PR Guidelines

Thank you for your valued support of the OpenLV project. We would be delighted for you to promote your oranisation's involvement in the project. This PR Guide has been produced in the interests of maintaining consistency of message and adherence to branding guidelines. We would be grateful if you would follow it, for the benefit of all those involved in delivering this exciting project.

Press releases and company newsletters

Prior to circulating any press releases or providing a media statement about the project, please contact the team on 0151 347 2354 for approval.

OpenLV will be issuing press releases throughout the lifetime of the project. Press releases will be issued to project collaboration partners and suppliers, for further distribution to networks and contacts, as well as to national and local media. Please feel free to 'top and tail' with your own angle. However, it is a requirement of the project to please include the following statement within *all* press releases and communications relating to the project:

"OpenLV is a ground-breaking project that's making local electricity data openly available for the first time ever, to benefit local communities and the wider energy industry. OpenLV is led by project partners Western Power Distribution and EA Technology. It is funded by Ofgem's Network Innovation Competition".

For a description of the OpenLV project, please use the following:

Short summary

The OpenLV Project is trialling an open software platform in electricity substations that can monitor substation performance and electricity demand. The LV-CAP™ platform is designed to integrate with third party products to enable network control and automation, and increased customer participation in network management. The platform will host applications provided by a diverse set of developers, such as community groups, businesses and universities, providing a variety of services to network operators, communities and the wider industry.

Long summary

Use 'Short summary' and then: As part of the OpenLV project, the software will be installed in 80 Low Voltage (LV) distribution substations located in Western Power Distribution's (WPD's) licence areas – the Midlands, the South West and South Wales. The software could ultimately be deployed across the electricity network. The project will use three approaches to demonstrate the platform's ability to provide benefits to the network owner, customers, and service providers.

The OpenLV project could potentially enable apps such as the following to be developed:

- Low carbon technologies take-up monitoring
- Real-time thermal rating – transformers & cables
- Demand-side response for managed EV charging
- Automated voltage monitoring and management
- Examples:
  - Maintain statutory limits app
  - Load management app
  - LCT management in response to voltage variation app
- Distributed generation control and automated energy storage control
- Community information alerts

Project logo and images

Please include the project logo. Contact EA Technology for a copy.

OpenLV holds a bank of professional images. Contact EA Technology to request use.

Acknowledgements

All organisations and individuals that are taking part in the OpenLV project must acknowledge the support that they have received from the project, its partners and funders. Whether you're talking to the press, at an event or promoting the project with or outside your community:

- The project must be referred to as 'OpenLV'
- Reference must be made to the project funder, Western Power Distribution
- If presenting at an event or putting anything in writing (for example on a website, in a newsletter or press release) please name all project partners as follows:

"OpenLV is led by project partners Western Power Distribution and EA Technology. It is funded by Ofgem's Network Innovation Competition."

Printed materials

Please contact EA Technology should you require any printed materials.

Social media

Twitter: @OpenLV_

Please refer to the *OpenLV Social Media Policy* for guidance on Twitter activity relating to the project. The project's twitter account is managed by EA Technology.

For more information go to https://openlv.net/ or email OpenLV@eatechnology.com