 main goal of the developed visual identity is to establish and convey a brand recognition leading to an optimal presentation and recognition of the project and creating a strong and cohesive brand presence.

The brand identity uses various graphic elements to easily identify the project. Unique design features are integrated to enhance the visibility of communication and dissemination efforts, including but not limited to posters, newsletters, publications, and other forms of written and visual communication related to both ongoing and completed project activities.

This section provides a comprehensive overview of the SWARM-E brand identity, detailing the design elements and offering guidelines on how to effectively apply them across a variety of materials. These guidelines ensure consistency in branding, reinforcing the project's identity and supporting its communication strategy across multiple channels.

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.

2.3.1. Logo description

The SWARM-E logo visually captures the essence of its mission - creating a decentralized and dynamic renewable energy network. The design features a stylized circular motif composed of dots that transition from a solid cluster on the left to a more dispersed arrangement on the right, symbolizing the decentralized and flexible nature of the SWARM grids. The gradient of colours, moving from vibrant orange to deep blue, represents the diverse energy assets and activities within the network, from solar energy generation to storage and trading.

Overall, the logo combines visual elements of circularity and flexibility, perfectly aligning with SWARM-E's objective to foster a bottom-up renewable energy ecosystem that supports dynamic energy trading and income generation at the local level.



Figure 2. Project Logo

2.4. Project Slogan

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

The slogan of the SWARM-E project encapsulates its commitment to inclusive energy transformation. "Leave No One Behind" highlights the project's focus on ensuring that all communities, especially those in remote or underserved areas, are included in the transition to sustainable energy. The phrase "Bottom-up Energy Transformation" emphasizes a grassroots approach, empowering local communities to lead and shape their energy futures. By targeting "Last-mile Communities," the slogan underlines the project's dedication to reaching the most isolated and vulnerable populations, ensuring equitable access to clean and sustainable energy solutions for everyone.

For detailed guidelines on the correct usage and potential misuse of the logo, please refer to the D8.2 Communication Toolbox.

2.5. Project templates

In pursuance of a consistent brand identity all templates have the typical SWARM-E look. The templates are developed for internal and external use. All the templates will be 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

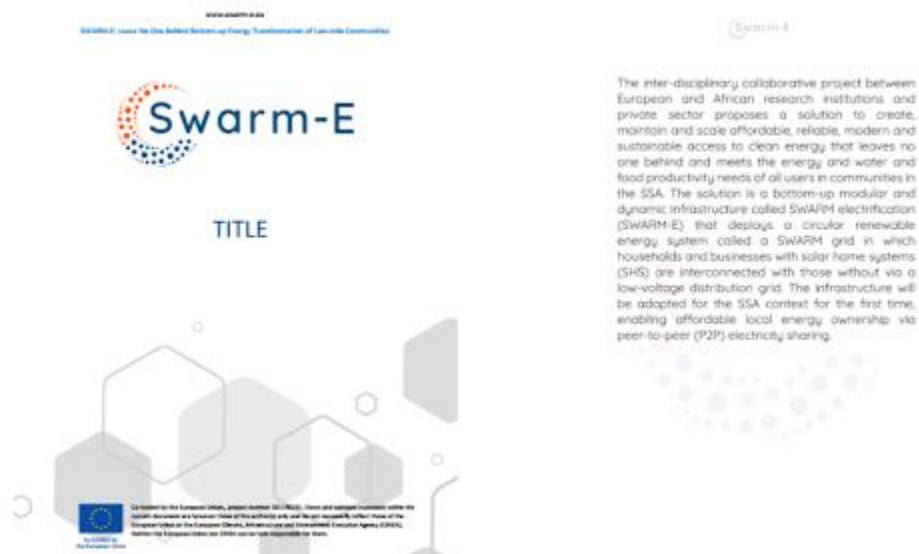



Fig 3. Document Template


SWARM-E: Learning On-Demand Bottom-up Energy Transformation of Last-mile Communities



Swarm-E

TITLE: Deliverable number and name

Organisation: [name]
[link]



Settings	Value
Milestone Title	
Work Package Title	
Description	
Lead Beneficiary	
Lead Authors	
Contributors	
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Fig 4. Deliverable Template



Fig 5. PowerPoint title slide

2.6. EU Disclaimer use

According to Article 17 of the Grant Agreement, the SWARM-E project's beneficiaries have already considered the legal obligations regarding communication, dissemination, and visibility activities. This includes providing targeted information about the project and its results to multiple audiences in a strategic, coherent, and effective manner. Before engaging in any communication or dissemination activity with significant media impact, beneficiaries shall inform the granting authority.

Moreover, all communication activities related to the project, such as media relations, conferences, seminars, and information materials, have already acknowledged the support of the European Union and displayed the European flag emblem and funding statement. The European flag emblem has been

displayed distinctively and separately, without modification, and no other visual identity or logo has been used to highlight EU support. When displayed alongside other logos, the European emblem has been equally prominent. The European emblem was extracted from the official EU website.

Beneficiaries have utilised the European emblem for their obligations under this article without prior approval, in accordance with the grant agreement. However, it is noted that this does not grant them exclusive use rights. Additionally, they have refrained from appropriating the emblem or any similar trademark or logo. All communication and dissemination activities have used factually accurate information to maintain the quality of information provided.

To fulfil these obligations, a disclaimer has been included in all communication materials, stating, Co-Funded by the European Union under grant agreement 10118123. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



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Fig 6. 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)²the 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*

SWARM-E project will result in acquiring a significant amount of knowledge and skills across its technical work packages, provoking interest in the community of experts. In addition to communicating the technical advancements, the project will prioritise clear communication with society at large.

SWARM-E has preliminarily analysed the profile of the stakeholders that will benefit from the project results and who the communication, and dissemination activities will be targeted at.

African academia and researchers (Rwanda, Tanzania, Kenya in particular): The involvement of researchers, students and university staff can help achieve a considerable upturn in the perception about the project and its socio-political and economic impact as perceived by major social stakeholders. Moreover, members from academia will gain an opportunity to establish a North-South knowledge exchange and transfer technical innovations to the private sector, also establishing links between EU and local universities and supporting EU-AU research and innovation cooperation. Their action will improve the visibility of EU Science Diplomacy actions in Africa by keeping SWARM grids operational and SWARM-E training material and capacity building program and student exchange between universities and research centres.

Policy makers (energy agencies, ministries, other agencies): SWARM-E will engage with national authorities to demonstrate the flexibility of SWARM grids to extend energy access in an economically viable way. Also to ensure the scalability and scientific diplomacy of the SWARM-E solutions.

Private companies and other technology actors: that are active at the local level can receive new technology from this project, and then use it in their own context. They will replicate lessons learned from clean cooking in RW and e-mobility TZ in other areas of SSA like Kenya.

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>

Networking organisations: national and international NGOs, play a central role in facilitating the deployment of community-run mini-grids to fill the gap in energy access. NGOs often have the resources (financing and donor capital) and community networks for establishing new energy systems and are also actively engaged in shaping policy to move towards a more sustainable, decentralised, RE system.

Local citizens: including households, micro and small businesses. The main impact of SWARM-E for this target group is the opportunity to gain and increase their access to a clean source of energy at an affordable cost for the first time. The project will also provide these households with a much more reliable source of energy than connection to a central grid which are often prone to shortages and blackouts in SSA. The data-driven SWARM software for consumers empowers citizens to directly engage in and become the beneficiaries of the energy transition.

TVETs and technicians: technical and vocational training centres and local workforce is essential for the sustainability of the project beyond its duration. They will particularly be engaged during the capacity building activities expected in WP3. Involving this cluster of stakeholders in the communication activities is necessary to prepare an enabling environment for the capacity building implementation and to raise awareness on the overall objectives of the project and avoid that TVETs and technicians' knowledge is limited to the sole technical component.

Financial actors: financial and monetary institutions operating in SSA: including investors, banks, and micro-finance institutions, can provide the necessary capital to support infrastructure development and maintenance in the future, making the project feasible beyond initial grants or donor funding. The involvement of these organizations could unlock future opportunities for scale up and work as catalyser to attract private and public investments.

3.3. Communication & dissemination activities overview

Awareness raising: Designing and implementing a comprehensive communication plan to promote the project at a regional, national and international level, focusing primarily on African academia and researchers, energy system stakeholders and planners, policy makers, and the public. This will involve organising workshops - 4 stakeholder workshops organised, 2 in Rwanda and 2 in Tanzania - webinars, and other social media campaigns in addition to publishing articles and a newsletter.

Stakeholder engagement: Organising spaces for exchange and mutual learning between policy makers, planners, and energy system stakeholders on the one hand, and the research team and modellers on the other. To this end, policy dialogue sessions could be organised to engage key stakeholders (market actors, policy makers, relevant institutions and experts) in TZ, RW.

Stakeholder engagement will include mapping key stakeholders and developing engagement strategies; developing and implementing outreach programmes; organising stakeholder meetings, workshops, consultation sessions, etc.; creating tailored presentations for stakeholder groups, collecting and analysing feedback from stakeholders to inform project adjustments.

The invited representatives will be from 1) private sector, 2) government offices and regulatory bodies 3) supportive institutions like financiers, investors, training institutions and NGOs. Initial findings/data will be presented, while links will be established to existing structures in the country (private sector

associations, government initiatives), and networks and partnerships/feed will be built into existing national structures to act on recommendations. Support will be leveraged from local consortium members like INKO and ELI, to understand cultural aspects and community needs and develop the right messaging and identify the most appropriate communication channels. News of the project's undertaking will be spread in local media aiming to communicate the: advantages of being connected to SWARM-E including simple installation, ease of operation, benefits provided by clean energy and low cost of purchasing energy and opportunity to make money with energy access. Moreover, demos will be hosted at each site so that local stakeholders can see the grid components in action and share success stories from each community highlighting the experience of community members.

Networking: Establishing collaboration with other initiatives and projects in the African continent to pursue the exchange of knowledge and expertise. The consortium will liaise with international, EU, national, and regional projects on the same or similar issues, thus exchanging good practices and ideas, contributing to mainstreaming and then constantly updating the developed results. TAREA will ensure regular communication with relevant authorities, especially at the beginning of the project, co-hosting annual meetings, including a project kick-off meeting. 4 workshops will be organised by R4A together with OGB and ECO in Rwanda and Tanzania (2 in each country) to involve relevant local stakeholders. Regional stakeholder workshops will be organised for knowledge generation, alignment of interests among key stakeholders, networking, capacity building/knowledge transfer, co-generation of recommendations and actions to act on.

Furthermore, identifying potential partners for future replication, extension or knowledge sharing, or possible applications of SWARM-E in other areas; As part of the replication strategy, the following key activities will be performed:

- Development of a blueprint for replicating SWARM-E for other economic activities (food processing, agriculture, wood processing). The blueprint will contain the energy infrastructure, the required interaction of actors along the value chain, and the asset and service financing architecture as well as an overview of best practice policy frameworks and policy measures.

- Identification of new locations in the same two countries (RW, TZ) with the support of OGB, ELI, and in new countries, and the optimal SWARM grid and PUEs setup with the support of R4A, WUP.
- Establishment of the commercialization strategy, with 2 different scenarios:
 - 1) Local/regional manufacturing and assembly, including investment need and timeline;
 - 2) Import from Bangladesh.
- Estimation of investment needs and timeline for scaling up operations of local energy companies
- Identification of new partnerships and establishing MoUs with additional private sector energy companies.

Targeted outreach: Designing dedicated digital materials - such as materials for the web, videos, social media posts and blogs - as well as tailored outreach and training sessions, to provide African audiences with information about SWARM-E, its results, and how to apply them in context-specific scenarios. To this end, INKO will lead implementation in Rwanda whereas ELI in Tanzania, all activities overseen by R4A, leveraging on their extensive experience with the Micro-Grid Academy programme (based in Nairobi,

Kenya and active in East Africa), that already trained more than a thousand young technicians, professionals and students in decentralised renewable energy solutions.

R4A will contribute to the development of the didactic and training materials as well as the delivery of the training. WUP will develop a PUEs Open-Source Knowledge Hub - a collection of tools, case studies, lessons learned, business modelling tools for PUEs; additionally, providing support for integrating the project into existing studies and applications using EC supported repositories such as the Open Access Infrastructure for Research in Europe, the Registry of Open Access Repositories, the Directory of Open Access Repositories. In addition, EC open access portals and tools e.g. Horizon the EU Research and Innovation Magazine, research*eu results magazine, research*eu are available.

Academic dissemination: In addition to workshops and social media campaigns, the project will also aim to disseminate its findings and results through academic channels. This will include publishing at scientific conferences and workshops and contributing to relevant scientific journals and thematic magazines like Nature Energy or Energy and Environmental Science. Position papers and policy briefs and blogs will be published on all partners' websites. Moreover, the Africa Knowledge Platform will be used for dissemination to further enhance the Science Diplomacy of the project. This will help reach a wider academic audience and contribute to advancing knowledge in the field of energy systems and planning in Africa. The European scientific and innovation cooperation could be reinforced by engaging African RE solutions and PUE appliance providers through C&D/networking activities. EU-AU Actions will include establishing links between EU (WUP, VITO) and local universities (UR), with new PhD positions set up, supporting EU-AU research and innovation cooperation. By keeping SWARM grids operational and SWARM-E training material and capacity building program and student exchange between universities and research centres.

Open-Science Practices: To boost all dissemination and communication activities and their impact, the consortium is committed to apply an Open Science approach across the whole R&D project cycle, using a FAIR data management strategy based on the principle "as open as possible and as closed as necessary." This will enhance the impact of the research while protecting the legitimate commercial interests of consortium members.

Digital technologies will be used to disseminate knowledge from SWARM-E to make sure its research is fully transparent for the scientific community. The consortium will adhere to the following open science practices:

- **Pre-registration:** Initial concept (hypothesis, research questions and main components behind our study) behind SWARM-E will be publicly registered on the Open Science Framework (Task 1.3) and be published on the project website (Task 8.2). The goal of pre-registration of the project is to be transparent about the goals of the concept demonstration as well as the various stakeholders involved, particularly considering that vulnerable communities are involved.
- **Data collection: processing and publication & citizen science:** This item regards the creation of an Open Source Knowledge Hub, a collection of business modelling and demand assessment tools, case studies and lessons learned for PUEs, SWARM grids and SHS, based on the results of the pilot. Additionally, an Open Source Knowledge Hub will be developed for the local entrepreneurs.

3.4. Dissemination strategy

The objective of the SWARM-E Dissemination Strategy is to share the results of the project with the interested stakeholders, as soon as they become available, so they can make use of it. Our most relevant stakeholders for dissemination and the key messages we envision for each are detailed in the table below.

Table 2: Stakeholders relevant for dissemination

Stakeholders	Impact	Channels/Tools
Financial actors MFIs and SACCOs, Mobile Money Operators (FINCA, Pride Microfinance Ltd., National Bank of Rwanda, PRIDE TZ, SEDA), grant providing programs (KfW, Sendea, UNCDG, USADF) or debt providers (SIMA, SunFunder, Village Green, PremierCredit and Centena Bank).	They can draw up financing models chosen for the local context and strategy for financing, scaling, replicating and reducing the cost of SWARM grids in the SSA; they can inform on the improvement of livelihood with SWARM-E project, the impact on PUEs business models, measurement of income generation through the sale of surplus electricity.	Conferences Publications Regional workshops Networking
Industry Manufacturers Technology Developers Engineering companies End-users	They will promote the technologies behind SWARM-E to generate market demand. They will be key for upscaling the SWARM grid solution to other locations. They can disseminate the characterisation of the new SWARM grids established in each pilot, results from piloting new PUEs powered by SWARM grids (e.g., success factors, lessons learned, and factors needed for their scalability) and the strategy for scalability/replication	Regional stakeholder workshops for knowledge generation, alignment of interests among key stakeholders, networking, capacity building/knowledge transfer. Project local partners will help create and expand this network
Research Research Institutes/ centres and local universities. 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.	SWARM-E's research will generate valuable insights and contribute to the production of high-quality scientific knowledge in the field, promoting new advances in the deployment of decentralised energy systems, with significant potential for multiplying its impact. The OS approach of the project, coupled with targeted cooperation and dissemination activities, will also benefit external academic partners. Furthermore, they can actively engage in mutual learning activities to encourage	Offline and online blogs, articles, position papers, thematic briefs and policy briefs. Also scientific journals and thematic magazines like Nature Energy or Energy and Environmental Science. Our research partners (WUP, VITO, UR) and C&D partners (RES4) will leverage their networks for dissemination including: Association of European RE Research

	knowledge exchange and transfer with related projects and initiatives.	Center, National Renewable Energies Centre and the European Energy Research Alliance. Also the Africa Knowledge Platform to further enhance the Science Diplomacy of the project.
Public authorities Policymakers and regulators Standardisation bodies	They can improve enabling factors from the regulatory framework assessment (compliance mechanisms, actors). They can also inform on how SWARM grids were adapted to local conditions and how to increase capacity (e.g., regulatory frameworks, operational plans, geographical setting).	Clean energy-related fairs and other conferences and events to disseminate the results from SWARM-E like: Energy Storage Europe, Enlit, Intersolar Europe, Expobiogaz, Enlit Africa (previously African Utility Week and POWERGREEN Africa) as well as IRENA events, Clean Energy Summit, International Conference on Advances on Clean Energy Research, CleanPower and International RE Conference, LEAP-RE events and aim to attend at least 4 based in Europe and 4 based in AU.
General public Civil society	They can share success stories from SWARM-E and spread benefits of SE, they can communicate the advantages of being connected to SWARM-E, including simple installation, ease of operation, benefits provided by clean energy and low cost of purchasing energy and opportunity to make money with energy access.	To engage and inform relevant civil society stakeholders, such as local community groups, environmental organisations, consumer advocacy groups and other NGOs, SWARM-E will utilise various communication channels, such as press releases, newsletters and social media to highlight the potential benefits of SWARM grids for environmental, societal and economical purposes.

3.5. 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 other Work Packages of SWARM-E

WP	Key Message	Target Group
WP2 and WP3	<p>SWARM-E will produce a socio-economic impact, determined after having understood the specific local contexts and their needs. Message includes the selection of optimal SWARM grid sites in Tanzania and Rwanda, identification of relevant value chains for SWARM grid/ SWARM grid+, PUEs business and operational solutions designed for each pilot.</p> <p>The quantitative data will be complemented with focus group discussions and in-depth interviews with community leaders and local authorities to further characterise the local value chains, the needs, opportunities and aspirations of the community.</p>	Market actors, policy makers, NGOs involved with the communities, local and regional public institutions and experts in TZ, RW. End-users and actors along the SWARM supply chain. Focus on Women and Youth for
WP4	Five SWARM grids are being built and installed , enabling RE trading of 1 kWh of RE per unit/day, then seamlessly operated for 24 months with over 3,250 connected systems.	Entrepreneurs, Market actors, Policy makers, Relevant institution and experts in TZ and RW, General Public
WP5	Pilots operations. Demonstration of how the SWARM grid+ enables income generation and improves quality of life: 4 OffGridBoxes installed in Rwanda, enabling decentralised H2 generation for >60,000 liters of clean cooking fuel; 192,000L/day of clean drinking water, and trading 36 kWh/day of energy with the SWARM grid +; charging unit installed in Tanzania, enabling the charging of 3,000 Light Electric Vehicles (LEVs).	Local stakeholders, General Public
WP6& WP7	<p>Quantification of the impact of each SWARM grid+ based on economic, environmental and social impact assessment using results from demonstrations</p> <p>LCA will verify the ability to reach: 30,000 trained entrepreneurs, 60% are women and 20% youth. 510,000 RE systems interconnected in target countries. 12M EURO of income generated through electricity trading. Quantity of 107,433 kg of hydrogen fuel produced in RW. 4B L of water provided for safe consumption. SWARM grid connected to national grid and net-</p>	Entrepreneurs, Market actors, Policy makers, Relevant institution and experts in TZ and RW, General Public

	<p>metering in TZ. Charging for >1,000 EV (motorbikes and 3-wheelers) in TZ.</p> <p>All the assessments will be developed under the Do No Significant Harm (DNSH) principle. A report compiling all the impacts will be delivered at M46 (D6.2). This work will constitute a powerful material to address a solid SWARM-E dissemination, exploitation and replication strategy.</p>	
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3.6. Channels of communication and means of dissemination

The actions carried out by SWARM-E and its results will be disseminated and communicated using a variety of methods and means in the following three phases.

Phase 1 focuses on Community Building: In this phase, SWARM-E will prioritise the generation of a community of interested stakeholders and of suitable channels, such as the official project website, social media platforms (LinkedIn, Twitter), and newsletters, setup for the correct diffusion of relevant information to the stakeholders depending on their role in the project. Metrics such as website traffic, social media engagement, and newsletter sign-ups will be used to monitor the effectiveness of this phase.

Phase 2 regards R&D diffusion and cooperation: As the results of the project emerge, they will be spread out through several tools, including newsletters, social media posts, scientific articles, and conferences. In parallel, active cooperation with related projects and EU-funded initiatives will be pursued to create synergies, share best practices, and expand the impact of SWARM-E's findings.

Phase 3 centres on exploitation enablement: This phase will support the actual exploitation of the project results via workshops, capacity building activities and roadmaps (non-commercial) and marketing towards final end-users (commercial results).

In the following subtopics a detailed explanation of communication channels used by SWARM-E consortium is provided

3.6.1. Promotional and Outreach Materials

To effectively communicate the project's goals and progress to diverse audiences, marketing promotional materials would be developed - both digital and printed, such as posters, presentations, roll-ups, factsheet, brochures, leaflets, etc. These materials are to be strategically distributed at conferences, exhibitions and other relevant events, as well as used for dissemination within the project partners' network.

3.6.2. Project website

The SWARM-E project website launched in October 2024 (due in M6 of the project life cycle), would be a continuously updated, user-friendly website serving as a valuable resource of information for stakeholders and the general public.

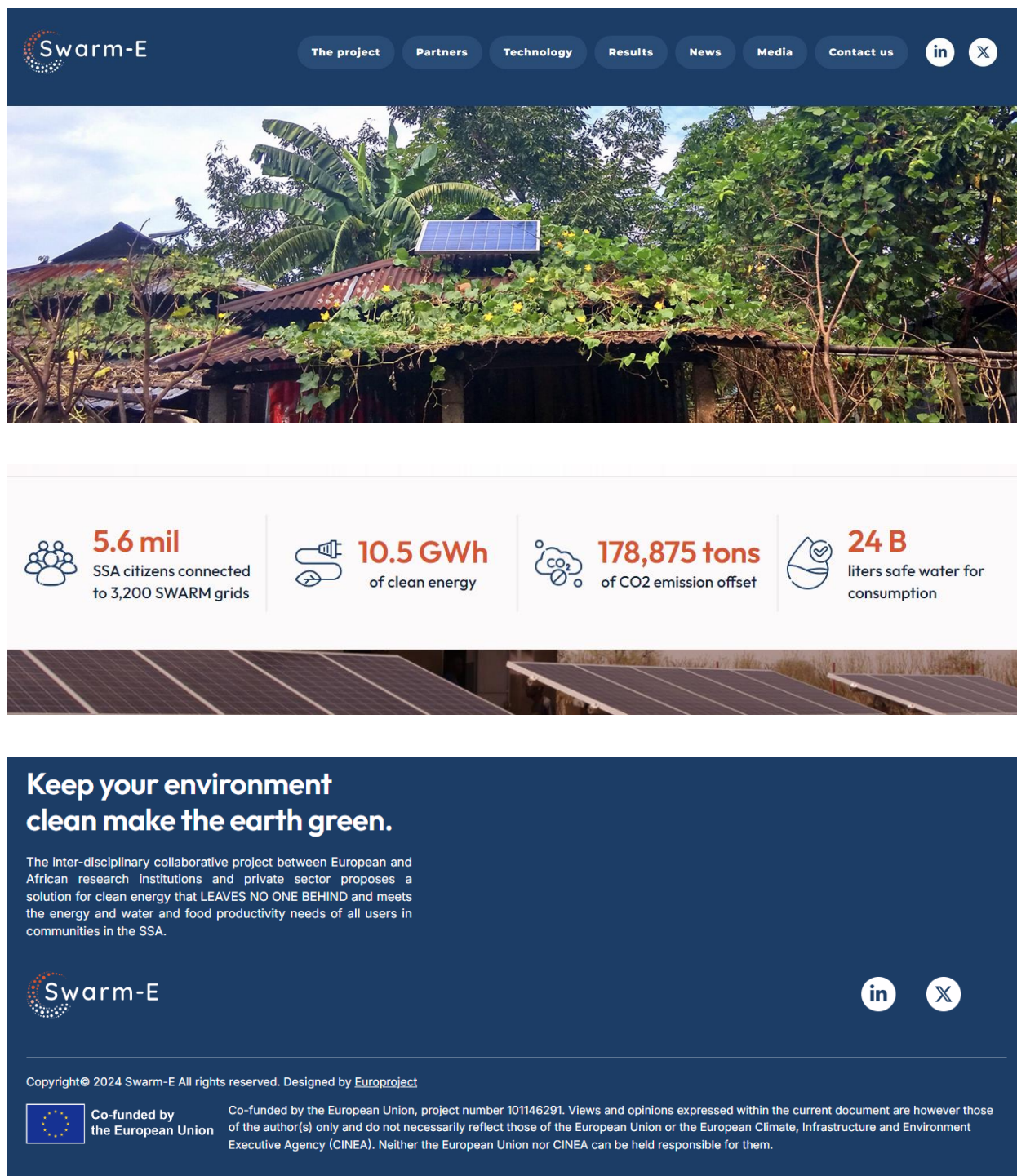


Fig 7. Project Website

3.6.3. Social media

To maximize project reach and impact, SWARM-E established a presence on X (formerly known as Twitter) and LinkedIn.

The strategic use of social media allows SWARM-E to keep stakeholders informed about project progress, upcoming events, and key findings. This content serves to drive traffic to the project website, the platform for all project information and resources.

Social media platforms serve as valuable tools to create an audience for project results. Updates on project scope and promotion of events where SWARM-E will be showcased will raise awareness and generate interest.

By monitoring online media platforms, the project team will gather insights on metrics, sources, content types, and project advocates. This data will be used to refine communication strategies and ensure messages resonate with the target audience.

Consortium members are encouraged to actively follow and participate in social media discussions. Additionally, partners can amplify project reach by sharing posts on their own corporate websites and social media channels.



Fig 8. X (Formerly Twitter) Account



Fig 9. LinkedIn Account

Rules for publishing communication and dissemination posts on project and partners' social media.

- As a central rule partners suggest a topic of interest, accompanied by pictures, links and text;
- The suggestion for publication is sent to EP with RES4AFRICA and MEI in copy;
- EP is responsible for putting the suggestion in shape and posting it.
- In the case of partners' social media, EP provides guidelines on how the message will be best disseminated and the relevant partner adapts it.
- MEI and RES4AFRICA will contribute. If they do not react in the given time by EP, the post will be published.

3.6.4. Project video

Technical videos and interviews, including those with key members of the consortium are to be published online (in M18 and M36) and reshared on 15 websites (in M20 and M38). RES4Africa is responsible for this activity.

Length of a video and content will vary depending on the purpose and the channel selected.

Images of persons: Explicit written consent will be obtained from all individuals featured in the videos. For those who do not provide consent, alternative filming approaches will be used, such as capturing individuals from behind or applying face-blurring techniques to protect privacy.

3.6.5. *Newsletters and press releases*

Every six months, newsletters will be delivered to project stakeholders and partners. RES4Africa will be the responsible partner, while EP shall provide visual materials where necessary. These newsletters will include project updates, news, interviews with key personnel, and other relevant SWARM-E -related information. Additionally, the newsletters will be uploaded to the project website and will be shared on social media, serving as a valuable online resource.

Project partners are encouraged to leverage their own communication channels to amplify project reach. This can be achieved by featuring SWARM-E updates in their existing electronic newsletters distributed to relevant industry contacts.

To garner media attention and generate public interest, press releases will be issued to announce significant project milestones and advancements.

Written in English, these press releases will be distributed to national and European media with the support of project partners. The present deliverable looks after transparency and ensures that all stakeholders remain informed about the SWARM-E project's ongoing development and impact.

Annual press releases will be sent to 50 media organisations.

3.6.6. *Communication campaigns*

Throughout the project ad hoc communication campaigns can be launched. The first campaign that is planned to be carried out is “meet our partners” interview series, in which each partner will be asked for a short interview to be published in social media and on the project's website.

Similar initiatives may be proposed during the project and the partners are expected to contribute proactively.

3.7. *Dissemination means*

The following means of dissemination shall be included into C&D plan

3.7.1. *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

3.7.2. *Publications in conference proceedings and participation in events*

SWARM-E partners are expected to participate in different events, workshops and conferences using presentations to disseminate project objectives, results and findings in the wide community of experts.

There will be a tentative list provided by R4A.

SWARM-E partners are expected to present projects outcomes and exploitable results in relevant events in order to promote the project and increase its commercial exposure achieving maximum visibility.

3.7.3. *Organization of events (seminars/webinars/trainings etc)*

Four workshops will be organized in Rwanda and Tanzania by RES4Africa (2 in each country M24, 2 in each country M48) to involve relevant local stakeholders (speakers, attendees and vendors). Additionally, the project will be presented by different consortium members in at least 8 events: 4 in Europe (e.g., Key Energy in Italy, Intersolar in Germany) and 4 in African Countries (e.g., Africa Energy Forum, Africa Energy Week).

Regional stakeholder workshops will be organized for knowledge generation, alignment of interests among key stakeholders, networking, capacity building/knowledge transfer, co-generation of recommendations and actions.

By way of example, these are some eligible events in 2024:

Energy Fair Ecomondo in Rimini (November 7th 2024), RES4Africa South Africa Annual Conference: Transforming Transmission, Growing Renewable Energy Technologies event in Namibia (November 5th 2024).

Representatives will be invited from 1) private sector, 2) government offices and regulatory bodies 3) supportive institutions like financiers, investors, training institutions and NGOs.

The consortium will present initial findings/data, establish links to existing structures in the country (private sector associations, government initiatives), build networks and partnerships/feed into existing national structures to act on recommendations.

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.

3.8. Related initiatives and synergies with other projects

SWARM-E will leverage the networks to which its members belong to, creating a wide stakeholder ecosystem of European and other international organisations.

SWARM-E has a close link to two EU funded project: 1) Smart Energy Solutions for Africa (SESA), a collaborative project between the European Union and nine African countries (Ghana, Kenya, Malawi, Morocco, Namibia, Nigeria, Rwanda, South Africa and Tanzania); 2) LEAP-RE MG Farm project, a collaborative project between the European Union and Algeria and Morocco, SWARM-E will also look to collaborate with other LEAP-RE projects, where UR is partner.

A Synergy Action Plan will be produced by WUPPERTAL INSTITUT FÜR KLIMA, UMWELT, ENERGIE GMBH (WUP) by M6, supported by RES4, and integrated in the C&D periodic reports. The Action Plan will be updated once per year during the project lifetime.

This task aims to establish links with similar or complementary local, national, or international EU-funded projects and initiatives, in particular those for the same call but also similar projects under previous H2020 calls.

Key stakeholders will be engaged to explore the opportunities for cross-dissemination, joint participation as speakers to events, co-organisation of events, cross-project demonstrations, organization of conferences, workshops, and events, Crossbreeding and co-funding.

An overview of other relevant projects and papers is provided below.

Table 4: Synergy Action Plan projects and papers

Donor	Partner	Project
SIDA	UR	PROJECT: Research Capacity Development in Sustainable Energy (RCDSE). Research Training Partnership Programme basis for joint research opportunities between EU and AU.
ACUMEN	BWB	PROJECT: Acumen.: Funding and financing strategy for rollout of pay as you go energy access for frontier markets will be basis for SWARM-E's own.
H2020	ELI, EKO	PROJECT: SOLUTIONSPLus. Lessons learned testing innovative e-mobility solutions in different socio-economic and policy environments will be transferable to the pilot in TZ.
SELCO Foundation	ELI	PROJECT: Powering livelihoods in Tanzania. Scaling up of clean energy powered appliances will feed into the development of Tanzania's SWARM grid+
World Bank	MEI	PROJECT: Development Access Assessment SE4ALL. SWARM-E will deploy the assessment of the multi-tier energy access methodology
GIZ	MEI	PROJECT: SWARM Electrification. Installation of three SWARM grids in the off-grid areas of Mymensingh with productive energy use appliances
MIT and Harvard	MEI	PROJECT: RCTs for SOLdemand estimations. Goals to define a pricing strategy for the SSA context will draw from these previous tests of definite price points of customers.
Microsoft	MEI	PROJECT: SOL-IoT: INTERNET as a SERVICE. The commercialization strategy will use results from this study piloting Wi-Fi towers within two SWARM grids.
UNHCR	MEI	PROJECT: Piloting peer-to-peer solar microgrids across refugee camps and host communities. SWARM-E transfer to pilot sites will use lessons learned from P2P microgrids.
UN-DESA	MIEI, SOL	PROJECT: Powering livelihoods in Tanzania. Scaling up of clean energy powered appliances will feed into the development of Tanzania's SWARM grid+
GIZ	MIEI, SOL	PROJECT: SWARM Electrification in Bangladesh 2.0. The Tanzanian pilot will be based on experience implementing electric vehicle charging stations in Bangladesh

EDP	OGB	PROJECT: EDP ACCES 2 ENERGY PROGRAM. Experience installing OffGridBoxes in refugee and host communities in RW will provide basis for SWARM grid+ PUE.
Enel Green Power	RES4	PROJECT: Micro Grid Academy (MGA). Training program for 500 people in EAC, Ethiopia, RDC, Mozambique and Zambia provides content for SWARM-E's capacity building
Enzkreis Germany	TAREA	PROJECT: Solar systems for health and education in Masasi. Planning and controlling quality of solar financing for household will lend to capacity building in TZ.
H2020	WUP	PROJECT: Transforming Road Safety in Africa (TRANS-SAFE). Sustainable mobility implemented in living labs in Rwanda will be transferable to the e-mobility pilot in Tanzania
H2020	UR	PROJECT: Long-term partnership of African and European stakeholders
Leap-RE	MIEI	PROJECT: Smart Stand-Alone Micro-Grids As A Solution For Agriculture Farms Electrification. Use modelling and designing of the optimized energy, water, and material flow.

In addition to these projects, 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.

4. CHAPTER 4: KPIS AND MONITORING

4.1 Monitoring and control of dissemination and communication activities process

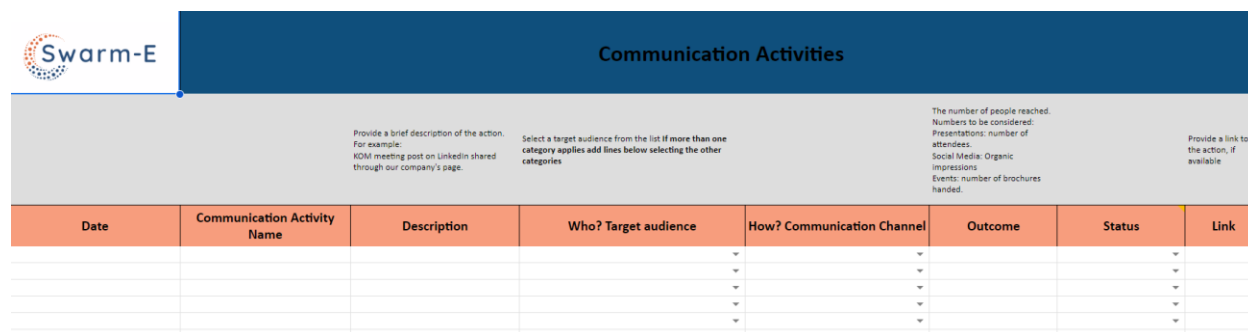
Throughout the project lifetime, the effectiveness of communication channels will be constantly monitored, allowing for proactive adjustments to the communication strategy as needed. It is highly important to the overall project's success that the objectives and targets of communication plan are met. For this reason, a set of tools is used for securing the efficient and continuous monitoring and evaluation of communication channels and activities.

SWARM-E project will use Google Drive as a repository for all the documents related to the project, as a way to store and share all the relevant materials. The repository will have separate folders for each WP and Tasks, each of them containing project documents as well as editable excel files used for data collection and monitoring and reporting process.

In particular there will be the following excel files (Dissemination Tables) saved in the repository to ensure efficient recording of communication and dissemination activities. The aim of the dissemination tables tool is to provide a structured framework for planning, managing, and taking stock of the activities

performed to communicate a project's results. It helps ensure that key messages reach the intended audiences through appropriate channels while tracking the progress of these activities over time. By organizing target groups, outlining communication strategies, and setting a clear timeline, the tool allows for efficient coordination of dissemination efforts. It also assigns roles within the team and includes mechanisms to evaluate the success of the activities, ensuring that the project's impact is both effectively communicated and measured.

4.2 Dissemination Tables



The screenshot shows the 'Communication Activities' table in the Swarm-E tool. The table has columns for Date, Communication Activity Name, Description, Who? Target audience, How? Communication Channel, Outcome, Status, and Link. Above the table, there are instructions for each column: 'Provide a brief description of the action. For example: KDM meeting post on LinkedIn shared through our company's page.' for Description; 'Select a target audience from the list if more than one category applies add lines below selecting the other categories' for Who? Target audience; 'The number of people reached. Numbers to be considered: Presentations: number of attendees. Social Media: Organic Impressions. Events: number of brochures handed.' for Outcome; and 'Provide a link to the action, if available' for Link. The table is currently empty.

Fig.10 Dissemination table

Every partner shall update these files with information on a monthly basis and all the details entered in the files shall be submitted by the interested partner.

Furthermore, every partner shall upload any materials related to dissemination, such as papers, presentations, videos from events where they have participated in a relevant folder of the repository.

4.3 List of main KPIs

Table 5: list of KPIs.

List of KPIs		Deadline
#1	Project Website Operational	M6
#2	New Content Published	Monthly
#3	Printable Material	M8
#4	Branding strategy and material available to consortium partners	M6
#5	Annual press releases sent to 50 media organisations	M9 (tentative)
#6	Socials Created	M6
#7	Bi-annual Newsletter +100	1 st M8 (tentative) 2 nd M12 (tentative)

#8	Technical videos and interviews published online	M18, M36
#9	Video reshared in 15 websites	M20, M38
#10	2 workshops in each pilot country	TBD

4.4 Monitoring tools

Data of all the communication channels (website, social media pages, newsletter etc) shall be processed and analyzed to the extent the channel allows to be done so.

Website's metrics and social media insights are important to be monitored in order to obtain a better view on statistics, trends, and the impact of each activity and piece of content that is posted. The website is analyzed via Google Analytics on a regular basis and reports on various performance indicators will be prepared to inform project partners of website's performance, such as:

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

Google Analytics (GA) data will be collected regularly and reported to the consortium at the management meetings. Respective adjustments will be made to improve users' experience if required.

Tracking analytics and keeping an eye on Social Media insights, enables us to create better strategies, and in the long run, bring about a positive change in results in terms of engagement and impact. The key metrics that will regularly be paid attention to are demographic data, unique and total numbers of visitors, page views, and followers and traffic metrics.

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

All Partners will designate a communication liaison from each team to link with the project team for sharing information and communication activities. All Partners will anticipate all communication and dissemination activities (including the news they want to publish or the social media updates) to RES4AFRICA and EP in advance to ensure compliance with EU guidelines, with an ideal notice of two weeks, and register all activities on the shared dissemination plan file, where partners will write the name of the organisation, the type of dissemination activity (publications, conferences, scientific events...), target audience, brief description of the objective of the activity, and its status, that is, whether it has been checked, the relevant link to the activity of the post and the date of the post. This file will be very useful for reporting purposes.

Partners will be required to fill in the information about every event or every communication and dissemination activity they organise or participate in. Apart from the communication templates for technical reporting in every work package template for technical reporting, there is also a field to report

on communication and dissemination activities on the work package itself. This will ensure that the partners provide all the information timely and correctly.

A repository of high-quality pictures will be created and a policy guide on the use of pictures in project materials will be developed. Strategies for obtaining consent for photo use, particularly during live events, are being drawn up. In particular, a written consent form for the use of pictures/videos is being prepared, using [this form from the European Commission](#) and adjusting this model to the project.

Table 6: Communication and Dissemination Responsibilities Division amongst the Partners:

Responsability	EP	R4A	MEI
Communication & Dissemination Strategy			
Co-define communication & dissemination objectives based on project goals, co-identify and segment target audiences, co-develop key messages tailored for each audience segment, select appropriate communication & dissemination channels (digital, print, events)		✓	
Set up a timeline for all communication & dissemination activities		✓	
Include all of the above and further development the CDE strategy & complete the respective deliverable		✓	
Regularly update (e.g. every 6 months) the strategy		✓	
Regularly update (e.g. every 6 months) the strategy		✓	
Brand & Identity Management			
Design the logo and develop the brand charter (making sure it includes necessary disclaimers and acknowledgments of EU support)	✓		
Develop and regularly update project's communication templates	✓		
Graphic Design of printed marketing materials	✓		
Web Design of materials for the web	✓		
Ensure consistency & compliance in the use of the project's visual identity across all materials, monitor and guide the proper use of the project's brand across communications by partners	✓		
Develop the project's website	✓		✓
Regularly update the website with news, partner information , project results, event information, resources, etc.	✓		✓
Content Development & Multi-Channel Management			

Develop and regularly update a content management schedule	✓		
Set up, provide content and manage the project's social media accounts	✓		
Write and edit articles and blog posts	✓		
Create and distribute newsletters to disseminate project updates and results.			
Produce & distribute videos		✓	✓
Multi-language translation	✓		
Event planning & management			
Events hosting		✓	✓
Events management:		✓	✓
Plan logistics for workshops, conferences, and seminars		✓	✓
Coordinate with speakers, attendees, and vendors		✓	✓
Promote events through various channels		✓	✓
Facilitate online webinars or live streaming of events		✓	✓
Stakeholder Engagement			
Map key stakeholders and develop engagement strategies		✓	
Develop and implement outreach programmes		✓	
Organise stakeholder meetings, workshops, consultation sessions, etc.		✓	
Create tailored presentations and materials for stakeholder groups		✓	
Collect and analyse feedback from stakeholders to inform project adjustments		✓	
Public & Policy Relations			
Build and maintain a media contact list		✓	
Draft and distribute press releases and media kits		✓	
Develop & Distribute Policy Briefs		✓	
Handle inquiries from journalists and media outlets		✓	
Organise media coverage for key results & project achievements		✓	
Reporting			

Define (extending beyond or altering as opposed to application stage) clear KPIs		✓	
Establish the process, tools and internal communication channel for partners' regular reporting on communication & dissemination activities	✓		
Measure the reach and impact of dissemination activities using analytics and feedback		✓	
Adjust dissemination strategies based on findings to maximise impact		✓	
Compile and submit communication & dissemination parts for the interim and final reports	✓	✓	

5. CHAPTER 5: CONCLUSION

To raise project awareness and maximise its impact in the EU and Africa, SWARM-E has established a comprehensive Communication and Dissemination Plan (CDP)

This plan prioritises clear communication with diverse stakeholders. Industry partners, research institutions, policymakers, and even the general public will be targeted through a variety of channels. For the scientific community and industry, technical reports, conferences, and workshops will be utilised. Policymakers and regulators will be engaged through targeted publications, presentations, and workshops, with a focus on influencing standardisation bodies. Finally, the general public will be kept informed through press releases, social media campaigns, and website content.

The CDP is not a static document. It will be continuously reviewed and updated throughout the project's lifespan. Monitoring metrics like website traffic, media coverage, and stakeholder engagement will be used to evaluate its effectiveness. This ensures that communication strategies remain optimal and reach the intended audiences.

By fostering collaboration between industry, research, and policymakers, and by effectively communicating with the public, SWARM-E can pave the way for a more sustainable and efficient energy future.