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SMILE

Smart Island Energy Systems

Deliverable D9.4 SMILE Newsletter

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1 Introduction

The Smart Islands Energy System (SMILE) project is a collaboration of nineteen partners from various European countries and is funded by the European Union's 'Horizon 2020 research and innovation programme'. The development of Smart grids is an important prerequisite for the transition towards a clean, affordable and reliable energy system. Through Smart grids, peak demand can be reduced, and the energy grid can be stabilized. Therefore, the development of market ready technologies that facilitate this transition are important. The project demonstrates different smart grid technologies on three different islands (Orkneys (UK), Samsø (DK) and Madeira (PT)). The end goal of the project is to foster the market introduction of these technologies.

The main focus of all communication activities within the SMILE project is to increase the economic impact of innovation actions undertaken within the project by facilitating the spread of developed technologies/products/services through market and non-market-channels, towards new customers, countries, regions, sectors, markets and organisations.

One of the activities within the SMILE project is developing a periodic newsletter. The goal is to create visibility and raise awareness within the targeted stakeholders' communities.

Activities shared in the newsletters targeted a wide range of stakeholders, spanning from:

- the electricity network sector
- the research community gravitating around the specific scientific and technical fields tackled by SMILE project
- the public authorities and governmental organizations
- the civil society as a whole.

Communication activities facilitate the spread of developed technologies, products and services.

Communication activities in general are aimed at:

1. promoting the project to various audiences, including groups beyond the project's internal communities to wider quadruple helix audiences, comprising the media and the general public,
2. raising awareness on the addressed topics and findings.

2 Objectives

The main target of the SMILE e-Newsletter is to inform relevant stakeholders with up-to-date information about the most recent technological & non-technological SMILE developments. The objective is to share knowledge, experience and best practices to stimulate the adoption of the SMILE smart grids solutions.

The following audience was targeted for the e-newsletter: Society (prosumers, electric vehicle users), Businesses (energy retailers, aggregators, ESCOs, storage system providers, ICT, telecommunication & systems manufacturing providers, energy equipment & systems manufacturing, DSOs), Governments (local governments, regional governments, national governments, EU bodies), and Knowledge (R&D institutes & universities).

Communication activities regarding to the newsletter especially aimed at:

- Supporting the creation of the project visual identity and public image;
- providing up-to-date information about the project;
- sustaining the diffusion of results to the general public
- translating the scientific/technical results into messages for public outreach, comprehensible also by the non-technical general public resulting in formalised support for the uptake of developed technologies.

We have created several communication tools (e.g. social media and SMILE Newsletter) for providing up-to-date information, sustaining the diffusion of results and sending messages to the public about the SMILE project.

In all communication expressions regarding to the newsletter, the following aspects are required:

- SMILE logo
- EU logo
- Specific Font type
- The disclaimers: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 731249” and “This document reflects only the author’s view. The European Commission and the Innovation and Networks Executive Agency (INEA) are not responsible for any use that may be made of the information it contains”¹

¹ After April 2021 the disclaimer was modified in the following way: “This document reflects only the author's view. The European Commission and the European Climate, Infrastructure and Environment Executive Agency (CINEA) are not responsible for any use that may be made of the information it contains”.

3 Methodology

Since the project started its implementation phase, there was a continuous flow of news that deserved to be disseminated. Since then, newsletters were delivered every three months with constant and update information about the project.

The partners were responsible for the article and pictures. The articles in the newsletters can also be found on the website. The process for gaining information and sending the newsletter was done as stated below:

- Four weeks before the deadline of the newsletter, New Energy Coalition send an email to all project partners to ask for input. They have 2 weeks to come up with contents.
- Input article must contain an English text + photo material if necessary.
- New Energy Coalition creates the newsletter and Rina Consulting reviews the final product.
- Newsletter is sent via Mail Chimp (runs through New Energy Coalition) registration of e-mail addresses via the website is through this system.
- The news in the newsletters can also be found on SMILE website.

4 Newsletters

Over the course of the whole project, twelve newsletters were expected to be sent. Ten of those already have been send. Of each of the newsletters, it is known how many recipients received it had and how many of them opened the newsletter. These number are illustrated in a table down below. It also includes the number of recipients who clicked on a link in the newsletter. Newsletter 11 and 12 will be sent after the due-date of the Deliverable 9.4, so the numbers are not available of time of writing. For the first three newsletters, a different program was used. The numbers as seen below, are not available for the first newsletter.

Table 1.0 – Newsletter data

Newsletter + data	Recipients	Opens	% Opens	Clicks	% Clicks
#1 28-06-2018	n.a.				
#2 23-10-2018	85	57	67%	17	20%
#3 18-01-2019	95	55	57%	19	20%
#4: 23-05-2019	101	58	58%	20	20%
#5: 08-01-2020	141	76	54.3%	18	12.9%
#6: 29-04-2020	154	78	52%	17	11.3%
#7: 31-07-2020	166	72	43.9%	14	8.5%
#8: 29-10-2020	173	80	47.6%	11	6.5%
#9: 22-02-2021	176	92	53.5%	22	12.8%
#10: 07-06-2021	181	71	40.6%	20	11.4%
#11: tbd					
#12: tbd					

For each of the newsletters, the same cover is used. This can be seen on the next page. All of the newsletters are listed in the Appendix. In particular, in the appendix is shown the following:

- A link to the online version of the specific newsletter
- The titles and summaries of the articles that are presented in the newsletter
- The images that are being used in the newsletter

SMILE NEWSLETTER



About SMILE

SMILE is an EU funded project that demonstrates smart energy solutions on three islands - Madeira (Portugal), Orkney (UK) and Samsø (Denmark). [READ MORE](#)

Figure 1.0. Cover that has been used for all the newsletter throughout the project.

APPENDIX A

4.1. Newsletter 1

[Link to newsletter 1](#) (Not available).

SMILE 12th Month General Meeting

Main goals, achievements and future challenges: a year after the beginning of the project, SMILE partners met in Genoa (Italy) to discuss progress and next steps.

Madeira pilot coordinator

Achievements and future plans of ACIF-CCIM, current situation and overall experience within SMILE Project. Interview with Marco Vieira, Madeira pilot coordinator.

Photovoltaic plant to be built on Samsø

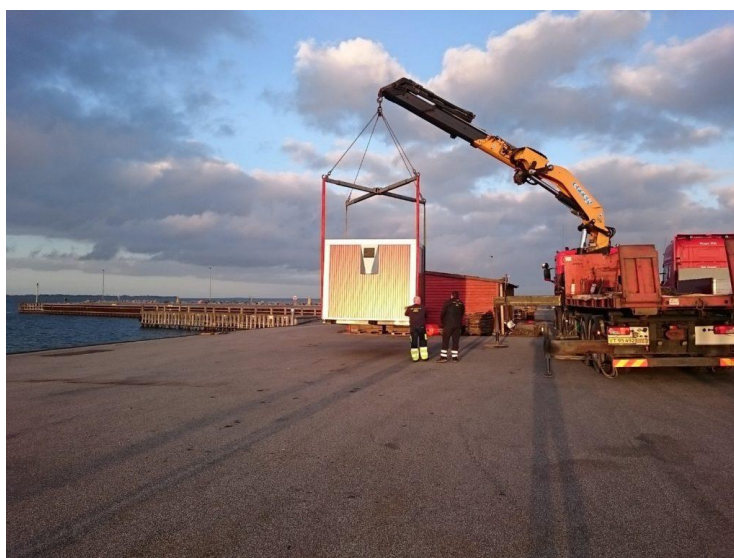
SMILE will implement an integrated energy system at the Ballen marina and its surrounds to meet the energy needs of the island

4.2. Newsletter 2

[Link to newsletter 2](#)

Samsø installs a battery to store energy

The battery energy storage system arrived mid-December to Samsø. Partner Lithium Balance delivered the battery after a so-called factory acceptance test. A larger, steel cabin houses three battery cabinets. The cabin is hidden inside a maritime style, wooden building on the pier.



Highlights from Orkney

To date, significant effort has been made by the local team focussed on recruiting homeowners in the project to register their interest to potentially receive new grid-smart equipment. Over 110 homeowners have approached CES to register for the SMILE projects, with approximately 51 properties already visited by the local team in order to meet the participants face-to-face and gather additional data relevant to the property.



Public relations with EV stakeholders in Madeira

On the 5th of December ACIF gathered the representatives from two authorized dealers in the Madeira island which are responsible for commercializing the Renault, Nissan, Volkswagen, Mercedes and Peugeot brands. In the meeting, several topics were discussed: first of all M-ITI and prsma have presented the technologies they have developed within SMILE project.



4.3. Newsletter 3

[Link to newsletter 3](#)

Denmark's renewable energy island since 1997

The project team in Samsø has extensively worked on possible energy solutions to solve the challenges arising from the fluctuating energy consumption: what type of energy plant should be installed and which size fits better within the project?



Global center for renewable energy development - Orkney

SMILE aims to implement domestic heat installs, the EV (Electric Vehicles) charge points and the smart control of the 11kV on-site switching and storage system in Orkney.



Total energy island - Madeira

Although there has been quite a lot of challenges to overcome for all the Madeira partners, significant progress has been done regarding the monitoring equipment, web portal, electric vehicles and Voltage and Frequency Control Pilot!

4.4. Newsletter 4

[Link to newsletter 4](#)

First review meeting in Madeira

SMILE project submitted its 1st Periodic Report, covering months 1-18 of the project to the European Commission at the end of December 2018. This was followed by a Review Meeting in Madeira which started on 7th of February. The team presented in detail the work done so far, demonstrating results, facts and achievements.



Samsø pilot coordinator

Achievements and future plans of Samsø Energy Academy, current situation and overall experience within SMILE Project. Interview with Jan Jantzen, Samsø pilot coordinator.



Civic engagement on Samsø

Sixty citizens attended a public workshop at the Samsø Energy Academy. They received a SMILE progress report as a part of the workshop.



Latest developments from Orkney

The most important developments in Orkney within SMILE project in the last three months.



First SMILE local workshop in the Greek island of Rhodes hailed a success!

On 18 March DAFNI Network and the Municipality of Rhodes jointly hosted in Rhodes the first SMILE local workshop in Greece titled “Innovative solutions and policies for the energy transition of the Greek islands”.



SMILE2MATCH will take place on 4th of July

The SMILE2MATCH event will take place on the 4th of July in Thessaloniki Greece. The event, organized by partners from the Smart Islands Energy Project (SMILE) and the Enterprise Europe Network, provides a great opportunity to initiate new international collaborations with companies, universities and local authorities on the theme of energy transition on islands.



4.5. Newsletter 5

[Link to newsletter 5](#)

Making Islands Sustainable – An Interactive Workshop on Texel

We are delighted to announce that seventy participants were present during the interactive workshop day on Texel on the 28th of November 2019!



SMILE at the European Utility Week

We are glad to announce that Giannicola Loriga - SMILE Project Coordinator - has presented the latest advancements of our project at the European Utility Week that took place from 12 to 14 November in Paris (France).



What's going on on the Orkney Islands?

Do you know that the installations of heating systems and electric vehicle chargers have been continuing on the Orkney demonstrator during the past few months, with the full 45 houses signed up to receive the four different heating systems, and a further 30 properties signed up for domestic or business Electric Vehicle (EV) charging points?

4.6. Newsletter 6

[Link to newsletter 6](#)

COVID-19 outbreak - UPDATE

The outbreak of COVID-19 is sweeping across the world. Many of us feel like we are in a constant state of both overreacting and underreacting at the same time, while we wait for things to calm down. But many are already discussing the impact that this will have on the environment, and how isolated communities will be able to cope.

Achievements and future plans of companies involved in the SMILE project

Current situation and overall experience within the Project. An interview with Sarah Bee, project manager from Route Monkey.

Legal framework for a Just Transition on European Islands

Dr. R. Mauger has attended to Energy transition conference organised by the University of Eastern Finland on 24th of March to represent his latest findings resulting from the SMILE project and debate challenges and solutions for the transition to a future sustainable energy system.



The first smart chargers are in place in Orkney

Community Energy Scotland, along with local delivery partners, have installed the first SMILE smart charger at a property in Orkney.



Interview on the Madeiran regional television

On January 23rd, S. Scuri – researcher at the Madeira Interactive Technologies Institute (M-ITI) – gave an interview on the regional television about the SMILE project and the work being carried out in Madeira.



Latest developments at Ballen Marina, Samsø (DK)

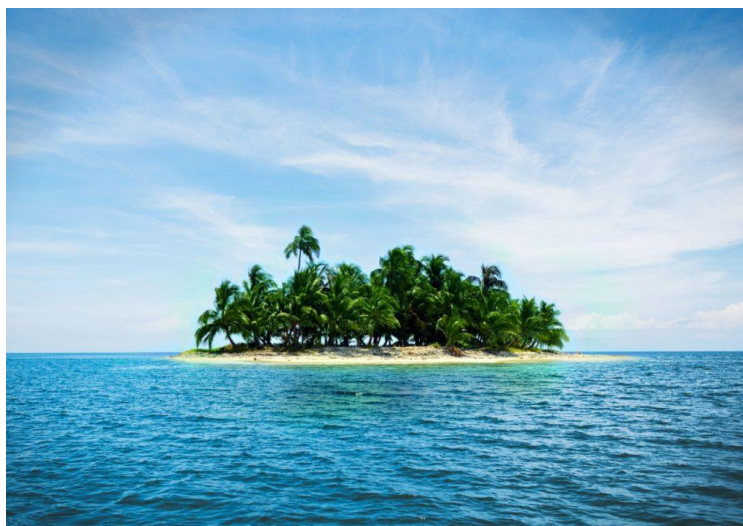
In Samsø the site acceptance test, on the Battery Energy Storage System (BESS) installed in the Ballen Marina, has just been completed successfully. The battery, located in the former warehouse building, was discharged and charged to see if it performed correctly in accordance with specifications.

4.7. Newsletter 7

[Link to newsletter 7](#)

RESponsible Island Prize Winners

The RESponsible Island Prize winners were announced – two SMILE islands among the winners! The European Commission has launched the first edition of the RESponsible Island Prize in March 2019. The prize was dedicated to innovative islands which produce their own sustainable local renewable energy for use in electricity, heating, cooling and transport.



Webinar Covenant of Mayors Pact of Islands – empowering islands to achieve their energy and climate targets

On May 29th, 55 stakeholders attended the Webinar hosted by the Covenant of Mayors where the SMILE project was presented.

Progress/ Next Steps

- Progress:
- ~90% of equipment installed
- New Load:

New Load Metrics	TOTAL
Project Load (kW)	478.87
Removed Load (kW)	146.64
Overall Change to Grid (kW)	+332.23
Smart Load (kW)	445.27

Next Steps:

- Commission final DSM equipment;
- Finalise Kaluza integration
- Data Collection


















A CLEAN, AFFORDABLE AND RELIABLE ENERGY SYSTEM

Supporting the Clean Energy for EU Islands initiative – clean energy future for fully decarbonized EU islands and beyond

We are glad to announce that after DAFNI, also project partner New Energy Coalition has now also become one of the Supporting Organizations of the Clean Energy for EU Islands initiative.



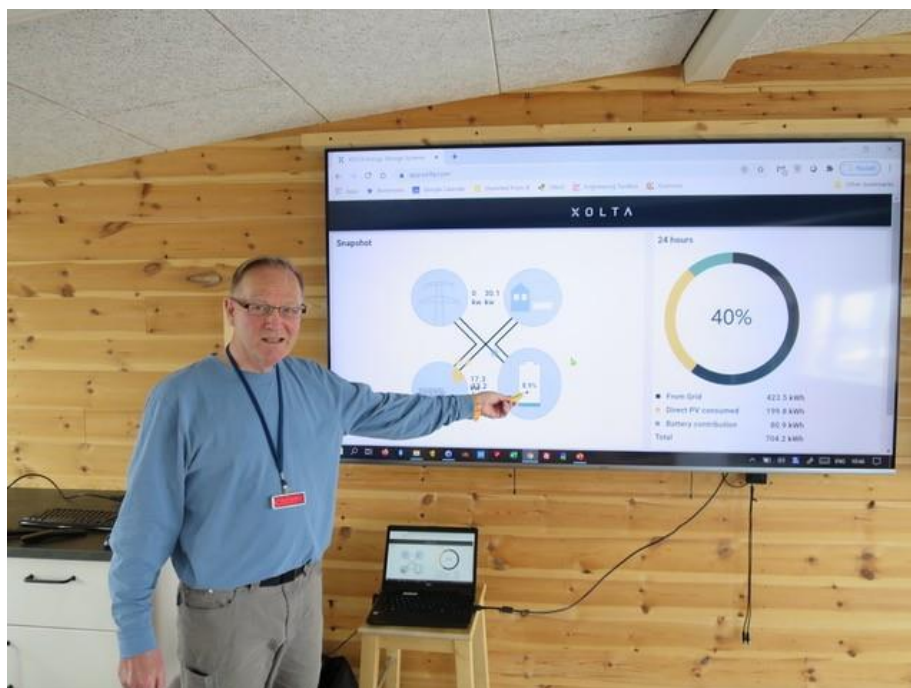
What's happening on the Orkney islands?

Despite COVID-19, Community Energy Scotland (CES) has been looking into when they might return to complete project work in SMILE households. The Scottish Government has published a Route Map setting out plans for easing Scotland's COVID-19 restrictions.



Developments from Samsø

The battery house located in the Ballen marina on the island of Samsø is now open for public every Tuesday and Friday in July from 11:00 to 12:00 AM. Also, the sauna, which is located in the Ballen marina on the island of Samsø, can now be switched on and off remotely.



Second review meeting was a success for the SMILE project!

On June 17th, the second review meeting of the SMILE project took place online, where the progress made until the first 36 months of the project was evaluated.



4.8. Newsletter 8

[Link to newsletter 8](#)

SMILE at Sustainable Places 2020

Join the digital event “Energy Transition on European Islands: from innovation to implementation: how to make the energy transition on islands a reality?”



Partner Kaluza Optimisation Wins ‘Green Infrastructure’ Accolade at BusinessGreen Leaders Awards

The expert judges were impressed by Kaluza’s innovative flexibility solution that enables domestic energy storage devices in Orkney to capture green energy.

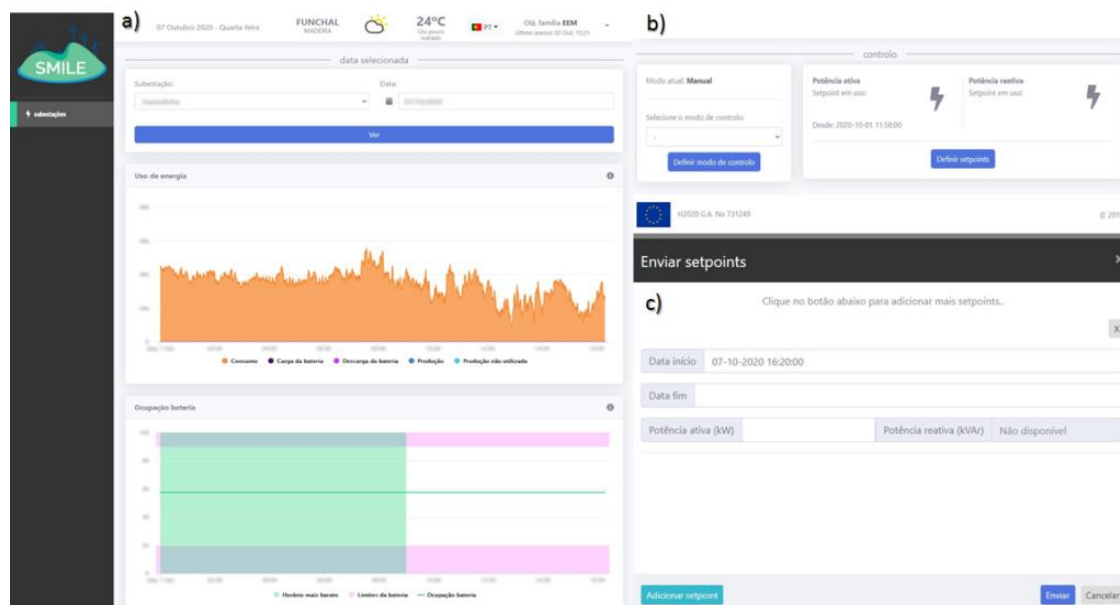
Interview with Filipe Quintal and Lucas Pereira – PRSMA

Current situation and overall experience within the SMILE project. An interview with Filipe Quintal and Lucas Pereira, project managers from PRSMA.



Madeira's SMILE Developments and COVID-19 Situation

Madeira – one of the safest islands in Europe with the lowest COVID-19 infection rates. Since the beginning of the COVID-19 pandemic no fatalities have been reported and restrictions are progressively being lifted in Madeira.



Samsø – Towards a Green Transition

The battery house located in the Ballen marina on the island of Samsø is now open for public every Tuesday and Friday in July from 11:00 to 12:00 AM. Also, the sauna, which is located in the Ballen marina on the island of Samsø, can now be switched on and off remotely.





Orkney's Project Status Update and COVID-19 Impact

Orkney has been in the process of easing restrictions put in place due to COVID-19 pandemic. During the summer months residents were given permission to meet others.

Views on Post COVID-19 Legal Developments and the SMILE Technologies

The COVID-19 crisis has spared no one. The global energy sector has certainly seen some unprecedented changes, as we can remind of last April's negative oil prices.

IANOS – New Horizon 2020 Project Focusing on the Decarbonisation of Islands

The IANOS project kick-off took place on October 7-8. IANOS (IntegrAted SolutionNs for the DecarbOnization and Smartification of Islands) brings together two Lighthouse islands and three Fellow islands, all sharing a common vision.

SMILE Supports Sister Project NESOI OPEN Call

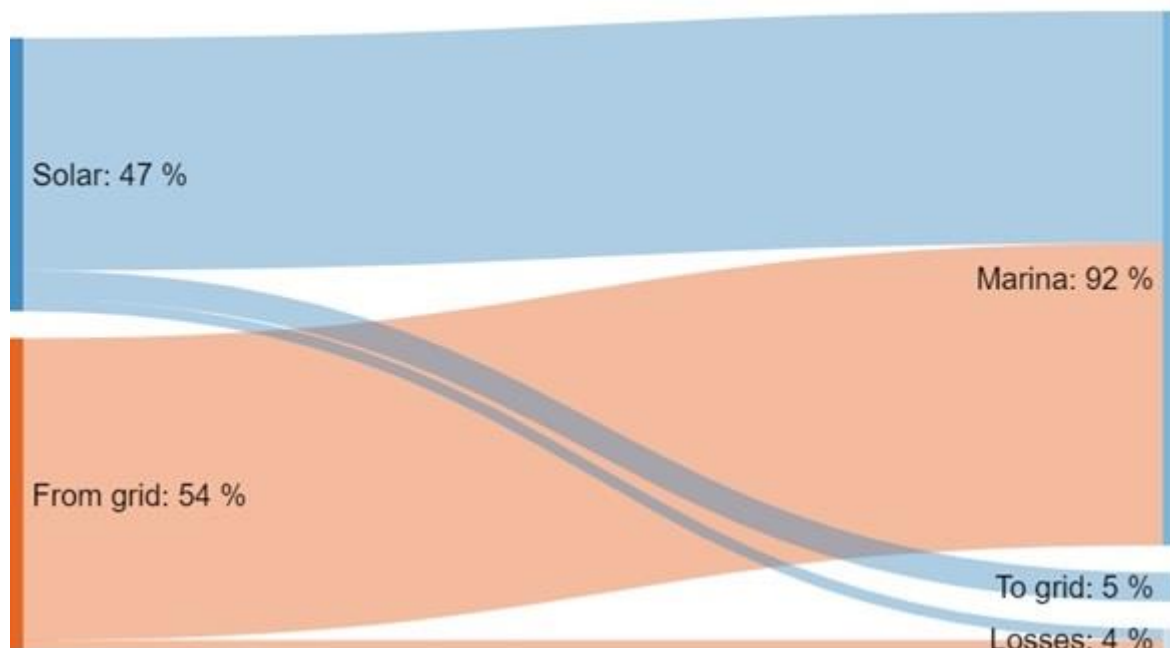
Over 3 million euros is available to support islands with their energy transition ambitions. Started in October 2019, the European Islands Facility NESOI has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation.

4.9. Newsletter 9

[Link to newsletter 9](#)

Samsø receives its first performance data and the results are very positive!

From April 2020 the SMILE performance measurements started pouring in. Over a period of seven months, which included the busy summer period, the photovoltaic panels supplied 47% of the energy demand in the Ballen marina.



Clean Energy Transition on Greek Islands: a dream coming true

During the conference “Promoting Clean Energy Transition on the Greek Islands”, organized by DAFNI in the framework of the online forum of the Initiative “Clean Energy for European Islands” on Friday October 30th 2020, innovative solutions and best practices

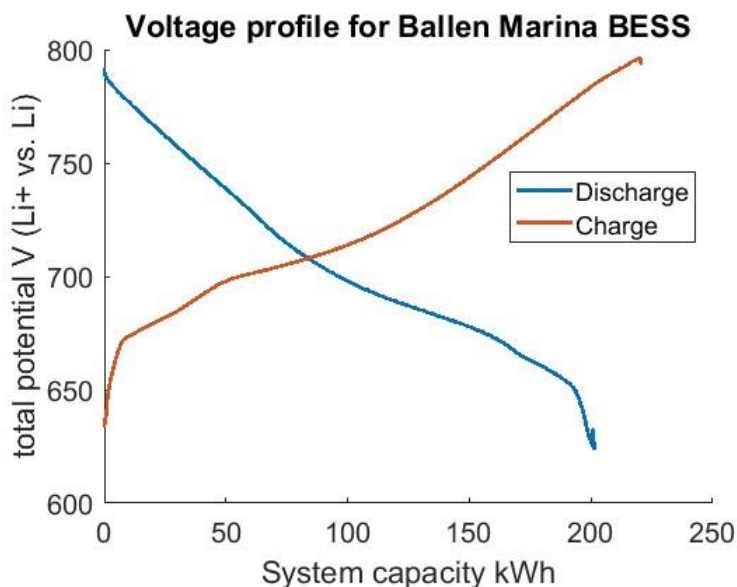
First SMILE PhD thesis – modelling renewable energy islands

The PhD thesis was funded and greatly supported by the SMILE project, and team. Appreciation was received from the research and local partners in Samsø, Orkney and Madeira.



First automated battery capacity test completed

The first automated capacity test on the SMILE battery systems is completed and it seemed successful with regard to the automatic process.



What's happening on the Orkney islands?

For the last couple of months the progress in the Orkney demonstrator has been predominantly weighted towards the data collection and control logic implementation and refinement.

EnergiasMadeira-platform has officially been launched!

Within the scope of the SMILE project, financed by the European Commission, through the Horizon 2020 program, the EnergiasMadeira-platform was publicly presented on the 3rd of November.



4.10. Newsletter 10

[Link to newsletter 10](#)

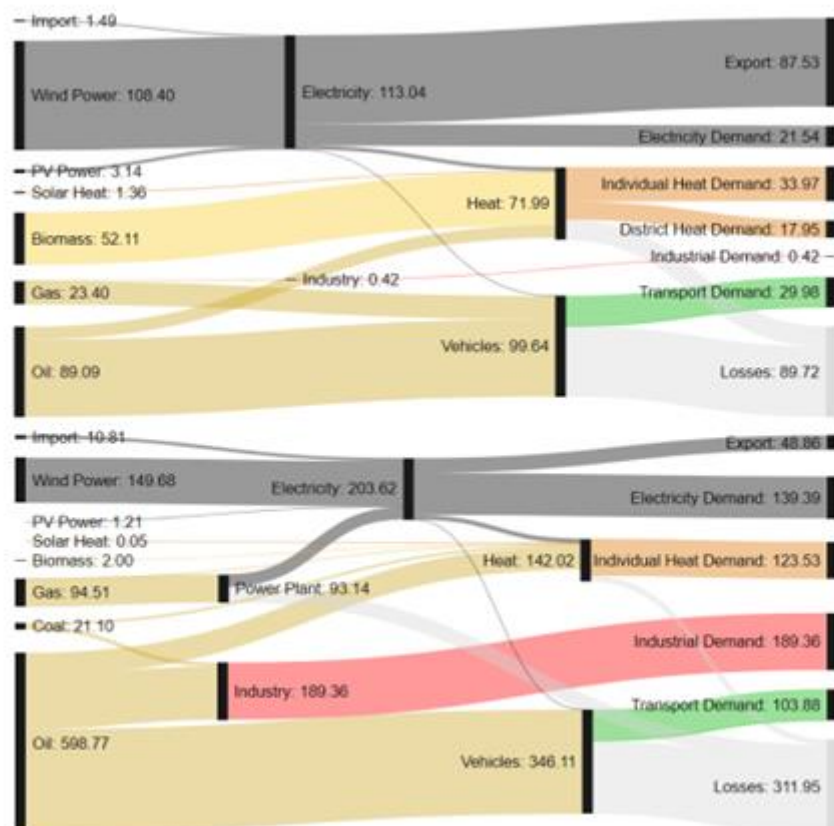
Smart Islands Energy Systems: Online Workshop & Matchmaking Event

On the 8th of July, H2020 SMILE will organize an online workshop and matchmaking event. During this event participants can learn about the different Smart Grid technologies demonstrated on Samsø, Madeira and Orkney, and best practices.



Modelling Renewable Energy Islands: The experiences of a PhD in the SMILE-project

Hannah Mareike Marczinkowski is a researcher at the Aalborg University in Denmark at the Department of Planning. Hannah handed in her PhD thesis earlier this year and with success! She was willing to share her experiences during the project.



Call of Interest for Sustainable Greek Islands

DAFNI Network has prepared a catalogue with the contribution of other SMILE partners. It describes the integrated technological solutions applied on the SMILE demonstrators. In the catalogue, it is highlighted how the solutions implemented are tailored to the specific characteristics of the energy system of each island - read more

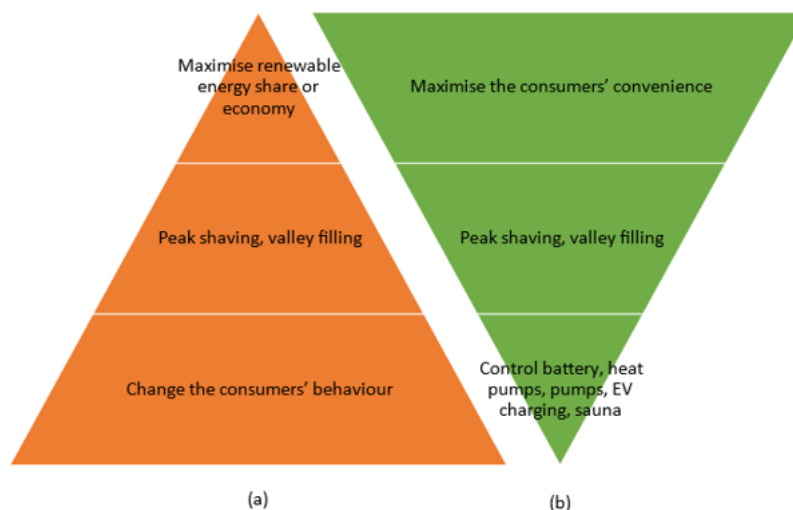
Lectures from Jan Jantzen

Jan Jantzen from the Samsø Energy Academy was one of the lecturers during the 12-week virtual course about “Computational Methods for Decision Making”! This ten-lectures course started March 1st and introduced students to algorithms and techniques for computational methods that support decision-making



Anthropocentric demand response on Samsø

Samsø tries to move away from the technocentric approach, where human beings adapt to technology, and over toward the anthropocentric approach, where technology adapts to the needs of human beings



4.11. Newsletter 11

[Link to newsletter 11²](#)

SMILE Workshop & EEN Matchmaking Event

On the July 8th 2021, H2020 SMILE organized an online workshop and matchmaking event together with Enterprise Europe Network. Participants from multiple (European) countries were present at the event. This created a unique opportunity to initiate and establish new international cooperations in the fields of, amongst others, renewable energy production, smart grids, electric mobility and energy storage solutions.



“ISLANDS ENERGY TRANSITION: EXPERIENCE IN H2020 PROJECTS”

RINA Consulting S.p.A. is glad to announce a series of webinars focused on clean energy transition on islands by grouping sister projects funded by European Union’s Horizon 2020 research and innovation programme together in four separate events.



**Islands Energy Transition
Experience in H2020 Projects
Webinars**

9 -17 - 22 - 24 September 2021

These projects have received funding from the EU's H2020 research and innovation programme

² Not available yet

SMILE – Success Story!

SMILE has been included in [the successful stories collection](#) of research and innovation projects funded from EU! The project coordinator, Giannicola Loriga from RINA, released an interview and provided an overview of the project objectives and achievements.



Electric bicycles on Samsø

If visiting sailors wish to see more of the Samsø island - more than what lies within walking distance from the boat - they can now rent an electric bicycle right on the Ballen marina. The electric bicycles are the newest addition to the SMILE demonstrator on Samsø. They were announced on 19 June 2021 during a public event concerning electric vehicles and new charging stations on Samsø.



Clean Energy for EU Islands initiative visits Madeira

In May 2021, the Secretariat for EU Islands brought a visit to Madeira, where they were presented the projects EEM is involved in. The SMILE H2020 projects is one example. They are supporting **Emprese de Electricidade de Madeira (EEM)**, who are responsible for a major part of the developments at Madeira