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Final conference

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

CHANGE CONTROL

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Introduction

As set out in the Description of Work, dedicated activities were and are performed over the course of the project and beyond to disseminate the results generated by NETfficient.

One of the main dissemination activities consists in the presentation of project related results at events attracting not only researchers in relevant scientific fields but also potential industrial partners.

Two months before the project end, the NETfficient partners organized a final event as part of European Utility Week (EUW) in Vienna, Austria from 6th-8th November.

The purpose of this report is to summarise NETfficient's main objectives for participating in EUW2018, to give an overview of NETfficient's presence at the event as well as to describe promotional activities before, during and after the event.

SEZ as Task leader of T6.8, as well as WP 6 leader was responsible for the organization of the final event. During the event, other partners also contributed to NETfficient's presence at EUW with exhibiting hardware or software at the NETfficient stand and giving presentations. These contributions were coordinated and supported by SEZ as well.

1. NETfficient's Objectives for its Final Project Event

The main aim of NETfficient's participation in EUW2018 is to disseminate the project's main results and lessons learnt. In order to reach a broad, international public the event was organised as part of a big international event. To increase the dissemination impact of NETfficient's final event it was important, that the event included targeted audiences like utilities, suppliers of utilities or policy makers.

Besides the overall promotion of the project and its main achievements, another aim was to strengthen the exploitation of each partner's individual products and technologies by presenting them to a broad public. Above that, the NETfficient final event should be an opportunity to improve the partner's network with relevant stakeholders or companies. Sharing and transferring knowledge with project partners from similar EU-funded projects would be beneficial as well.

The NETfficient consortium decided during the M36 Steering Committee meeting that the Utility Week would provide a suitable environment for presenting NETfficient results to the public, as it would provide the right type of audience.

2. About European Utility Week 2018 (EUW2018)

Every year key players in the field of smart energy meet at European Utility Week (EUW) to discuss latest trends, innovative products and future challenges in the field of the smart energy. The first event was launched by the Clarion Events in 2013 with the aim to "aid the industry as they work on long-term strategies and provide them with inspirational high-level content and effective networking opportunities to achieve one of the biggest industry transitions in history."¹

In 2018 EUW took place in Vienna, Austria from 6th-9th November and attracted over 12,000 smart energy visitors from around 100 countries. Over 650 international exhibitors showed their products and solutions including digital technologies, distributed energy, AI, IoT connectivity, smart grids, cyber security, energy trading, smart buildings and much more. Besides the exhibition EUW organised a two-day summit conference bringing together over 1,500 high level delegates taking in quality content from over 150 expert industry speakers. "The internet of Energy" as well as a consumer centric energy market had been the main topics discussed during the conference.²

More specifically, the EUW2018 offered the following possibilities to its exhibitors:

- Meet over 500+ utilities and grid operators who come to do business
- Expose your brand to over 12,000 visitors during the 3-day event
- Gain exposure to the experts and decision makers from within the industry
- Take advantage of the many business opportunities during the event from referrals to partnerships or demo
- Expand your industry knowledge and talk to your utility peers who may have a different perspective on the industry
- Maximise the opportunity to learn from your peers and their experiences within the industry
- Get noticed and build upon your own reputation within the industry
- Our extensive exhibitor packages offer year-round digital promotional opportunities including free invitation
- Host face-to-face meetings throughout 3-days
- Showcase your brand to your target audience and stand out amongst your competitors

¹ <https://www.european-utility-week.com/what-is-euw#/>

² <https://www.european-utility-week.com/event-updates#/>

All in all, EUW is a platform for business, innovation, networking and information and is seen by the industry as their terrain. During the three day event strategies and business cooperation are worked out to help drive efficiencies in meeting their sustainable development goals.

3. NETfficient Presence at EUW

During EUW NETfficient was present as an exhibitor with a 12m² premium-stand. Furthermore, the project partners contributed to the conference programme by giving presentations and taking part in panel discussions in 4 different sessions.

3.1 Initial Negotiations

After the decision was made to organise the NETfficient final event within EUW2018 during the M36 SC meeting, the planning of NETfficient's presence at the trade fair started, with extensive negotiation for an appropriate representation of the project taking place mostly in February 2018. A suitable stand near both the premium lounge and the EU-Project zone could be secured fairly soon. Obtaining speaker slots proved far more difficult for the following reasons:

- Only C-level speakers were allowed as speakers in the summit conference, which formed part of the event, which carried an entry fee of 1.500 EUR.
- Only non-profit C-level speakers where allowed to speak without a fee, for-profit speakers were expected to pay a fee, as it offered them the opportunity of extra publicity for their company.

These restrictions proofed tricky for NETfficient, as it was mostly industry-partners who would have been able to represent the technologies developed in NETfficient well. In the end a very good Speaker could be secured in Prof. Christof Wittwer, who works for the NETfficient Partner Fraunhofer ISE, on the one hand and Dr. Alicia Arce of Fundation Ayesa on the other. The good working relationship established with the organisers led later to opportunities for other project partners to speak as well see Section 3.4.

3.2 NETfficient Stand at EUW

In order to raise visibility to the project's result by showcasing hard-and software developed within NETfficient the consortium decided early on to book a stand at EUW. In order to ease the process of organising logistics from a distance for the setting-up and taking-down the exhibition booth, saving costs and still benefit from a professional design, a Premium stand was booked. The Premium Package includes the whole stand design (use of own CI possible) as well as the build-up/break-down of the booth. Thus, a ready-to-use stand was delivered when the NETfficient team arrived to the event.

The standard offer for the 12m² premium exhibition stand comprised of:

- 2.5 meter high walls covered with foil in one the standard colours on the EUW-colour chart
 - A 2.5 meter wide 4.0 meter high white eye catcher with the logo
-

- A 42inch LCD screen.
- Image branding is promoted through a full colour print (2.0 meter wide x 2.5 meter high), organised, printed and mounted by the EUW's stand builder partner
- 1x white high table with 4 stools
- 1 x low white round table with 4 x white chairs

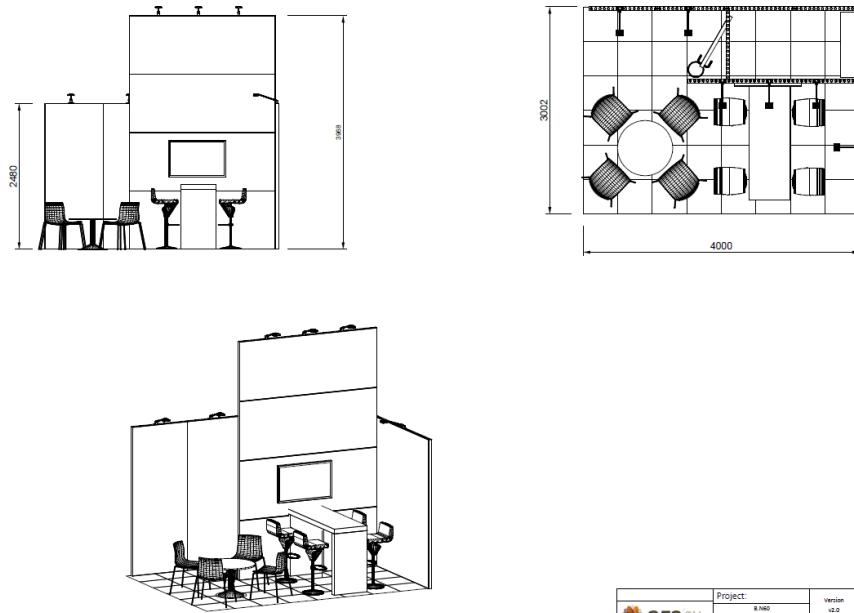


Figure 1: Technical Drawing of NETfficient stand

GES Global Experience Specialists	Project:	Version:	Page:
	B-NB0	v2.0	2
	EUW Premium B		
	Date: 29-05-2018	Units in millimeters	

Based on the technical drawing for the standard layout above further planning of the stand design were made, to meet NETfficient's specific requirements as described in the following.

3.2.1 Stand design

Since the Premium Stand design includes a full colour print, SEZ has developed a poster showing the main objectives and approach of the project as well as some images from the NETfficient technologies implemented on Borkum. Based on SEZ's draft, a professional graphic agency has set up the below graphic file.



Improving Energy and Economic Efficiency

for Today's Smart Communities through
Integrated Multi Storage Technologies

Mission & Vision of NETfficient
We believe it's time to ...

Produce and Consume:
Decentralized energy generation coupled with storage systems and smart grid management optimizes renewable potential, empowers citizens and businesses to become active prosumers, taking part in Europe's transition to clean energy.

Get Connected:
Bring connectivity to the electricity grid and fed by real time data and information, the NETfficient energy platform allows an efficient smart grid management.

Be Market-Wise:
NETfficient analyses customer needs, values to customers, Life Cycle Costs and develops viable business models for its storage and integrated solutions.

Go Smart, Go NETfficient:
Fully tested, efficient, renewable solutions will be available for islands, small towns, big cities in a feasible and financially-viable way.

The NETfficient Approach

NETfficient connects smart energy storage and management applications with distributed energy generation and consumption. It covers all energy applications. It covers decentralized energy generation from new photovoltaic and existing wind farms coupled with a range of different energy storage technologies. NETfficient energy management and grid management, all demonstrated in a real grid.

Services and Applications:

- Enhancing grid stability
- Providing balancing and ancillary services
- Managing storage and renewables
- Reducing dependence on transmission system
- Enabling real time monitoring and control for Distributed Energy Resources (DER)

Advanced ICT Tools:

- Cloud based Energy Monitoring and Control System for Distributed Energy Resources (DER)
- Cloud based Energy Management Platform to integrate Distributed Energy Resources (DER) in energy markets and the utilities' Distribution Management System (DMS)
- Predictive analytics and optimization algorithms to maximize profit in energy and ancillary markets

Advanced State-of-the-Art Energy Storage Technologies:

- Lithium-Ion Batteries
- Hybrid Energy Storage Solution (HESS) – a combination of batteries and Ultracapacitors
- Second Life Electric Vehicle Batteries
- Photovoltaic-to-Hydrogen Storage



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 646463

Figure 2: Full colour graphic for NETfficient booth

Based on NETfficient's CI, orange was chosen as carpet colour of the stand.



Figure 3: Carpet colour options

The build-up of the booth was completely handled by the official Stand Builder of EUW. The image below shows the NETfficient booth, as it was delivered by the stand builder.

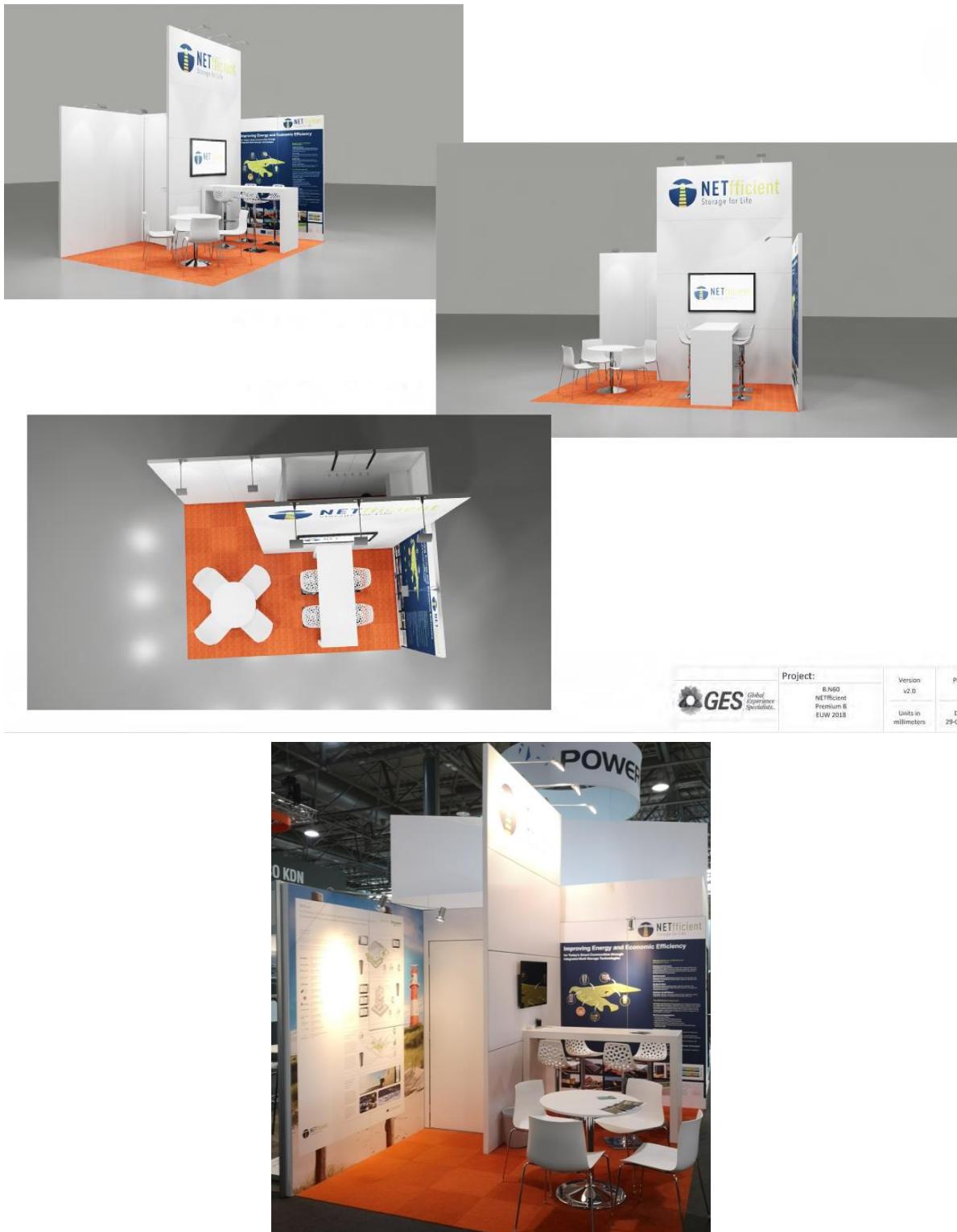


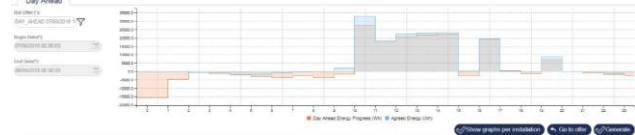
Figure 4: Final design of NETfficient stand

Figure 5: NETfficient Premium Stand

3.2.2 Exhibited Hard- and Software:

In order to demonstrate the technologies and products developed within NETfficient exhibits were required. Project partners were invited to exhibit their products in order to raise special attention to their technologies and role in NETfficient.

The following partners exhibited their products at the NETfficient booth and had been present at EUW as well.

Ayesa	Live Demonstration of Energy Management Platform via a Monitor	
Fraunhofer ISE	Power stack of a modular storage inverter with watercooled SiC-MOSFETs	
PowerTech System	Lithium-Ion battery mock up in a small rack	
Schneider Electric	Poster visualising the hardware components (Wiser for KNX, implemented KNX devices) to show the functions which were implemented by Schneider Electric	

Following the systems prescribed by the EUW2018 organisers, SEZ organised the logistics of getting all exhibits to the stand in time. With the different exhibits at the stand NETfficient's achievement during the four year project could be demonstrated perfectly. Stand visitors appreciated the live demonstration of the products and especially have been highly interested in the Energy Management Platform and Lithium-Ion batteries.

3.2.3 Promotional Material

Besides the customised and CI-based designed exhibition stand, additional promotional material was developed in order to strengthen NETfficient's visibility at EUW.

NETfficient flyers have been printed ahead and were given to all stand visitors. Additionally flyers were handed out during presentations given by the NETfficient partners.

As give-aways, portable USB fans with the NETfficient logo printed on have been designed.

Above that, fact sheets describing the different technologies developed within NETfficient were provided at the stand. Also the factsheets are made available online on the [project website](#).



Figure 6: NETfficient promotional material



Figure 7 NETfficient Fact Sheets

3.2.4 Floor plan and Networking

The NETfficient stand was located in Hall B with the stand number B.n60. The location of the stand was in many different ways of advantage:

- Corner booth – allowing to access the stand from two sides
- Located directly opposite the EU project zone allowing good networking to other EU projects
- Located close to the “Energy Revolution” and “Energy Markets” Hub which attracted many visitors to Hall B

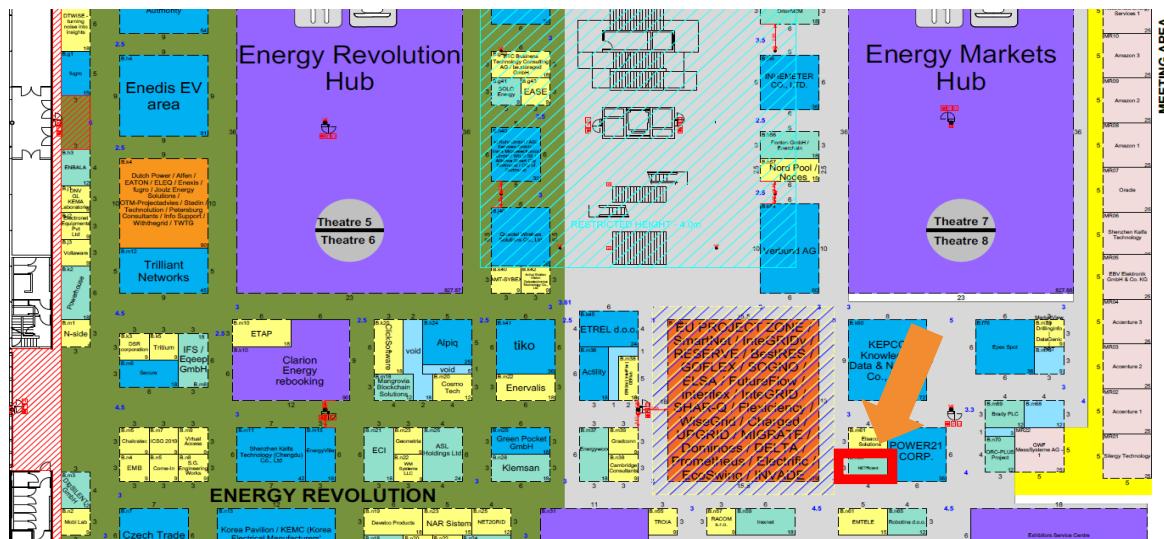


Figure 8: Extract from EUW Floor plan

3.3 The Experience at the Stand

Many visitors stopped by at the NETfficient-Stand, attracted by large visuals, moving images and the life-sized hardware of battery storage units – a rarity at the event.

The give-aways have been a great success, since they attracted visitors to the booth and served as a first contact for further discussions on NETfficient or energy storage in.



The NETfficient project video was also shown on the screen at the NETfficient stand alternating with the demonstration of the Energy Management Platform. Key elements of the film are a project summary and sequences of the island with its main demonstration locations providing a vivid image of NETfficient's activities.

Figure 9: NETfficient video

Visitors could receive information about the technologies that had not been exhibited via the fact sheets. Each fact sheet contains contact details of the partner responsible for the corresponding technology which guarantees a follow up.

During EUW2018 the NETfficient team started to promote the NETfficient handbook to be released beginning of January. The NETfficient-Handbook will present key results with particular emphasis on integration of small-scale storage technologies into the grid, by connecting them to a management platform and further, will provide information to facilitate market uptake. Stand visitors were invited to leave their business card at the NETfficient stand in order to receive a free copy of the handbook. Around 15 visitors had shown major interest in pre-ordering the handbook and left their business card with the NETfficient team.

During the three day event at least 2 persons from the NETfficient team had been present at the stand, in order to talk with visitors about the main outcomes of the project or general topics like energy storage or solutions for the energy transition. Before the event, a stand rota was prepared, guaranteeing that the NETfficient booth was staffed the whole time and also time for visiting other stands or presentations at EUW was allowed.

Especially for the partners exhibiting their products at the NETfficient booth EUW was successful, since the partners benefited from the opportunity to improve their network for future projects and forge relationships for future commercial activities in different European or Asian markets.



Figure 10: The NETfficient Team at EUW18

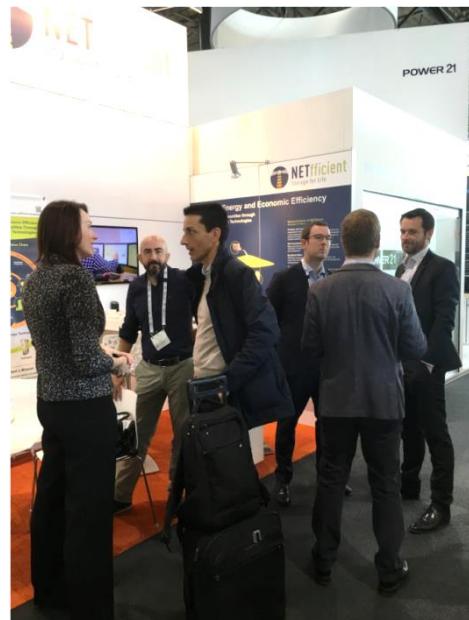


Figure 11: Talking to visitors at the stand

3.4 NETfficient Presentations During EUW

NETfficient was not only present with an exhibition booth at EUW, but also contributed to the conference programme by giving presentations and taking part in panel discussions in 4 different sessions.

The project partners contributed to the Summit Conference Programme, bringing together C-level experts and innovative thinkers within the energy world. The presentation by Prof. Dr. Christof Wittwer from Fraunhofer Institute for Solar Energy Systems introduced the project as a whole with a focus on integration of storage into local grids and markets. He later gave a presentation together with Alicia Arce from Ayesa with the main focus on techno-economic optimization.

Juan Echevarria Cuenca from the city of Santander shared experiences as a follower partner of NETfficient and further recommended NETfficient technologies for implementing them in other environments. Among these applications was e.g. the Energy Management Platform serving as a control and monitoring software for different storage technologies.

The final highlight of NETfficient's presence at EUW was a project presentation of NETfficient in the EU Project Zone in the session: "H2020 Smart Grids and storage project presentations" on the last day of the trade fair. Andrea Immendörfer from Steinbeis-Europa-Zentrum gave a general overview of the project, its objectives and main results whereas Fernando Usero Fuentes from Ayesa presented the innovative solutions embedded in the Energy Management Platform developed in NETfficient. The presentation of SEZ and Ayesa in the EU Project Zone was made available online for download on the [INEA website](#).

The table below summarises NETfficient's contribution to the EUW programme.

Partner	Speaker	When	Where	Topic
Ayesa/ Fraunhofer	Alicia Arce and Prof. Dr. Christof Wittwer	07 November 11:40-12:10	Hub Theatre 5 Energy Revolution	<u>NETfficient: Techno-Economic Optimization for DER and Storage Aggregations</u>
Ayesa/ Fraunhofer	Alicia Arce and Prof. Dr. Christof Wittwer	07 November 12:10-12:50	Hub Theatre 5 Energy Revolution	<u>PANEL DISCUSSION: Innovations in Energy Storage: Technologies, Applications, Business Cases</u>
Santander	Juan Echevarria Cuenca	7 November 12:40 – 13:00	Hub Theatre 4 Consumer Centricity -	<u>The case of the Island of Borkum</u>
Fraunhofer	Prof. Dr. Christof Wittwer	07 November 14:10-14:30	A Low Carbon Energy System	* <u>Local Effect Markets with NETfficient: A Pathway Towards Energy-Self-Sufficiency</u>
Fraunhofer	Prof. Dr. Christof Wittwer	07 November 16:40-17:30	A Low Carbon Energy System	* <u>Panel Discussion: New Grid Structure: Connected cells?</u>
SEZ/ Ayesa	Andrea Immendorfer/ Fernando Usero Fuentes	08 November 12:20-12:40	EU Project Zone	<u>NETfficient Project in a Nutshell/ Energy Management Platform</u>

Table 1: NETfficient presentations at EUW

All NETfficient presentations had been visited by an interested audience raising more awareness to the project's main results and its participating partners. A significant increase of the number of visitors after an NETfficient presentation at one of the Hub sessions or during the Summit conference could clearly be observed.



Alicia Arce (Ayesa) presenting in Hub Theatre 5

Prof. Dr. Christof Wittwer (Fraunhofer ISE)

Panel Discussion with Alicia Arce and Prof. Dr. Christof Wittwer



Juan Echevarria Cuenca (Santander) in Hub Theatre 4



Andrea Immendorfer (SEZ) and Fernando Usero Fuentes (Ayesa) about NETfficient in the EU Project Zone



Figure 12: Impressions of NETfficient presentations at EUW2018

4. Promoting NETfficient's Final Event

NETfficient's final event was promoted via different communication channels before, during and after EUW2018. The existing NETfficient communication tools, such as the project website and Social Media channels had been of great use to share information about the event and promote it within NETfficient's network and above.

4.1 Cooperation with EUW

EUW provided a very helpful communication tool to all exhibitors. This tool kit included e.g.:

- Short tutorial videos on how to better engage the community on social media
- Time line with different steps and tips on how to communicate which content related to the presence at EUW
- E-Mail signatures, Banner, Graphics for using on different Social Media channels. All files could be customised with the booth number and the exhibitor's name.



European Utility Week 6-8 November | Vienna, Austria

[register now](#)



WE ARE EXHIBITING! VISIT US IN VIENNA!

Figure 13: Banner provided by EUW18 for communication activities

On Social Media EUW2018 has been very active and also engaged actively on posts on Twitter, Facebook or LinkedIn. Thanks to EUW retweeting and commenting post of the NETfficient project, the project's visibility increased. In fact, NETfficient's lively activities promoting the EUW on its own channels was noted positively by the organisers.



Figure 14: Example of EUW Retweets

All exhibitors of EUW2018 had been listed on the official EUW2018 event website in the exhibitor list. By clicking on the exhibitor's logo further information about NETfficient, such as a project description as well as contact details were visible. The information provided could have been edited

European Utility Week

12-14 November 2019
Paris, France

NETfficient
Stand: B.n60

NETfficient's mission and vision:
It is NETfficient's target as lighthouse project to enable the exploitation of existing renewable energies on Borkum island at any time by developing the missing link for mass uptake of storage and energy management technologies. This means that clean, sustainable energy will be stored in the island's electric grid when it is available, and distributed, when there is an energy demand for it.

NETfficient's objectives:
The project NETfficient will demonstrate and deploy local storage technologies in a real electrical grid on Borkum Island, and will develop ICT tools to exploit the synergies between them, the smart grid and the citizens.

In summary, the objectives of NETfficient are:

- Develop and test in a real environment use cases of energy storage systems with a high replicability and with profitable business cases for all the stakeholders;
- Develop a central Energy Monitoring System to be used by the energy companies;
- Strengthen the management of the distribution grid (DSO) by providing control systems to integrate management and decision support tools that enable the integration of renewable generation and storage systems into the grid;

Figure 15: EUW18 Exhibitor list: <https://www.european-utility-week.com/exhibitors-2018/>

by each exhibitor individually.

NETfficient was not only visible in the exhibitor list but also in the speakers' list that was made available on the EUW event website. All speakers were listed alphabetically including a short CV as well as a schedule of the sessions they have participated in. This visibility was not only beneficial for the NETfficient project but also for the individual partners contributing to the programme.



Alicia Arce

Coordinator Control Systems Lab, Fundacion Ayesa/ NETfficient (Project)
Spain

She was graduated from University of Seville in Electrical Engineering in 2005, Master in Science in Robotic and Control Engineering in 2007 and obtained her Ph. D in Electrical Engineering in 2010 from the Automation and System Engineering Department at University of Seville. Her dissertation titled 'Advanced Control for Fuel Cell Systems' explores the problem of real-time applicability of advanced control techniques applied to a hybrid system based on fuel cells, particularly for automotive applications. She joined the University of Seville as an Assistant Professor in November 2011. Currently, she is adjunct professor at Universidad Loyola Andalucía. Her research work is supported by more than 35 contributions in international journals and conferences. Moreover, she has participated in 22 R&D projects national and internationally funded by public institutions and companies.



Sessions

- | | | | | |
|----------------------------|--|--|--------------------------------|------------------------|
| 07-Nov-2018 09:11:50 12:10 | NETfficient - Techno-Economic Optimization for DER and Storage Aggregations, | Innovations in Energy Storage: Technologies, Applications, Business Cases, | Energy Revolution - theatre 5, | Hub Sessions Programme |
| 07-Nov-2018 09:12:10 12:50 | Panel Discussion: Innovations in Energy Storage: Technologies, Applications, Business Cases, | Energy Revolution - theatre 5, | Hub Sessions Programme | |

Figure 16: Speakers' list: <https://www.european-utility-week.com/programme/speakers?&azletter=A&searchgroup=585C22BB-speakers>

4.2 Project Website & Partner's Network

The NETfficient final conference was of course announced on the NETfficient project website on the moving banner of the homepage and with a dedicated post in the section "Project News". Besides details about EUW2018 an overview of the NETfficient presentations was presented. Above that, the final event was shared at project's partner websites (e.g. SEZ) and their networks. Further all partners have received a registration link for EUW to share within their partners and invite clients.



Vernetzte Energiespeicher für die Energiewende - NETfficient Abschlusskonferenz
6.-8. November 2018

Die European Utility Week, als die führende Veranstaltung in Europa im Bereich der Energiewirtschaft, bietet den idealen Rahmen für die NETfficient Abschlusskonferenz. Über 12.000 Besucher und 600 Aussteller werden erwartet, um drei Tage über die Zukunft der Energiewirtschaft zu diskutieren. Die Energiewirtschaftsgesellschaft - von der Erzeugung über Transport und Handel bis hin zur Speicherung, zu diskutieren.

Das NETfficient Konsortium wird mit einem Ausstellungstand (B46) vertreten sein und darüber hinaus auch aktiv das viertägige Vortragsprogramm mitgestalten. Dr.-Ing. Petra Püchner, Europeabeauftragte der Ministerin für Wirtschaft, Arbeit und Wissenschaft des Landes Baden-Württemberg sowie Leiterin des Steinbeis Europa-Zentrums wird an einer Diskussionsrunde über das Energiesystem von morgen teilnehmen. Prof. Dr.-Christof Wittner, Leiter der Abteilung Intersectoral Energy Systems



European Utility Week – Programme
6-8 November | Vienna, Austria

register now

WE ARE EXHIBITING! VISIT US IN VIENNA!

European Utility Week – Programme
August 24th, 2018

The NETfficient consortium is really excited to contribute to the diverse programme of European Utility Week! Don't miss NETfficient partners participating at panel discussions or talking about energy storage technologies in the context of NETfficient:

- 07 November, 09:40-10:00: The case of the Island of Boricum, Juan Echevarria Cuenca (Santander) [Hub Theatre 4, Consumer Centricity]
- 07 November, 11:15-12:10: NETfficient - Techno-Economic Optimization for DER and Storage Aggregations, Alicia Arce (Ayes) and Cristof Wittner (Fraunhofer Institute for Solar Energy Systems) [Theater D, Energy Revolution - theatre 2]
- 07 November, 12:10-12:50: PANEL DISCUSSION: Innovations in Energy Storage: Technologies, Applications, Business Cases, Alicia Arce (Ayes) and Cristof Wittner (Fraunhofer Institute for Solar Energy Systems) [Theater D, Energy Revolution - theatre 2]
- 07 November, 14:10-14:30: Local Effect Markets with NETfficient: A Pathway Towards Energy Self-Sufficiency, Petra Püchner [Commissioner

Figure 18: Event Post on SEZ Website: <https://www.steinbeis-europa.de/news-events/veranstaltungen/65/2094/v/vernetzte-energiespeicher-fuer-die-energiewende-netfficient-abschlusskonferenz.html>

Figure 17: Event Post on NETfficient website:
<http://netfficient-project.eu/european-utility-week-programme/>

After attending EUW2018 a summarising blog post about the trade fair and NETfficient's contribution to it was shared on the [project website](#) as well.



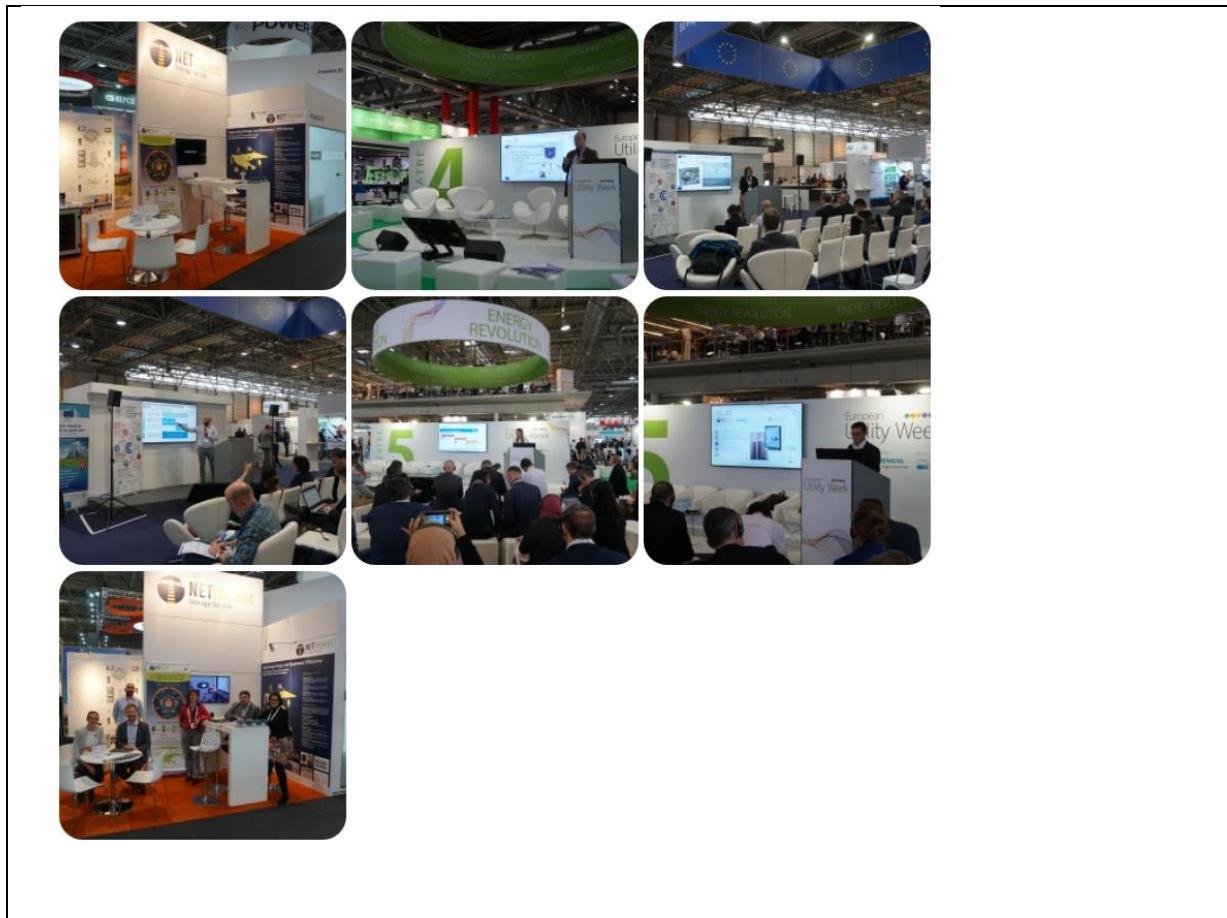
NETfficient final project event at European Utility Week 2018

Over the past four years 13 partners have demonstrated and deployed local storage technologies in a real electrical grid on Borkum Island within the EU-funded project NETfficient. From 6th-8th November, the EU-project hosted its final project event during European Utility Week in Vienna, Austria.

With over 12.000 visitors in the field of smart energy, the European Utility Week (EUW) was the perfect setting to present the main results of the EU-project NETfficient with a dedicated exhibition booth. Furthermore, the project partners contributed to the conference programme by giving presentations and taking part in panel discussions in 4 different sessions.

NETfficient contributed to the Summit Conference Programme, bringing together C-level experts and innovative thinkers within the energy world. The presentation by Prof. Christof Wittwer from Fraunhofer Institute for Solar Energy Systems introduced the project as a whole with a focus on integration of storage into local grids and markets. He later gave a presentation together with Alicia Arce from Ayesa with the main focus on techno-economic optimization. Juan Echevarria Cuenga from the city of Santander shared experiences as a follower partner of NETfficient and further recommended NETfficient technologies for implementing them in other environments. Among these applications was e.g. the Energy Management Platform serving as a control and monitoring software for different storage technologies. The final highlight of NETfficient's presence at EUW was a project presentation of NETfficient in the EU Project Zone in the session: "H2020 Smart Grids and storage project presentations" on the last day of the trade fair. Andrea Immendorfer from Steinbeis-Europa-Zentrum gave a general overview of the project, its objectives and main results whereas Fernando Usero Fuentes from Ayesa presented the innovative solutions embedded in the Energy Management Platform developed in NETfficient.

EUW2018 was a well-attended event and offered a large range of high-quality sessions, where the final results of NETfficient have been presented to a large number of stakeholders and with considerable interest from the community. The final conference significantly raised NETfficient's visibility among smart energy professionals. Moreover, it provided the partners with an opportunity to improve their network for future projects and forge relationships for future commercial activities.



4.3 Social Media

With 544 followers on Twitter, 285 contacts on LinkedIn and 56 fans on Facebook, NETfficient has built up a strong social media community in the course of the project. For the promotion of the NETfficient final conference, these networks have played a crucial role.

Communication activities on Social Media related to NETfficient's presence at EUW2018 started in July with announcing NETfficient's participation to the event and its contribution to the conference programme.



Figure 19: Tweet announcing NETfficient's participation at EUW18

From then on, continuously other details about the NETfficient final event have been shared via Twitter, Facebook and LinkedIn. Each presentation, NETfficient participated in, was announced on

social media and the weekly shared “NETfficient: Question of the week” was dedicated to a fact about EUW as well.

NETfficient Project
Storage for Life
3w

Alicia Arce from @Ayesa and Cristof Wittwer from @FraunhoferISE talking about: NETfficient : Techno-Economic Optimization for DER and Storage Aggregations at #EUW18 |07 November, 11:15-12:10, Hub theatre 5| <http://ow.ly/iBLX3C> ...see more

NETfficient: Techno-Economic Optimization for DER ❤ and Storage Aggregations

07-Nov-2018 11:15 - 12:10 Hub Theatre 5 Energy Revolution - theatre 5

Innovations in Energy Storage: Technologies, Applications, Business Cases

Real life experiences from operating different types of storage, including lesser common ones such as hydrogen storage and second life vehicle batteries and also MV storage aggregated DER and storage management with main objective for techno-economic optimization. Lessons learnt from the Operation of a virtual power plant in an autonomous basis.

Speakers:

-  Alicia Arce, Coordinator Control Systems Lab - Fundacion Ayesa NETfficient (Project)
-  Cristof Wittwer, Head of Department Intersectoral Energy Systems and Grid Integration - Fraunhofer Institute for Solar Energy Systems

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Question of the week: Next week NETfficient will be present at #EUW18 - time to learn more about this 3-day event that unites more top-level energy professionals than any other event! When took the first EUW place? ...see more

The creation of European Utility Week started in 1998 when the event was called Metering, Billing/CRM Europe, attracting 200 attendees. From then on the event organisers Synergy Events delivered a number of high-level events for the energy sector such as Smart Grids Europe, T&D Europe, ESCO and a series of regional spin-off events in the smart utilities space. But it wasn't until 2008, when Synergy Events joined the Clarion Events Group, one of the world's leading event organisers, that the idea of European Utility Week was born.

Find out more about the history of EUW here:
<https://www.european-utility-week.com/what-is-euw/>

European Utility Week 6-8 November | Vienna, Austria [REGISTER NOW](#)



Figure 20: Example social media Post before EUW18

During the three day event EUW2018 in total 19 post have been shared on the NETfficient Social Media channels. Pictures of the NETfficient stand and the exhibits as well as the partners presenting at the Hub sessions have been shared. The official EUW hashtag #EUW2018 was always mentioned in the posts in order to increase the reach.

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Busy schedule for @NETfficient today at #EUW18! Lots of presentations and panel discussions. Don't miss Christof Wittwer at the Low Carbon Energy System Summit participating in the panel discussion at 5 pm!



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2w

Today is your last chance to visit the @NETfficient booth at #EUW18! Get special insights into different #energystorage technologies and the #Energy Management Platform! Come to booth B.n60 and receive one of our NETfficient portable fans!



Figure 21: Social Media Posts during EUW18

Even after EUW2018 social media activities related to EUW continued, such as in a #ThrowbackThursday tweet looking back at NETfficient’s presentation at the EU Project Zone.



NETfficient Project

Storage for Life

1h

...

#ThrowbackThursday: Two weeks ago @NETfficient presented the project's objectives as well as the #energy management platform at the EU Project zone at #EUW18! Download the presentation here: <http://ow.ly/yMzL30mDG9F> ...see more

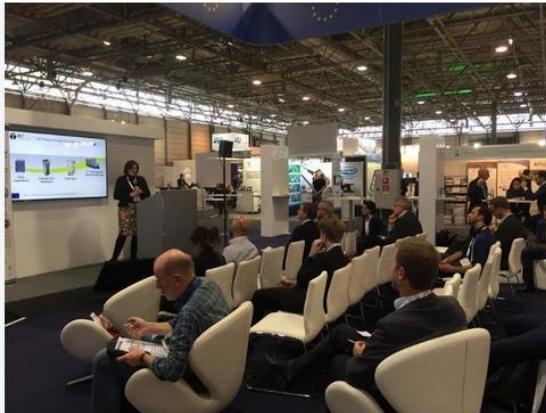


Figure 22: Tweet after EUW18

The communication material provided by EUW for exhibitors have been very helpful and broadly used by NETfficient in order to promote the NETfficient final event in the framework of EUW2018. Thanks to the highly responsive social media activities by the official EUW social media accounts, NETfficients's visibility on Facebook, LinkedIn and Twitter could be increased.

5. Conclusion

EUW2018 was a well-attended event and offered a large range of high-quality sessions, where the final results of NETfficient have been presented to a large number of stakeholders and with considerable interest from the community. The final conference significantly raised NETfficient's visibility among smart energy professionals. Moreover, it provided the partners with an opportunity to improve their network for future projects and forge relationships for future commercial activities.

NETfficient was present at EUW with a customized exhibition booth based on its CI. Four project partners exhibited their products and technologies at EUW.

With four presentations in the Hub Sessions as well as the high-level Summit conference, NETfficient contributed to the various conference programme and shared the project's main results with relevant experts in the smart energy field. Above that NETfficient partners participated in two panel discussions, focusing on "Innovation in Energy Storage" and "New grid structures" – both very relevant topics for the project's technologies. Especially after the NETfficient presentations the partners were approached at the exhibition booth by energy experts interested in the project results. Some of them showed interest in engaging in future research or even business cooperation. Especially NETfficient's presentation in the EU Project Zone led to a strong exchange on experiences and challenges with other EU-funded projects.

Partners took the opportunity to attend some side events as well – these as well as discussions on the stand provided a good sense of what topics are currently moving the energy agenda, i.e. flexibility, digitalization, decentralization, decarbonization and diversity. This showed how well NETfficient sits within topical energy themes and also provided valuable input for the NETfficient final publication.

The NETfficient presence and participation at EUW2018 was a major success and especially allowed to widen the partners' network.

Thanks to the exhibition of NETfficient's results in different presentations, the partners engaged in discussions on new collaborations, and gained up-to-date insights into the topics currently moving the energy world, thus ensuring the exploitation of results beyond the EU-funding period.