



DELIVERABLE 6.1

**DISSEMINATION, EXPLOITATION
AND REPLICATION STRATEGY**

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Summary Sheet

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Abstract	This document provides the initial Dissemination, Exploitation and Replication plan including the initial strategy from all partners of the consortium.

Legal Disclaimer

SESA (Grant Agreement No 101037141) is a Research and Innovation Actions project funded by the EU Framework Programme Horizon 2020. This document contains information about SESA core activities, findings, and outcomes. The content of this publication is the sole responsibility of the SESA consortium and cannot be considered to reflect the views of the European Commission.

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1. Introduction

This document sets out the communication, dissemination and exploitation strategy for SESA. The strategy identifies opportunities for public outreach and engagement throughout the project and plans appropriate activities related to the different work packages of the project.

This is a dynamic document that will be updated on a regular basis to respond to new developments and opportunities during the implementation process of the project.

This document is structured as follows:

- Chapter 2 presents the communication and marketing methodology adopted by the project to ensure it attracts, engages with and retains SESA audiences (national and local governments, industry, SMEs and startups, energy providers and energy authorities, financing institutions, research and innovation community and civil society). It provides the tools to support all partners in promoting the SESA project, engaging stakeholders and disseminating the results.
- Chapter 3 offers an overview of target audiences, tools, channels, and activities. SESA channel mix is introduced, consisting of a dynamic newsroom section and social media content, influencer/ PR outreach, as well as in-person marketing.
- Chapter 4 presents the communication channels, tools and activities.
- Chapter 5 outlines the communication plan, the project partners' responsibilities, and overall delivery timeline.
- Chapter 6 addresses SESA exploitation strategy.

About SESA

SESA is a collaborative project between the European Union and nine African countries (Kenya, Ghana, South Africa, Malawi, Morocco, Namibia, Tanzania, Rwanda and Nigeria) that aims at providing energy access technologies and business models that are easily replicable and generate local opportunities for economic development and social cohesion in Africa. Through several local living labs, it is expected to facilitate the co-development of scalable and replicable energy access innovations, to be tested, validated, and later replicated throughout the African continent. These solutions will include decentralised renewables (solar photovoltaics), innovative energy storage systems including the use of second-life electric vehicle batteries, smart microgrids, waste-to-energy systems (biomass to biogas), climate-proofing, resilience and adaptation, and rural internet access.

Running from October 2021 until September 2025, SESA is the result of a strong partnership between leading European and African universities, research centres, industry actors, local governments, knowledge and implementation organizations and networks. These will be strengthened via peer-to-peer exchange, policy dialogues, regional and international events among others.