

Africa Energy Parks



D8.1 Plan for Exploitation and Dissemination of Results (first version)



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This deliverable was developed based on collective efforts from all partners of the AfricaEnergyParks consortium.

Glossary and Abbreviations	
BCHP	Biomass combined Heat and Power
BESS	Battery Energy Storage System
C&D	Communication & Dissemination
CCA	Clean Cooking Alliance
CHP	Combined Heat and Power
CDP	Communication and Dissemination Plan
DEC	Dissemination, Exploitation and Communication
ICS	Improved Cookstoves
IP	Intellectual Property
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
M	Month
NDA s	Non-disclosure Agreements
PEDR	Plan for the Exploitation and Dissemination of Results
PUE	Productive Use of Energy
PV	Solar Photovoltaics
STK	Stakeholders
TCS	Traditional Cookstoves
WEFE	Energy-Water-Food-Ecosystem

Executive Summary

This document aims to provide the AfricaEnergyParks consortium with a comprehensive plan for communicating, disseminating, and exploiting the results of the project. The communication and dissemination strategy outlined here will serve as a roadmap for the project's external engagement, while the exploitation of results will ensure that the innovations from AfricaEnergyParks achieve their full potential across commercial, societal, and environmental domains.

This first version of the document presents the communication and dissemination strategy, detailing key audiences, messages, channels, and tools to be employed. Future versions will place a stronger emphasis on exploitation and will report on the activities implemented and assess their effectiveness in reaching the project's communication, dissemination, and exploitation goals.

The strategy outlined in this document was prepared at the early stages of the project, with updates planned as the project progresses to reflect new results and opportunities. The next versions will integrate contributions from ongoing project work and feedback from the European Commission. These updates will help refine the plan and ensure it remains aligned with the project's evolving goals and needs.

This document will serve as a guide for the AfricaEnergyParks consortium to ensure that all partners are aligned on strategic objectives and operational activities. It outlines the steps necessary for effective promotion of the project and, impactful dissemination of its outcomes. It also establishes a common understanding of key elements and strategies essential for the effective promotion of the AfricaEnergyParks project.

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1. Introduction

1.1. About AfricaEnergyParks

The AfricaEnergyParks project aims to establish renewable energy parks in off-grid communities across Africa, demonstrating innovative approaches to energy access and climate resilience. By utilizing the water-energy-food-ecosystem (WEFE) nexus approach, the project focuses on integrating renewable energy systems—such as solar photovoltaics (PV), battery energy storage (BESS), and biomass combined heat and power (BCHP)—with the productive use of energy in rural communities. The first energy park will be developed in a community fringing the Mole National Park in Ghana, serving as a scalable model for other regions.

The project will test and validate a replicable “plug-and-play” microgrid system, developed under the Horizon project “RePower,” which incorporates circular economy practices by using agricultural and food processing waste as feedstock for the BCHP plant. AfricaEnergyParks will also promote the use of improved cookstoves (ICS) to reduce the community’s reliance on firewood, addressing both deforestation and indoor air pollution, particularly affecting women and children.

Through its innovative approach, AfricaEnergyParks aims to empower local communities by building local value chains, providing training, and supporting the operation and maintenance of renewable energy systems. The project also seeks to foster public-private partnerships and create a financially self-sustaining business model within five years.

With a focus on collaboration and knowledge-sharing, AfricaEnergyParks will contribute to Africa’s clean energy transition by integrating sustainability into energy access solutions, supporting climate resilience, and boosting local economies.

1.2. Objectives of D8.1

This deliverable focuses on AfricaEnergyParks’ communication and dissemination plan throughout the project. Key aspects include defining objectives, identifying target groups, crafting key messages, selecting tools and channels, and scheduling activities. Additionally, it calls for the development of strategic and operational plans for ongoing communication and dissemination efforts.

The strategy includes online initiatives, social media engagement, and knowledge sharing. A consistent project branding—featuring a logo and corporate visual identity—has been developed and adopted by consortium partners to maintain consistency across all dissemination efforts. This ensures that activities such as social media posts, event participation, press releases, and other communication efforts are aligned with the project’s goals and visual identity.

The plan also covers the creation of communication tools, impact assessment, and

support for organizing both online and offline events. This comprehensive approach aims to provide the project with a strong identity, as well as a clear macroplanning, boosting the effectiveness of its communication, outreach, and stakeholder engagement.

This deliverable is not a final nor a closed document, as it will be continuously adapted and improved, with updates expected by M18 and M36.

2. Strategy, Channels and Tools

This section outlines the communication, dissemination, and exploitation strategy, channels, and tools designed to engage with the target audiences of the AfricaEnergyParks project—a critical aspect of the strategic approach. The strategy not only addresses the identified target groups but is also closely aligned with the project’s timeline and key milestones, ensuring relevance and adaptability throughout the project’s lifecycle. Guided by a phased approach, the AfricaEnergyParks communication strategy is built around three key stages, as follows:

- **Stage 1: GENERATING (M1-M6)**

During this phase, the framework for the PEDR is established, focusing on raising awareness of AfricaEnergyParks, its goals, and its potential impact. This stage includes the planning of Dissemination, Exploitation and Communication actions and the identification of promising project results and outputs.

- **Stage 2: TRANSMITTING (M7-M48)**

In this phase, the focus shifts to disseminating project outcomes and creating robust business plans for the sustainable use of AfricaEnergyParks innovations. The project’s key results are communicated to target groups, including local communities, governments, and industry, through various channels such as events, social media, and publications.

- **Stage 3: DISTRIBUTING (M49-M60)**

This final phase is focused on ensuring the long-term sustainability of AfricaEnergyParks by defining Dissemination, Exploitation and Communication commitments beyond the project’s lifetime. During this period, communication will highlight the long-term impact, scalability, and replication of the project’s results.

Communication is envisioned as a continuous process, beginning at the project’s inception and extending through its completion. By showcasing the project’s activities, outcomes, and intermediate and final results at each stage, the Dissemination, Exploitation and Communication efforts will play a critical role in ensuring widespread deployment, acceptance, and replication of the project’s innovations.

2.1. Target Groups

Identifying and effectively communicating with target audiences is critical to the success of the AfricaEnergyParks project. To maximize the impact of our dissemination and communication activities, we have identified seven key target groups, each with tailored messaging and specific channels for engagement. These target groups represent a wide range of stakeholders whose involvement is essential to the success, scalability, and replication of AfricaEnergyParks’s innovations.

Our target groups include local communities, policymakers, industry

leaders, scientific communities, and the general public. Each group plays a vital role in supporting the project's objectives, whether through direct involvement in testing and validating the project's results or by facilitating policy, legislative, and industrial adoption of technologies.

1. Fringe Communities of the Mole National Park (TG1)

These communities are directly impacted by the AfricaEnergyParks project, and communication will focus on raising awareness about the project's potential benefits. Engagement will be active, encouraging these communities to participate in testing and validating the proposed solutions.

2. Policymakers (TG2)

This group includes local and national government representatives responsible for shaping the policy landscape that supports renewable energy deployment. Communication will focus on policy dialogue to create a favourable environment for implementing smart microgrids, promoting the adoption of solar PVs, and supporting the integration of renewable energy into local and national grids.

3. Energy and Environmental Agencies (TG3)

These agencies are critical to understanding and evaluating the environmental and economic impacts of the project. The communication strategy will focus on presenting the positive effects of investments in renewable energy technologies and supporting related policies, legislation, and strategies.

4. Industry in the Energy and Related Sectors (TG4)

This group includes stakeholders from industries that use or develop renewable energy technologies, such as PV, CHP, and BESS. The AfricaEnergyParks project will provide valuable insights into these technologies and encourage knowledge exchange to facilitate the adoption of project innovations and explore new opportunities in renewable energy in Africa.

5. Scientific Communities (TG5)

Researchers and academics in the energy and sustainability fields are essential for advancing the project's innovations. Communication efforts will focus on sharing research and knowledge from the project, enabling the scientific community to develop further innovations, applications, and improvements to AfricaEnergyParks's renewable energy solutions.

6. Civil Society Groups (TG6)

Civil society groups play a crucial role in promoting awareness and encouraging community involvement in the Green Transition. Communication will focus on informing these groups about the project's outcomes, particularly regarding the benefits to local communities, and facilitating their participation

in promoting sustainable energy practices.

7. General Public (TG7)

The general public, especially in affected local communities, will be kept informed of AfricaEnergyParks’s progress. Communication will aim to increase understanding of the project's benefits and encourage behavioral changes toward renewable energy use.

For each target group, a variety of communication tools and channels will be employed to ensure maximum outreach and engagement. The primary channels include the project website, newsletters, social media platforms, scientific publications, and workshops. Specific tools will be tailored to the needs of each audience to effectively communicate the project's key messages.

Table 1 - List of AfricaEnergyParks Key Target Groups and channels relevant to each

Target groups	Examples	Website	PRs	Newsletters	X/ Twitter	LinkedIn	Scientific Publs.	Workshops
TG1 - Fringe communities of the Mole National Park	Local community leaders and representatives Women’s associations and cooperatives Local farmers and agricultural associations Local youth groups Community-based organizations (CBOs)							
TG2 - Policymakers	National and regional government energy policymakers Ministry of Energy and Renewable Energy officials Local government representatives from Mole National Park regions Environmental and climate policy advisors African Union (AU) and other regional policymaking bodies							
TG3 - Energy and Environmental Agencies	National Energy Commissions Environmental Protection Agencies (EPAs) Renewable energy regulatory bodies Agencies focused on rural electrification and sustainability International environmental organizations (e.g., UNEP, WWF)							
TG4 - Industry in the Energy and Related Sectors	Renewable energy developers (solar, wind, biomass) Microgrid technology providers and manufacturers Off-grid energy companies and startups Biomass and bioenergy solution providers Energy storage (BESS) solution providers							
TG5 - Scientific Communities in Energy and	Researchers in renewable energy and microgrid technologies Universities and research institutions working on energy solutions International research networks focusing on							

Related Sectors	sustainable energy Academics in environmental sciences and climate impact studies R&D departments of energy companies							
TG6 - Civil Society Groups	Environmental and sustainability NGOs Advocacy groups for clean energy access Local community development organizations Consumer protection groups advocating for clean energy Organizations promoting women’s empowerment in clean energy							
TG7 - General Public	Local residents in communities surrounding the Mole National Park Broader national audience interested in clean energy solutions Energy consumers in off-grid and rural areas Media and public forums for raising awareness of energy innovations Youth and educational institutions promoting climate action							

2.2. Strategy Outline

The dissemination, exploitation, and communication (DEC) activities of the AfricaEnergyParks project are critical to ensuring the project's impact, scalability, and long-term sustainability. The DEC strategy aligns with the overall objectives of the project, focusing on engaging a wide range of stakeholders to maximize outreach, adoption, and replication of project results across Africa and Europe.

The consortium has outlined three primary objectives for its DEC strategy:

- To raise awareness** of the AfricaEnergyParks project among key stakeholders, including local communities, policymakers, energy providers, and industry players. The aim is to highlight the project's focus on sustainable energy solutions for off-grid communities and the broader impacts on climate resilience and socio-economic development.
- To communicate and share results** with a broad audience, focusing on the technical and socio-economic outcomes of the project. This includes demonstrating the impacts of renewable energy parks, the microgrid technologies implemented, and the benefits experienced by local communities.
- To ensure widespread dissemination** of the project's outcomes to potential beneficiaries, from local authorities and energy providers to researchers and the general public. The goal is to promote the adoption of AfricaEnergyParks' innovations beyond the project’s lifetime.

To achieve these objectives, specific communication, dissemination, exploitation, and IP management strategies have been defined. These strategies will guide the project in maximizing its impact, ensuring that the results are effectively communicated, widely disseminated, and sustainably exploited.

This report focuses on the communication and dissemination

strategies developed thus far, with future updates to provide more details on the exploitation and IP management strategies.

2.2.1. Communication strategy

During the initial phase, preparations for the smooth implementation of communication activities take place. The project's website is being developed, alongside the creation of a cohesive visual identity and social media channels. Additionally, the key target audiences are being identified and characterized to ensure that communication efforts are well-targeted and impactful.

Once the visuals and strategic plan are finalized, the communication campaign will begin by promoting the most significant aspects of the AfricaEnergyParks project, such as its vision, objectives, and explanation of its role in addressing energy access in off-grid communities. The information will be communicated to stakeholders at local, regional, and international levels, with particular emphasis on engaging energy policymakers, industry stakeholders, local communities, and research institutions across Africa and Europe.

A dedicated communication strategy will also be developed to ensure effective synergies with other relevant projects, networks, and initiatives in the renewable energy ecosystem. The key channels and tools to be utilized include the project's website, social media platforms, newsletters, press releases, and partnerships with other relevant networks and projects.

The communication efforts will continue throughout the project's duration, ensuring that all stakeholders remain informed and engaged with the project's progress and outcomes. Special attention will be given to fostering collaboration within the energy sector and supporting the widespread dissemination of AfricaEnergyParks' innovations.

2.2.2. Dissemination strategy

The primary objective of the dissemination strategy for AfricaEnergyParks is to ensure that the project's results are widely promoted among selected stakeholders to support the adoption of the renewable energy solutions developed. The key target audiences include policymakers, local communities, energy providers, industry stakeholders, research institutions, and environmental agencies. Dissemination efforts will focus on reaching these groups to foster collaboration, encourage uptake of project outcomes, and support long-term sustainability.

The dissemination activities will leverage the existing wide networks of the consortium partners to maximize the outreach potential. Additionally, the project will disseminate its findings through scientific publications in peer-reviewed journals and presentations at major conferences focused on renewable energy, sustainability, and climate resilience. The consortium is committed to widely sharing the project's

results, ensuring that the solutions developed are adopted and replicated in similar contexts across Africa and beyond.

Key dissemination channels and tools include participation in relevant events, targeted social media campaigns, and the use of partners' networks to reach specific audiences. The project will also participate in third-party events, organize its own events, and develop joint dissemination efforts with other relevant projects and initiatives. AfricaEnergyParks will actively target energy and environmental conferences that focus on innovation, sustainability, and renewable energy technologies, providing an excellent platform for sharing project outcomes.

The dissemination strategy aims to ensure that all stakeholders are well-informed about the project's progress, results, and opportunities for collaboration, thereby supporting the broader adoption of AfricaEnergyParks innovations.

2.2.3. Exploitation strategy

The exploitation strategy for AfricaEnergyParks focuses on protecting and maximizing the use of project results while exploring their innovation potential and market scalability. This strategy involves three key steps: refining the identification of the project's Key Exploitable Results (KERs), conducting market and regulatory analyses, and developing individual (yet collaborative) exploitation strategies and business plans for each partner. This approach ensures that the project's outcomes are well-positioned for commercialization and long-term impact.

2.2.4. IP management strategy

The intellectual property (IP) management strategy for AfricaEnergyParks ensures that the project's results are protected and properly exploited. INOVA, as the IPR and Innovation Manager, is responsible for identifying and managing the project's results. Each partner's IP specialist will handle protection, offering legal support for patenting and licensing. Confidentiality measures, such as Non-disclosure Agreements (NDAs), will safeguard sensitive information. The next update of the PEDR (M18) will provide further details on the strategy.

2.3. Communication strategy

2.3.1. Visual identity

To ensure a standardized communication and dissemination of project activities, AfricaEnergyParks employs a cohesive visual identity that will support both online and on-site communications. This visual identity includes the project's logo, colour palette, font usage, graphic elements, and suggested photography style. The logo and its variations emphasize the project's focus on renewable energy, technology, and sustainability, encapsulated through symbols representing energy, technology,

and circular economy principles.

The AfricaEnergyParks logo (Figure 1) visually conveys the integration of sustainable energy solutions with the natural environment. The circular elements surrounding the energy symbol reflect the project's technological innovation and commitment to a circular economy, highlighting its goal of transforming waste into energy for rural communities near Mole National Park, Ghana. The logo is present and included in all documents and resources created by the consortium.

The main font for the project is Cairo, with Arial used in Microsoft Office applications. More details on the AfricaEnergyParks visual identity, including logo usage, color guidelines, and typography, can be found in the full visual identity guide provided in the annex.



Figure 1 – AfricaEnergyParks Logo



Figure 2- AfricaEnergyParks color guidelines

2.3.3. PowerPoint Template

The AfricaEnergyParks PowerPoint template (Figure 3) will be utilized to create presentations for events, conferences, meetings, and other occasions where project developments and results will be disseminated, contributing to the project’s overall communication and dissemination efforts. The presentation template has been

designed in accordance with the AfricaEnergyParks visual identity to reinforce a cohesive and recognizable project image.

Additionally, as required by Article 17 of the Grant Agreement, all materials used for communication and dissemination purposes will feature the EU emblem and include the statement that the project has received funding from the European Union.

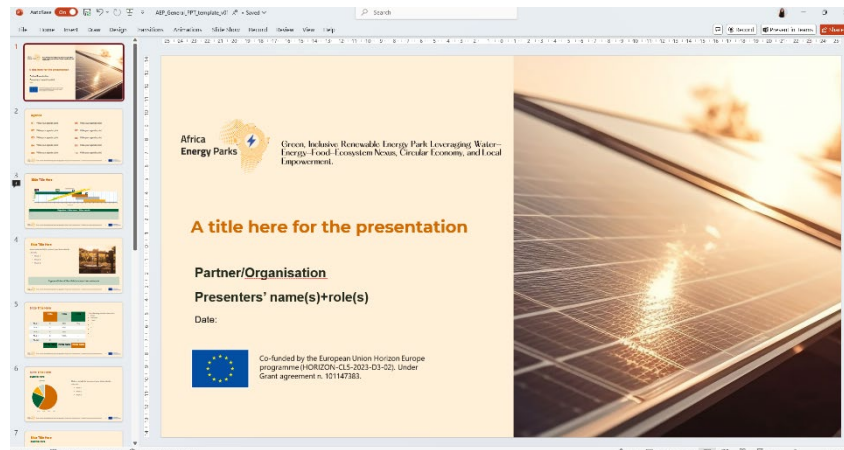


Figure 3 - AfricaEnergyParks Presentation Template

2.3.4. Word Deliverable Template

The AfricaEnergyParks deliverable template has been created in alignment with the project's overall communication and dissemination visual identity (Figure 3). Consortium partners will use this template for the development of all project deliverables. The template features a cover page displaying the project's logo, subtitle, and the EU emblem, along with the statement that the project has received funding from the European Union. The following pages contain essential information such as

the deliverable number, full title, work package number, work package title, and author details.

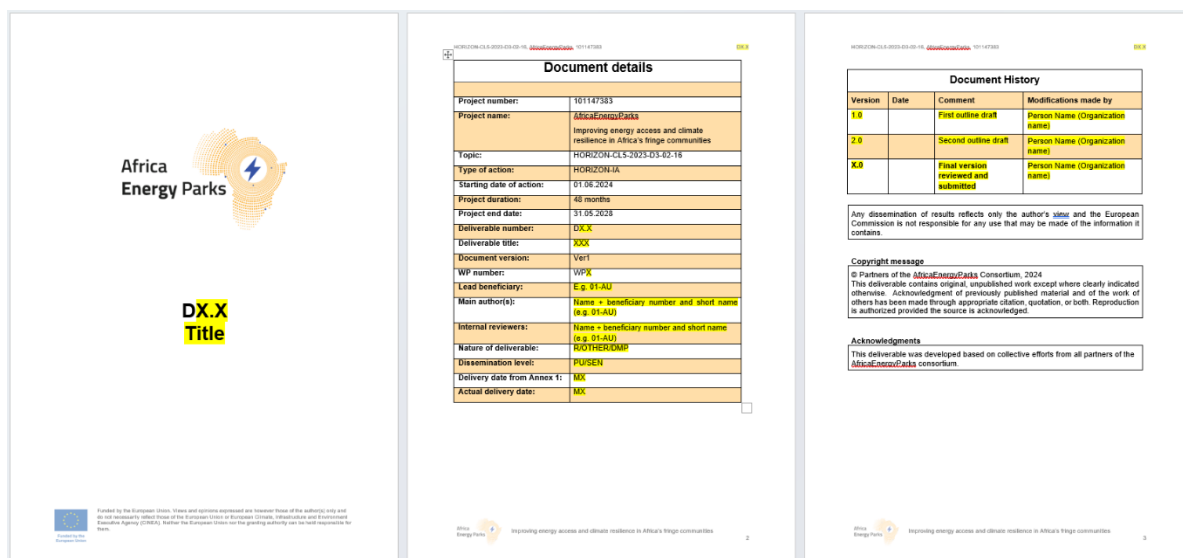


Figure 4 - AfricaEnergyParks Word Deliverable Template

2.3.5. Website

The website of the AfricaEnergyParks project is exclusively devoted to the project's activities and can be accessed via the following URL: <https://africaenergyparks.eu>. The website is designed in alignment with the AfricaEnergyParks visual identity and integrates harmoniously with the overall project theme. As the primary platform and 'visiting card' for the project, the website offers a comprehensive overview of all project activities, news, and updates. It contributes to:

- Increasing project visibility.
- Establishing credibility and presence within the European and African research and innovation ecosystems.
- Acting as a single point of contact for all project stakeholders.

The development of the AfricaEnergyParks website aims to create a central hub accessible to all stakeholders, including partners, local communities, policymakers, and the general public. Recognizing the diverse interests of our audience, the website provides clear and accessible information about the project while avoiding overly technical language.

The AfricaEnergyParks website is dynamic and will evolve as the project progresses, ensuring it adapts to meet emerging needs. The first version of the website is organized as follows:

- **Homepage:** Provides an overview of the project's context and strategic objectives, with a focus on renewable energy solutions and sustainability in Africa.
- **About:** Offers detailed information about the project, including objectives,

consortium partners, and the roles of each partner, as well as an overview of the project's work packages.

- **Ghana Renewable Energy Park:** Details the specific location of the Renewable Energy Park (REEP) and outlines the technologies and activities being implemented.
- **Resources:** A section for deliverables and publications (to be uploaded as the project progresses).
- **News and Events:** Updates on the project's developments, upcoming events, and relevant news in the field of renewable energy.
- **Contact Us:** Provides contact details, available communication channels, and a contact form to reach the AfricaEnergyParks team.

Throughout the project, the website will be continuously updated to include the latest news, deliverables, and achievements.

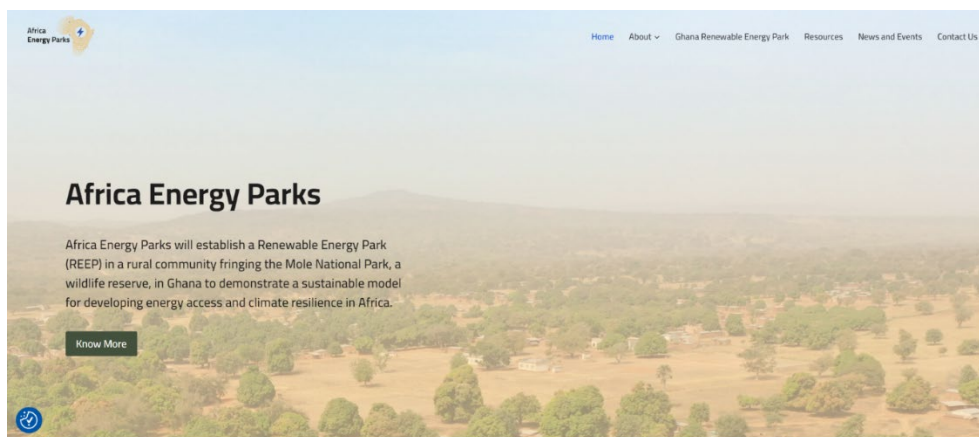


Figure 5 - AfricaEnergyParks website 'Home' Page

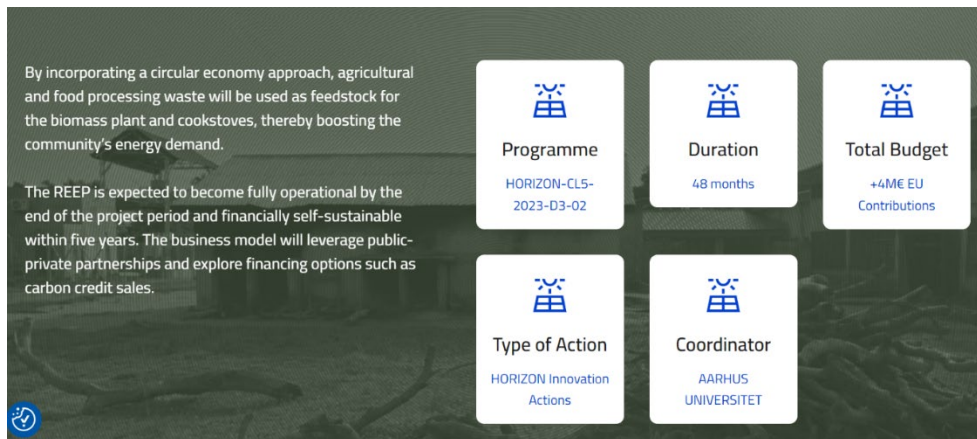


Figure 6- AfricaEnergyParks website 'About' Page with an overview of the Project

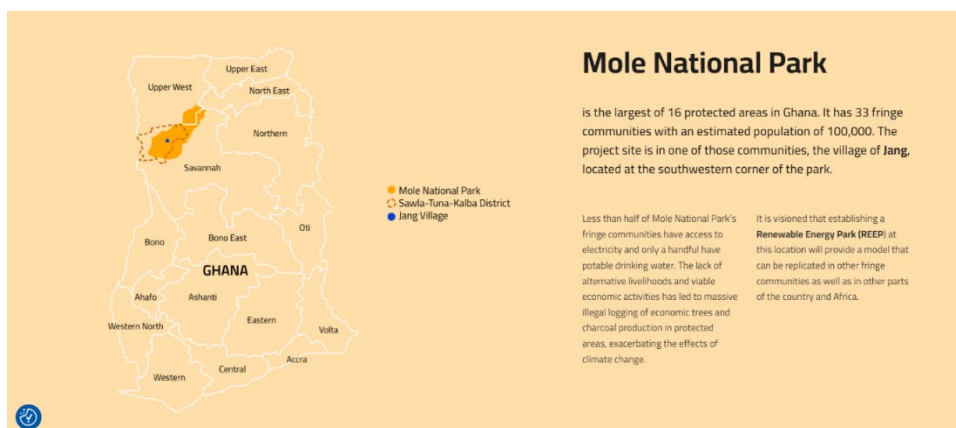


Figure 7- AfricaEnergyParks website 'Ghana Renewable Energy Park' Page

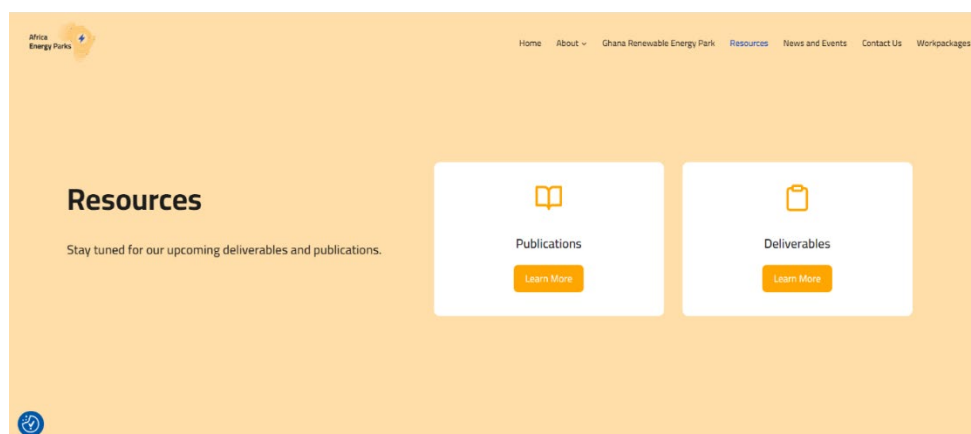


Figure 8- AfricaEnergyParks website 'Resources' Page

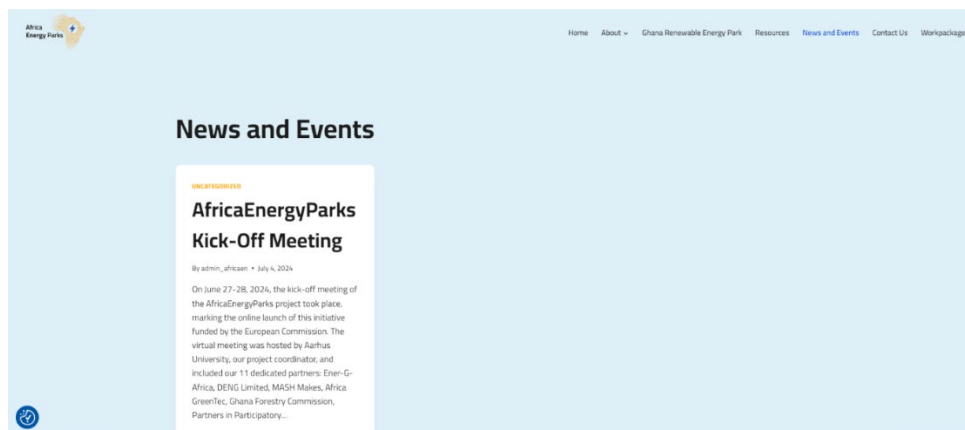


Figure 9- AfricaEnergyParks website 'News and Events' Page

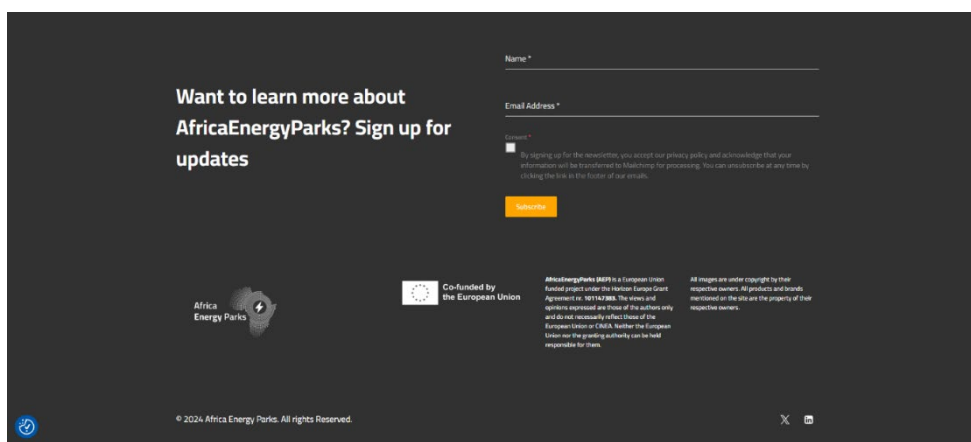


Figure 10 - AfricaEnergyParks website footer

2.3.6. Social Media

AfricaEnergyParks utilizes two social media platforms, LinkedIn and X (formerly Twitter), to inform stakeholders about project activities, consortium updates, and upcoming events, while engaging different target audiences in a two-way exchange. Each platform serves specific purposes and reaches distinct audiences, as outlined below:

- **LinkedIn:** The AfricaEnergyParks LinkedIn presence primarily targets professional, academic, and scientific stakeholders, both within Africa and internationally. The goal is to build a strong community of engaged followers interested in the project’s activities and foster interaction with these stakeholders by sharing project milestones, innovations, and collaboration opportunities.
- **X (formerly Twitter):** AfricaEnergyParks uses X to connect with the general public, acknowledging its broad reach across Africa and Europe. Posts feature news, project updates, and development milestones, promoting community engagement and dialogue. Additionally, X is a strategic tool for engaging policymakers, local governments, and international organizations.

Social media serves as a versatile communication tool for AfricaEnergyParks, including highlighting key achievements such as milestones and deliverables, promoting public events, sharing news from the project website to drive traffic, and disseminating information on the energy access and sustainability challenges that the project aims to address.

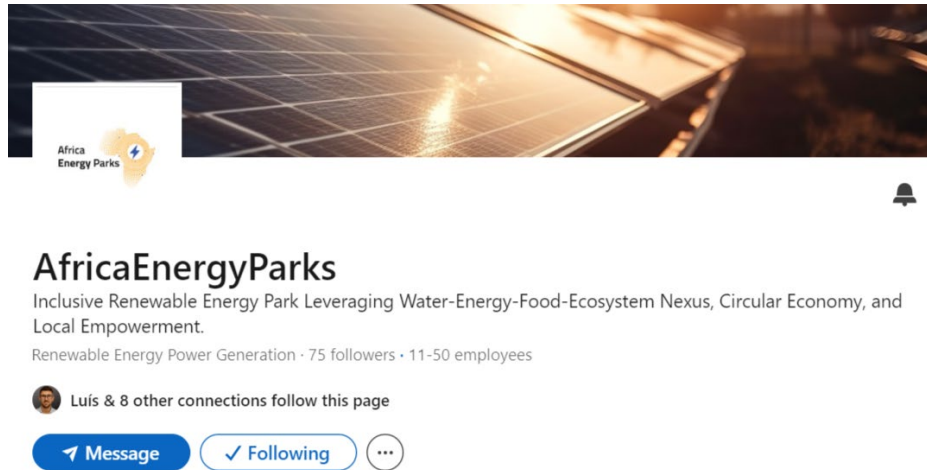


Figure 11- AfricaEnergyParks LinkedIn Page

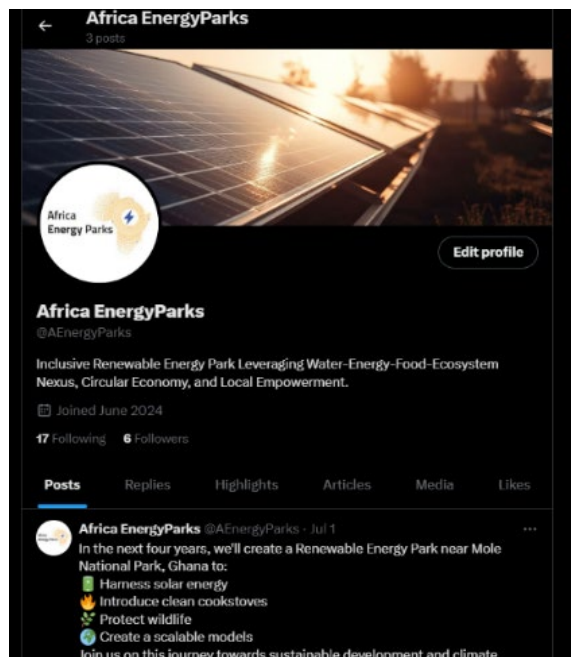


Figure 12-AfricaEnergyParks X Page

The social media strategy for AfricaEnergyParks is designed to effectively communicate the project's vision and progress through various content categories:

- **Project Updates:** All relevant updates concerning the project's advancements across different work areas. This includes sharing resources, toolkits, and guides produced by AfricaEnergyParks, as well as spotlighting key milestones and achievements attained by the project and its partners.
- **'Partner in Spotlight' Features:** Regular posts will provide a visual glimpse into the roles and contributions of the project's collaborators and consortium members, highlighting their efforts and expertise.
- **Interviews with Project Partners and Experts:** A core element of the strategy is to offer interviews that explore personal experiences and the overall impact of the project, providing insight into its transformative potential.
- **'Did You Know?' Posts:** Informative posts featuring publications, facts, and statistics related to energy access, renewable energy technologies, and sustainability challenges in rural Africa. These will cover topics such as energy, water, circular economy, and community resilience.
- **Event Participation:** AfricaEnergyParks consortium members' participation in both internal and external events will be featured on social media, with posts shared before and after these events to raise awareness and engage followers.
- **Monthly Highlights:** Monthly posts will focus on success stories and feedback from the rural communities and stakeholders benefiting from the project's activities, inspiring further participation and support. Interactive elements like polls and Q&A sessions will be used to create a dynamic and engaging online community.

Strategic use of hashtags will ensure visibility, fostering online discussions and collaboration. These may include:

- **Project-Specific Hashtags:**
#AfricaEnergyParks
- **Renewable Energy and Energy Access:**
#RenewableEnergy #EnergyAccess #MicroGrid #OffGrid
#PV #BESS #BCHP
- **Circular Economy and Productive Use of Energy:**
#CircularEconomyAfrica #PUE #CommunityResilience
#CleanCooking #ICS
- **Event and Community Engagement:**
#RuralDevelopmentEvents #EnergyInnovation
#CleanEnergyAfrica

This social media strategy will support the project's mission of engaging stakeholders, fostering collaboration, and promoting the sustainable energy solutions AfricaEnergyParks is implementing across rural Africa.

2.3.8. Project brief and brochures

The AfricaEnergyParks project will produce a detailed project brief and two brochures to provide a comprehensive overview of the project. The project brief will offer a concise summary of the project's objectives, activities, and expected outcomes. It will serve as a key communication tool for engaging stakeholders and potential collaborators. The project brief is under preparation and will be shared with all the consortium partners by the end of October.

The two brochures will focus on specific aspects of the project, with one highlighting the technical innovations and energy solutions being developed, and the other showcasing the community impact and sustainability goals. The first brochure, focusing on technical innovations, will be ready by M12 of the project, while the second brochure, which highlights community impact and sustainability, will be prepared by M24. These timelines ensure the dissemination of critical project information as the key milestones are achieved. Both brochures will align with the project's visual identity and will be made available in both digital and printed formats for distribution at events, conferences, and through online channels.

2.3.9. Videos

Three videos will be produced over the course of the AfricaEnergyParks project to increase visibility and understanding of its activities and outcomes. The first video will introduce the project's goals, objectives, and early milestones, such as the pilot projects and initial community engagement efforts and should be prepared by M12. The second video will summarize the overall outcomes, lessons learned, and long-term impacts, including plans for scalability and replication across Africa and is intended to be displayed in the final conference, in M48. The third video will be a post-event video of the project's final conference, capturing key highlights and reflections from stakeholders.

These videos will be distributed across the project's communication channels, including the website, social media, and at relevant events, helping to engage a broader audience and raise awareness of the project's contributions.

2.4 Dissemination strategy

2.4.1. Newsletters

Newsletters will be distributed every six months to keep stakeholders and followers updated on the project's progress and activities, maintaining their engagement. The proposed structure is as follows:

- **Introduction:** A brief recap of the past six months.
- **Upcoming Events:** Key events related to the project.
- **Interview:** A feature interview with someone involved in the project, sharing insights on the project's themes.
- **Published Deliverables:** Information about the deliverables that have been made available.
- **Relevant Articles/Good Practices:** Links to helpful articles or best practices related to the project.

Whenever possible, newsletter content will link back to the project's website to drive traffic. Contributions from partners should be submitted to the communication and dissemination managers at least two weeks prior to the newsletter release for review and formatting into the template.

The dissemination team will distribute the newsletter across networks, and partners are encouraged to share it with their contacts as well. Partners are kindly requested to provide proof of this to the dissemination team.

A recipient list has already been created and will be continuously updated throughout the project. All newsletters will comply with GDPR and other relevant data protection regulations. Recipients will be required to give consent before receiving project-related updates, and they will be able to subscribe or unsubscribe at any time.

Partners will also be encouraged to share the newsletters with their own networks, and a subscription option is available on the project's website to further broaden its distribution.

2.4.2. Press Releases

Four press releases will be written and published throughout the project's duration (one per year) to provide updates on key activities and milestones. Each press release will be written in English, and partners will be encouraged to translate them into their local languages for wider distribution through national media channels. Partners are welcome to create additional press releases if they wish to further enhance the project's visibility at the national level.

All press releases will include the AfricaEnergyParks logo, the project website address, and a clear acknowledgment of EU funding. The communication and dissemination team will be available to support partners by offering guidance, clarifying any doubts, and providing necessary information and audiovisual materials.

2.4.3. Peer-reviewed publications

To engage the scientific community, the project will publish peer-reviewed research articles in relevant journals. Targeted journals include IEEE Open Access Journal of Power and Energy and Energy for Sustainable Development. Five peer-reviewed papers are planned—two from WP1, Task 2, and three from WP7. These publications will help disseminate results and impacts to both the academic community and industrial stakeholders, ensuring a wide reach of the project's innovations.

To further amplify the visibility of these publications, once they are released, they will be shared across the project's communication channels, including the project's website and social media platforms. Partners will also be encouraged to promote the publications within their networks. Additionally, for papers published after the project's completion, clear instructions will be provided to all consortium partners to continue promoting these outputs through their institutional channels and the project website, where possible, to sustain the dissemination of the project's results.

2.4.4. Participation in conferences and fairs

The AfricaEnergyParks project and its partners will participate in local, national, and international conferences, industrial fairs, and exhibitions. The primary goal is to raise awareness of the project's activities and, as it progresses, to inform stakeholders about collaboration opportunities, results, and outcomes. Partners will act as "AfricaEnergyParks ambassadors", promoting the project at key industry events that attract a wide range of stakeholders across sectors such as Renewable Energy, Clean Technology, Sustainable Development, and Circular Economy. These events will enable direct interaction with relevant stakeholders, maximizing the impact of the project's communication and dissemination efforts.

Additionally, attending these events will benefit AfricaEnergyParks by providing continuous updates on industry trends and market insights, which will help shape the project's exploitation plans. The dissemination efforts at these events will be tailored to the project's primary target audiences, ensuring wide dissemination across relevant sectors and stakeholders.

A continuously updated list of indicative upcoming events will be maintained and shared with AfricaEnergyParks partners to facilitate planning and participation. An Excel-based tool has been created for partners to update with the most relevant events, enabling streamlined coordination and ensuring that partners have access to the latest event information. This tool will serve as a collaborative space for partners

to input, review, and track key events that align with the project’s objectives, ensuring comprehensive coverage of relevant conferences and exhibitions.

Month	Event Title	Date	Location	Link	Confirmed AEP participation	Who Participi
October	Green Energy Africa Summit	07-11/10/2024	Cape Town, South Africa	https://greenenergyafricasummit.com/home		
October	LEAP-RE Stakeholder forum	10/10/2024	Milan, Italy	https://www.leap-re.eu/2024/05/28/join-the-leap-re-stakeholder-forum/	YES	UA
November	Africa Energy Expo	04-06/11/2024	Kigali, Rwanda	https://www.africa-energyexpo.com/en/home.html		
November	African Energy Week	04-08/11/2024	Cape Town, South Africa	https://aewweek.com/		
November	Ghana Energy Week	14-15/11/2024	Accra, Ghana	https://www.ghanaenergyweek.com/index.html		
February	Solar Power Africa 2025	10-12/02/2025	Cape Town, South Africa	https://solarpowerafrica.za.messefrankfurt.com/capetown/en.html		
June	Africa Energy Forum	17-20/06/2025	Cape Town, South Africa	https://www.africa-energy-forum.com/		

Figure 13 - Upcoming events collaborative tool

2.4.5. Final Conference

A final dissemination event will be held at the end of the project to present the technical and scientific outcomes to public and private stakeholders. A one-day final conference will be organized, likely as a side event of an established major EU conference. This approach aims to leverage existing synergies and increase visibility for the project's key outcomes.

Scheduled for M48, the conference will showcase the work and results achieved throughout the project, while also focusing on future perspectives and actions. Policymakers will be a primary target audience, and key stakeholders will be invited to contribute to the program. To extend its reach, the event will be web-streamed, ensuring that those unable to attend in person can still participate and engage in the discussions. The event is expected to attract over 60 physical participants from both the public and private sectors.

2.4.6. Synergies with relevant initiatives, networks, and projects

AfricaEnergyParks will collaborate with other EU and African projects and initiatives to maximize its impact. Throughout the project’s lifecycle, AfricaEnergyParks aims to engage with a minimum of three relevant projects by sharing project outcomes and best practices, contributing to the leadership and sustainability of clean energy solutions in Africa.

To further enhance this collaboration, AfricaEnergyParks has joined forces with RePower, and is taking the initiative to propose the creation of a new cluster focused on advancing clean, reliable, and sustainable energy solutions for off-grid communities in Africa. This cluster will bring together sister projects, all funded under the same topic as AfricaEnergyParks and RePower, to foster knowledge exchange, leverage synergies, and accelerate the scalability of renewable energy technologies. The projects invited to form this cluster include:

- **KijaniBox** – Focusing on transforming organic waste into green energy for cooling and refrigeration applications to prevent food losses and sanitary risks in African communities.

- **SWARM-E** – Demonstrating a modular, renewable energy infrastructure in Rwanda and Tanzania, enabling productive uses of energy within the Water-Energy-Food Nexus.
- **SUNNY** – Deploying innovative solar, hydrogen, and biogas solutions in Rwanda and Uganda to address energy poverty and benefit refugee communities.
- **AGRI-COOL** – Developing containerized solutions for food cooling and storage, using photovoltaic and thermal energy storage technologies in rural communities across sub-Saharan Africa.
- **RePower** – Highlighting a scalable microgrid system powered by photovoltaics and biomass, integrated with intelligent energy management, to provide clean energy to off-grid communities in Africa.
- **LoCEL-H2** – Developing integrated renewable energy solutions with low-cost hydrogen-based technologies, piloting in Côte d'Ivoire and Zambia.

Through this cluster, AfricaEnergyParks will actively collaborate with these sister projects, engaging in working groups, sharing best practices, and jointly organizing events and dissemination activities to amplify the impact of innovations across Africa.

2.4 Exploitation strategy

The exploitation strategy for AfricaEnergyParks focuses on the successful protection, utilization, and commercialization of the project’s key results. The aim is to explore the project's innovation potential and ensure the scalability and market readiness of its renewable energy solutions. The strategy is divided into three key steps:

1. **Fine-tuning Key Exploitable Results (KERs):** This step focuses on refining the identified KERs, updating the list of, but also ensuring they are well-defined and aligned with the sector and market trends. The KER’s potential for innovation and/or positive disruption of behaviours and opportunities will be briefly assessed, together with a clearer identification of ownership, etc. An analysis of the legal and regulatory aspects related to KER exploitation will be conducted, including an IPR (Intellectual Property Rights) clinic that will assess protection options for the KERs from the start of the exploitation process.

Table 2 - Preliminary Key Exploitable Results (KERs)

KERs	Owner	Main added value/Benefit for woners	Target market/group	Exploitation route & IP
Model for participatory community engagement	PAP, NTNU	Increases chances for community ownership of project outcomes	Development agencies and researchers	Seminars, publications

Methods for social innovation and co-creation	PAP, NTNU	Improves social acceptance of innovation interventions	Development agencies and researchers	Seminars, publications
Optimisation model for enhanced microgrid performance	AU	To ensure error-free operation of renewable energy microgrids	Energy utilities, microgrid developers	Consultancy, Licensing, IP
Energy management system for DER microgrids	AU	Optimised load sharing among different energy resources in the microgrid	Energy utilities, microgrid developers	Consultancy, Licensing, IP
A PV-BESS-BCHP microgrid for deployment off-grid and edge-of-grid	AGT, MASH, DTI, MoEn	A sustainable technical and socio-economic energy solution for rural areas	Governments, donor agencies, investors	Tenders, contracts, consultancy
A model for the productive use of energy (PUE)	MASS, FC, MoEn DTI	To improve consumer purchasing power to make rural energy solutions financially sustainable	Development and donor agencies, Governments, Utilities	Consultancy, Publications, Seminars, etc.
Biomass waste-to-energy power plant for rural application	MASH, FC, DTI, AGT	Improves circularity in biomass energy systems and climate change resilience	Climate investors, donor agencies, NGOs	Tenders, contracts, consultancy
Improved cookstoves for use in rural areas	EGA, MASS, DTI	Decreased pollution, improved indoor quality and health of inhabitants	Governments, donor agencies, local authorities, NGOs	Publications, seminars, workshops, training courses
LCSA models for study of renewable energy solutions	AU, NTNU, FC	To avoid unforeseen negative socio-economic and environmental impacts of renewable energy solutions	Researchers, Government agencies, and utilities in the energy sector	Publications, consultancies, seminars, etc.

2. **Market Analysis and Regulatory Framework:** The second step involves conducting a comprehensive market analysis, evaluating both the demand and supply side drivers and barriers for the adoption of AfricaEnergyParks' technologies. Replication and upscaling potentials will be assessed, by means of desk research but also through the multiplication effect of the interaction with the other projects working on similar ideas and installations. This also includes understanding the regulatory frameworks that may influence the exploitation of the project's outcomes and assessing the competition landscape.
3. **Development of Exploitation Strategies and Business Plans:** In the final step, each partner will develop their own exploitation strategy and business plan, tailored to the specific KERs they aim to commercialize or further develop. This will include identifying potential markets, revenue models, and partnerships that could support the continued use and expansion of the project's innovations. Simple procedures will be established and partners mentored to identify and best adapt to business case and modelling

approaches that can indeed showcase and motivate towards effective exploitation and uptake of the project results. A business model canvas will be the basis of the exercise.

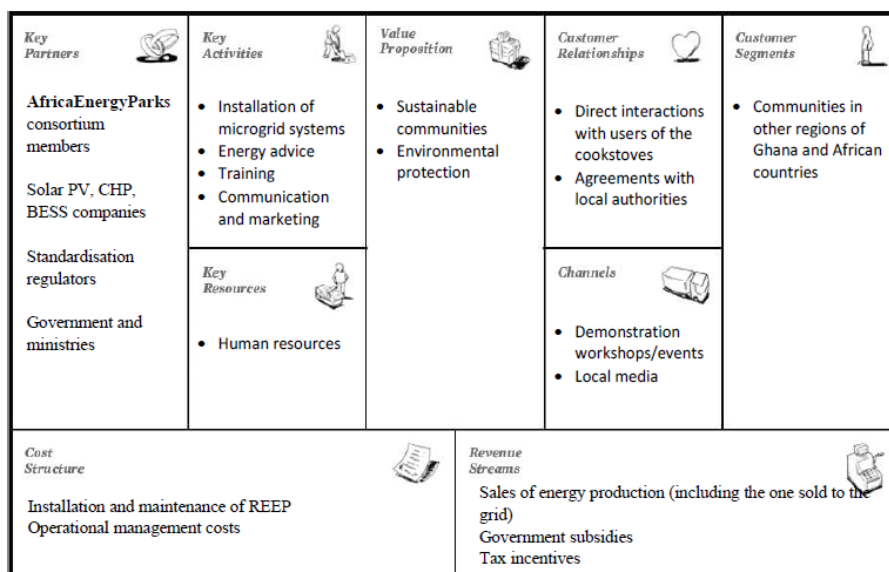


Figure 14 - Preliminary Business Model Canvas

The exploitation strategy is designed to ensure that the results of AfricaEnergyParks are not only protected but also have a clear pathway to market, enabling broad adoption and replication across Africa and beyond. This approach will maximize the project’s impact and support long-term sustainability.

The next update of the PEDR, due in M18, will further expand and refine this exploitation strategy, providing additional details on how the results will be scaled and sustained beyond the project’s lifecycle. Particularly, the first round of business case identifications with all partners will be already reported and subsequent steps drawn for reference.

2.4 Intellectual property management strategy

The intellectual property (IP) management strategy for AfricaEnergyParks is designed to ensure proper protection and exploitation of the project’s results. INOVA, acting as the IPR and Innovation Manager, is tasked with identifying and managing the project’s results to prevent early disclosure and safeguard them from potential risks. Each partner’s internal IP specialist will handle the protection of commercial and industrial results, providing legal support for activities such as patenting, licensing, and industrial relations.

Confidentiality measures, including the use of Non-disclosure Agreements (NDAs), will be put in place to protect sensitive information throughout the project's lifecycle. The exploitation of project results will be tailored to their Technology Readiness

Levels (TRL), ensuring that the appropriate IPR strategies are applied based on the maturity of the technology. A more comprehensive elaboration of the IP management strategy will be provided in the next update of the PEDR, which is scheduled for Month 18.

The next update of the PEDR, due in M18, will further elaborate on the IP management strategy, with a focus on protecting and exploiting project results as they progress.

3. Actions expected from the partners

To maximize the visibility and impact of AfricaEnergyParks, every consortium partner is expected to actively participate in disseminating project updates and engaging with relevant stakeholders. All communications should consistently include:

- The project's visual identity, including the logo and standard visuals.
- The project's URL.
- The project's social media accounts.
- Acknowledgement of EU funding, including the project ID and the official EU logo.

Partners are encouraged to leverage their institutional communication channels, such as websites and social media, to promote project activities, achievements, and upcoming events. It is important to regularly post updates about the project's progress, tagging AfricaEnergyParks' social media accounts when sharing relevant news or event photos.

For smooth collaboration and harmonized communication, partners should follow the guidelines provided for disseminating news pieces or events related to the project. They are also encouraged to share press releases, newsletters, videos, and deliverables via their own channels.

When appropriate, partners are invited to contribute content for the project's newsletters by providing relevant material in advance. This content will be reviewed and formatted into the newsletter template and shared widely with all project contacts.

Finally, partners are encouraged to translate news and publications into their local languages to reach broader audiences.

4. Impact measurement

Key Performance Indicators (KPIs) and target values have been established for the various tools and channels outlined in the dissemination and communication plan. These KPIs will be used to monitor the effectiveness and reach of the communication efforts. The following table outlines the ambitious quantitative

indicators set for AfricaEnergyParks regarding dissemination and communication activities:

Table 3 - Communication & Dissemination Key Performance Indicators

Tool Channels	KPIs	Expected Results
AfricaEnergyParks Website	Number of visits	More than 200 visits
Communication material	Number of materials developed including project briefs (i), (ii) brochures, (iii) press releases and (iv) e-newsletters and (v) videos	(i):1; (ii):2; (iii):3 (at the project kick-off meeting, mid-term and final stage); (iv): 8 every six months; (v): 3
Social media	Number of members and engagement	LinkedIn and Twitter: more than 30% shared posts
		LinkedIn and Twitter: 500 followers (M12), 800 (M25), 1200 (48)
Press releases	Number of press releases issues	At least 4 press releases issued by the project per year
Newsletters	Number of Newsletter issues	8 newsletter issues throughout the project's lifecycle, every 6 months
Publications	Number of peer-reviewed papers	5 Peer-reviewed papers (2 from WP1, Task 2 and 3 from WP7)
External Channels	Number of collaborations	More than 3 EU projects
	Stakeholders' meetings	Number of meetings held
Conferences	Number of attendees to relevant events to disseminate AfricaEnergyParks and organise a Final Conference	4/year on average
		4new contacts established by event
		1 Final Conference at the end of the project with more than 60 participants with public and private stakeholders about the technical and scientific outcomes of the project

5. Timeline and planning

Table 7 presents a tentative timetable for the execution of AfricaEnergyParks' communication and dissemination initiatives throughout the project's first semester. This plan includes key activities such as establishing the visual identity, setting up social media accounts, creating templates, and developing the website. Future updates to this communication and dissemination plan will expand upon this timetable, including future activities as needed to reflect progress and adjust strategies.

Table 4 – Panning of the first semester (June – December 2024)

Activity	Deadline							Notes
	June	July	August	September	October	November	December	
Visual Identity								
Website development								
Setting of Social Media Account								
D 8.1 PEDR First version								
Presentation Template								
Word Deliverables Template								
Project brief								
Press Release 1								
Newsletter 1								
Cluster foundation								

Annex

AfricaEnergyParks Project Branding

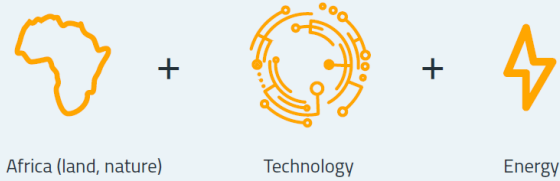




Logo Idea

The symbol of energy represents its renewable character that is emphasized by the circles and dots around it. These communicate the technologic side of the project that aims to have a positive impact on african community through an ecosystem of renewable and sustainable energy. The circles also represent the circular economy model.

The project is going to establish a Renewable Energy Park in a rural community near Mole National Park, Ghana, to showcase sustainable energy access and climate resilience using the water-energy-food-ecosystem nexus approach. By employing a circular economy model, agricultural and food processing waste will be converted into energy and improved cookstoves.







Typography

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 NOPQRSTUVWXYZ
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Web font: Cairo
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MS Office: Arial
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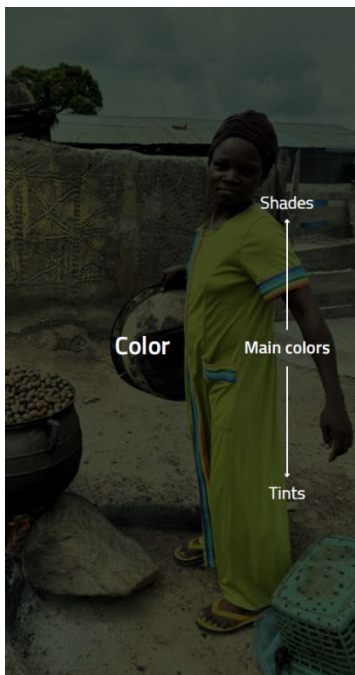
Title Example












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<p>R100 G255 B166 C0% M40% Y100% K0% #FFA600</p> 	<p>R67 G81 B61 C68% M48% Y74% K41% #43513D</p> 	<p>R0 G96 B55 C90% M36% Y93% K32% #006037</p> 	<p>R1 G63 B208 C89% M78% Y0% K0% #013FDD</p> 
<p>R255 G222 B169 C0% M13% Y37% K0% #FFDEA9</p> 	<p>R201 G214 B196 C21% M8% Y24% K0% #C9D6C4</p> 	<p>R154 G183 B170 C41% M17% Y34% K0% #9AB7AA</p> 	<p>R222 G239 B248 C11% M1% Y1% K0% #DEEFFB</p> 