

Communication toolkit

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Deep GEOTHERMAL IWG
SUPPORT UNIT



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1. Introduction

This deliverable presents the communication toolkit that will be produced to promote the activities of the IWG-DG. The tools will be produced as from M12 as the timeline reported in the deliverable will show.

The toolkit will include:

- A newsletter for external distribution;
- A press-pack for the international press to present the IWG's activities;
- An informational leaflet presenting the SU-DG-IWG to be circulated at relevant events and for stakeholders;
- A website produced in M12, to support the promotion of the newsletters, the press pack and the information leaflet.

For more information related to the target audience, the general communication objectives and monitoring activities, please refer to the Communication Strategy and Media Plan deliverable D5.2.

The present document is intended essentially for the project partners. However, the dissemination level of the communication toolkit is public.

2. Objectives

The main objectives of the communication toolkit are to:

- Inform all the relevant stakeholders listed in D5.2 (Communication Strategy and Media Plan about the main goals and the progress of both the project and the Working Group;
- to increase the visibility of the project and the Working Group;
- to amplify the outreach of the results of the project and the Working Group;
- to attract attention and generate interest among the target groups about the challenges and opportunities of the geothermal sector.

3. Overview of communication tools

The tools planned in the communication toolkit are the following:

- A newsletter for external distribution;
- A press pack for the international press to present the IWG's activities;
- An informational leaflet presenting the SU-DG-IWG to be circulated at relevant events and for stakeholders;
- A website produced in M12, to support the promotion of the newsletters, the press pack and the information leaflet.

3.1 NEWSLETTER

The newsletter will be sent to members as well as to the external stakeholders identified in D5.2 (Communication Strategy and media Plan).

The newsletter will be sent every 6 month starting in M14 (March 2020). EGEC will coordinate the regular preparation and distribution of the Newsletter, counting on the contribution of the members.

The newsletter will provide regular updates on the activities and challenges of the Implementation Working Group. It will include news, interviews, publications and an events section.

3.2 PRESS PACK

The press pack will include easy-to-digest and relevant information about the scope and functioning of the project and the Working Group. It will also explain the main challenges and opportunities for research and innovation in geothermal.

The press pack will have links to the press releases, interviews and articles that will be developed during the project, and will include contact(s) for journalists.

A variety of sectoral and institutional magazines (both digital and print) will be targeted to amplify dissemination. Some examples include:

- Geothermal news outlets;
- European Commission news outlets;

The press pack will be developed in M17 (June 2020)

3.3 LEAFLET

The leaflet will contain general information about the project and the Working Group. It will be used to attract new stakeholders during fairs, events and meetings.

The production of the leaflet is planned for M15 (April 2020) to be used during the World Geothermal Congress, in April 27th – May 1st, Reykjavik, Iceland, where the project has a booth.

3.4 WEBSITE

EGEC developed a website for the Support Unit in M12 (February). The website will display and support the different communication tools.

For more information about the website, please refer to the deliverable D5.1 (Website)

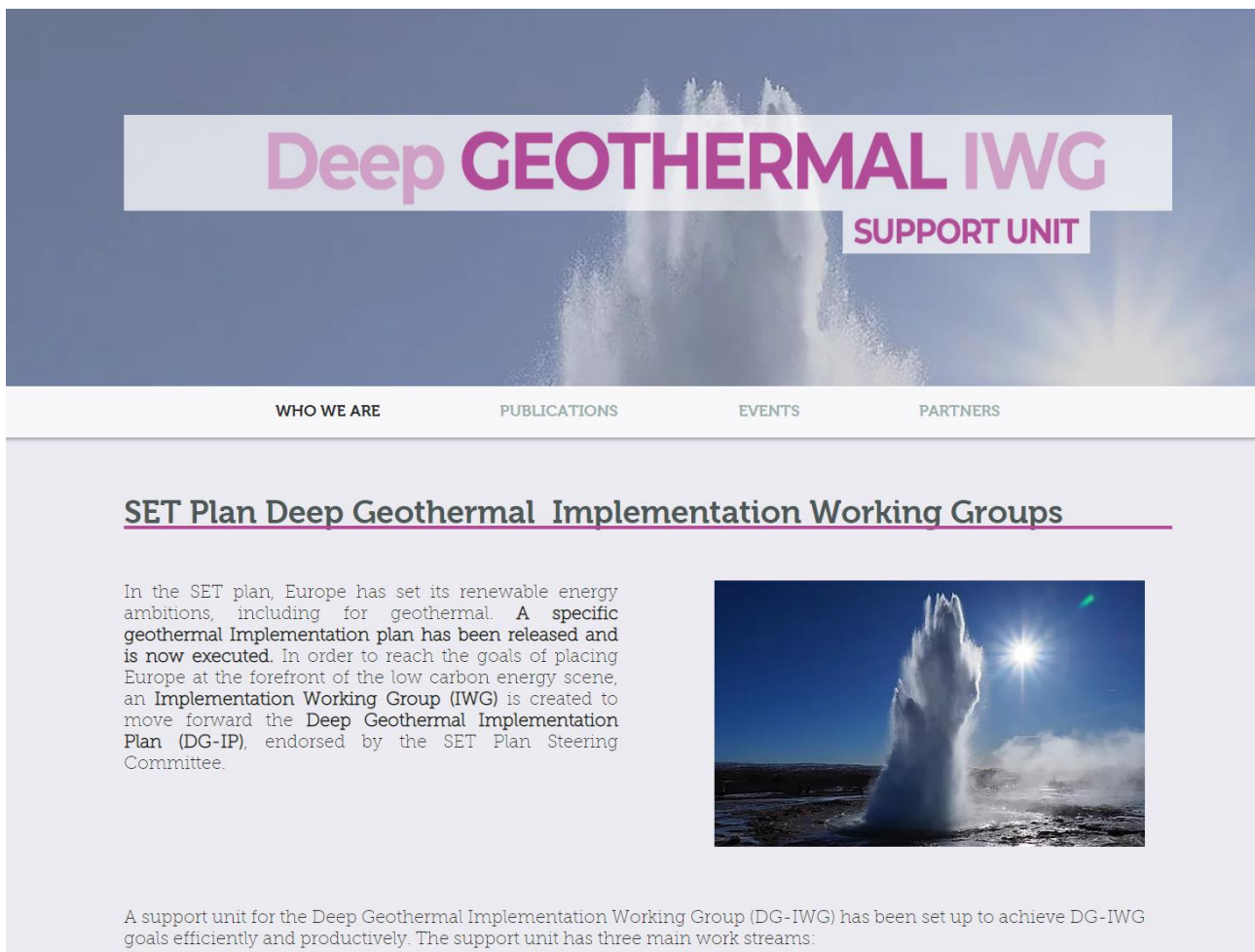


Figure 1 - screenshot of SU-DG-IWG