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HYNET

Pan-European interoperable AC-DC HYbrid electricity NETworks

D6.2: Communication and Dissemination report (1st Year)

Lead beneficiary:	UBE	**Contributors:**	UBE
Reviewers:	UCY, GEPCF		
Type:	R	**Dissemination:**	PU
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Main authors:	Ilias Zafeiropoulos (UBITECH ENERGY) Magda Zafeiropoulou (UBITECH ENERGY) Nena Apostolidou (UBITECH ENERGY)
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List of acronyms and abbreviations

Abbreviation	Description
DSO	Distribution System Operator
GDPR	General Data Protection Regulation
MoM	Minutes of Meeting
TSO	Transmission System Operator

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Executive summary

Effective communication and dissemination play a pivotal role in the HYNET project as they significantly contribute to the utilization of its results and outcomes. The project consortium's communication endeavours will prioritize enhancing visibility, facilitating comprehension, and encouraging active engagement.

HYNET consortium consists of 16 partners from Belgium, France, Spain, Portugal, Cyprus, Greece, Hungary, Norway and Montenegro. It includes 4 demonstration sites in 4 different European countries. Therefore, members of HYNET will adopt a "GLOCAL" approach to project communication, which entails utilizing local channels of individual members to amplify the global impact of their communication efforts. This approach establishes a vast network of sources that can be subsequently leveraged on the project's shared communication channels.

The project aims to engage the following target groups through various communication channels:

- Researchers and professionals from industry and academia, comprising the scientific community
- TSOs and DSOs
- Energy policymakers
- Manufacturers and technology providers.

To achieve this goal, HYNET will use the following channels for communication and dissemination:

- Webpage
- Social media (Twitter, LinkedIn, YouTube)
- Newsletters
- Presentations
- Workshops and Conferences
- Videos/interviews

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1. Introduction

1.1 Scope and Objectives

The purpose of this document is to reflect on the communication and dissemination activities for the first twelve (12) months of the project. The objective is to establish a shared understanding of communication and sharing information among the members of the HYNET consortium. Effective communication requires careful planning, and therefore, this document outlines the relevant target audiences and provides a detailed overview of communication and dissemination tools.

This deliverable is an update of Communication and Dissemination report (Initial version) and the continuation of the tools developed in this period. Also, this document analyses which tools are we using to reach our dissemination and communication goals as well as the channels we use for our clustering activities with other sister projects.

The Communication and Dissemination plan serves the purpose of monitoring key performance indicators (KPIs) associated with these matters. Additionally, this document serves not only as a planning tool but also as a reporting mechanism. It ensures that all communication activities related to HYNET, carried out by any member of the consortium or the consortium itself, will be documented over the course of the three-year project.

1.2 Structure of the report

This document follows the structure as presented below:

Section 2 discusses the plan and goals of communication and dissemination, which are subsequently followed by the dissemination and communication plans and the target groups.

Section 3 presents the project website and social media.

Section 4 discusses the impact of dissemination and communication activities, as well as the relevant KPIs and the tools to achieve them.

Section 5 presents the dissemination and communication plans of the HYNET partners.

Section 6 provides the upcoming activities regarding dissemination and communication.

Section 7 summarizes the main findings.

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2. Dissemination and communication strategy

2.1 HYNET approach

2.1.1 Glocal approach

In HYNET participating 16 partners from Belgium, France, Spain, Portugal, Cyprus, Greece, Hungary, Norway and Montenegro. It includes 4 demonstration sites in 4 different European countries. The vast network accessible through each contributor presents a significant opportunity to ensure successful communication and dissemination. It is crucial to leverage this advantage to our benefit. The contacts of our participants serve as our most valuable asset in terms of communication. Hence, HYNET members will adopt a "GLOCAL" approach, which means that by utilizing LOCAL resources and assets, communication and dissemination efforts will have a more impactful reach on a GLOBAL scale.

Each member should capitalize on their local connections, such as websites, social media pages, media contacts, and events, as part of their communication efforts. Through the shared channels of the HYNET project, these local communication activities gain global exposure and contribute to the development of a comprehensive narrative, piece by piece.

This approach proves more effective in reaching the relevant audience compared to solely relying on global communication strategies. For instance, a journalist from a participating country is more inclined to cover a story about HYNET than simply reacting to a press release intended for a global audience. Once a story is published, it can be utilized on the HYNET website, social media platforms, and other channels, generating fresh communication materials to be shared.

Advantages:

- More effective (involvement)
- Storyteller-approach (create communication materials based on stories rather than facts & data only)
- Credibility (always better if “others” talk about our project)
- More cooperation between contributors (sharing best practices, gathering communication actions)

Disadvantages:

- Risk of misinterpretation (less control on communications material – manageable)

2.1.2 Graphical approach

Utilizing graphical tools is crucial for facilitating the understanding of the concept and work behind HYNET. Therefore, whenever feasible, graphic materials should be incorporated to enhance the message conveyed during communication activities.

Creating visual materials that provide an overview of the HYNET project is essential, and it is equally important to update these materials or develop new ones as more specific actions, such as demos, occur.

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2.1.3 Main message

The interest in direct current (DC) power transmission and distribution (T&D) systems has surged in both academia and industry, driven by the growing use of power electronic-based loads and the increasing deployment of distributed energy resources (DERs), many of which operate in DC or include a DC stage. In response to the ongoing crisis in Ukraine, the European Commission (EC) introduced the **REPowerEU Plan**, which aims to reduce Europe's reliance on Russian energy imports by increasing renewable energy generation capacity to **1236 GW by 2030**—a significant boost from the originally projected 1067 GW under the "Fit for 55" package. Achieving this ambitious target will require contributions from various sectors, with DC technologies playing a key role in the energy transition.

While substantial progress has been made in increasing electricity generation from renewable energy sources (RES) in several EU member states, further efforts are necessary to achieve a fully carbon-neutral power system. A key component of this transition is the widespread adoption of offshore wind energy, which is favored for its higher availability rates and public acceptance.

The **HYNET project** is designed to:

1. Develop innovative technologies for the transnational design and planning of AC/DC hybrid power systems.
2. Establish standardized methodologies and ensure interoperability for multi-terminal, multi-vendor MVDC and LVDC systems.
3. Define and validate functional requirements for AC and DC grid-forming capabilities.
4. Design, implement, and demonstrate a comprehensive suite of solutions that promote the adoption of DC power systems across all voltage levels, while evaluating the techno-economic advantages of DC versus AC systems.
5. Demonstrate these innovations in **four European countries**, showcasing the potential of AC/DC hybrid grids in both existing and planned infrastructures.

2.1.4 Headline

The criteria based on which the headline was composed are:

- Short form of the main message
- Appealing
- Easy to comprehend
- Used in every communication material
- Enhances the project brand

The partners have voted on a range of proposed options, with the selected project headline being:

"**Powering Europe with Seamless AC-DC Integration**"

2.1.5 Buzzwords

The partners have been invited through a workshop to select the buzzwords that will be used in the dissemination and communication activities of the project. The selection was focused on the following criteria:

- Words that define the project

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- Words that grab attention, make the project distinctive
- Make communication more coherent
- Use for all kind of communication

The buzzwords of the project that were voted are shown in Figure 1

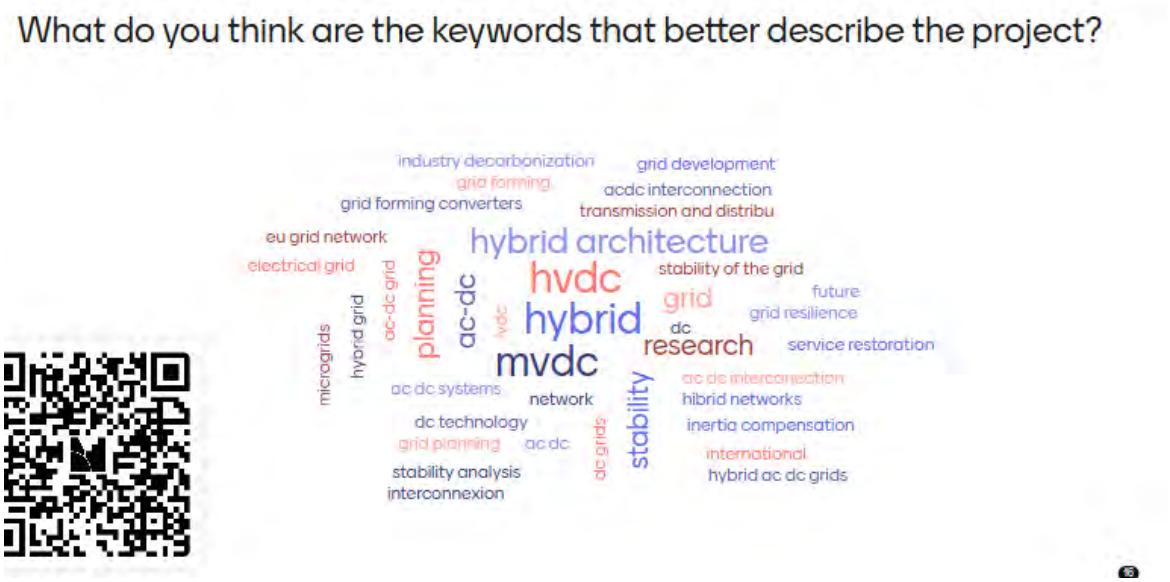

Figure 1 Buzzwords voting

2.2 Target groups

The project aims to engage the following target groups through various communication channels:

- Researchers and professionals from industry and academia, comprising the scientific community.
- TSOs and DSOs
- Energy policymakers
- Manufacturers and technology providers

To effectively disseminate information, a combination of traditional scientific communication methods will be employed, including peer-reviewed publications, international conferences, and symposia focused on the subject matter. This approach ensures a broader scientific impact, reaching researchers worldwide. Continuous utilization of the received information will contribute to the ongoing improvement of the provided services.

2.3 Methodology

To guarantee an extensive influence of the HYNET project, it is crucial to establish a well-coordinated plan for dissemination and communication. Therefore, the figure below, Figure 2, presents a concept consisting of four interconnected components, active throughout the project lifetime.

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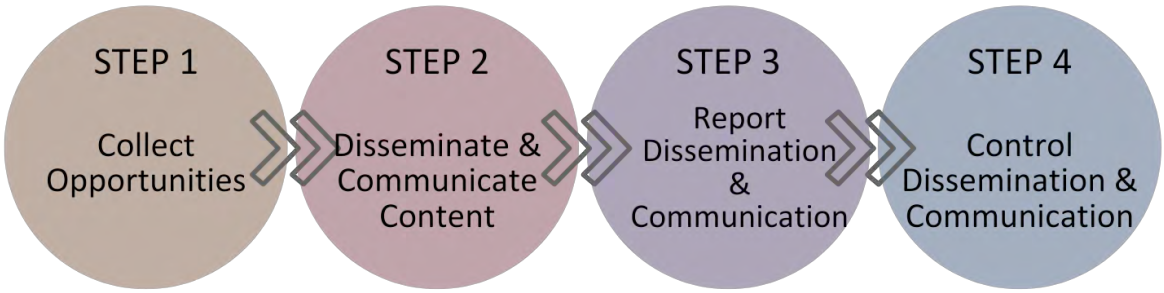

Figure 2 Dissemination and Communication Process Flow

In **step 1**, dissemination and communication opportunities will be collected by asking the HYNET consortium to report known opportunities via a detailed reporting template uploaded in the HYNET Repository.

In **step 2,** the dissemination and communication material will be created (e.g., press releases, poster, project flyer) and is accessible both online and offline.

In **step 3**, the results of the dissemination and communication will be collected. To this end, data through technical assessments whenever possible are collected (e.g., number of visits to HYNET website).

In **step 4**, the reported dissemination and communication activities are reviewed monthly to early identify if the performance is as expected and if the project KPIs are reachable in the upcoming period. By continuously monitoring these activities, early actions can be taken in improving our communication and dissemination performance.

2.4 Building HYNET's Identity: Awareness, Clarity, Engagement

This section covers the summarized dissemination plan outlined for the HYNET project.

Figure 3 What HYNET wants to achieve

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- **Visibility**

It is crucial to introduce the project to various levels of interest, ensuring that each target group understands the presence and significance of HYNET from different perspectives within the project. It is equally important to distinguish HYNET from other AC/DC grid innovation projects in order to stand out. HYNET should possess a unique character. This distinctiveness would not only enhance the effectiveness of communication efforts but also facilitate dissemination at the highest level.

- **Understanding**

HYNET is an intricate project that upholds stringent standards across all areas of expertise involved. Nonetheless, its outcomes will have a serious impact in terms of economic, environmental, and social benefits for European citizens, as well as for other stakeholders involved in the energy storage value chain (DSO, TSOs, etc.). It is crucial for them to grasp the potential achievements that can arise from the successful implementation of this project.

- **Involvement**

The primary goal of HYNET is to disseminate the project's outcomes to stakeholders such as the scientific community and relevant European industry sectors, manufacturers and technology providers who are interested in adopting solutions, energy policymakers and regulators. Communication efforts should prioritize engaging these stakeholders, along with other relevant parties, in order to foster their involvement**.**

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3. Communication and dissemination tools update

3.1 Website updates

Significant updates to the website have been carried out to better highlight the project progress. In particular:

- The upload of the Communication material (Figure 4)
- The upload of the Press Releases (Figure 6)
- The upload of the Newsletters (Figure 7)
- More news items are now visible on the homepage to ensure users stay informed about the latest developments. (Figure 5)

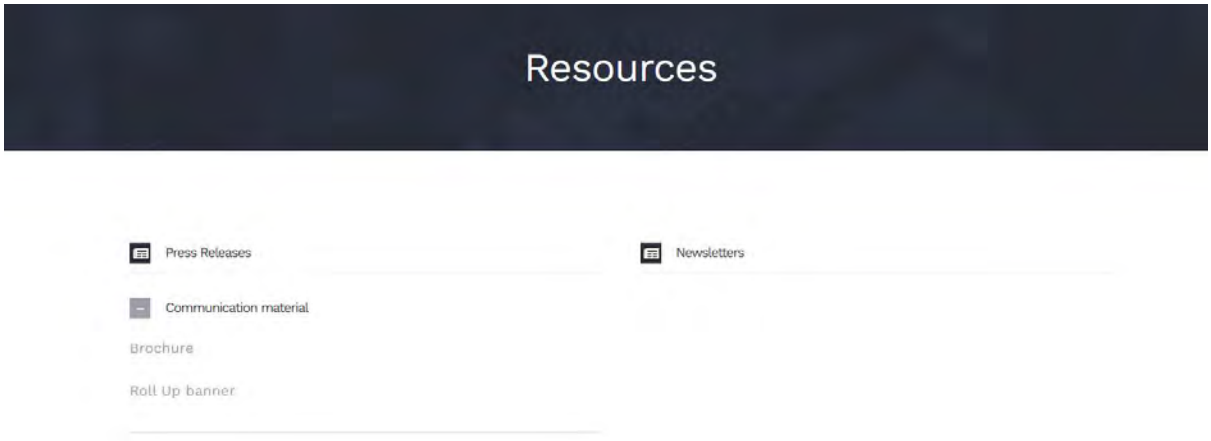

Figure 4 Communication material

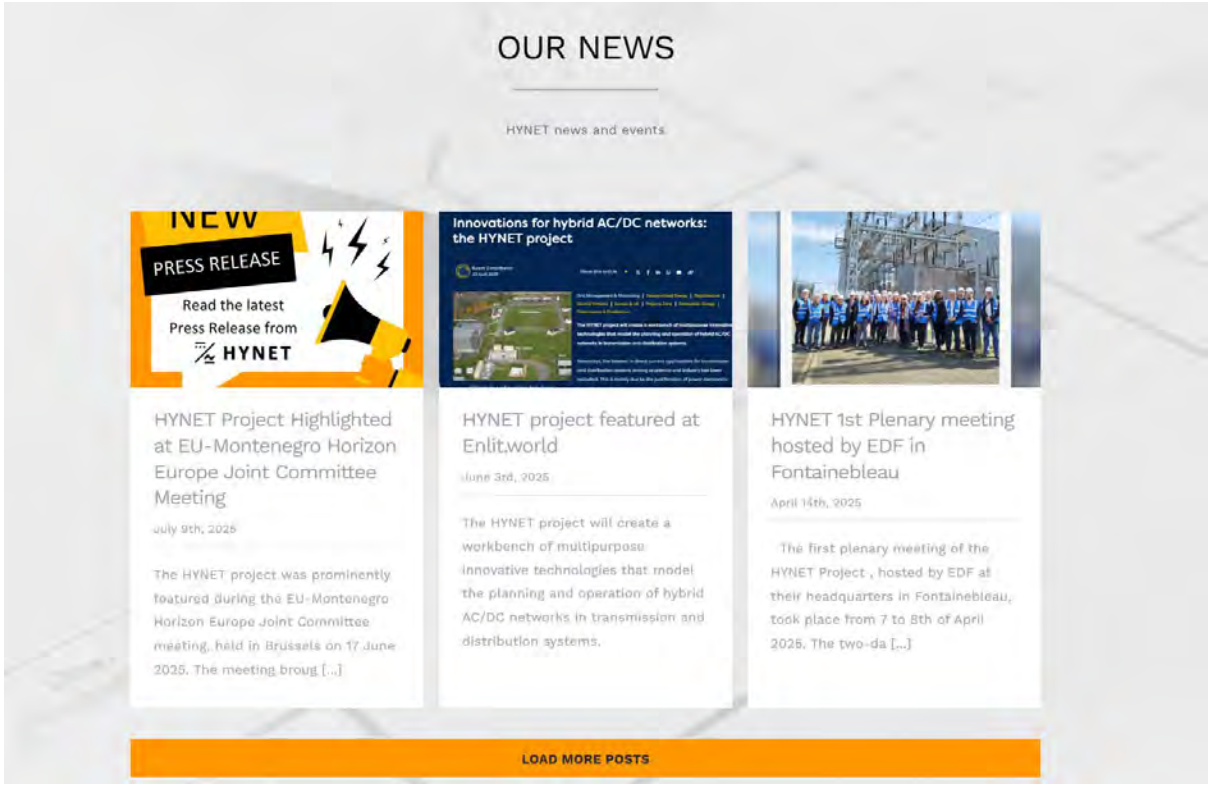

Figure 5 News items

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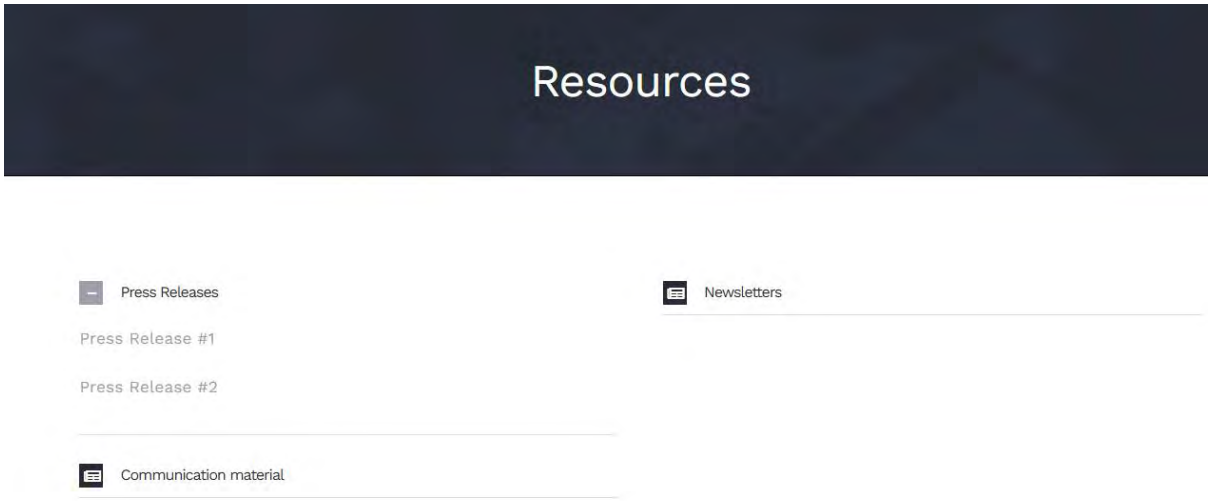

Figure 6 Press Releases

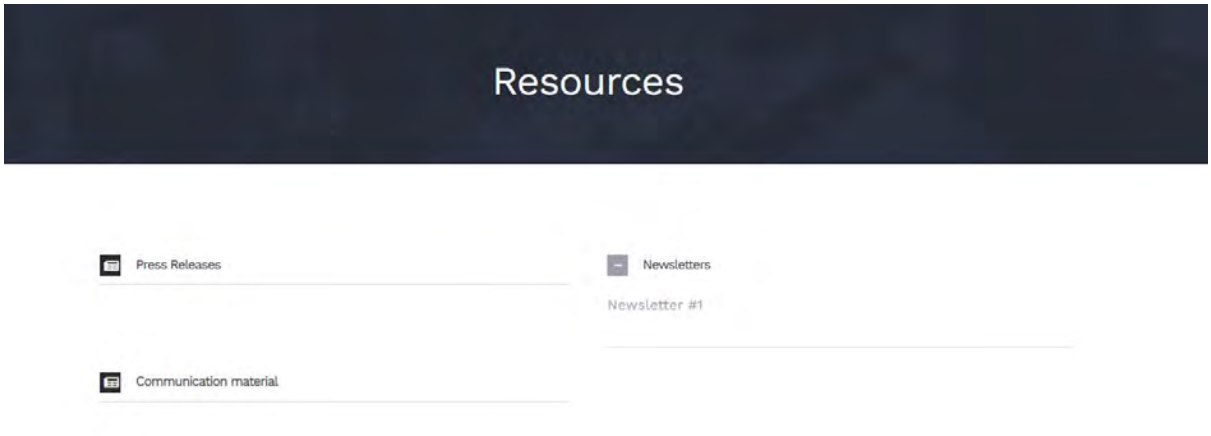

Figure 7 Newsletters

3.2 Project materials

During the first year of the project, a **roll up banner** (Figure 8) was designed. For the design of the banner the most important aspect was to make the project standing out and clearly identifiable which was ensured by the consistent use of the branding elements. It serves multiple purposes as it doesn't

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only present the major headlines of the project goals, but through the QR code it leads the interested parties of the audience to further information about HYNET.

Figure 8 Roll up banner

Also, in order to complete HYNET communication materials, a brochure (Figure 9 and Figure 10) was developed.

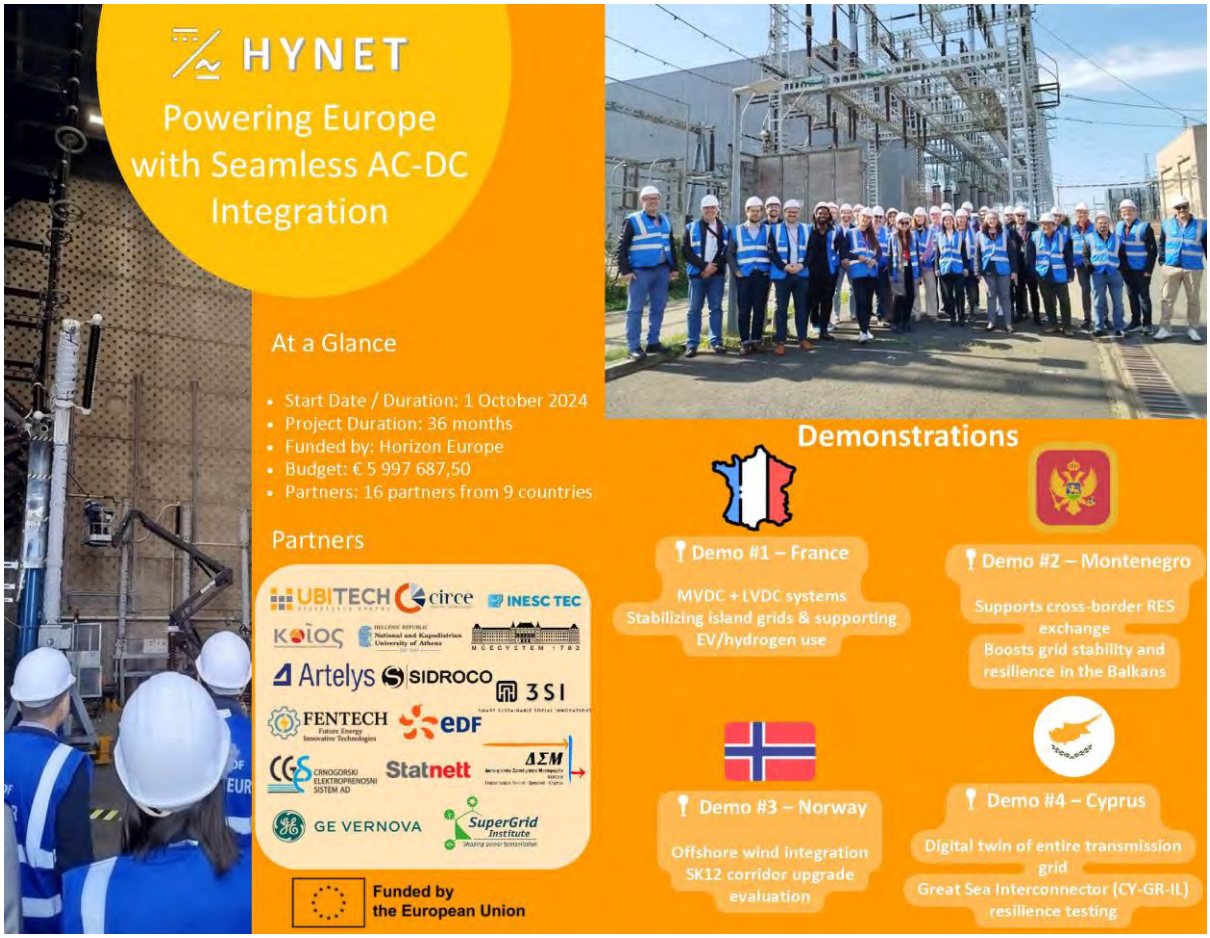

Figure 9 HYNET brochure page 1

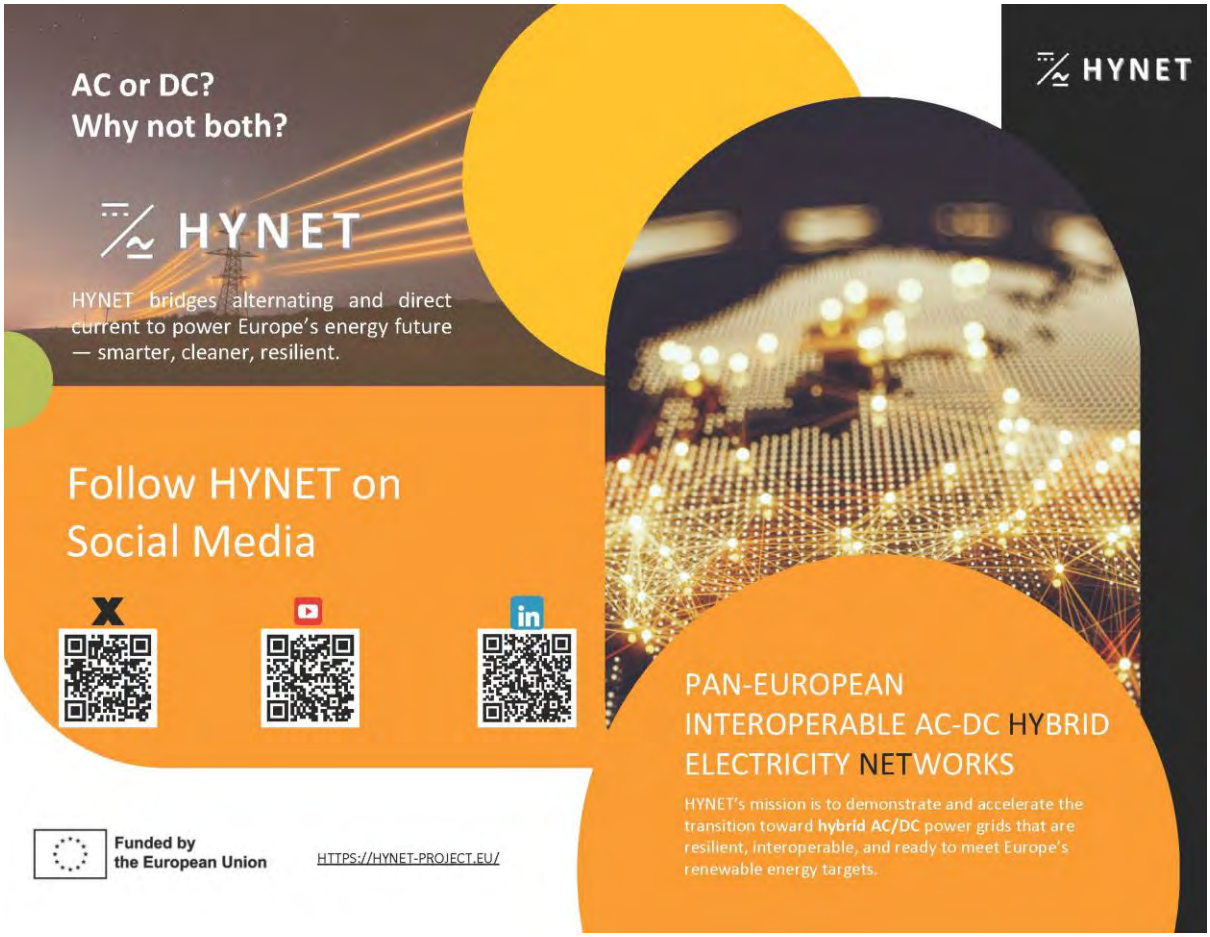

Figure 10 HYNET brochure page 2

3.3 Social media

In order to expand the scope of project communication, it is crucial to have a presence on various social media platforms. HYNET has already created dedicated channels on X, LinkedIn and YouTube, to effectively reach different target audiences through a variety of communication materials.

X (Figure 12) and LinkedIn (Figure 11) accounts are frequently updated and aligned with the information and news of the project. These accounts are also connected with influencers and hubs to boost our reach.

YouTube Channel (Figure 13) was created with main objectives to hub for all videos made for the project and increase the reach of the videos through YouTube "neutral" users.

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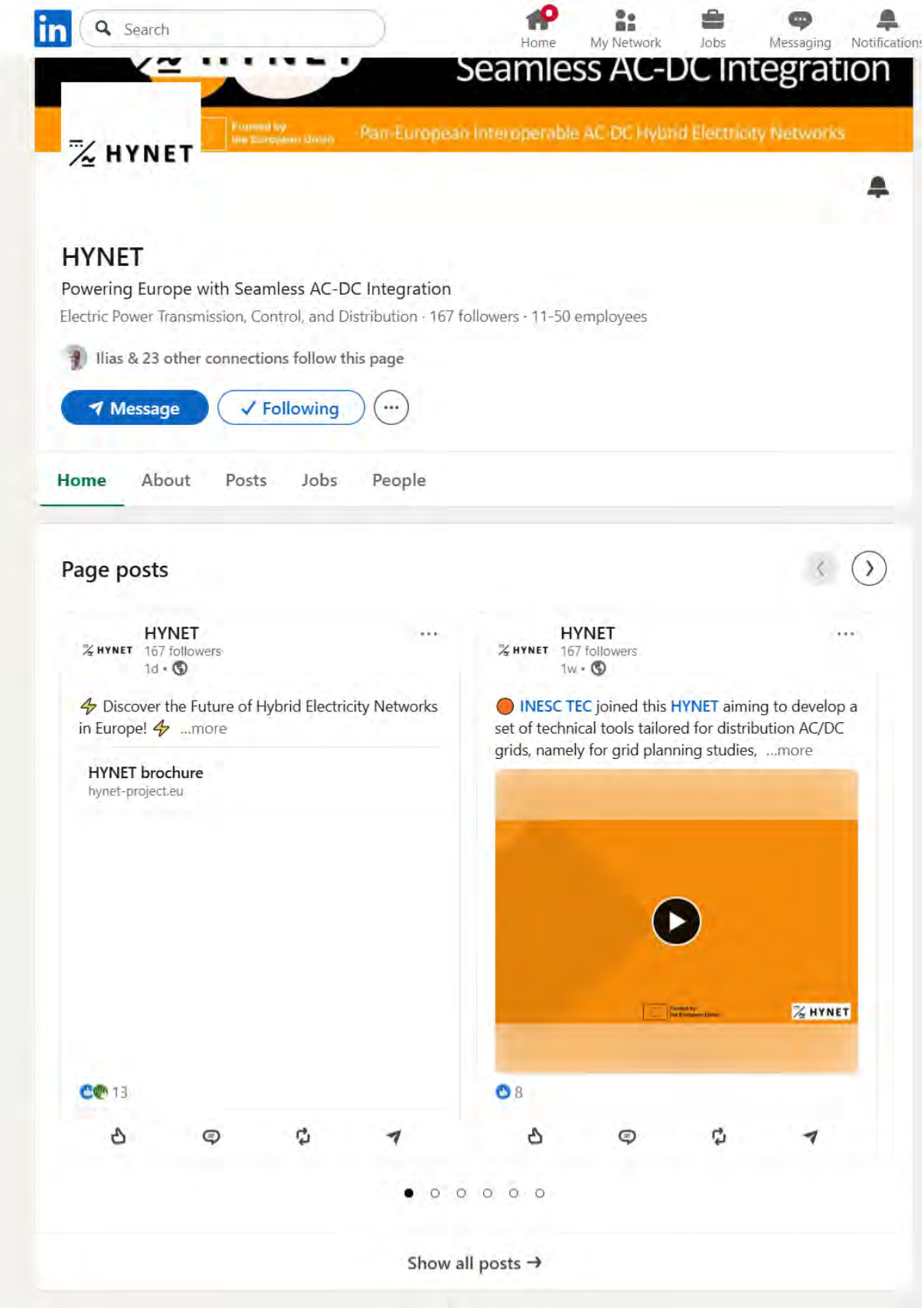

Figure 11 HYNET LinkedIn page

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Figure 12 HYNET X profile

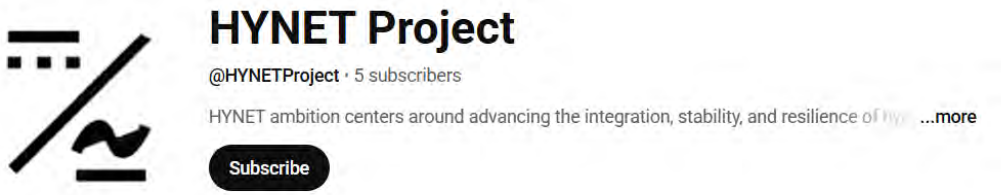

Figure 13 HYNET YouTube Channel

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4. Impact on dissemination and communication activities

The table below provides a description of the dissemination and communication targets, along with their corresponding activities, key performance indicators (KPIs), and status.

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	KPI	Objective, target and quantifiable indicators	Current status
Communication KPIs	**Online presence (project's website)** Key Messages: Project description, outcomes, events.	>1000 new users, 2500 total users, 1500 pageviews	**939** new users (Figure 15) **940** total users (Figure 16) **1317** pageviews (Figure 14)
	Social Media Presence Key Messages: Project outputs, events, innovations on DC T&D systems and technologies.	presence in ≥3 social media channels, >500 followers, >50 interactions with audience, >100 posts	**LinkedIn. YouTube, X** **182** followers >50 interactions with audience **22** posts
	Project new items Key Messages: Project results, research discussions & views, business value showcasing.	>30 new items.	To be reported in next deliverable
	Traditional Media Key Messages: Project announcement, project outputs, demonstrator cases.	>10 press releases, pursue > 6 public appearances.	2 Press Releases (Figure 6)
	Communication Material Key Messages: Project outputs, demonstrator cases.	≥4 project factsheets/brochures, 6 eNewsletters, 5 videos.	1 project brochure (Figure 9 and Figure 10)) 1 Roll Up banner (Figure 8) 1 eNewsletter (link)

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Dissemination KPIs	KPI	Objective, target and quantifiable indicators	Current status
	Scientific publications and conferences	>5 open access scientific publications/papers; >5 participations to R&D conferences; 2 scientific workshops at large conference with >100 Participants Time plan: Throughout the project duration +1 year after project end.	2 participations in R&D conference • 29/6/2025-3/7/2025, IEEE PowerTech 2025 at Kiel, Germany • 23/09/2025, "Vándorgyűlés" conference of the Hungarian Electrotechnical Association
	Targeted industrial webinars	>4 short webinars Time plan: Throughout the project duration +1 year after project end.	To be reported in the next deliverable
	Media and general public	• 8 appearances to general media (News sites, TV, newspapers, blogs) • Time plan: Close to M10 on the overall concept and close to M36 on the outcome presentation.	2 appearances • at Enlit.world (link) • at EU-Montenegro Horizon Europe Joint Committee Meeting (link)
	Presentations to standardisation committees	at least 2 presentations to standardization technical committees Time plan: Close to M12 on the overall concept and close to M36 on the outcome presentation.	Contacted IEC Technical Committee 115 for a presentation at the beginning of October.
	Co-organization of events with other projects	>2 liaisons with other projects (InterOPERA, READY4DC); 2 coorganised webinars on common research areas	**8 liasons: HYPERRIDE, TIGON, DAEDALOS, DC POWER, FLAGCHIP, THEUS,**

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[redacted]		Time plan: Planning and connections since M01; actions throughout project lifetime.	**INTERSCADA** and **PROSECCO.** Planning and connections since M1.

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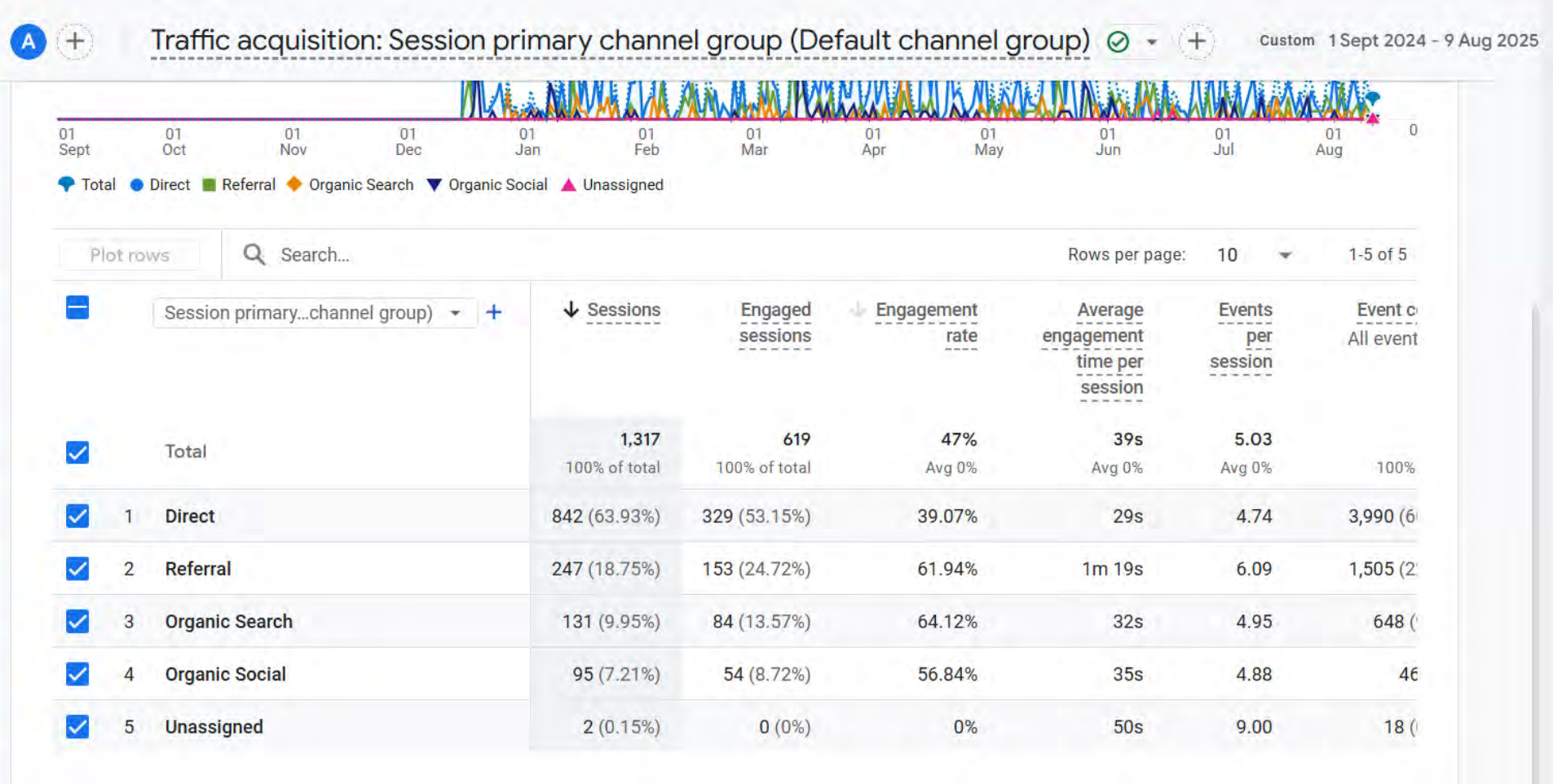

Figure 14 Google analytics pageviews

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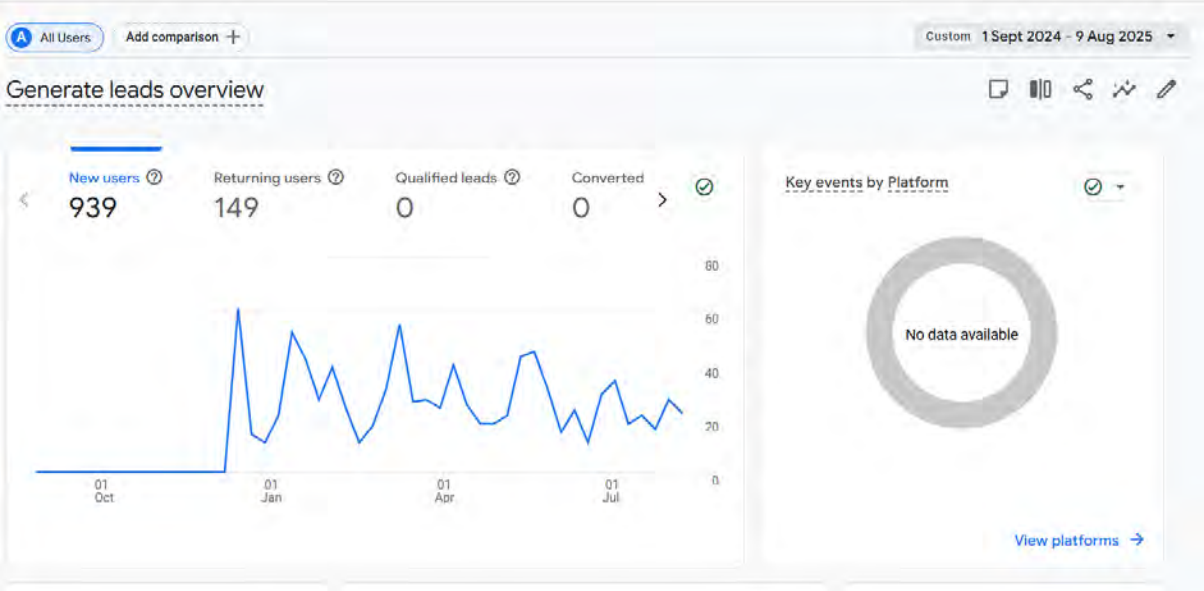

Figure 15 Google analytics new users

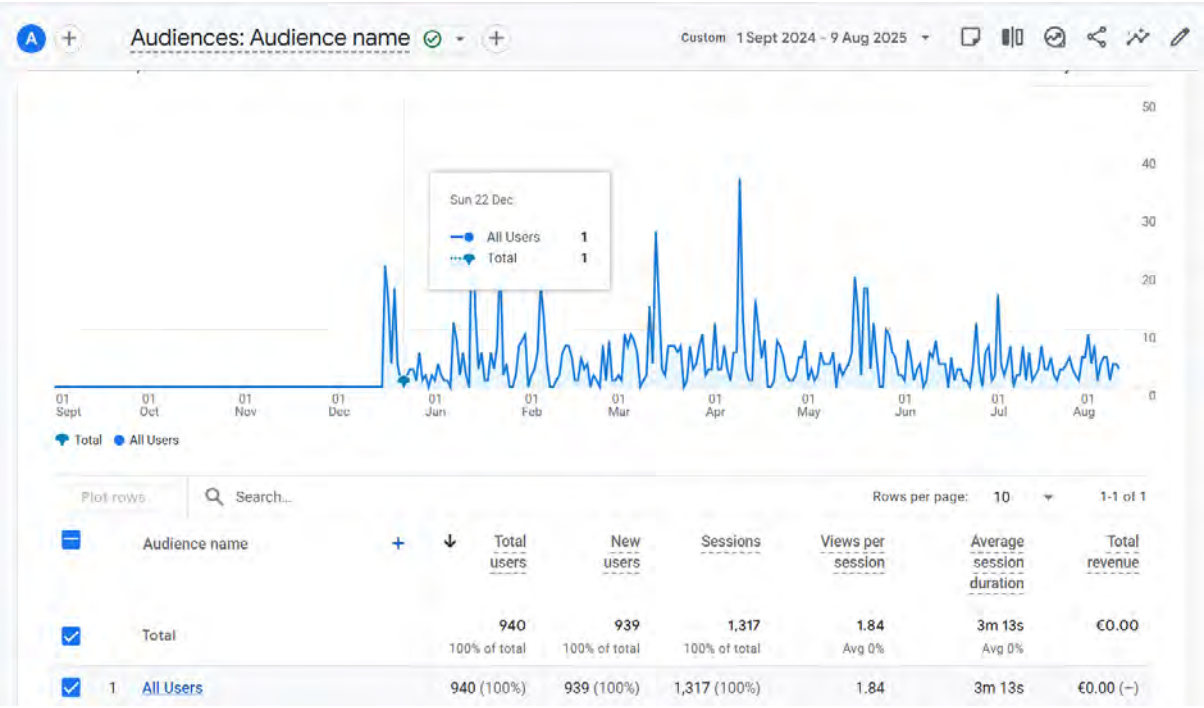

Figure 16 Google analytics total users

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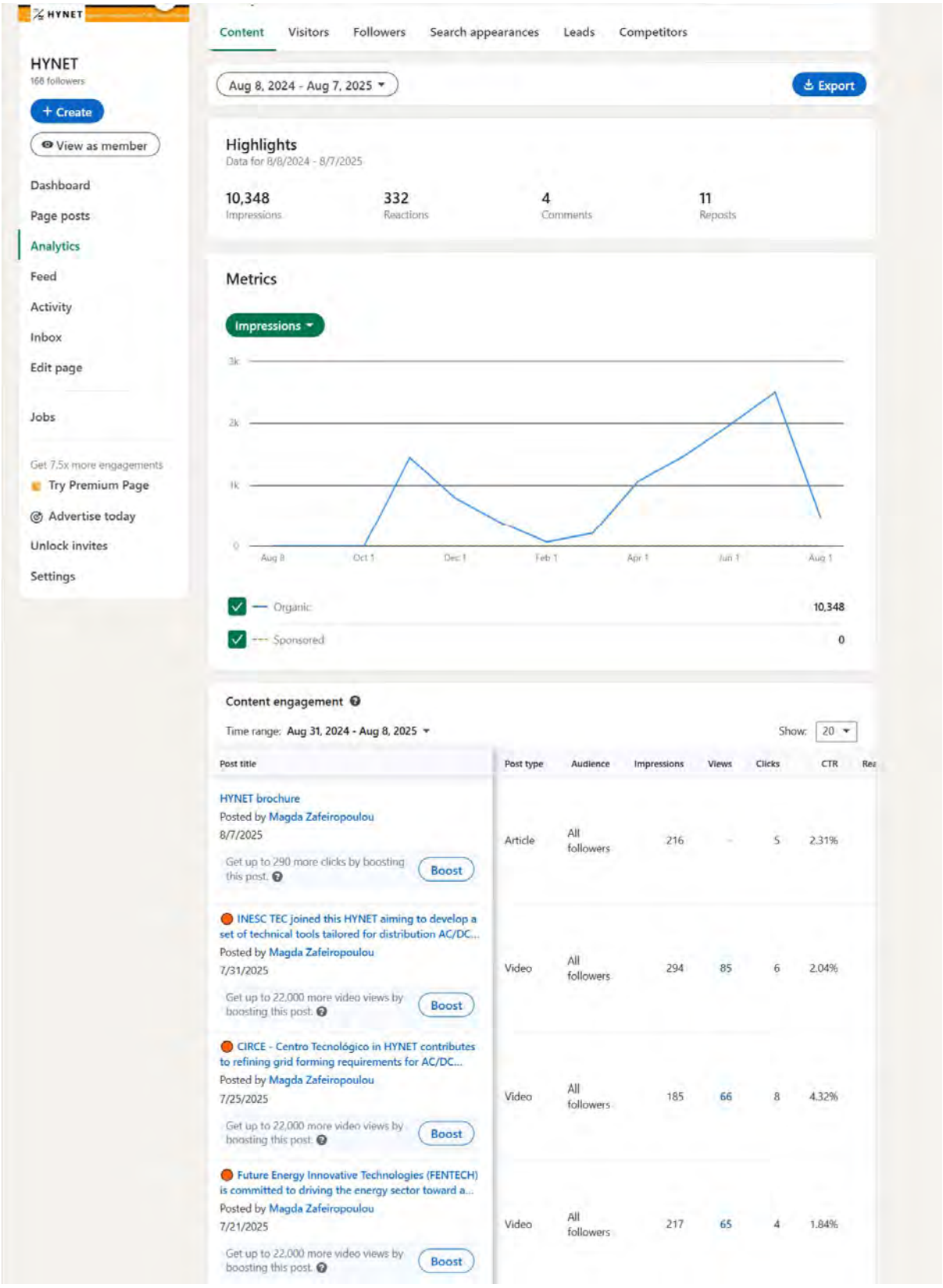

Figure 17 LinkedIn interactions

5. Individual dissemination and communication plans

5.1 UBITECH ENERGY (UBE)

UBITECH ENERGY plays a central role in the project by leading WP6 and serving as Project and Technical Coordinator, overseeing all project activities throughout its entire duration. To effectively communicate within the organization, UBITECH ENERGY has created various materials for dissemination, including brochure and roll up banner. These materials have been shared internally through UBITECH ENERGY's communication and dissemination channels, such as internal bulletins, business feeds, and blogs. The target recipients include account managers, policy makers, and internal decision makers, ensuring that they are aware of the project and its main innovations.

UBITECH ENERGY is constantly monitoring communication and dissemination opportunities to participate but also propose and guide the partners through attending conferences and events.

Some of the main UBE's Communication and Dissemination Activities, for the period M3-M12, include:

- Frequently update HYNET website and Social Media
- Producing the HYNET newsletters
- Producing the HYNET Press Releases
- Organizing and representing for HYNET in ENLIT 2025 with a booth and having a speaker in the dedicated session.
- Having regular meetings with sister projects THEUS, FLAGCHIP, INTERESCADA and other smart grid projects in order to organize clustering activities

5.2 SUPERGRID INSTITUTE (SGI)

SuperGrid Institute promoted its participation in the project through is website and LinkedIn channels during this first year. This was also reported in its external newsletter (October – December 2024). This allowed SuperGrid Institute to raise awareness about the initiative and highlight its involvement with a wider audience.

5.3 FUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS ES (CIRCE)

CIRCE has contributed to the communication and dissemination of the HYNET project through:

- Social media publications (LinkedIn, Twitter/X, and Facebook) during the first year of the project to increase awareness of HYNET objectives and activities.
- Participation in internal coordination meetings and providing communication inputs when relevant.

In the second half of the current year, CIRCE will:

- Publish at least two posts about HYNET across all our institutional social media channels.
- Support the dissemination of any major milestone or achievement through a dedicated news article on CIRCE's website and amplification on social media.
- Coordinate with project partners to ensure message alignment and broader impact.

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All communication will follow the project's branding and visual identity guidelines, and will target stakeholders in the energy sector and the general public.

5.4 INESC TEC - INSTITUTO DE ENGENHARIADE SISTEMAS E COMPUTADORES, TECNOLOGIA E CIENCIA (INESC)

INESC TEC has been actively contributing to the dissemination of the HYNET project through its institutional communication channels and strategic visibility efforts. As part of our commitment to promote European collaborative research, we have published news articles about the project on our official website, our institutional news portal, and across social media platforms such as LinkedIn, Instagram, and Facebook. Additionally, a dedicated page on the INESC TEC website highlights the project, its objectives, and INESC TEC's role within it.

Beyond project-specific communications, HYNET has been regularly referenced in broader dissemination contexts, particularly when showcasing INESC TEC's research in the Power and Energy Systems domain. The project is often highlighted as a key example of our work in the integration of renewable energy sources into the power system, as well as our contributions to system flexibility and stability.

Our contributions to the HYNET project are also featured in institutional materials such as newsletters and public presentations, always emphasizing INESC TEC's scientific and technological inputs. These actions aim to reinforce the visibility of the project and its relevance to national and European stakeholders in the energy transition.

5.5 UNIVERSITY OF CYPRUS (UCY)

UCY's communication and dissemination strategy throughout the project lifetime includes the publication of scientific articles in high-impact journals, focusing on the inertia estimation and resilience assessment of AC-DC systems, as well as the inertia provision from HVDC links. The targeted journals include IEEE Transactions on Power Systems, IEEE Access, IEEE Transactions on Power Delivery, Electric Power Systems Research, and IEEE Transactions on Industrial Informatics.

In addition to journal publications, UCY aims to present the project's findings at international conferences through the publication and presentation of conference papers, as well as active participation in specialized workshops aligned with the project's theme. In this direction, UCY has already participated in IEEE PowerTech 2025 conference, which was held in Kiel, Germany, where UCY researchers presented a work related to fault diagnosis in modular multilevels converters which is directly related to the resilience and reliability of the HVDC links. Other envisioned conferences include IEEE PES ISGT 2025 and 2026, and MedPower 2026.

To further enhance visibility and outreach, UCY will also engage in public dissemination efforts. At least two press releases will be issued to inform both the UCY academic community and the general public in Cyprus about the project's scope, progress, and key outcomes. In this direction KIOS website includes already an announcement regarding HYNET project while the first press release is already prepared and is expected to be published by the end of the first year of the project. These efforts aim to ensure broad engagement with stakeholders, including academia, industry professionals, and policymakers, fostering collaboration and knowledge exchange.

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5.6 ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON (NKUA)

NKUA has carried out internal presentations of HYNET project while contributing to the attraction of new researchers and students. Student and faculty members have received HYNET dissemination and communication materials and HYNET E-newsletters through the university's internal mailing lists. Also, NKUA is disseminating the project results through LinkedIn social media.

5.7 BUDAPESTI MUSZAKI ES GAZDASAGTUDOMANYI EGYETEM (BME)

BME's communication and dissemination plan within the HYNET project strategically targets both international and national forums to ensure high visibility and stakeholder engagement. Internationally, BME is contributing to the IEEE ISGT Europe conference, where a paper on the scalability, replicability and standardization aspects of the project has already been accepted for publication. Nationally, BME will present its work at the so called "Vándorgyűlés" of the Hungarian Electrotechnical Association, the most prominent electrical engineering forum in Hungary, where a presentation has also been accepted. These efforts are complemented by planned submissions to other leading venues such as ICREPQ and other IEEE conferences. BME's primary contribution focuses on the development of an optimal power flow (OPF) tool tailored for hybrid AC/DC grids, and the HYNET project's collective insights into scalability, replicability, and standardization. Scientific publications will therefore cover both the methodological advancements of the OPF tool and the project's overarching contributions to European standardization initiatives and cross-border interoperability in next-generation grid architectures.

5.8 ARTELYS (ART)

During the first phase of the HYNET project, Artelys published several communications: an article on its website to promote our participation and explain the main goals of the project, a section on our "About us" page where we showcase our R&D projects, two LinkedIn posts, a resharing of a Hynet post about the publication of the second press release, as well as resharing of posts made by employees on the 1st plenary meeting, and an internal communication. These communication actions enabled Artelys to increase visibility of the initiative and showcase its contribution to a broader audience.

5.9 SIDROCO HOLDINGS LIMITED (SID)

During the first phase of the HYNET project (M1–M12), Sidroco contributed to media outreach by publishing two website articles, highlighting the project's core mission. Building on this foundation, the upcoming phase will significantly expand our content production, ensuring a consistent flow of high-quality communication across all our corporate media channels to achieve the following:

- Elevate our role in the scientific dissemination domain, aiming to establish Sidroco as the go-to resource for scientific dissemination. This includes building on our existing smart grid technical expertise to create a unique blend of communication and technical understanding.
- Advocate for open-access publication and data sharing by adopting and extending the consortium's best practices. This strategic cultural shift would allow Sidroco to enhance its scientific background and increase its scientific communication.
- Commercialize the dissemination expertise and experience by developing and offering consulting services to organisations that request effective communication of their research

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findings, aiming to engage stakeholders and maximize the overall impact of the scientific endeavors.

5.10 SMART SUSTAINABLE SOCIAL INNOVATIONS MONOPROSOPI IKE (3SI)

3SI is constantly updated the website with news from HYNET. Also, 3SI is disseminating HYNET project through a dedicated space in the company's website where HYNET logo as well as the website is constantly displayed.

5.11 FUTURE ENERGY INNOVATIVE TECHNOLOGIES I.K.E. (FENTECH)

FENTECH is committed to keeping its audience informed by frequently updating its website with the most recent news and developments regarding the HYNET project. The company not only ensures that the latest information is easily accessible but also actively promotes the HYNET initiative through a dedicated section on its website. This space highlights the HYNET project, prominently featuring its logo, and consistently provides a direct link to the HYNET website. This ongoing visibility reinforces the company's dedication to supporting and disseminating information about HYNET, ensuring that visitors to the site remain up-to-date with the project's progress and developments.

5.12 ELECTRICITE DE FRANCE (EDF)

During the first phase of the HYNET project, EDF carried out several dissemination actions to promote the initiative both internally and externally. Two dedicated articles were published on the company's intranet and institutional website, the first announcing the launch of the HYNET project and the second highlighting the General Assembly event hosted at the EDF Lab site. In addition, internal visual content, known as *faits marquants*—concise one-slide presentations broadcast on internal TV screens across EDF sites—was created to raise awareness among employees. Internal communication plays a key role in creating bridges between research teams and business units, particularly within a vertically integrated company such as EDF, fostering synergies and facilitating the future uptake of innovative solutions.

5.13 STATNETT SF (STATNETT)

Statnett has promoted the Hynet project internally via its internal communication channels. Moreover, Statnett would be keen on sharing HYNET's outcomes if relevant utilizing ENTSOE Research, Development and Innovation Committee (RDIC) events such as 'Innovation Fridays' where TSOs are sharing innovation experiences and best practices.

5.14 CRNOGORSKI ELEKTROPRENOSNI SISTEM AD PODGORICA (CGES)

CGES promotes its participation in the HYNET program through various information channels. An article about the project and CGES's role in it, with an emphasis on the demonstration phase, has been published on the official CGES website. Additionally, the project has been promoted on CGES's social media platforms: LinkedIn, Youtube, Instagram and Facebook pages.

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The promotion of the project also serves to highlight CGES's initiative to ensure system security and stability through innovative solutions, increase cross-border transmission capacities and create conditions for a green transition, i.e. greater integration of renewable energy sources.

As part of project promotion at public conferences, there is a clear initiative, and in that context, a CGES scientific paper related to the HYNET project has been prepared and accepted for CIGRE 2025, which will be held in Montenegro. Furthermore, CGES will also promote its participation in Enlit Europe 2025, within the HYNET program, in the near future.

CGES will continue to actively promote this research project and its participation in it through as many conferences and scientific gatherings as possible, and will also keep the public regularly informed about the project's development via its official website and social media channels.

Creating a stronger connection between CGES and the Municipality of Podgorica through the HYNET project in terms of promoting the Climate City Contract of which CGES is also a part in the near future. The promotion of this very important action plan will be followed by local media, newspapers and television.

5.15 DIACHEIRISTIS SYSTIMATOS METAFORAS (TSOC)

The communication and dissemination plan of TSO Cyprus within the HYNET project was promoted through the internal communication channels. The main communication channel is the organization's website, where a specific link is allocated for research projects. Additionally, the participation of TSO Cyprus at national and international working groups and forums enabled the communication of the results to other partners and stakeholders, both from industry and from research organisations. Moreover, during the meetings of international TSO organisations, such as the ENTSO-e and MEdTSO provided the opportunity to discuss the vision of the project with other TSOs and disseminate the targets of the project.

5.16 GE ENERGY POWER CONVERSION FRANCE (GEPCF)

Developing a communication and dissemination plan involves a couple of key steps to ensure effective outreach and engagement. Below a summary of the plan and related action items we would implement:

- Objectives: Define the specifics of the communication and dissemination to be aligned with HYNET goals. This could include raising awareness, promoting project outcomes, engaging stakeholders and fostering more collaboration with Horizon programs. Furthermore, we consider the communication and dissemination tool as the first lever for deeper industry practices change towards more electrification along with a greener electricity.
- Dissemination in GEPC quarterly newsletter internal magazine to showcase company strategy alignment and commitment in electrification topics that matters to EU community. For this purpose, the demo cases examples (French caribbean island) will showcase the increase mix of renewables ratio and network interconnections is paramount to secure the electricity network. Also we have started to leverage the visual dissemination through communication screen sets across three sites (Nancy, Belfort and Massy). It means we will also be able to reach out the site's visitors through this additional channel.
- Along with GEPCF internal dissemination, paper communication in technical journals will contribute to expand the interest in MVDC hybrid networks. As matter of fact GEPCF has

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already published in IEEE journal and business specialized conferences /seminars papers of electrification of energy intensive industry applications. Under the light of HyNET, we will consider open access journal for a more extended audience to showcase a couple of industry applications highlighting the technology readiness and benefits. Those examples could be considered as the quick wins of a change process, hence speeding up adhesion to industry electrification and hopefully will trigger a snowball effect in the EU community and the broader worldwide.

- Last but not the least, Fairtrade Communication (Bilbao Enlit Nov 2025) in EU area with the full presence of the HYNET consortium team will showcase how important is the synergy of multiple stakeholders/cultures (Academics, Industry, TSO, DSO, R&D labs ...) in an innovation endeavour.
- As matter of fact a HYNET KickOff post in GE Vernova Electrification LinkedIn has been released along with GEPCF newsletter.

6. Way forward

This deliverable provides a concise overview of the HYNET communication and dissemination strategy. It includes a summary of the activities that have been carried out, and an outline of planned activities.

In the upcoming period, the digital presence of HYNET will be strengthened through the project website and newsletters. Also, the Project video will be created and disseminated to the relevant social media of the project (YouTube, X, LinkedIn, etc).

Partners will participate to webinars and events in order to disseminate HYNET project.

HYNET project will be participating with a booth in Enlit Europe, 18-20 November 2025 in Bilbao, Spain. ENLIT is one of the hub events throughout the year for all the players of the energy sector, bringing together representatives from utilities, network operators, vendors, consultants, start-ups and system integrators covering the entire energy transition value chain, not only from Europe, but also from Asia, the US and Canada. Therefore, the presence of HYNET at the event greatly increased the visibility of the project and thus the impact of its future outcomes.

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7. Conclusions

Communication and dissemination activities are parallel processes that will take place throughout the entire project's lifetime. As part of clustering activities with other projects HYNET aims to collaborate and exchange knowledge with other energy projects and relevant actors within Europe.

All communication and dissemination activities will be continuously monitored and evaluated throughout the project lifetime.

At the international level, HYNET will be represented at the IEEE ISGT Europe conference, where a paper on the project's scalability, replicability, and standardization aspects has already been accepted for publication. At the national level, HYNET will be featured at the 'Vándorgyűlés' of the Hungarian Electrotechnical Association—the most prominent electrical engineering forum in Hungary—where a presentation has also been accepted.

HYNET will also participate in ENLIT at 18-20 November 2025 in Bilbao, Spain, with a booth, speech, and a podcast to increase the visibility of the project and thus the impact of its future outcomes.

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