

Communication and Media Plan Strategy

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Authors: Valentina Pinzuti, Consuelo Serrano, Valeria Mazzagatti (EGEC), Harpa Pétursdóttir (Orkustofnun)

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Deep GEOTHERMAL IWG
SUPPORT UNIT



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Executive summary

The European Strategic Energy Technology Plan (SET Plan) aims to accelerate the development and deployment of low-carbon technologies. It seeks to bring down costs by coordinating national research efforts and helping to finance projects.

In the SET plan, Europe has set its ambitions for geothermal. A specific geothermal Implementation Plan (IP) has been released and is now executed by the Deep Geothermal Implementation Working Group (DG-IWG). This IWG is established to advance the Implementation Plan (IP) with the aim of reaching collectively the technology targets that will place Europe at the forefront of the next generation of low carbon technologies. In this context, a Support Unit has been created to help the DG-IWG achieve its goals efficiently and productively.

The Support Unit produces this Communication Strategy and Media Plan for members of the IWG on deep geothermal. The communication activities for the internal target groups (Members states in the DG-IWG, Industry and scientists), are described in WP 2 (Member states Input), in WP 3 (Research Community Input) and in WP 4 (Industry Input).

This deliverable aims to outline the strategy for the dissemination and the communication activities, which has been planned or carried out during the SU-DW-IWG project. The Communication Strategy and Media Plan outlines the main dissemination objectives, the target audiences, the communication channels and the dissemination tools.

More specifically, the Strategy includes efforts to:

- Put in place an effective communication strategy,
- Coordinate the creation and dissemination of relevant communication tools (brochures, publications, news),
- Oversee the organisation of large dissemination events,
- Establish links with relevant dissemination networks.

The strategy will be achieved by reaching the following objectives:

1. Have the geothermal market actors and researchers executing the IP
2. Strengthen partnership among SET Plan countries and geothermal stakeholders
3. Engage with the energy customers and the citizens;
4. Increase awareness about geothermal R&D public funding schemes;
5. Promote the tools produced by the project.

This plan is also a guide for the project partners on how to promote the project and maximise its impact by using the promotion tools and dissemination channels. This document indicates the roles and responsibilities of the partners, at national, European and international levels, and identifies the audience and the key messages that should be spread.

The first version of this plan for dissemination and communication of project outputs presents the events for the period covering month 1: February 2019 to Month 15: April 2020. In view of the late submission of the present deliverable, this document will be updated in month 20 to cover the period until Month 36.

1. Introduction

This is a new version of the communication strategy and media plan, produced in month 14 (March 2020). Previous versions of the plan and activities have already been presented to project partners and members of the IWG. These activities have been discussed and re-arranged during physical and webmeetings.

This Plan provides a formal planning for using, communicating and disseminating knowledge throughout the SU-DW-IWG project. The dissemination activities are essential to keep members of the DG- IWG and SET Plan Steering Committee members informed of the progress of the project. They are also necessary to stimulate and gather feedback from interested groups and parties, and to increase the visibility of the project.

The present document is intended essentially for the project partners. However, the dissemination level of the document being public, this communication strategy is open for involved stakeholders who can provide their free comments and suggestions. EGEC drafts here the first version of this plan for dissemination and communication of project outputs. This document will be updated in both the mid-term and final reports, and it will present completed and planned communication activities.

The input to the communication strategy will be sought in the project meetings. The strategy will be implemented through the remaining activities in SU-DG-IWG project. A liaison with the JRC will be established to ensure that project outputs are fed into the SET Plan Information System.

This plan has several functions:

- to define the communication goals,
- to define the target audiences and how to reach them,
- to define the main messages,
- to outline the strategy to overcome the communication and dissemination barriers that could negatively affect the communication of SU-DG-IWG and improve the engagement of the target groups throughout the activities of the project,
- to optimise the visibility of the project's results, a spectrum of proper dissemination channels will be used and adapted to the targeted groups.

2. Objectives

The main objectives of this communication strategy are:

- To reach out to and mobilise key stakeholders at EU, national, and international levels using the networks of the project participants in order to promote the project goals, as defined in Chapter 4 per target groups.

- To support the objectives of the project, notably by creating a network of stakeholders through dissemination channels, activities, and events. Chapter 4 defines the activities per target groups.
- To bridge the gap between the geothermal industry on one side, and scientific stakeholders and the primary target groups of SU-DW-IWG on the other side (SET Plan Steering Committee, policy and decision makers, European, national and regional institutions committed to funding geothermal R&D);
- To attract attention and generate interest among the secondary target groups, and especially financial actors about the challenges and opportunities of the geothermal sector. Media and press, as well as the energy customers are also targeted.

The plan will:

- Establish a list and timeline of communication actions
- Define the communication materials
- List events at which the project could be promoted and that could enhance the networking interaction with other SET Plan activities, projects and networks.

3. Key target groups

The target groups identified by the “STRATEGIC ENERGY TECHNOLOGY PLAN - AGENDA 2018-2023” are presented in the table below.

For the dissemination activities of the SU-DG-IWG, these actors are considered the primary target groups. For each group, a communication action is associated.

Target audiences	Actions
EU political leadership: (President of the European Commission, Vice President for the Energy Union, Vice President for Growth and Competitiveness, Commissioner for Research and Innovation, Commissioner for Energy and Climate action)	Reports and deliverables Publications Involve in main policy events Website (of project partners and project)
EU Commission services	Send Reports and deliverables Publications Invite to main events; invite and involve in technical workshops Website Social media Newsletter
European Parliament (ITRE Committee)	Reports and deliverables Publications Involve in main policy and technical events. Bilateral meetings

	<p>Website Social media Newsletter</p>
<p>SET Plan countries (Ministries in charge of energy, research, competitiveness and industrial policy), members of the SC</p>	<p>Reports and updates Involve in main policy events, as well as in policy and technical workshops Publications Website Social media Newsletter</p>
<p>SET Plan countries (agencies), members and potential members of the DG-IWG</p>	<p>Bilateral meetings Reports for validation consultation on key actions Website Social media Networking events Newsletter</p>
<p>Industrial Sectoral associations, their members and other market actors</p>	<p>Invite to/organise technical workshops, involve in main policy and technical events Publications Website Social media Deliverables and reports Newsletter News and press releases</p>
<p>Financial Institutions (EIB, national investment banks, etc) and Industrial Sectoral associations</p>	<p>Invite to/organise technical workshops, involve in main policy and technical events Bilateral meeting Reports and deliverables Website</p>
<p>Research community</p>	<p>Leverage EERA community Reports and updates Scientific conferences Scientific journals and papers Publications Website Social media Newsletter</p>
<p>International organizations (IEA, IRENA, OCSE)</p>	<p>Ensure SET Plan participation to international events. Involve international organizations in main SET Plan policy and technical events Social media</p>
<p>Sectoral and institutional stakeholders</p>	<p>Including SET Plan issues in their PR</p>
<p>Press and general public</p>	<p>Website Media kit</p>

	<p>Infographics & quotes Social media News and Press releases Scientific publications</p>
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4. Organisation and collaboration

The lead partner for communication is EGEC, assisted by all other project partners who will provide inputs, produce reports and organise events. EGEC will collaborate on communication of the key results at European and international level. In close relation with EGEC, each partner will facilitate the flow of information into their own countries.

The most important dissemination tools in this project will be produced by the project partners and the DG-IWG. Collectively, these partners and stakeholders represent European, national, and international levels across many target groups. The partners are strongly connected to the public entities and to the financial actors.

4.1 ROLES AND RESPONSIBILITIES OF PARTNERS

The SU-DG-IWG Consortium includes 7 participants from 5 countries: 5 Member State partners, 1 Research partner, 1 industry partner. The driving motivation behind assembling this specific consortium is the expertise of the partners in geothermal RD&I. This expertise balances between three poles representing three pillars crucial for the communication strategy: Public sector, Research sector and Industry sector.

The tasks division on communication is the following:

- The Coordinator's responsibilities include representing the project at relevant industry meetings and at EC events.
 - **ORKUSTOFNUN**

- The Work Package Leader has the responsibility for the implementation of the Communication and Dissemination Work Package work. The Leader is supported in these efforts by the Coordinator, the DG-IWG Secretariat and the other Consortium partners.
 - **EGEC**

The responsibilities include:

- Coordinate and implement the work of SU-DG-IWG related to communication,
- as specified in the Work Package descriptions
- Prepare discussions and decisions of the Consortium Partners and the SU-DG-IWG General Assembly concerning communication, e.g. the final funding decision for projects
- Ensure delivery of the deliverables related to the Communication & Dissemination Work Package on time and with good quality.

4.2 SET PLAN OUTREACH STRATEGY

The “STRATEGIC ENERGY TECHNOLOGY PLAN - AGENDA 2018-2023” suggests the following actions and responsibilities to implement communication and outreach strategy:

- (SET Plan Secretariat + implementation working groups): Define proper information routines and guidelines to ensure that implementation working groups feed the website in a timely manner, with relevant and consistent updates
- (SET Plan Secretariat + implementation working groups): Identify implementation working groups reference Twitter account. Where feasible, advise on opening an implementation working groups account
- (SET Plan Secretariat): Involve, on a voluntary basis, SG members as multipliers. Map & list SET Plan SG members Twitter/other platform accounts
- (SET Plan Secretariat): Plan on an annual basis, the main EC and international events (i.e.: EUSEW, CEM, Mission Innovation, World Future Energy Summit, etc.) and coordinate SET Plan participation
- (SET Plan Secretariat): Set up comprehensive mailing lists, including all different categories of stakeholders
- (Implementation working groups): Ensure participation in relevant sectoral events and organize at least one annual workshop
- (SET Plan SG members): Actively promote the SET Plan at national level, participate in main national events with dedicated presentations
- (SET Plan Secretariat + implementation working groups): Realize an institutional brochure providing a comprehensive overview of the SET Plan, and targeted brochures/flyers on individual IPs, managed by the implementation working groups. The EC Secretariat could support implementation working groups by providing a template layout, thus ensuring consistency as regards visual identity.
- (SET Plan Secretariat + H2020 support when relevant): Realize and make available to implementation working groups standard templates for main below-the-line materials: Power Point presentations; brochure/flyers; reports
- (SET Plan Secretariat and the implementation working groups): Realize/update a SET Plan brochure to be issued during SET Plan Annual Conference and realize IPs' flyers, providing common set of information, on the basis of the template provided

- (SET Plan SG members + implementation working groups members): Support dissemination of brochures/print-outs/IP reports to relevant national/sectoral stakeholders

4.3 STAKEHOLDERS OUTREACH

One goal is to set up comprehensive mailing lists, including all different categories of deep geothermal stakeholders.

All together projects partners establish primary mailing lists:

- SU-DG-IWG consortium
- DG-IWG members
- SET Plan Secretariat, including SETIS

Then:

- DGEG, as WP2 leader, will be responsible to reach Member States i.e National and Regional Authorities
- KIT, as WP3 leader, together with EERA, will be responsible to reach the scientific community.
- EGEC, as WP4 leader, will oversee reaching the industry.
- EGEC will also liaise with ETIP-DG secretariat for disseminating information to ETIP-DG members.

Finally, EGEC will spread the information to Members of National geothermal associations.

5. Project branding

EGEC has developed a logo and visual identity to give the project a distinctive and recognisable visual identity reflecting its goals.

The brand identity includes: a logo, colour codes, one-page Word template, a factsheet template in Word, a deliverable template in Word and a PowerPoint Presentation template.

Most of this brand has been created by Month 4 (June 2019), for the first dissemination activity during EGC2019 in The Hague. The Factsheet template has been added in M13.

5.1 LOGO

A logo has been designed for the Support Unit (Figure 1) to give a visual identity to the project. The logo must not be altered or adapted by project partners, but used in its current form. Care must be

taken to not distort the dimensions of the logo. Whenever possible, it should be used against a white or light background.

Figure 1 - Standard logo

EGEC also developed a colour code for the logo and the project.

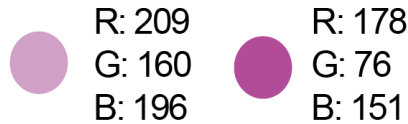


Figure 2 - Colour code

5.2 TEMPLATES

Word and PowerPoint templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering a professional communications effort. Templates have been distributed to project partners.

The following templates have been designed for the project:

- One-page Word template to be used for agenda, press releases or letters;
- Report and deliverable Word template;
- Factsheet template in Word;
- PowerPoint template for both internal and external presentations which are related to the project. Partners may also display their organisation's logo in the presentation at external events.

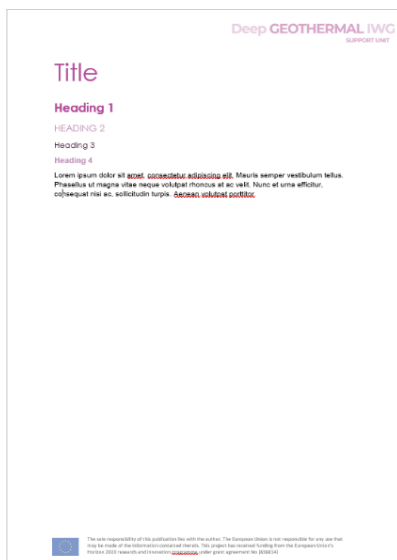


Figure 4 - One-page Word template



Figure 3 - Standard PowerPoint template

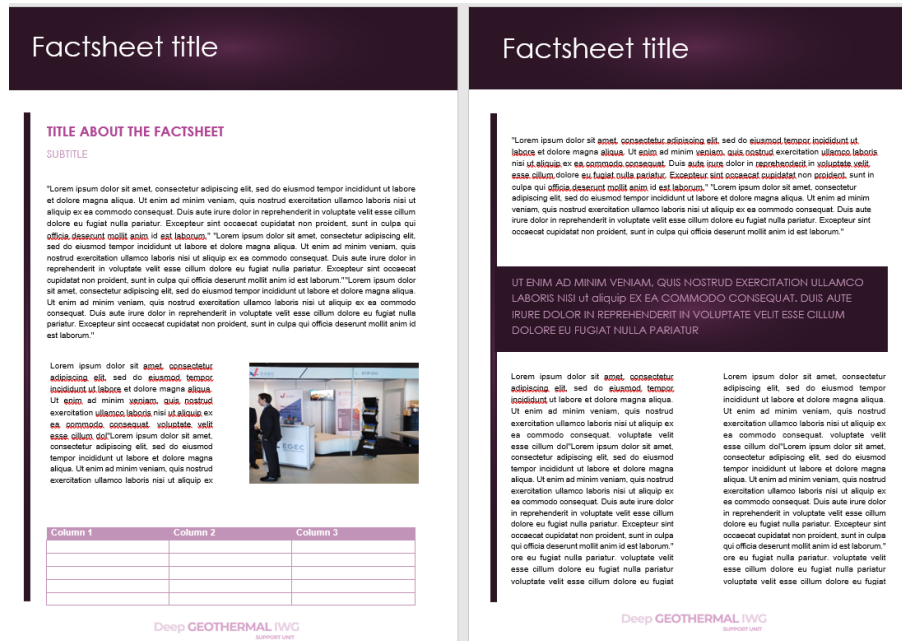


Figure 5 - Factsheet template

6. Communication channels, Media Plan and Events

This Communication and Dissemination activities aim at ensuring that a coherent and efficient dissemination process and appropriate tools are in place to raise awareness about the activities of the IWG.

6.1 ONLINE PLATFORM

EGEC has firstly developed a webpage, also presents on websites of the project partners. EGEN has then developed a website for the Support Unit of the Deep Geothermal Implementation Working Group: www.deepgeothermal-iwg.eu

The website was online in M13. The hosting and the domain have been bought for 2 years, but it will be renewed for at least 2 years after the project ends.



Figure 6 - Homepage of the website

The website has the following sections:

- Who we are
- Publications
- Events
- DG-IWG Members
- Partners

EGEC will update the website regularly with relevant content, reports, news and events, and it will serve as a reference for the work of the Implementation Working Group.

On top of this, each partner will create a page on its own official website, with relevant information about the project.

Partners will regularly publish news articles concerning the project developments and relevant topics in their communication channels.

More details about the website are presented in deliverable D5.1.

The SETIS website shall remain the reference information channel and repository for official/public documents and reports. This will fit the purpose of making relevant information on the execution of Implementation Plans easily and publicly available. This should include the hosting of wikis to showcase progress, plans and investment opportunities for the implementation working group as well.

Effective information flows from the implementation working group to SETIS is foreseen, in order to properly feed the website with updates as regards to participation in/organisation of dissemination events, important milestones in implementation, release of status/progress report, important projects kickstarted etc.

6.2 MEDIA PLAN

6.2.1 Print media

Several print media will be developed throughout the course of the project. These include:

Brochure

EGEC will produce a brochure to present the main results of the Implementation Plan by M18. The brochure will include a summary of the conclusions of WP2, 3, 4,6 and 7 with a description of the best practices applications.

Flyer

EGEC will produce an informational flyer to present SU-DG-IWG in fairs and events, and in meetings with relevant stakeholders. The flyer will be produced by M15 to be circulated for the first time at the World Geothermal Congress.

Poster

EGEC produced a scientific poster by M5 and presented for the first time at European Geothermal Congress 2019, attended by more than 1,000 visitors.

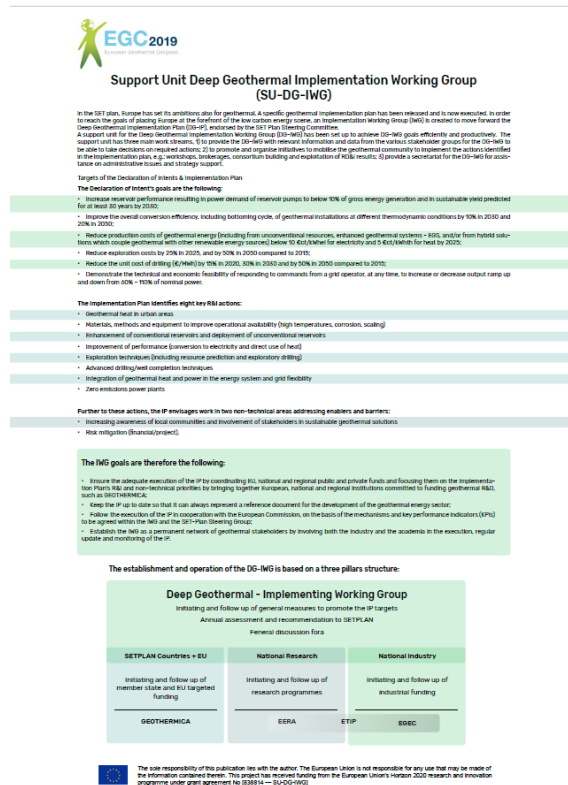


Figure 7 - Scientific poster

Roll up

EGEC will produce a rollup banner for display at conferences and fairs by M15 to be displayed at the World Geothermal Congress.

Communication toolkit

EGEC will prepare a communication toolkit by M15 for the partners to use.

The communication toolkit will include:

- A newsletter for external distribution. EGEC will coordinate the regular preparation and distribution of the Newsletter for the members as well as other interested stakeholders;
- 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.

More information about the communication toolkit can be found in deliverable D5.3.

IPs Status/progress reports

IPs Reports related to the monitoring function of the implementation working group (WP6) also represent a key communication tool targeting policy and decision makers (Member States, institutional stakeholders, etc.). Reports will be made available on the Support Unit website, the SETIS website and partners dedicated webpages. They will also be promoted through different media, including social media.

6.2.2 Social Media

Twitter

Partners will use their Twitter account to communicate about project's results, events, and more broadly about research & innovation in geothermal. This way, the Support Unit will leverage broad existing networks to reach out to as many stakeholders as possible.

EGEC will take the lead on its Twitter account (https://twitter.com/EGEC_geothermal) and will map relevant hashtags, social media activities and Twitter handles of partners and relevant stakeholders.

Partners will also liaise with the SET Plan Twitter account.

Facebook

Partners will promote SU-DG-IWG dissemination events and relevant news on their Facebook pages. EGEC will take the lead with its Facebook account.

LinkedIn

Partners will use the LinkedIn account of their associations to tell stories about project results, events, achievements and more broadly on research and innovation activities in the geothermal sector. EGEC will once again take the lead.

EGEC will especially encourage individuals from the consortium to post updates and articles about their work and challenges in SU-DG-IWG from a personal point of view. Such peer-to-peer insights delivered to personal professional contacts can be very effective in creating awareness and impact.

6.3 EVENTS

6.3.1 Participation in events

One of the most effective dissemination actions is scientific, technical and policy presentation of the project in international conferences, congresses, exhibitions fairs and workshops. Attending selected events and workshops will allow partners to create awareness and attract potential stakeholders.

Oral presentation or booths at trade fairs are done during minimum two EU conferences and two national events. The objective is to disseminate the results and especially the research strategy but also to establish link to exporting European technologies and to envisage international cooperation for funding RD&I and so implementing further the IP.

A list of relevant events is presented below and will be updated regularly throughout the course of the project:

- **SET PLAN Conference:** represents the main SET Plan annual promotional event. It should target the SET Plan broader community: policy makers, industrial platforms, business community, research community and international organisations. The SET Plan Conference is a key occasion to showcase the progresses and achievements of IPs.
- **Targeted EU and international Events:** participation in EU events, in particular those addressing the larger public such as EUSEW, European Week of Region and Cities, CEM, Mission Innovation, World Future Energy Summit, and others.
- **Sectoral IMPLEMENTATION WORKING GROUPS events:** the organisation of targeted workshops at EU and regional level, participation in sectoral third party events will play a major role in the communication plan of the implementation working group targeting in particular geothermal industrial stakeholders, national and EU funding agencies, the sectoral business community and decision makers, MEPs, et cetera.
- **National events:** SET Plan countries are invited to support communication by facilitating visibility of the SET Plan in national events. It is suggested to make use of the national technological platforms and national associations as outreach networks in order to get the information, documentation, and progress of IPs across to all national/regional stakeholders.

A more detailed list of events already attended and where partners plan to attend by M15 can be found below:

EVENTS PLANNING 2019-2020			
EVENT	LOCATION & DATE	TYPE OF EVENT	ACTIVITIES (PLANNED)
<i>European Geothermal Congress 2019</i>	<i>The Hague, The Netherlands, on June 10-14, 2019</i>	Congress	Exhibition to present results, oral presentation, poster presentation
<i>SET Plan Conference</i>	<i>Bucharest, Romania on June 11-12, 2019</i>	Conference	Oral presentation,

<i>SET Plan Secretariat</i>	<i>Brussels, Belgium on Sept. 17, 2019</i>	Meeting	Oral presentation
<i>Workshop on geothermal projects in the innovation fund and ETIP-DG meeting</i>	<i>Brussels, Belgium on September 23, 2019</i>	Workshop	Oral and Poster presentations
<i>Shallow Geothermal Energy Days 2019 within the European Research and Innovation Days</i>	<i>Brussels, Belgium on September 24-25, 2019</i>	Conference	Oral and Poster presentations
<i>7th European Geothermal Workshop, Characterization of Deep Geothermal Systems</i>	<i>9-10 October 2019 in Karlsruhe (Germany).</i>	Workshop	Oral and Poster presentations
<i>100% Renewable Heating & Cooling for a Sustainable Future</i>	<i>28-29 October 2019 in Helsinki, Finland.</i>	Conference	Poster presentation
<i>SET Plan Conference</i>	<i>Helsinki, Finland on November 13-15, 2019</i>		
<i>GeoTHERM - expo & congress 2020</i>	<i>Offenburg, Germany on March 4-5, 2020</i>	Conference & Expo	Dissemination at booth stand
<i>World Geothermal Congress 2020</i>	<i>Reykjavik, Iceland on</i>	Congress	Exhibition to present results, oral presentation, international side event

6.3.2 Organisation of dissemination events

The Support Unit will organise at least two dissemination events with a brokerage session in liaison with WP3 and WP4 in M18 and M36.

Two-Day Geothermal events

On 4th and 5th February EGECE organised a two-day event in Brussels dedicated to geothermal research and innovations. One of the sessions focused on the Support Unit work about defining deep geothermal reference plants & assets. More than 60 participants attended.

More information can be found here: <https://www.egec.org/two-days-geothermal-brussels-events/>

6.4 IMPLEMENTATION TIMELINE OF COMMUNICATION ACTIONS

PLANNING OF ACTIVITIES AND RELATION TO PROJECT OBJECTIVES			
PROJECT PHASE	PROJECT MONTH	PROJECT OBJECTIVES	COMMUNICATION RELATED ACTIVITIES
	M1 - M8	Establish the framework	Communication strategy and media plan Brand identity & website First e-news Establishment of communication channels
	M9 – M36	Towards the execution of the the IPs with projects developments	Increase of dissemination efforts through: promotional events; communication materials disseminating project results; press pack, press releases, and e-news
	M30 – M36	Monitoring the execution	All above Reporting

Next phase: Continuous promotion of DG-IWG after end of project

Project results are available online on the project's websites. Partners continue to promote results during events they attend and meeting they have with stakeholders from the targets group.

7. Evaluation: Monitoring of results and impacts

7.1 EVALUATION OF DISSEMINATION EFFORTS AND PROJECT AWARENESS

- Number of visits to project websites / website traffic
- Newsletter readership rate
- Impressions on social media

7.2 EVALUATION OF STAKEHOLDERS' INVOLVEMENT

- Number of participants to workshops & events
- Downloads of publications

7.3 EVALUATION OF DISSEMINATION IMPACTS

- Media coverage
- Cross references to DG-IWG, e.g. publications, documents produced, etc.