



# TradeRES

New Markets Design & Models for  
100% Renewable Power Systems

## D7.1 – Project Website

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## *Executive Summary*

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The present deliverable describes and presents the website developed with the main goal of disseminating and exploiting the results of TradeRES through a digital channel, easily available for the multiple target audiences, including industry, academia, policy makers and general public. The TradeRES website is also developed as a facilitator for interaction with the several social media pages of the project, thus contributing as a relevant tool for the project communication activities.

TradeRES website can be found at the following address: [www.TradeRES.eu](http://www.TradeRES.eu)

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## 1. Introduction

The present deliverable describes and presents the website for the project TradeRES.

This website can be found at: [www.TradeRES.eu](http://www.TradeRES.eu). It was developed by SMARTWATT, and its content was created by ISEP and LNEG.

It will be possible to understand the visual aspect, the content and features chosen to disseminate through this channel the results of the project and other aspects relevant to the project.

## 2. Main Structure

To maintain the information available on the website organized and clear, it was defined a basic structure, that was represented on the website by what is called Main Pages. The Main Pages of TradeRES website depict the main points of the project and communication strategy, which are:

- Home Page – in this page, shall be presented the highlights and most recent results of the project, since it is the entry page, and it must focus on the most important aspects;
- About – the goal of this page is to present the contractual information about TradeRES;
- Project – in this page, there are more details about how the project will develop, and occur, focusing on the Work Plan;
- Consortium – it presents all the entities that constitute the consortium of the project and are enrolled on its activities;
- Documents – where will be available all the relevant documents for the multiple target audiences, such as newsletters, public deliverables, papers and other documents;
- News&Events – in this page, TradeRES will communicate the main highlights of the project in the form of newsletters and also present relevant Events organized by the project or in which project partners have participated to disseminate the project and its results;
- Contacts – the goal of this page is to display all the contacts available of TradeRES, in case the audience is interested in pursue further informations.

This website is accessible globally and through all types of equipments, from tablet to smartphone and computer.

### 3. Visual Identity and Media Presence

The TradeRES website was built taken into account the final version of TradeRES visual identity, including: colors, fonts, logomark and graphic elements.<sup>1</sup>

To strengthen the communication of the project, it was created on three social media platforms a dedicated page to disseminate the news. The links for the platform are available on the website footer, and are the following: <https://www.linkedin.com/company/traderes/>; <https://www.facebook.com/TradeRESproject> and <https://twitter.com/TradeRESproject>.

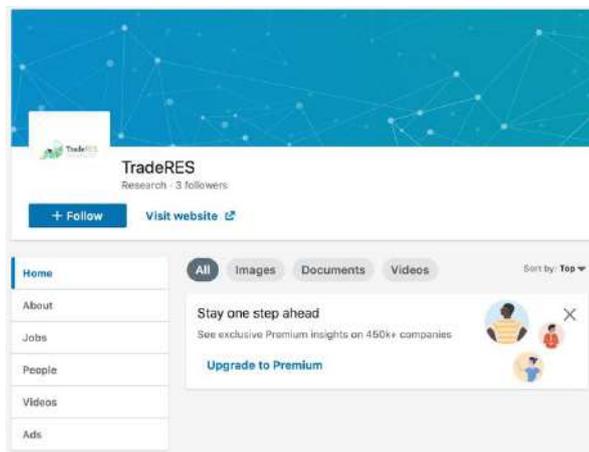


Figure 1 - TradeRES LinkedIn Page



Figure 2 - TradeRES Twitter Page

<sup>1</sup> The development of the whole project visual identity is still underway. For that reason, the template followed in this deliverable (as well as deliverables D1.1, D1.2 and D1.3) uses the preliminary TradeRES logo and image from the proposal phase. Nevertheless, the final logo, colors and letterings were already defined by the designers and used in the construction of the TradeRES website.



Figure 3 - TradeRES Facebook Page

## 4. TradeRES Website

### 4.1. Home Page

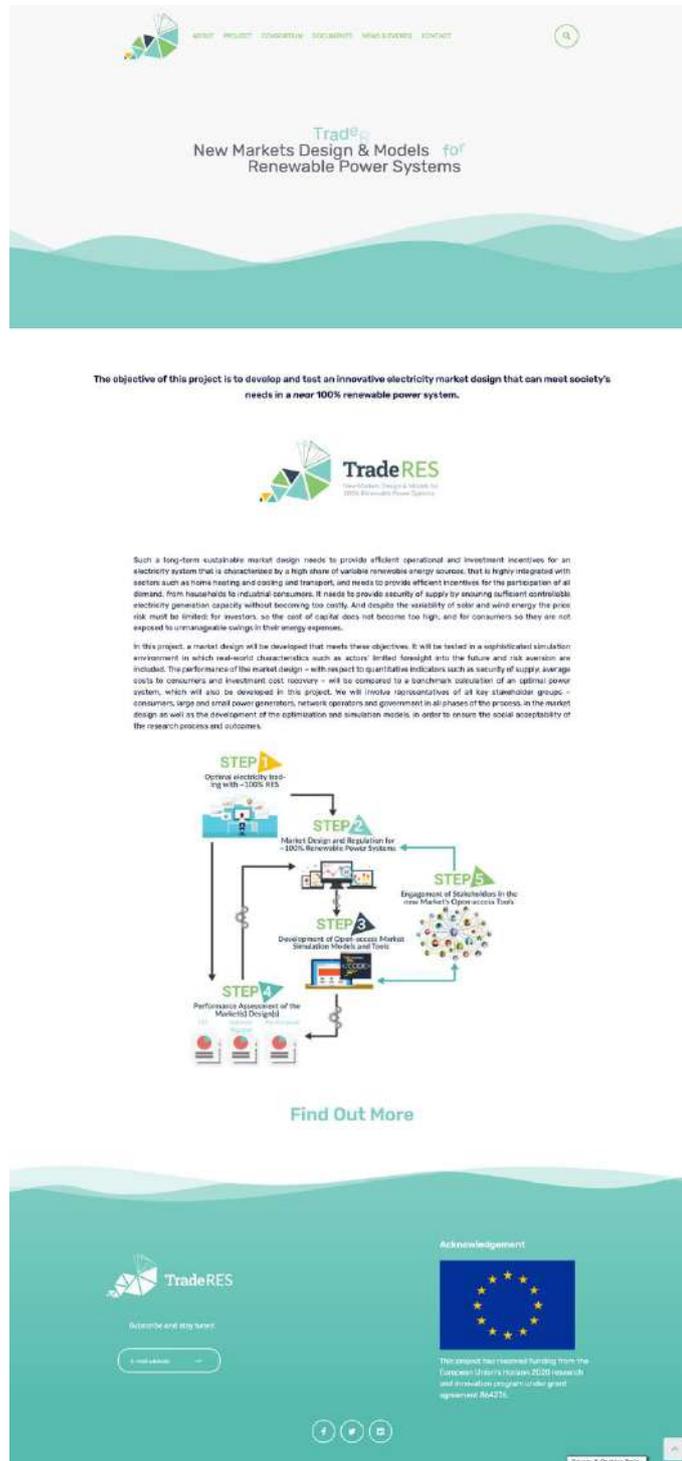


Figure 4 - Home Page of TradeRES Website

The Home Page is the front entrance of the website, where the most relevant information is displayed to give the target audience the opportunity to quickly know what the project is about.

In the header area it is possible to access the Main Pages of the website, to make a quick search through all the website, to subscribe the newsletters, to access the social networks through direct links to the respective project pages, and to accept or not the privacy & cookies policy under the General Data Protection Regulation.

## 4.2. About Page



Figure 5 - About Page of TradeRES website

At the About Page it is possible to know general contractual details about the project, namely its contractual name, acronym, EC grant number and budget, start and duration, as well as the general overview of the project and the main envisaged steps.

### 4.3. Project Page

## TradeRES - The Project

**The ambition of this project is to develop and test an innovative electricity market design that can meet society's needs in a near 100% renewable power system.**

**Main objectives of the project**

- ▶ **1** To develop new electricity markets design for ~100% renewable power systems;
- ▶ **2** To model and simulate to the new market agents, procedures and mechanisms;
- ▶ **3** To develop open-access tools and analyzing ~100% renewable electricity markets;
- ▶ **4** To engage key stakeholders in development, improvement and use of the new market simulation tools;

The work plan of TradeRES project is organized in 7 work packages, one (WP1) for coordination and management and another (WP7) for efficient dissemination and exploitation of results. The research and development are concentrated in four work packages (WP2, WP3, WP4 and WP5) that interface closely with the stakeholders (operators of market, aggregators, VIE power plants, energy network communities) through a dedicated work package (WP6).

In this project, a market design will be developed that meets these objectives. It will be tested in a sophisticated simulation environment in which real-world characteristics such as actors' limited foresight into the future and risk aversion are included. The performance of the market design – with respect to quantitative indicators such as security of supply, average costs to consumers and investment cost recovery – will be compared to a benchmark calculation of an optimal power system, which will also be developed in this project. We will involve representatives of all key stakeholder groups – consumers, large and small power generators, network operators and government in all phases of the process, in the market design as well as the development of the optimization and simulation models, in order to ensure the social acceptability of the research process and outcomes.



Figure 6 - Project Page of TradeRES Website

This is the page where it is possible to find more detailed information about the TradeRES project, from the main objectives to the complete work plan defined. Focusing on the work plan, it is possible to the audience to find more information about each work package of the workplan by clicking on each one, as it is shown in Figure 4:

**Work Package #3**

**WP3 - Market Design and Regulation for ~100% Renewable Power Systems**

**Leader - TUDelft**

**Description** - WP3 designs new electricity markets for a ~100% RES power systems. Finds reliable and economically efficient power systems that meet DDZ targets, incites adequate, stable and economically efficient investment, finds efficient variable renewable generation operational incentives and proposes stimulations for flexibilities. The market design process of this WP will take place iteratively with the model development in WP4 and their application in WP5: if the simulated market performance is not good enough as compared to the benchmark, which is developed in WP2, the iteration cycle will restart, and the market design and modeling team will be improved. Moreover, there will be close cooperation with WP6, as representative stakeholders will be involved in the market design process. The outcomes of this work package contribute to WP4, where tools to simulate new energy-integrated electricity markets are developed.



Figure 7 - Work Package Information Detail

#### 4.4. Consortium Page

**TradeRES Consortium**

The TradeRES consortium includes seven renowned, specialized research groups from six European countries who are key players in their fields. This Pan-European consortium emerged from the EERA Joint Programme Energy Systems Integration (EESI-ES) thus having ample experience in managing and collaborating in European projects, engaging with stakeholders as well as providing technical expertise and advice to policy makers.

The consortium includes research laboratories and universities, one large electric utility, one energy optimisation company and a renewable forecaster and ensures the cooperation and collaboration between research institutes, energy industry and SMEs. The team has profound technical expertise to cover the modelling the electricity market for increasing the knowledge on how to design electricity markets with very high renewable energy participation.



**Meet the Partners**





















Figure 8 - Consortium Page of TradeRES Website

In this page are presented all the entities involved in the TradeRES Website, their backgrounds and contributions for the project.

At first it is visible the geographical position of them, through all Europe, and then they are presented by their logomark. The audience can find more information about each one of the entities by clicking on their logomark, where a description about their activities, and contacts are displayed.

#### 4.5. Documents Page

At the Documents Page is where all the relevant publications associated to TradeRES will be available. These documents will include newsletters, papers published in the scope of the project, public deliverables, among other relevant information. It will be possible for the audience to access and download these documents in order to review the progress of this project.



Figure 9 - Documents Page of TradeRES Website

#### 4.6. News & Events Page

At News&Events Page the audience will be regularly updated with both News of the project, such as main highlights, available job positions and other, and also the Events organized by the project and events in which the project partners have participated to disseminate project results.



Figure 10 - TradeRES News



Figure 11 - TradeRES Events

#### 4.7. Contacts Page

The purpose of the last page of TradeRES website is to make the contacts available for the audience interested in reaching more information about the project.

It contains an email address, and the name and physical address of the project coordinator, as well as a contact form, so that the audience can contact the team immediately through the website.

## 5. Final remarks

This deliverable presented the TradeRES website, developed with the purpose of publicise all the results of the project, making the dissemination easier and accessible globally.

Visually it is focused on the project visual identity, making the information clear and appealing.

It has an organized structure with all the main points and important highlights for an efficient communication, which it was defined as the main goal of this channel.