



European Technology and Innovation Platform

Draft Communication Plan and first set of RHC-communication material

Deliverable 5.2

WP 5 – Communication and dissemination activities

T5.3 Communication Plan

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From December 2018 to November 2021

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ABBREVIATIONS

RHC ETIP: European Technology and Innovation Platform on Renewable Heating and Cooling

RHC: Renewable heating and cooling

CFP: Call for Projects

DCP: Draft Communication Plan

HWGs: Horizontal Working Groups

TPs: Technology Panels

PARTNERS



The Association of European Renewable Energy Research Centres



Formerly known as AEBIOM: Association Européenne pour la Biomasse



European Energy Council



Euroheat & Power



Formerly known as ESTIF: The European Solar Thermal Industry Federation



European Heat Pump Association

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INTRODUCTION

The Draft Communication Plan and first set of RHC-communication material (DCP) is the outcome of Task 5.3 Communication Plan. The DCP is the second deliverable out of seven deliverables related to work package 5.

The aim of this document is to make sure that a comprehensive and coherent strategy (Communication Plan) is developed in order to ensure that the information prepared by the RHC-experts in Work Package 2, 3 and 4 is widely disseminated at different levels. A specific objective of the DCP is the preparation of relevant communication tools and material, which includes:

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- the revamped RHC-ETIP website (Task 5.1.1, Deliverable 5.1),
- the communication plan for the annual conference (in relation to Task 5.2 Organisation of annual conference 2019, Deliverable 5.3 and 5.4),
- the promotion of the Projects' online database (Task 5.1.2, Deliverable 5.6).

This document explains how the project will communicate its developments and outcomes, and how the consortium will ensure visibility of the project and dissemination of its results throughout its duration.

It identifies key stakeholder groups and establishes relevant messages for each target audience. It defines the branding and promotion tools, and the channels to be used, describing the methodology to be followed for carrying out and tracking each activity and their related timing while assigning roles and responsibilities.

The aim is to put in place all necessary measures to achieve the desired outcomes, guiding partners in the implementation of dissemination and training tasks through a coherent, structured and effective approach, and to constantly monitor activities to easily adapt their implementation if necessary.

EUREC is responsible for the creation of the draft of this document, due by May 2019 (month 6). The content of this document has been revised and approved by the consortium. The DCP is a live document adapted to the needs of the project and EUREC encourages the consortium to consult the DCP for any question related to the communication and dissemination of the project.

The final report on communication activities (D5.5) will be prepared and submitted by the end of the project (month 36, November 2021)

1. MISSION STATEMENT

Main goal

The RHC-ETIP aims at continuing the support to the secretariat of the European Technology and Innovation Platform on Renewable Heating and Cooling, which was first set up in 2011. The role of the secretariat is to assist the stakeholders of the RHC-ETIP in coordinating activities related to the definition and implementation of an innovation strategy to increase.

Project objectives

The secretariat will ensure that these objectives will be reached by the end of the project:

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- The RHC-ETIP's Horizontal Working Groups will have addressed the identified challenges facing the RHC sector, by preparing relevant expert documents (WP2).
- An updated Vision for the renewable heating and cooling sector to 2050 will be defined (WP2).
- Updated research and innovation priorities for the heating and cooling sector will be prepared (WP2).
- Enlargement of the RHC-ETIP to complementary sectors, and experts involved in promoting the renewable heating and cooling sector. The final objective is to position the RHC-ETIP as the counterpart for the heating and cooling sector with respect to SNET-ETIP, which focuses on electricity (WP3).
- Involvement of experts from several disciplines and sectors, complementary to the renewable heating and cooling sector, in order to ensure a multidisciplinary approach to the current and future challenges related to the energy sector, with a focus on renewable heating and cooling (WP3).
- Active participation to the definition of a stable and favourable research policy framework for the development of renewable heating and cooling technologies at EU level (WP4).
- Development of a financing strategy for the RHC-sector (WP4).
- Set up of an online database on projects' results for the RHC-sector (WP5).
- Organisation of three annual conferences for the RHC-sector (WP5), as main networking event for the whole sector.

By supporting interactions between several stakeholders representing industry, research and academia, from different renewable heating and cooling technologies, and by gradually including complementary sectors and expertise, the Secretariat of the RHC-ETIP will assist the RHC sector in strengthening its growth and competitiveness both vis-à-vis traditional heating and cooling technologies, as well as with respect to competitors coming from non-EU countries.

Timeline of results to be promoted

In the table below, we include the public deliverables of interest to promote the achievements of the RHC-ETIP and to disseminate its publications **accordingly**.

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2018/2019	2019/2020	2020/2021
	D2.3 Research and innovation priorities - WP2- EUREC Strategic document/ Report (m24)	D2.4 Deployment and implementation strategy WP2 – EUREC Strategic document /Report (m36)
D4.1 First timeline of research policy inputs WP4 – EGEC Report (m6)	D4.2 Inventory of funding instruments WP4 – EUREC Report (m 18)	D3.5 Final strategy for engagement WP3- SOLAR HEAT EUROPE Report (m 36)
D2.2 Updated Vision for the RHC-sector to 2050 Strategic document/ Report (m8)	D4.3 Update of timeline of research policy inputs WP4 – EGEC Report (m18)	D4.4 Final report on research policy achievements and next steps WP4 – EGEC Report (m36)
		D4.5 Final document on the financing strategy for the RHC sector WP4 – EUREC Report (m36)
		D5.5 Final report on communication activities WP5- EUREC Report (m36)
		D5.6 Online projects' database WP5 – EHPA (m 36)
D5.3 1 st Annual conference	D5.4 2 nd Annual conference	D5.7 3 rd Annual conference

2. OBJECTIVES & PHASES OF THE DCP

Awareness, communication and dissemination actions targeting specific audiences with tailored messages are key to the success of this project. This strategy describes the communication objectives, target groups, key messages, approach, channels and tools, as well as monitoring, tracking and evaluation, and reporting procedures which will be put in place. Tasks within WP5 run from month 1 until beyond the end of the project under the leadership and coordination of EUREC and the support and monitoring of the consortium.

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WP5 actions are being conceived and implemented with the purpose of meeting the following general objective: to widely spread the RHC-ETIP results among the main target audiences identified, raising awareness about the RHC-ETIP benefits.

The overall goal of the DCP is to ensure that the information prepared by the RHC-experts in Work Package 2, 3 and 4 is widely disseminated at different levels. In order to reach this overall goal, ***the awareness and dissemination activities will have three main purposes:***

- **Objective 1:** Raising awareness about the activities and publications organised and created by the experts taking part in the HWGs and the Technology Panels
- **Objective 2:** Promoting the RHC-ETIP activities among its Members' and create engagement with relevant stakeholders
- **Objective 3:** Multiplying the impact of the best practices in terms of funding demonstration research and innovation projects by sharing them with members, stakeholders and potential stakeholders

Regarding these objectives, we describe below the main phases of the DCP, the central topics and activities per objective within each phase and the corresponding communication actions:

PHASE 1 / 2018-2019 The new RHC-ETIP structure & Vision for the RHC-sector

During PHASE 1, the new visual and written identity of the platform is created. It includes the RHC-ETIP new website with a section dedicated to innovative RHC projects, and a first communication toolkit: a leaflet, a roll-up, e-news/newsletter, Twitter account. It's also in this phase when the consortium efforts focus on the creation of a strong database of stakeholders that will be updated during the life of the project. By the end of this phase the first annual conference will take place as a result and a tool at promotional service of the three objectives of the DCP.

Communication actions per objective:

Objective 1: Raising awareness about the activities and publications organised and created by the experts taking part in the HWGs and the Technology Panels

- **Strategic documents:** each Horizontal Working Group creates its written identity according to their Work Programme. **Action:** the new structure of the RHC-ETIP and each HWG written identity is promoted online through the RHC-ETIP website and updated at least once per year. A Twitter campaign accompanies the annual update.
- **Strategic documents:** updated Vision for the RHC-sector to 2050 (D2.2); **Action:** online version promoted through the website, Twitter campaign and during the annual conference.

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Objective 2: Promoting the RHC-ETIP activities among its Members' and create engagement with relevant stakeholders

- EHP has created a database of relevant stakeholders. **Action:** All partners are distributing a consent-email which includes a Mailchimp opt-in form following the new EU General Data Protection Regulation. The new contacts of the consortium contacts submitting the form become part of the official RHC-ETIP Stakeholders database. New 'relevant stakeholders' will be subject of this 'Stakeholders recruiting campaign' in the next phases.

Objective 3: Multiplying the impact of the best practices in terms of funding demonstration research and innovation projects by sharing them with members, stakeholders and potential stakeholders

- Publication:** The first timeline of research policy inputs, and related position papers (D4.1). **Action:** promotion of the position papers produced as a result of the timeline (e.g. the RD&I Policy WG is currently preparing a position paper on Horizon Europe). The promotional activities will include: the distribution of these position papers to the press contacts of the consortium; their publication on the RHC-ETIP website (and consortium websites), a Twitter campaign, newflash/ press release and promotion during the annual conference. The annual conference offers different promotional possibilities: the annual position papers could be a topic of one of the sections of the conference, they could be part of the communication material (such as highlights of the year or the poster).

The annual conference

The annual conference is at the same time, a RHC-ETIP result of joint efforts & an exceptional communication tool at the service of the DCP objectives.

'100% Renewable Heating and Cooling for a Sustainable Future' is the title of the first RHC-ETIP annual conference. This is a task led by Bioenergy Europe.

Work distribution:

- Coordination, venue & logistics: Bioenergy Europe
- Finances, communications, programme, call for projects (CFP): EUREC
- HWGs: each association responsible for their own, EUREC supervision
 - BIOENERGY EUROPE coordinates the 100% RE Buildings HWG
 - EGEC coordinates the 100% RE Cities HWG
 - EUROHEAT & POWER coordinates the 100% RE Districts HWG
 - SHE coordinates the 100% RE Industries HWG
- Partnerships: EHP
- National roundtables: EUREC, Bioenergy Europe
- Visuals: EGEC

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Important dates

The table below is a summary of the key dates related to the communication and promotional activities on the RHC- ETIP annual conference 2019. Consult ANNEX 2 the complete annual conference planning, including logistics and communications:

EVENT 28 October 2019	Call for PROJECTS	Call for SPEAKERS	FREE REGISTRATION via form available on the website and mailing campaigns
Monthly: e-mail reminders, website posts social media posts	17 April opens	Open as of March 2019	Opens in June. Event page on the new website available, including the link to register. Program, speakers and projects will be updated from June until September.
17 April SAVE THE DATE	14 June: mailing reminder	New speakers promoted via social media	
15 May CALL FOR PROJECTS	30 June closes		30 August closes (2 September: send number of participants to the hotel)
24 September ALL speakers: prepare social media draft to cover event (tags, design / update visual)	Extension of one week if needed	Beginning September SPEAKERS READY	Possible extension, if needed: 15 October
17 July PROJECTS	July: Projects selected, communicated to the winners and published on the website		

Actions:

- E-mail campaigns and reminders
- Twitter campaign with the support of the consortium

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- Material: Posters, highlights, conference PowerPoint presentation (tbc)
- Distribution of leaflet 1
- Contact multipliers/ external organisations to promote the conference through their communication channels via an exchange based on visibility: mutual promotion (logo, website, short description)
- Press release

PHASE 2 / 2019-2020 RHC research and innovation priorities

Phase 2 will count on a solid promotional experience. It is time to apply the best practices learnt from Phase 1: **each report, publication or strategic document** will have an online version promoted through the website, Twitter campaign, newsflash/ press release and promotion during a section of the second annual conference (planning and actions based on 1st annual conference) .

The promotion of **the online projects' database** integrated on the RHC-ETIP will be instrumental to enrich the shared knowledge. Among the communications actions related to the RHC projects' database, we foresee monthly articles on the website, a dedicated article in every newsletter and monthly reminders via Twitter posts.

Communication actions per objective:

- **Objective 1:** Raising awareness about the activities organised and publications created by the experts taking part in the HWGs and the Technology Panels
 - **Website update:** the written identity and objectives of each HWG will be visible through an update of the information and visuals related to each HGW on the website by the end of 2020.
 - **Strategic documents:** research and innovation priorities (D2.3)
- **Objective 2:** Promoting the RHC-ETIP activities among its Members' and create engagement with relevant stakeholders
 - **Stakeholders communications:** a 'Stakeholders recruiting campaign' will also take place in Phase 2. **Action:** organisation of common workshops and national roundtables as a mean to effectively engage national stakeholders. Bioenergy Europe, EGEC, EHPA, EHP and Solar Heat Europe are responsible to organise national roundtables (around 15 during the life of the project) in different countries with the support of EUREC.

The promotion of these workshops and national roundtable will depend on their character: public or per invitation.

- **Objective 3:** Multiplying the impact of the best practices in terms of funding demonstration research and innovation projects by sharing them with members, stakeholders and potential stakeholders.
 - Report: Inventory of funding instruments (D4.2)
 - Report: The updated timeline of research policy inputs (D4.3) will be accompanied by related position papers and the corresponding promotional activities for position papers (see phase 1).

PHASE 3 / 2020-2021 RHC deployment and implementation strategy

During Phase 3, we continue with the promotion of the corresponding reports, publications and/ or strategic documents: an online version promoted through the website, Twitter campaign, newflash/ press release and promotion during a section of the third annual conference (planning and actions based on the second annual conference).

Communication actions per objective:

- **Objective 1:** Raising awareness about the activities and publications organised and created by the experts taking part in the HWGs and the Technology Panels
 - **Strategic document:** Deployment and implementation strategy (D2.4)
 - D5.6 Online projects' database WP5 – EHPA (m 36). **Action:** monthly articles on the website, and dedicated article in every newsletter and monthly reminders via Twitter posts.
- **Objective 2:** Promoting the RHC-ETIP activities among its Members' and create engagement with relevant stakeholders
 - The final stage of the 'Stakeholders recruiting campaign' will conclude with the dissemination of the report: Final strategy for engagement (D.3.3)
 - Leaflet 2: the second leaflet will focus on the RHC ETIP main achievements
- **Objective 3:** Multiplying the impact of the best practices in terms of funding demonstration research and innovation projects by sharing them with members, stakeholders and potential stakeholders
 - Final report on research policy achievements and next steps (D4.4)

- Report: Final document on the financing strategy for the RHC sector (D4.5)

3. TARGET AUDIENCES

The RHC-ETIP, officially launched in 2010, today brings together almost 800 stakeholders representing all renewable energy technologies for heating and cooling from industry, research and the public-sector all-over Europe. One of the main objectives of the consortium is to promote the RHC-ETIP activities among its Members and to create engagement with relevant stakeholders. On this purpose, **Key audience groups, tools and methodology to reach them are identified below:**

RHC-ETIP Members

The current RHC-ETIP membership is a network composed of industry, research, and academia representing renewable heating and cooling technologies (biomass, solar thermal, geothermal, heat pumps, district heating and cooling, thermal energy storage).

- Industry: 41%
- Research academia: 33%
- NGO's: 8%
- Others (public administrations, associations, platforms, networks): 18%

EUREC does regular updates of the current RHC-ETIP Members database (via Sugar Customer-relationship Management. This system might change with the new website). The individual candidates apply to become members via a form integrated on the RHC-ETIP website. EUREC accepts or refuses the new applications within the seven days of receiving the application. The members choose the Technology Panel/s (TPs) of their interest. On the new website, they also choose among the Horizontal Working Groups (HWGs) of their interest.

EUREC distributes communications & promotional materials and implements communication actions for the whole membership (see the specific methodology per tool in part 5. Communications tools and channels):

- **Internal communications tools: conference calls, meetings, internal mailing and a common drive to share documents** are the tools used for between the members of the Secretariat.
- **External communications tools: The RHC ETIP website, Mailchimp mailing campaigns, the RHC ETIP newsletter and Twitter campaigns and the annual conference** are the main tools dedicated to communicating towards members and stakeholders.

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When communications are related to a specific Technology Panel or Horizontal Working Group, the organisation of the consortium in charge of those TPs and/ or HWGs is responsible for the promotion of the communication actions and materials among the members linked to the Technology Panel and/or Horizontal Working Groups under their responsibility. Example: call for elections of to become part of the new Steering Committee of each Technology Panel.

- Bioenergy Europe coordinates the biomass panel & the 100% RE Buildings HWG
- EREC coordinates the geothermal panel & the 100% RE Cities HWG
- EHPA coordinates the heat pump panel
- EHP coordinates the District Heating and Cooling and Thermal Energy Storage Panel & the 100% RE Districts HWG
- SHE coordinates the solar thermal panel & the 100% RE Industries HWG

Detailed guidelines, including common templates have been created, distributed among the members of the consortium and saved in the RHC ETIP common drive to make sure that all partners have access to all the tools and know how to use them.

When communicating on behalf of RHC-ETIP, for example, to inform about elections, HWGs' meetings, Technology Panels' meetings or invitations to RHC ETIP events. All partners need to indicate they write on behalf of the platform, at least including the common signature and by using the templates prepared by EUREC (see part 5. Communication tools and channels):

Example of general common signature

Sincerely,
The RHC-ETIP Secretariat

 **Renewable
Heating & Cooling**
European Technology and Innovation Platform

www.rhc-platform.org / [@EtipRhc](https://twitter.com/EtipRhc)

Example of personalised signature including the promotion of the RHC-ETIP annual event:

Lourdes Lain Caviedes

EUREC Communications Officer on behalf of the Secretariat of the RHC-ETIP

 **Renewable
Heating & Cooling**
European Technology and Innovation Platform

www.rhc-platform.org / [@EtipRhc](https://twitter.com/EtipRhc)



[SAVE THE DATE & CALL FOR ABSTRACTS](#)

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RHC stakeholders

Work Package 3, led by Solar Heat Europe (SHE), is dedicated to ensuring that the work performed by the platform addresses and includes all relevant stakeholders involved in the RHC sector. In concrete, EHP has created a contact database of relevant stakeholders (D.3.2) which includes:

- **EU member states' representatives:** contacts at Ministries, national Agencies, the National Contact Points for Energy, etc.
- **National associations' representatives:** covering the wide range of heating and cooling technologies such as heat pumps, biomass, district heating & cooling, geothermal and solar thermal, as well as the traditional heating and cooling sector.
- **European stakeholders contacts:** EU-level and international stakeholders (associations, interest groups, think tanks, etc.).

The consortium has identified contacts through partners' databases and desk research. The database will be used to create stakeholders' groups to be addressed through the outreach strategy of the platform. **Only publicly available contacts have been included in the database. In order to comply with GDPR and the Data Management Plan set up by the project**, not publicly available contacts from Ministries and Agencies are being requested by each partner organisation to confirm their consent to be part of the database. The database will be updated throughout the course of the project and will serve as valuable source for task 3.2 liaison with the national level, above all the roundtables for national stakeholders.

EUREC has prepared the template 'consent e-mail' for Ministries and Agencies:

'Consent-email template' subject: BECOME STAKEHOLDER OF THE RENEWABLE HEATING & COOLING EUROPEAN TECHNOLOGY AND INNOVATION PLATFORM & GET INVOLVED!

It includes a Mailchimp for to subscribe to RHC-ETIP stakeholders communication campaigns. Only the contacts who submit the form will receive future communications. The consent e-mail also specify that subscribers are free to opt-out at any time by sending an e-mail to info@rhc-platform.org

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[View this email in your browser](#)



Dear Renewable Heating & Cooling Expert,

We are contacting you on behalf of the **European Technology and Innovation Platform on Renewable Heating and Cooling (RHC-ETIP)**, a network composed of industry, research, and academia representing renewable heating and cooling technologies (biomass, solar thermal, geothermal, heat pumps, district heating and cooling, thermal energy storage). More information is available on: www.rhc-platform.org.

Given your field of expertise, you have been listed as an important stakeholder who could be further involved in the work of RHC-ETIP. We would, therefore, like to ask for your consent via [this form](#) to send you relevant information related to RHC-ETIP. More specifically, if you agree, you will receive targeted information to participate to RHC-ETIP's events in your country and/or according to your expertise, to be part of its Working Groups, and to provide your input and feedback to RHC-strategic documents (e.g. Vision, Strategic Research and Innovation Agenda, Deployment and Innovation Strategy).

Once you are registered in the stakeholders' database, you can notify us of your willingness to opt out at any time, just by sending an email to info@rhc-platform.org or via the 'unsubscribe from the list' link included in every email.

If you want to receive more general information, you can also subscribe to our Newsletter [here](#).

SAVE THE DATE / 100% Renewable Heating and Cooling for a Sustainable Future, the RHC-ETIP annual conference will take place the 28th October 2019 in Helsinki. Call for projects abstracts open! [Read more](#)



Press

A series of press releases will be produced during the life of the project. EUREC will prepare regular press releases to highlight relevant publications (position papers, strategic documents) and events involving the RHC-ETIP. At least an annual press release will be linked to the annual conference and the production of the strategic document corresponding to each phase of the DCP.

General public

General public, individuals with a curiosity for the renewable heating and cooling sector will be reached through the news on the RHC ETIP **website**, **Twitter** account and the RHC-ETIP **newsletter**. We encourage visitors to subscribe to it via a Mailchimp form embedded on the website, which also includes a Twitter section with automatic updates linked to the RHC ETIP Twitter account.

4. KEY MESSAGES

EUREC with the contributions of the partners of the consortium has created a series of messages to illustrate the mission and activities of the RHC-ETIP. These draft messages will be adapted to current and future communication materials and formats:

WHAT IS THE RHC ETIP?

The RHC-ETIP is a network with more than 800 members. Since 2010, the platform gathers industry, research, and academia representing renewable heating and cooling technologies (biomass, solar thermal, geothermal, heat pumps, district heating and cooling, thermal energy storage).

THE ESSENTIAL ROLE OF RENEWABLE ENERGY SOURCES FOR HEATING AND COOLING

Every year, almost 50% of the total energy consumed in Europe is used for the generation of heat for either domestic or industrial purposes. Most of this energy is produced through the combustion of fossil fuels such as oil, gas and coal – with an impressive environmental impact in terms of greenhouse gas emissions.

The heating and cooling sector needs to adopt an integrated and multidisciplinary approach to respond to the challenges linked to the decarbonisation of the whole energy sector, including an analysis of sector coupling, and of the role that electrification can play for heating and cooling.

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THE NEW RHC-ETIP SCTRUCTURE

- In 2018, the RHC-ETIP has adapted its structure to better respond the heating and cooling sector challenges and to foster the growth and the market uptake of the relevant industries. The focus has shifted from the Technology Panels to the new Horizontal Working Groups. The new RHC-ETIP gathers multi-faceted groups of experts to provide meaningful advice to the European Commission's research and energy administrations
- The new RHC-ETIP provides an exchange platform to compile state of the art reports

HOW DOES THE NEW RHC-ETIP WORK?

Board- the main RHC-ETIP's decision-making body provides guidance to the activities of the Secretariat, the Horizontal Working Groups and the Technology Panels

Secretariat – It assists the stakeholders in coordinating activities to define and implement the innovation strategy to increase the use of renewable energy sources for heating and cooling

Stakeholders – European and national Experts (policy makers, industry, research & academia) from the renewable heating and cooling and complementary sectors

Technology Panels - Pool of experts in charge of providing specific technology input

Messages related to the Horizontal Working Groups:

100% Vision for the RHC sector, this strategic HWG is composed of two representatives per technical HWG, and it's in charge of producing the first strategic document of the RHC-ETIP



- The Horizontal Working Groups (HWGs) bring together interested experts from different TPs to work on common horizontal topics, based on main challenges of the RHC-sector.
- The HWGs propose 100% Renewable Energy (RE) based solutions for buildings, districts, cities and industry
- The HWGs identify gaps in the transition towards a 100% emission free society and suggest necessary research to close these gaps
- Each HWG will propose a sector strategy and a roadmap

BENEFITS OF BEING AN RHC-ETIP MEMBER

- RHC-ETIP is a unique networking platform for experts in the renewable heating and cooling sector
- RHC-ETIP gives the possibility to influence the European Commission's funding instruments for the RHC sector
- RHC-ETIP offers exclusive access to contribute to the strategic documents for the RHC-sector:
 - 2019 -> Vision for the RHC-sector to 2050
 - 2020 -> Research & Innovation Priorities
 - 2021 -> Deployment & implementation strategy
- RHC-ETIP makes your voice heard to increase the share of research, development and deployment funds dedicated to RHC
- RHC-ETIP gives you access to a pool of innovative projects on RHC and gives wide visibility to your own projects, which you can upload to our website in a few steps
- RHC-ETIP's years of recognition contributes to put RHC higher on the political agenda
- RHC-ETIP provides first-hand news on relevant policy and regulatory topics of general interest to the heating and cooling sector
- RHC-ETIP enables you to network & learn at its annual conference & workshop

In order to make the new RHC-ETIP website more visual, infographics will be prepared by EUREC with the contributions of the members of the consortium. Example: infographic based on previous achievements '**Highlights RHC ETIP 2011-2018**', a timeline with key achievements: presidents, events, publications. the draft content is summarised in the table below:

Document	D5.2 Draft Communication Plan and first set of RHC-comms. material		
Author	EUREC	Version:	3
Reference	D5.2 RHC ETIP ID GA 825998	Date	29/5/19

European Technology and Innovation Platform on Renewable Heating and Cooling

2010/ 2011/2012	2012/2013	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
Elected president Publication: Common Vision for the Renewable Heating and Cooling sector in Europe: 2020 - 2030 - 2050 First annual conference in Bilbao (Spain) in 2010 Second annual conference in Budapest (Hungary) in 2011	Publication: Strategic Research and Innovation Agenda for Renewable Heating & Cooling Publication: Strategic Research Priorities per Technology Panel RHC Platform's Renewable Heating and Cooling Week at the EP (May 14th to 18th, 2012) Third annual conference in Copenhagen (Denmark) in 2012	Technology Panels Roadmaps Input to the EC draft strategy on heating and cooling Fourth annual conference in Dublin (Ireland) in 2013	Publication: Common Implementation Roadmap for Renewable Heating and Cooling Technologies Input to the SET-Plan Integrated Roadmap Fifth annual conference in Brussels (Belgium) in 2014	Technology workshop "The successful contribution of the RHC-sector to the Energy Union", organised in Brussels (Belgium), in 2016 RHC---ETIP input paper to SET---Plan Action n° 5 Develop new materials and technologies for energy efficiency solutions for buildings	RHC-event during EUSEW on "Innovation in the Renewable Heating and Cooling sector" in 2017 RHC-brokerage event on H2020 calls in 2017	2 workshops on 'Analysis of the heating & cooling consumers and recommendations: new business models and regulatory framework' Supporting partner of ISEC2018 in Graz (AT)

100% Renewable Heating & Cooling for a Sustainable Future

Below, you will find the application of the main messages related to the annual conference. Including the visual created to promote the event (save the date, call for abstracts, announcement of key speakers, through the consortium communication channels and social media (Twitter mainly)):



SAVE THE DATE

100% Renewable Heating & Cooling for a Sustainable Future

28 October 2019 • Helsinki, Finland • [Original Sokos Hotel Presidentti](#)

The European Technology & Innovation Platform on Renewable Heating and Cooling (RHC ETIP) organises the event **100% RHC for a Sustainable Future**, the opportunity for RHC experts to learn, network and present their RHC innovative projects.

Why joininig?

The RHC ETIP gathers industry representatives, researchers and policy makers to network and exchange their expertise on RHC innovative projects, challenges and opportunities to thrive in the long term. **100% RHC for a Sustainable Future** includes a:

100% RHC Workshop



100% RHC Conference



Present your RHC project!

We want to give visibility to promising R&I projects involving RHC technologies. You'll be able to present your project in front of sector stakeholders. The workshop will be divided in four sessions. Pick your category and submit your abstract **by 30th June 2019:**

- Buildings
- Districts
- Cities
- Industries

Network & learn!

A high level conference led by RHC industry & policy representatives and Finnish government officials. The discussion will focus on:

- Vision for a 100% Renewable Heating and Cooling in Europe
- Unlocking investment for further innovation
- National round-tables

[Join our mailing list](#) and don't miss any detail on the conference speakers & latest news!

About the organisers

The RHC ETIP has been instrumental since 2010 for the development of a strong network at EU level to discuss and promote research in favour of the creation and deployment of renewable heating and cooling technologies and policies.

The RHC-ETIP brings together stakeholders from the biomass, geothermal, solar thermal, district heating & cooling and heat pump sectors to define a common strategy for increasing the use of renewable energy technologies for heating and cooling. [Learn more about the RHC ETIP](#)

5. COMMUNICATION TOOLS AND CHANNELS

You will find below a description of the tools and channels foreseen during the life of the project, including the objective, target, methodology (partners' role) and quantifiable indicators. All the materials will be created in English. In case a partner/s would be interested in translating the materials to their local language, this would be at their own expenses.

WEBSITE

The revamped website will keep the same domain, www.rhc-platform.org. It is being developed by Cherry Pulp under the coordination of EUREC (visuals and written content, as well as revisions). All partners will contribute to their related sections. The website will be online at the beginning of June 2019. Until then, all the updates will be done and promoted through the current RHC-ETIP website. The projects' section will be online by the end of June 2019.

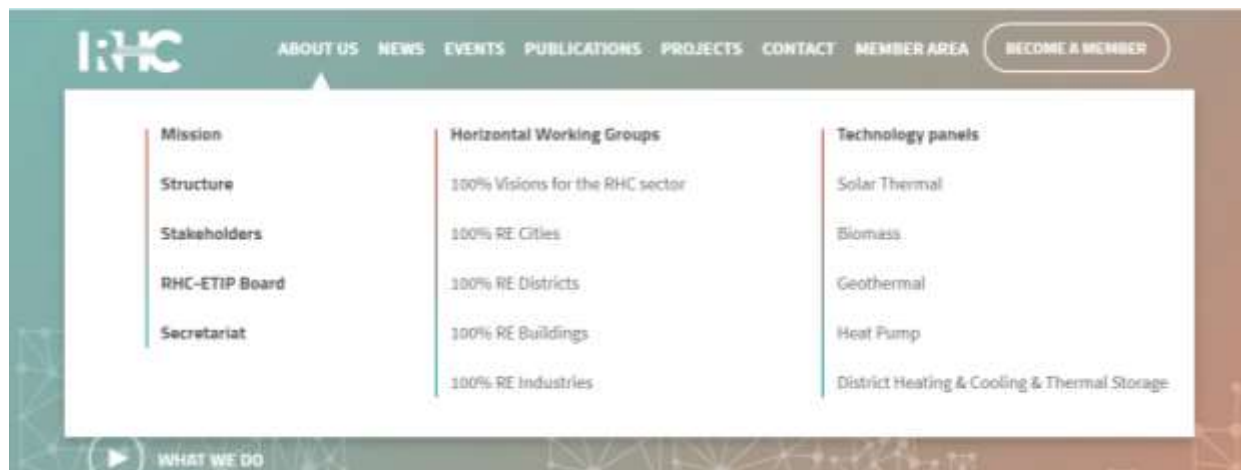
The website will include these sections:



Most sections of the website are public. The 'Members area' will show the headlines of the content (secured pages), that RHC members have access to but, when you click on one of the headlines, the member log in credentials are required.

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European Technology and Innovation Platform on Renewable Heating and Cooling



Partners' role and contact are indicated within the 'Secretariat' section. RHC-ETIP maintains the same contact e-mail, managed by EUREC: info@rhc-platform.org



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European Technology and Innovation Platform on Renewable Heating and Cooling

- The **News and Events** section strategy will include 1 article per month. Key messages will be generated per article and adapted to social media. In general, such key messages will be less than 280 characters, including relevant hashtags and a link to the article. This structure will allow to have a regular social media feed, which can be punctually complemented with additional messages as the project delivers results.

Visits per month: <1000 = poor, 1000-2000 = good; >2000 + = excellent

News


[+ ALL NEWS](#)



Non classé - 24 avril 2019

11.03.19 PRESS RELEASE // Dave Pearson, Director of Star Renewable Energy, new Chair of the RHC ETIP


[> READ MORE](#)



Non classé - 24 avril 2019

20.02.19 RHC ETIP MORNING EVENT ON KEY RESULTS 2016-2018

[> READ MORE](#)



Tweets by @EtipRhc

RHC ETIP Retweeted

EUREC
@EUREC_Info

📄 **#SMARTSPEND_EU's 1st REPORT IS ONLINE!**

📄 'Overlapping interests' report outlines how to make more efficient use of national and European public funding 📄 for Research & Development & Innovation in the #energy sector. Read more 📄 bit.ly/2VVcM3E

Emoed [View on Twitter](#)

Events

[+ ALL EVENTS](#)

**27 May
30 May
2019**

Paving the way towards clean energy and fuels in Europe

Lisbon, Portugal

[> VIEW EVENT](#)

**06 Jun
07 Jun
2019**

ICERE 2019 6th International Conference on Environment and Renewable Energy

Nice, France

[> VIEW EVENT](#)

**17 Jun
21 Jun
2019**

EUSEW 2019 – European Sustainable Energy Week

Brussels, Belgium

[> VIEW EVENT](#)

- Strategic documents and position papers** will be collected under the label 'Publications'.


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- The **RHC -ETIP projects' database** is the great novelty of the new RHC-ETIP webstie:

Each project will display a small logo, project acronym, short summary, timeline, funding programme. Filters to look for a specific project should be listed on the side of the page. Three main categories: Area of Application; Technology readiness level; H&C solutions. Subcategories will be listed as described in the following sections:

Home > Projects




Good news, everyone! I've taught

Project title

Timeline

Funding programme

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Timeline

Funding programme

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Area of Application

- Buildings
- Cities
- Industry
- District

Technology readiness level

- TRL 1-3 Basic research
- TRL 3-5 First level demonstration
- 5-7 Second level demonstration
- 7-9 Market ready solution

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Reference	D5.2 RHC ETIP ID GA 825998	Date	29/5/19

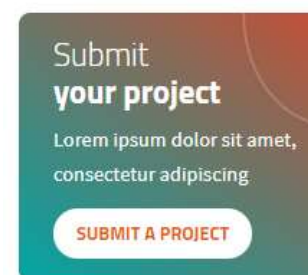
Adding a new project to the database

Each project coordinator/manager will have to register before being able to add any content to the database. The following information will have to be provided:

Name
Surname
Company
Position
Email
Role in the project

H&C solutions

- Biomass
- District heating
- Geothermal
- Geothermal Heating & Cooling & Therm
- Heat Pumps
- Hybrid system
- Solar Thermal
- Thermal Storage



In case the person submitting the proposal is not the coordinator there should be the option to add the other info as well:

The project page will show the option to add all the relevant info and a submit bottom. The following categories should be available to complete the project profile:

Name
Surname
Company
Position
Email

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European Technology and Innovation Platform on Renewable Heating and Cooling

Name	
Acronim	
Partners involved (including their cuntry of origin)	
Area of application	<ul style="list-style-type: none"> • Building • District • Industry • Cities
Solutions developed	<ul style="list-style-type: none"> • Max 150 words
Main heating and cooling technologies involved	<ul style="list-style-type: none"> → Biomass → District heating → Geothermal → Heat Pumps → Hybrid system → Solar Thermal → Thermal storage
Main results	<ul style="list-style-type: none"> • Max 250 words
Technology readiness level	<ul style="list-style-type: none"> • TRL 1-3 • TRL 3-5 • TRL 5-7 • TRL 7-9
Pictures	<ul style="list-style-type: none"> • Max three pictures
Funding programme	
Grant agreement number	
Overall budget	
Link to website or relevant contact	

The categories “Area of Application” and “Main Technologies involved” will give the possibility to select more than one option.

The projects submitted will not be directly published on the website but will have to be approved by the admin: EHPA.

Communication toolkit:

- **Templates:** a series of templates have been prepared to be used by the members of the Secretariat, including agenda, minutes, list of attendees, deliverable template, PowerPoint presentation. EUREC encourages all partner to use them. They include the project logo, the European Commission disclaimer and project number, the platform contact and a standard look to harmonize all the documents produced by the RHC-ETIP.

RHC-ETIP presentation template details :

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European Technology and Innovation Platform on Renewable Heating and Cooling



- **Roll-up:** a general roll-up will be created to be used during events. It will illustrate the project's main features and results. Two copies will be printed for EUREC. EUREC will circulate the template to the partners, who can have their own printed (at their own expenses). In case any member is interested in having the roll-up translated in the local language, this would also be at their own expenses.
- **Leaflets:** EUREC will produce 2 leaflets, with the contribution of all partners, one at the beginning of the project, and one at the end, which will include the main achievements of the RHC-ETIP project. The leaflets will be used by all partners during events to promote the platform activities.
- **Posters:** EGEC will create a poster per annual conference with the contribution of all partners. The final version will be printed after confirmation from the consortium. Highlights: program with main sections and time (#100RHConference, #100RHC Workshop), keynote speakers, 1 or 2 key messages related to the corresponding Strategic Document.
- **Periodic e-newsletter:** A biannual Digital Newsletter will be sent as from the end of May 2019. At the beginning of the month of distribution, EUREC will present a draft newsletter and will ask for contributions to all partners: articles, pictures, participation to events' update.

EUREC will distribute the newsletter to RHC ETIP mailing list at the end of the month via Mailchimp. Every newsletter will give the possibility to subscribe and unsubscribe. EUREC will distribute the link and template to all partners. EUREC encourages all partners to share the newsletter via their website and social media channels.

Number of opens: 5-22% = poor, 23%-50% = good, >50% = excellent

Annual number of new subscribers: <50 = poor, >50 = good, > 100 = excellent

- **Press releases:** Methodology to follow by all partners for the distribution and promotion of the RHC-ETIP press releases:
 - Distribution among their press contacts databases on a specific date.
 - Publication on the partner website (latest news section or similar)
 - Publication on each partner's next newsletter

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European Technology and Innovation Platform on Renewable Heating and Cooling

- Social media promotion: after the publication EUREC will provide the draft and the visuals available for each press release. Each partner will dedicate at least one tweet on social media with a link to the press release. The post should mention the project's partners and/or involved networks, via tags on pictures to ensure the
- Social media:** EUREC will provide the communication material and ad hoc campaigns' material to promote the project online during its life. All partners will support these campaigns through their social media channels in order to create momentum.

Foreseen accounts opening and strategy: EUREC will prepare an article per month: key messages will be used for social media. Each article must include a visual with the logo of the project. Each social media publication will include the visual, short text and link to one of the articles of the website.

Twitter: Twitter proves to be the most efficient way to reach policy makers and energy-related professional stakeholders. A dedicated account is active since February 2019. The project partners will also use their Twitter accounts to reach a qualified audience:

One or more hashtags representative of the project, #RHCETIP #100RHC for the first conference) have been created.

Annual number of new followers: < 50 = poor, 50-100 = good, > 100 = excellent

RHC ETIP has an account on Twitter, @EtipRhc <https://twitter.com/EtipRhc>



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European Technology and Innovation Platform on Renewable Heating and Cooling

Description with RHC ETIP hashtags integrated:

The #RHCETIP brings together stakeholders from industry & research to define a common strategy for increasing the use of #RES4HeatingandCooling

Please, introduce the RHC ETIP account to your network. EUREC example : https://twitter.com/EUREC_Info/status/1092744411262390272

NEWSFLASH! The European Technology and Innovation Platform on Renewable Heating and Cooling is on Twitter now!

👤 Follow us @EtipRhc

🗣️ Say nice things about us #RHCETIP #RES4HeatingandCooling

📅 And register for the RHC ETIP morning event. DEADLINE EXTENDED!

RHC-ETIP partners' presence on social media. The information of this table will help to promote news, events, press releases during the life of the project:

Organisation	Account	Twitter description/ Hashtags
RHC ETIP	Name: @EtipRhc	Link: https://twitter.com/EtipRhc
EUREC	Name: @EUREC_Info	Link: https://twitter.com/EUREC_Info
EHPA	Name: @helloheatpumps	Link: https://twitter.com/helloheatpumps
BIOENERGY EUROPE	Name: @bioenergyEU	Link: https://twitter.com/bioenergyEU
SOLAR HEAT EUROPE	Name: @SolarHeat_EU	Link: https://twitter.com/SolarHeat_EU
EGEC	Name: @EGEC_geothermal	Link: https://twitter.com/EGEC_geothermal
EHP	Name: @EuroheatPower	Link: https://twitter.com/EuroheatPower

Events' calendar (see Annex 7.3 Events' calendar)

EUREC will identify a list of events to disseminate the project results and will distribute the list monthly to the consortium to share interesting events and to collect partners' events. EUREC encourages all partners to use the Events' calendar to indicate also meetings and related events to the Horizontal Working Groups and Technology Panels.

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- Events organised within RHC-ETIP: EUREC will include then the event/s in the calendar (internal Excel document) and on the RHC-ETIP website.
- Events organised by external stakeholders: if partners participate to events on behalf of the RHC-ETIP, they should communicate it to EUREC. EUREC will send them the 'Dissemination reporting template' (included in Annex 7.3 Events' calendar). The participating partner will fulfil the document and send it back to EUREC in order to propose promotion material and to monitor the project presence in national and international events.

Number of conference presentations/ year: <3 = poor, 3-5 = good, > 5 = excellent

Communication guidelines to be followed by the consortium: Include the event with link to its page in your e-mail signature to create awareness about the platform activities and attract participants: a call for experts, an event, the annual conference. Example:

Lourdes Lain Caviedes

Communications Officer / Lain@eurec.be / [@EUREC Info](#) / +32 2 318 43 54



**MORNING EVENT ON RHC-ETIP
KEY RESULTS IN 2016-2018
19.02.2019 / Science 14 - Brussels**

Live or poster presentations

Results will be presented at conferences, symposia, seminars, workshops and education sessions for students. These presentations will be available on the project website. EUREC will prepare and update a general presentation in English and will ask for input to all partners. Presentations for local/ national events will be prepared by the partner participating in the event with the help of EUREC.

Press kit

It includes logo, written identity (key messages) and press releases. EUREC will prepare it and the other partners will revise it. This and future versions of the Press Kit will be included in the website and be sent to all partners annually.

6. TIMING AND PERFORMED ACTIVITIES

Detailed timeline 2018-2019 followed by a timing-table summarising the tasks, deliverables and activities related to WP5 during the life of the project:

December 2018

- Creation of RHC-ETIP communication team: one member per consortium-association
- Templates prepared and saved in the common drive
- Definition of the new website structure
- Call for website developers. Winners: Cherry Pulp, <https://cherrypulp.com/>
- Update and maintenance of RHC-ETIP mailing lists (periodical): members, newsletter, stakeholders

2019

January

- Integration of the information related to the RHC-ETIP new structure on the website: visuals, HGWs written identity and objectives, new associations taking part of the Secretariat.
- Twitter campaign about the new structure of the Secretariat via the consortium social media accounts.

February

- Creation of Twitter account and implementation of the engagement strategy
- Organisation of the 'Morning event on key results of the RHC-RTIP 2016-2018' <https://bit.ly/2E6EVPr>
- Updated written identity of the platform (key messages)

March

- Updated written identity of the platform (key messages)
- New website design in collaboration with Cherry Pulp

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- Distribution of press release: Dave Pearson, Director of Star Renewable Energy, new Chair of the RHC ETIP <https://bit.ly/30hU75C>

April

- Demo-website available to follow-up evolution
- Creation and distribution among the consortium of the events calendar (periodical)
- Creation and distribution of the SAVE THE DATE mailing for the annual conference

May

- Submission of the Draft Communication Plan and first set of RHC-communication material, D5.2
- Mid-May: Demo-website available to follow-up evolution
- Leaflet 1
- E-news / Newsletter #1
- Training and guidelines to use the website
- By the end of May/beginning June: launch of the new RHC-ETIP website with the main sections, including a dedicated section for the annual conference.
- Distribution of mailing campaign with focus on the call for projects for the annual conference
- Twitter campaign dedicated to the SAVE THE DATE and CALL FOR PROJECTS

June

- Beginning June: D5.1 Updated / revamped website online
- Roll-up
- Distribution of mailing campaign: last chance to submit project abstracts - annual conference
- Twitter campaign dedicated to the call for projects and to present the key-note speakers
- End June: The RHC-ETIP projects database on the new website is online

July

- Upload the press kit on the website
- Distribution of mailing campaign: last chance to submit project abstracts - annual conference

- Twitter campaign dedicated to the announcement of the elected projects and to present the key-note speakers

August

- 'Vision document' promotional campaign before publication starts
- Poster annual conference design

September

- Poster annual conference finalisation and printing

October

- D5.3 Organisation of the first annual conference by Bioenergy Europe
- Mid-October: draft press release and promotion strategy
- End-October: Annual press release with focus on the annual conference and the launch of the 'RHC-ETIP Vision' document

November

- E-news/ Newsletter #2

December

- Twitter campaign on the highlights of the first year of the project

2020

- Annual update of the HWG written identity is promoted online through the RHC-ETIP website
- Promotion of D2.3 RHC- Strategic Research and Innovation Agenda by EUREC (m24)
- D5.4 Organisation of the 2nd annual conference by Bioenergy Europe (m 24)

2021

- Annual update of the HWG written identity is promoted online through the RHC-ETIP website
- Submission D5.6: Online projects' database by EHPA

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- Promotion of D2.4 RHC-Deployment and innovation strategy by EUREC (m36)
- Organisation of the 3rd annual conference D5.7, by Bioenergy Europe
- Production and distribution of leaflet 2, with focus on the THC ETIP main achievements
- Submission D5.5: Final Report on communication activities (m36)

7. ANNEXES

7.1 Annual conference planning



Date	#	T1 LOGISTICS	T2 PROGRAMME	T3 CALL FOR PAPERS	T4 WORKING	T5 SOCIAL	T6 RESEARCH	T7 MAIN TOPIC FOR	T8 DISCUSS & PRODUCE
Mon 04-Mar-19	1								
Tue 05-Mar-19	2	DATE SET							
Wed 06-Mar-19	3								
Thu 07-Mar-19	4								
Fri 08-Mar-19	5								
Mon 11-Mar-19	6								
Tue 12-Mar-19	7		PROGRAMME PROPOSAL						
Wed 13-Mar-19	8								
Thu 14-Mar-19	9								
Fri 15-Mar-19	10								

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[illegible]

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	Date	#	T1 LOGISTICS	T2 PROGRAMME	T3 CALL FOR PAPERS	T4 WEBSITE	T5 SOCIAL	T6 MAILINGS	T7 MULTIMEDIA	T8 CLOSING POINT
Mon	12-May-19	71								
Tue	14-May-19	72								
Wed	15-May-19	73			CFP REMINDER	CFP REMINDER	CFP REMINDER			
Thu	16-May-19	74		PRELIMINARY PROGRAMME READY						
Fri	17-May-19	75								
Mon	20-May-19	78								
Tue	21-May-19	79								
Wed	22-May-19	80								
Thu	23-May-19	81								
Fri	24-May-19	82								
Mon	27-May-19	85								
Tue	28-May-19	86								
Wed	29-May-19	87								
Thu	30-May-19	88								
Fri	31-May-19	89			CFP REMINDER	CFP REMINDER	CFP REMINDER			
Mon	18-Jun-19	95								
Tue	19-Jun-19	999	TEAM TRAVEL ARRANGEMENTS							
Wed	20-Jun-19	100								
Thu	21-Jun-19	101								
Fri	22-Jun-19	102			CFP REMINDER	CFP REMINDER	CFP REMINDER			
Mon	17-Jun-19	106							LIST OF MULTIMEDIA	
Tue	18-Jun-19	107								
Wed	19-Jun-19	108								
Thu	20-Jun-19	109								
Fri	21-Jun-19	110							MULTIMEDIA CONTACTED	
Mon	24-Jun-19	113			CFP REMINDER	CFP REMINDER	CFP REMINDER	CFP REMINDER		
Tue	25-Jun-19	114								
Wed	26-Jun-19	115								
Thu	27-Jun-19	116								
Fri	28-Jun-19	117				NETWORKING PLATFORM READY				
					CLOSING CALL FOR PAPERS					

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European Technology and Innovation Platform on Renewable Heating and Cooling

	Date	#	T1 LOGISTICS	T2 PROGRAMME	T3 CALL FOR PAPERS	T4 MOBILITY	T5 SOCIAL	T6 MANAGER	T7 MULTIPLES	T8 DELIVERABLES
Mon	08-Jul-19	127								
Tue	09-Jul-19	128								
Wed	10-Jul-19	129								
Thu	11-Jul-19	130								
Fri	12-Jul-19	131								
Mon	15-Jul-19	134			PROJECT SELECTION DONE ALL WINNERS CONTACTED					
Tue	16-Jul-19	135								
Wed	17-Jul-19	136								
Thu	18-Jul-19	137								
Fri	19-Jul-19	138								
Mon	22-Jul-19	141								
Tue	23-Jul-19	142								
Wed	24-Jul-19	143								
Thu	25-Jul-19	144								
Fri	26-Jul-19	145								
Mon	29-Jul-19	148								
Tue	30-Jul-19	149								
Wed	31-Jul-19	150		SELECTED PROJECTS ONLINE						
Wed	28-Aug-19	176	AVV SORTED							
Thu	29-Aug-19	177								
Fri	30-Aug-19	178				DEADLINE TO REGISTER				
Mon	02-Sep-19	181								
Tue	03-Sep-19	182								
Wed	04-Sep-19	183					GENERIC	GENERIC	GENERIC	
Thu	05-Sep-19	184								
Fri	06-Sep-19	185								

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Mon	09-Sep-18	188				EXTENDED DEADLINE	EXTENDED DEADLINE	EXTENDED DEADLINE		SUPPORT MATERIALS CHECK
Tue	10-Sep-18	189								
Wed	11-Sep-18	190	CATERING SORTED							
Thu	12-Sep-18	191								
Fri	13-Sep-18	192								
Mon	16-Sep-18	195								AVENUE REPORT
Tue	17-Sep-18	196								
Wed	18-Sep-18	197					GENERIC	GENERIC		
Thu	19-Sep-18	198								
Fri	20-Sep-18	199								

Date	#	T1 LOGISTICS	T2 PROGRAMME	T3 CALL FOR PAPERS	T4 WEBSITE	T5 SOCIAL	T6 MAILINGS	T7 MULTIMEDIA	T8 DESIGN & PRINT
Mon	23-Sep-18	202							
Tue	24-Sep-18	203	FINAL SPEAKERS ONLINE			PREPARE SOCIAL MEDIA DRAFT TO COVER EVENT			
Wed	25-Sep-18	204			CLOSE NETWORKING PLATFORM				
Thu	26-Sep-18	205							
Fri	27-Sep-18	206							
Mon	29-Sep-18	209							
Tue	01-Oct-18	210							
Wed	02-Oct-18	211			REMINDER REGISTRATION	REMINDER REGISTRATION	REMINDER REGISTRATION	REMINDER REGISTRATION	
Thu	03-Oct-18	212							
Fri	04-Oct-18	213							
Mon	07-Oct-18	216							
Tue	08-Oct-18	217							
Wed	09-Oct-18	218							
Thu	10-Oct-18	219							
Fri	11-Oct-18	220							
Mon	14-Oct-18	223				DRAFT PRESS RELEASE AND STRATEGY			
Tue	15-Oct-18	224			LAST CHANCE	LAST CHANCE	LAST CHANCE		
Wed	16-Oct-18	225							
Mon	22-Oct-18	227	EVENT			EVENT			
Tue	23-Oct-18	228			FOLLOW UP	PRESS RELEASE ON EVENT	FOLLOW UP		
Wed	24-Oct-18	229							
Thu	25-Oct-18	240							
Fri	01-Nov-18	241							

Document	D5.2 Draft Communication Plan and first set of RHC-comms. material		
Author	EUREC	Version:	3
Reference	D5.2 RHC ETIP ID GA 825998	Date	29/5/19

European Technology and Innovation Platform on Renewable Heating and Cooling

List of provisional communication material

- Poster
- Leaflet
- RHC-ETIP highlights
- Social media card with every novelty. Example: a new speaker



**ENERGY STORAGE
IN THE
CLEAN ENERGY FOR ALL
EUROPEANS PACKAGE
WORKSHOP**

22 May 2019 | Brussels

REGISTER NOW

NEW SPEAKER

Jan Fousek
CEO
Association for Energy Storage and Batteries

www.akubat-asociace.cz

#StorageEU

7.2 Events' calendar & dissemination reporting template

This table includes the list of the RHC meetings, most relevant international and national forums, as well as in specific workshops organized on different locations across Europe							
HWG= HWG Meeting, TP = Technology Panel Meeting, B = RHC Board Meeting, AC = RHC Annual Conference, C = Conference							
NAME	DATE & TIME	WHERE	WEBSITE	TYPE	AUDIENCE	PROCEDURE: call / venue / web streaming...	ACTIONS
Irish District Energy Association National Conference			https://www.eventbrite.ie/e/irish-district-energy-association-national-conference-tickets-57406108215				
EUROHEAT & POWER Congress 2019	6-8 May 2019	Nantes, France	https://www.ehpcongress.org/	Congress		La Cité – Nantes Events Center 5 rue de Valmy FR -44041 Nantes cedex 1	Partners promotion: http://www.rhc-platform.org/singleview/article/euroheat-power-congress-2019/?tx_ttnews%5BbackPid%5D=7&cHash=c3a76d33acbf983614fb11a9478e3e34
ICERE 2019 6th International Conference on Environment and Renewable Energy	6-7 June 2019		http://energy.conference-site.com/			Submit your abstract: 15 April http://energy.conference-site.com/abstracts.html	

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NAME	DATE & TIME	WHERE	WEBSITE	TYPE	AUDIENCE	PROCEDURE: call / venue / web streaming...	ACTIONS
EUSEW - Sustainable Energy Week		Brussels, BE	https://www.eusew.eu/				
IDEA 2019 - The energy for more resilient cities	24-27 June 2019	PITTSBURGH, PA	https://www.districtenergy.org/idea2019/home				
Sustainable District Energy Conference	23-25 October 2019	Reykjavik, Iceland	http://sdec.is/	C			
RHC ETIP Annual Conference	28th October 2019	Helsinki, Finland		AC			RHC ETIP organises.
Solar World Congress	4-7 November 2019	Santiago de Chile	https://www.swc2019.org/home.html	Congress		Deadline: 22 March https://www.swc2019.org/call-for-	

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NAME	DATE & TIME	WHERE	WEBSITE	TYPE	AUDIENCE	PROCEDURE: call / venue / web streaming...	ACTIONS
						participation/abstract.html	
International Conference on Solar Heating and Cooling for Buildings and Industry (together with Solar World Congress 2019)	4-7 November 2020	Santiago de Chile	http://shc2019.org/	C		Deadline: 22 March http://shc2019.org/abstract-submission	

Dissemination reporting template

Event	<i>Title or name of the event</i> <i>Website if applicable</i>				<input type="checkbox"/> Organized by third parties	Date	
					<input type="checkbox"/> Organized by RHC-ETIP partner	Location	
Type of event	<input type="checkbox"/> Conference	<input type="checkbox"/> Seminar	<input type="checkbox"/> Workshop	<input type="checkbox"/> Exhibition / Fair	<input type="checkbox"/> Other:	<i>Indicate</i>	
	<input type="checkbox"/> Meeting	<input type="checkbox"/> Roundtable	<input type="checkbox"/> Forum	<input type="checkbox"/> Visit	<input type="checkbox"/> Campaign		
Description	<i>Main focus, organizers, topics addressed, periodicity of celebration etc.</i>				Associated costs:	<i>Inscription etc.</i>	
RHC-ETIP contribution	<i>Presentation subject or name of the lecture, Purpose of RHC-ETIP presentation, topics addressed, main contents of the presentation, partner contribution</i>				Responsible partner:		
Audience	<input type="checkbox"/> Research	<input type="checkbox"/> Industry ¹	<input type="checkbox"/> Medias	<input type="checkbox"/> Other	<input type="checkbox"/> Indicate:		
	<input type="checkbox"/> Academics	<input type="checkbox"/> Policy makers/ authorities	<input type="checkbox"/> Civil Society	<input type="checkbox"/> Financial entities	<input type="checkbox"/> Members of associations ² :	<i>Indicate which</i>	
	Attendants profiles:	<i>Further specify if needed: i.e. Engineers, utilities, installers, promoters, manufacturers</i>			Number of attendants:		
Feedback	<i>Summarize the event, main reactions, interests from the audience and conclusions.</i>						
Materials	<i>Indicate the materials used or developed: power point presentation, leaflet, poster, video, Ad hoc Dossier, etc.</i>						
Attachments	<i>Indicate the information you send attached for the report: event agenda, photos, material specifically developed...etc. You can also include some pictures here.</i>						

¹Designers, public and private promoters, real state Building industry providers, installers, system manufacturers, etc.

²Municipalities associations and networks, standardization bodies, Neighbourhood associations, operation and maintenance organizations, or any other European or national associations, platforms and networks

