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# Policy workshop in Brussels (N 1)

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D 11.21



EU-SysFlex

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## ABBREVIATIONS AND ACRONYMS

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EU-SYSFLEX	Pan-European System with an efficient coordinated use of flexibilities for the integration of a large share of Renewable Energy Sources (RES)
PMB	Project Management Board
WP	Work Package
CMS	Content Managment System

## EXECUTIVE SUMMARY

The following report addresses the deliverable 11.21 “Policy workshop in Brussels” associated with task 11.5 “Project events”. The report summarises activities carried out in relation to the first project event in Brussels prepared by EURACTIV (WP11 leader) and EirGrid (Project Coordinator) and EDF (Technical manager). The deliverable is prepared by the WP11 Leader and approved by the Project Management Board.

## 1. BACKGROUND

EU-SysFlex consortium organised a launch for the EU-Sysflex Project in Brussels in March 2018 in order to kick off dissemination activities and bring the project to the attention of the relevant stakeholders.

The launch event was held in Brussels on the 5<sup>th</sup> of March of 2018, as the organizers intended to gather Brussels based speakers (eg. Irish MEP, representative of European Commission etc.) and stakeholders.

The event venue European Parliament was chosen as one of the most suitable for the launch of EU founded project. Since MEP Sean Kelly was one of the speakers, him and his team was willing to help the project team to arrange the venue.

## 2. PREPARATON

The importance of the EU-SysFlex Launch Event was apparent given the fact that it was intended to be the formal launch for the entire EU-SysFlex project. The EU-SysFlex project is exemplary in illustrating the benefits of European-wide collaboration and co-operation and as the project will produce a roadmap to equip policy-makers with additional high quality information, it was seen to be invaluable to have high-ranking officials from the European Commission present.

The decision to hold the event in Brussels was based on multiple factors. It was to secure political buy-in and favourable media coverage for the project and its objectives at the EU and national level and also to highlight a positive story on the integration of renewables in the context of broader EU energy policy. Hence, the key target for the launch were:

- European energy media
- EU policy makers and politicians
- Energy and climate change organisations

There was also engagement with Sean Kelly MEP as he offered to assist in the delivery of a successful launch.

The launch event was planned and prepared during several months. Partners communicated through emails and calls and a specific planning meeting was held in Brussels as well.

EirGrid

The launch event of the EU-SysFlex project was held in the European Parliament in Brussels on the evening of the 5th March of 2018.

### 3. AGENDA

The event provided a platform for EU energy stakeholders to discuss with key policy-makers the applicability of the project's solution on a pan-European scale.

Keynote speeches were delivered by Irish Energy Minister Denis Naughten and Seán Kelly, MEP. Senior representatives from DG Energy, EDF and EirGrid followed with a discussion on the key challenges that the EU-SysFlex project seeks to address, with the main topic being "System flexibility as the key to a decarbonised and resilient European power system."

The event was moderated by EU-SysFlex project partner Euractiv. Vera Paiva Da Silva, Program Director, Electricity Systems and Markets, represented EDF. Robin McCormick, SONI general manager and Director of Operations, Planning and Innovation, represented EirGrid Group.

#### Speakers:

- **Denis Naughten**, Minister for Communications, Climate Action and Environment, Republic of Ireland
- **Catharina Sikow-Magny**, Head of Unit Networks and Regional Initiatives, DG ENERGY
- **Seán Kelly**, MEP Member of ITRE Committee, European Parliament
- **Vera Paiva da Silva**, Program Director, Electricity Systems and Markets, EDF
- **Robin McCormick**, Executive Director, Operations, Planning & Innovation, Eirgrid





*(Seán Kelly)*



*(Denis Naughten)*



*(Catharina Sikow-Magny)*



*(Vera Paiva da Silva)*



*(Robin McCormick)*



### 3.1 AUDIENCE

The EU-SysFlex project launch event aimed to host approximately 50 people. Target groups for the event included:

- Participants in the SysFlex project;
- Media (EurActiv, Politico, Observer, EnergyPost, ENDS Europe, Bloomberg, Reuters, OPP, Irish Times, RTE, Libération, Le Figaro, Le Monde and other French media correspondents in Brussels)
- Experts from Regulatory authorities and other Agencies, such as the International Renewable Energy Agency (IRENA), CEER, ACER, the International Energy Agency, ENTSO-E, as well as relevant European Commission staff;
- Industry stakeholders such as other TSOs, DSOs, renewable energy producers, technology providers, energy traders, energy storage providers;
- Industry and other associations, such as RGI, WindEurope, SolarPower Europe, European Energy Exchange (EEX), European Federation of Energy Traders (EFET), European Energy Storage Association, Bureau Européen des Unions de Consommateurs (BEUC), Eurelectric;
- Research centers and industrial clusters, such as VITO, Eurogia2020, ClimateKic, EnergyKic;
- Think-tanks and NGOs, such as CEPS, Brugel, Ifri, EPC, European Climate Foundation, E3G, Agora Energiewende, European Environmental Bureau;
- Member State energy officials based in Brussels





### 3.2 VENUE BRANDING

Several roll-up banners were placed in the event venue. Visitors were also panted agenda of the event and flyers that included the main of the project attributes.

## 4. EVENT PROMOTION

In order to ensure the most varied and appropriate audience composition, the event was promoted in various ways before the event:

- Partners were encouraged to actively invite possible attendees via their own communication channels,
- Besides that invitations were issued to the EURACTIV mailing list (composed of target audience),
- Event was promoted on the EU-SysFlex social media channels and partners were asked to promote the event via their own channels,
- Information about the event was published on the project website, as well on the organizer's and partner's website and mentioned in organizer's newsletters
- Press release was issued prior to the event.

After the event:

- [EURACTIV prepared professional video interviews with the panelists](#)
- Several articles and interviews were published on EURACTIV Network websites and project website

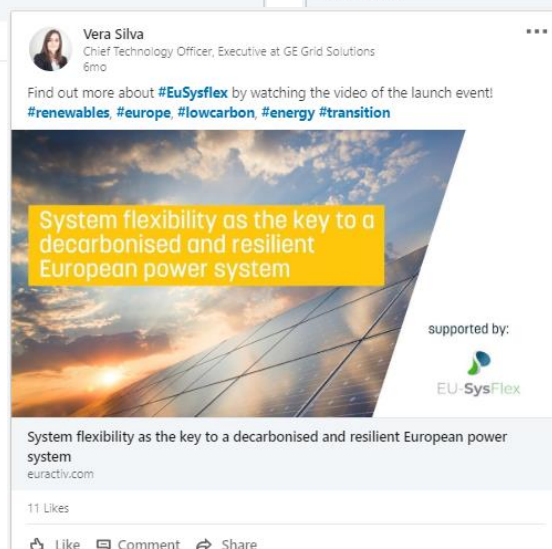
Example Tweets:







## Example LinkedIn Posts:



## Example FB posts:

**EU-SysFlex**  
20. február · 🌐

Join Irish Energy Minister Denis Naughten and MEP Sean Kelly on 5 March for the EU Sys-Flex launch event and discover the way forward to a sustainable, resilient European power system! Registration and info <http://eurac.tv/9zRW>  
#EUSysFlex #eaDebates



EVENTS.EURACTIV.COM

**System flexibility as the key to a decarbonised and resilient European power system**

Kristína Kubišová a 4 ďalší

**EU-SysFlex**  
26. február · 🌐

ONLY 2 DAYS LEFT TO REGISTER!

Join Irish Energy Minister Denis Naughten, Sean Kelly MEP and senior representatives from DG Energy, EDF and EirGrid for a discussion on the key challenges that the #EUSysFlex project seeks to address. Registration and info <http://eurac.tv/9zRW>  
#eaDebates



EVENTS.EURACTIV.COM

**System flexibility as the key to a decarbonised and resilient European power system**

Viac informácií

**EU-SysFlex**  
5. marec · 🌐

Ireland's Energy Minister Denis Naughten and Sean Kelly MEP launch #EUSysFlex in Brussels #renewables #EnergyUnion



PR.EURACTIV.COM

**Ireland's Energy Minister Denis Naughten to Launch EU-SysFlex in Brussels**

3 · 3 zdieľaní

👍 Páči sa mi to    💬 Komentovať    ➦ Zdieľať

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