



Renewable  
Heating & Cooling

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European Technology and Innovation Platform

## Final Report on Communication Activities

Deliverable 5.5

WP 5 – Communication and dissemination activities

T5.3 Communication Plan

Grant agreement: 825998

From December 2018 to May 2022

Prepared by: Céline Suchet (EUREC)

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<b>Author</b>	EUREC	<b>Version:</b>	1
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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 (SHE)



European Heat Pump Association

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# INTRODUCTION

The deliverable D5.5 Final report on communication activities includes the tools, actions, procedures, and results achieved by the end of the SecRHC-ETIP project. This deliverable is based on key performance indicators and provides an overview of the communication activities implemented during the project.

This deliverable is the outcome of Task 5.3 Communication Plan and is based on the deliverable D5.2 Dissemination and Communication Plan.

This document explains how the project has communicated its developments and outcomes, and how the consortium has ensured the visibility of the project and dissemination of its results throughout its duration.

The aim is to highlight the measures taken to achieve the desired outcomes.

## 1. Strategy

The secretariat of the European Technology and Innovation Platform on Renewable Heating and Cooling aims at continuing the support to the RHC-ETIP, 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.

### 1.1 RHC dissemination and communication strategy

Awareness, communication and dissemination actions targeting specific audiences with tailored messages were key to the success of this project. This strategy described the communication objectives, target groups, key messages, approach, channels and tools, as well as monitoring, tracking and evaluation, and reporting procedures which were put in place.

WP5 actions were 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 dissemination and communication strategy was divided into three phases:

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- Phase 1 (2018-2019): creation of the new visual identity, including the creation of the communication toolkit and the development of a strong database of stakeholders.
- Phase 2 (2019-2020): update of the website, promotion of the RHC-ETIP activities
- Phase 3 (2020-2022): promotion of the RHC-ETIP activities and publications

## 1.2 Dissemination activities

### Dissemination objectives

The communication plan was driven by the following communication objectives:

- Raising awareness about the activities and publications organised and created by the experts taking part in the HWGs and the Technology Panels.
- Promoting the RHC-ETIP activities among its members and creating engagement with relevant stakeholders.
- Multiplying the impact of the best practices in terms of funding demonstration research and innovation projects by sharing them with members, other relevant stakeholders and potential members.

### Dissemination of key deliverables

The following public deliverables have been/will be disseminated and communicated by the end of the project as described below:

<b>Deliverable</b>	<b>Task</b>	<b>Responsible partner</b>	<b>Main target groups</b>	<b>Key dissemination channels</b>
D1.2 Data Management Plan	T1.3 Process management	EUREC	RHC partners	RHC-ETIP website Partner associations
D2.2 Updated Vision for the RHC-sector to 2050	T2.2 Documents (Vision, research and innovation priorities, deployment and innovation strategy...) drafting and publication	EUREC	European stakeholders Platform members	RHC-ETIP website Presentation at the RHC ETIP conference 100 printed copies Social media Press release
D2.3 Research and innovation priorities	T2.2 Documents (Vision, research and innovation	EUREC	RHC partners	RHC-ETIP website

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## European Technology and Innovation Platform on Renewable Heating and Cooling

	priorities, deployment and innovation strategy...) drafting and publication			
D2.4 Final RHC-ETIP expert information material	T2.2 Documents (vision, research and innovation priorities, deployment and innovation strategy...) drafting and publication	EUREC	RHC partners	RHC-ETIP website
D3.5 Final strategy for engagement	T3.3 Link with relevant initiatives closely related to the RHC sector	SHE	RHC partners	RHC-ETIP website
D4.1 First timeline of research policy inputs	T4.1 RD&I policy framework at EU and national level	EGEC	European and national policy makers	RHC-ETIP website CORDIS
D4.2 Inventory of funding instruments	T4.2 Financing research and innovation	EUREC	R&D stakeholders	RHC-ETIP website CORDIS
D4.3 Update of timeline of research policy inputs	T4.1 RD&I policy framework at EU and national level	EGEC	Policy working group	RHC-ETIP website CORDIS
D4.4 Final report on research policy achievements and next steps	T4.1 RD&I policy framework at EU and national level	EGEC	Policy working group	RHC-ETIP website CORDIS
D4.5 Final document on the financing strategy for the RHC sector	T4.2 Financing research and innovation	EUREC	All partners	RHC-ETIP social media
D5.1 Updated RHC-ETIP website	T5.1 Website, including database of projects' results	EUREC	All stakeholders	RHC-ETIP website CORDIS
D5.2 Communication and dissemination activities	T5.3 Communication Plan	EUREC	All stakeholders	RHC-ETIP website CORDIS
D5.3 1 <sup>st</sup> Annual conference	T5.2 Organisation of annual conference	EUREC	National stakeholders	RHC-ETIP website CORDIS
D5.4 2 <sup>nd</sup> Annual conference	T5.2 Organisation of annual conference	EUREC Bioenergy Europe	RHC partners All stakeholders	RHC-ETIP website CORDIS

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D5.5 Final report on communication activities	T5.3 Communication Plan	EUREC	All stakeholders	RHC-ETIP website
D5.6 Online projects' database	T5.1 Website, including database of projects' results	EHPA	All stakeholders	RHC-ETIP website Social media Presentation at the RHC-ETIP conference and external events and conferences
D5.7 3 <sup>rd</sup> Annual conference	T5.2 Organisation of annual conference	EUREC Bioenergy Europe	RHC partners All stakeholders	RHC-ETIP website CORDIS

### 1.3 Target audiences

The RHC-ETIP brings together **1028 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.

Key audience groups, tools and methodology to reach them are identified below:

#### RHC-ETIP Members

The 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: 40%
- Research academia: 35%
- NGO's: 7%
- Others (public administrations, associations, platforms, networks): 18%

EUREC did regular updates of the current RHC-ETIP Members database. The individual candidates applied to become members via a form integrated on the RHC-ETIP website. EUREC accepted or refused the new applications within the seven days of receiving the application. The members chose the Technology Panel/s (TPs) of their interest. On the new website, they also chose among the Horizontal Working Groups (HWGs) of their interest.

The total number of members in May 2022 is 1028.

EUREC distributed communications & promotional materials and implemented communication actions for the whole membership:



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

When communications were related to a specific Technology Panel or Horizontal Working Group, the organisation of the consortium in charge of those TPs and/ or HWGs was 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 to become part of the new Steering Committee of each Technology Panel.

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

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

### RHC stakeholders

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

- 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.
- Other EU-level and international stakeholders (associations, interest groups, think tanks, etc.).

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The consortium identified contacts through partners' databases and desk research. The database created stakeholders' groups to be addressed through the outreach strategy of the platform. Only publicly available contacts were 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 were requested by each partner organisation to confirm their consent to be part of the database. The database was updated throughout the course of the project and served as valuable source for task 3.2 liaison with the national level, above all the roundtables for national stakeholders.

### Press

A series of press releases were produced during the lifetime of the project. EUREC prepared regular press releases to highlight relevant publications (position papers, strategic documents) and events involving the RHC-ETIP. At least one annual press release was 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 were reached through the news on the RHC ETIP website, Twitter account and the RHC-ETIP newsletter. We encouraged visitors to subscribe to the RHC-ETIP newsletter via a Mailchimp form embedded on the website, which also included a Twitter section with automatic updates linked to the RHC ETIP Twitter account.

## 1.4 Key messages

EUREC with the contributions of the partners of the consortium created a series of messages to illustrate the mission and activities of the RHC-ETIP. These messages were adapted to several communication materials and formats.

### WHAT IS THE RHC ETIP?

The RHC-ETIP is a network **with 1028 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 a huge negative environmental impact in terms of greenhouse gas emissions.

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## European Technology and Innovation Platform on Renewable Heating and Cooling

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.

### THE NEW RHC-ETIP SCTRUCTURE

- In 2018, the RHC-ETIP has adapted a novel structure to better respond to 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 newly established 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

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## European Technology and Innovation Platform on Renewable Heating and Cooling

- 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 putting 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 were prepared by EUREC with the contributions of the members of the consortium (see examples below).



## 2. COMMUNICATION RESULTS AND KPIS

To implement the communication strategy, EUREC developed several communication materials. All the standard materials were created in English.

### Logo

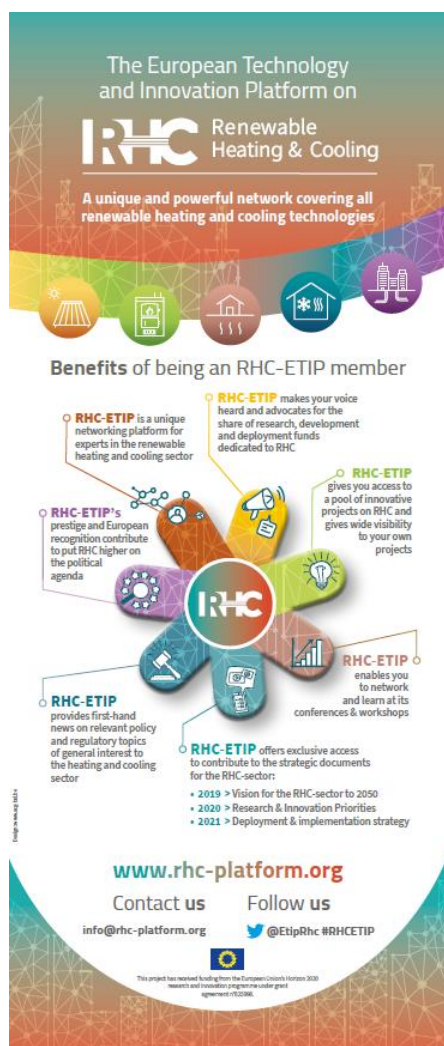


### Communication kit

- **Roll-up:** a general roll-up banner was created to be used during events. It illustrated the project's main features and results. Two copies were printed for EUREC.

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- **Leaflets:** EUREC produced 2 leaflets, with the contribution of all partners, one at the beginning of the project, and one at the end. They included the main achievements of the RHC-ETIP project.



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- RHC-ETIP is a unique networking platform for experts in the renewable heating and cooling sector
- RHC-ETIP makes your voice heard and advocates for 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
- RHC-ETIP enables you to network & learn at its conferences & workshops
- RHC-ETIP provides first hand news on relevant policy and regulatory topics of general interest to the heating and cooling 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

Join us today and shape the future of RHC in Europe!

Take an active role in shaping Europe's future strategic and research priorities for the renewable heating and cooling sector: become a member of the RHC-ETIP

How to join?

The membership of the RHC-ETIP is free of charge and on a voluntary basis. To apply, fill in the online application form available on [www.rhc-platform.org](http://www.rhc-platform.org).

Contact us via [info@rhc-platform.org](mailto:info@rhc-platform.org)

### Partners

**EUREC**  
The Association of European Renewable Energy Research Centres

**Bioenergy EUROPE**  
It coordinates the Biomass Technology Panel & the 100% RE Buildings HWG

**EGEC**  
It coordinates the Geothermal Technology Panel & the 100% RE Cities HWG

**ehpa**  
European Heat Pump Association  
It coordinates the Heat Pump Technology Panel

**EUROHEAT & POWER**  
It coordinates the District Heating and Cooling and Thermal Energy Storage Technology Panel & the 100% RE Districts HWG

**Solar Heat Europe**  
It coordinates the Solar Thermal Technology Panel & the 100% RE Industries HWG

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

**EUREC & BIOENERGY EUROPE**  
coordinate the Secretariat of the European Technology and Innovation Platform on Renewable Heating and Cooling

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[www.rhc-platform.org](http://www.rhc-platform.org)

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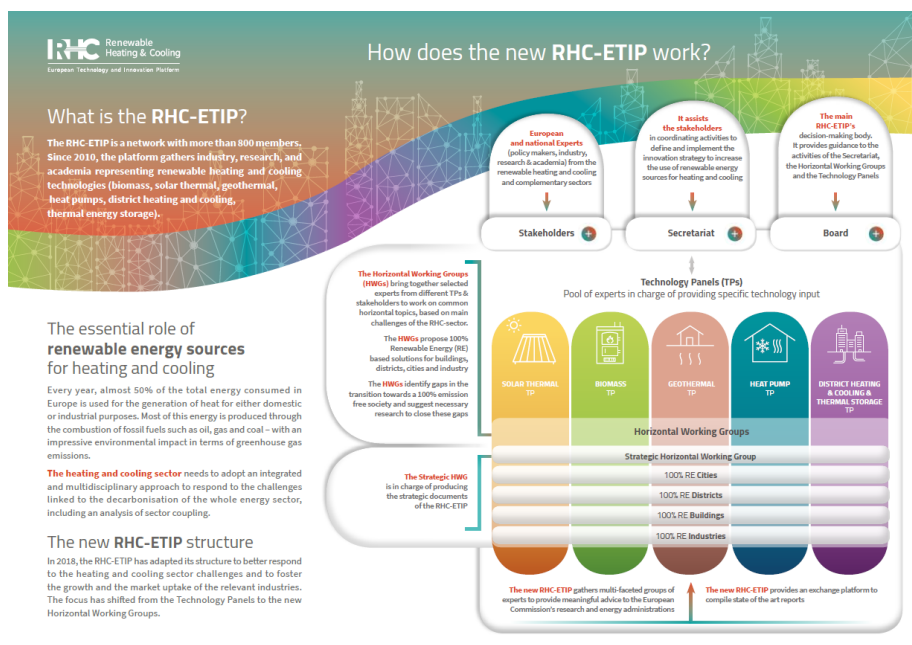
### The European Technology and Innovation Platform on Renewable Heating & Cooling

**RHC Renewable Heating & Cooling**

A unique, powerful and innovative network covering all the renewable heating and cooling technologies

[www.rhc-platform.org](http://www.rhc-platform.org)

Leaflet 1 (1/2)



Leaflet 1 (2/2)

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### Benefits of being an RHC-ETIP member

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**RHC-ETIP** is a unique network/platform for experts in the renewable heating and cooling sector

**RHC-ETIP** enables you to network & learn at its annual conference & workshop

**RHC-ETIP** enables access to contribute to the strategic documents for the RHC-sector

**RHC-ETIP** provides first-hand news on relevant policy and regulatory topics of general interest to the heating and cooling sector

**RHC-ETIP** gives the possibility to increase the share of research, development and deployment funds dedicated to RHC

**RHC-ETIP's** well-established reputation contributes to put RHC higher on the political agenda

**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

### Join us today and shape the future of RHC in Europe!

Take an active role in shaping Europe's future strategic and research priorities for the renewable heating and cooling sector: become a member of the RHC-ETIP

### How to join?

The membership of the RHC-ETIP is free of charge and on a voluntary basis. To apply, please visit [www.rhc-platform.org](http://www.rhc-platform.org) and fill in the online application form.

### Questions?

Contact us via [info@rhc-platform.org](mailto:info@rhc-platform.org)

### IRHC Renewable Heating & Cooling European Technology and Innovation Platform

### PARTNERS & EXPERTISE FIELDS

**EUREC & BIOENERGY EUROPE**  
The Association of European Renewable Energy Research Centres

It coordinates the Biomass Technology Panel & the 100% RE Buildings Horizontal Working Group

It coordinates the Geothermal Technology Panel & the 100% RE Cities Horizontal Working Group

It coordinates the Heat Pump Technology Panel

It coordinates the District Heating and Cooling and Thermal Energy Storage Technology Panel & the 100% RE Districts Horizontal Working Group

It coordinates the Solar Thermal Technology Panel & the 100% RE Industries Horizontal Working Group

The Secretariat of the European Technology and Innovation Platform on Renewable Heating & Cooling is a project that has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement/101025998.

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### The European Technology and Innovation Platform on Renewable Heating & Cooling

### IRHC Renewable Heating & Cooling

### A unique and powerful ETIP covering all the renewable heating and cooling technologies

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Design: [www.rhc-platform.org](http://www.rhc-platform.org)

Leaflet 2 (1/2)

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

**THREE STRATEGIC DOCUMENTS DEVELOPED IN THE PAST THREE YEARS**

- 2050 vision for 100% renewable heating and cooling in Europe**
- 100% renewable energy-based heating and cooling (100%RHC) in Europe IS POSSIBLE by 2050.** The real challenge is to set up coordinated strategies at European, national, and local levels to reduce fossil fuels to zero by 2050.
- The provision of 100% renewable energy-based heating and cooling (100%RHC) in buildings, districts, cities, and industrial processes in Europe is achievable even by 2040.**

**Strategic research and innovation agenda for climate-neutral heating and cooling in Europe**

- The strategic research and innovation agenda responds to the need for an update of the priorities identified in 2013 and the need to push RHC technologies to centre stage in order to achieve carbon-neutrality by 2050 at the latest.** It presents the main R&I priorities to overcome current and imminent societal, technological and industrial challenges facing RHC.
- Raising the public-private expenditure for RHC research to the average annual level close to EUR 2 billion is crucial to achieve RHC's full potential.** To this end, support is required at the EU level through different funding instruments, which should dedicate to RHC R&D the attention and resources the sector deserves.
- By investing in the ambitious RHC priorities presented in this document, the EU H&C sectors can achieve decarbonisation within the next 20 years.**

**Strategic report on implementation of research and innovation priorities and deployment trends of the renewable heating and cooling technologies**

- This report offers an insight into the Renewable Heating and Cooling (RHC) community's research, development, and innovation activities and trends. Its findings indicate that priorities identified in the previously published RHC SRIA were well aligned with the RD&I priorities of the RHC stakeholders and are to a large extent being implemented.**
- The report indicates a clear trend towards cross-cutting technologies, sector coupling, and integrated or hybrid systems, which would increase optimisation and efficiency. Findings also showed a trend towards a greater inclusion of and cooperation with other renewable technologies, particularly hydrogen-based renewable energy systems but also encompassing waste heat recovery, district heating (DH) and district cooling (DC), and thermal energy storage.**
- Finally, RHC sectors are looking to increase the digitisation of their technologies, such as through smart control distribution systems.**
- In terms of RHC stakeholders' R&D spending, there appears to be a trend towards investing a greater amount of revenue into RD&I activities in RHC.**
- The findings of this report point towards either an increase in funding or a stagnation over the past 3-5 years. Funding amounts seem to remain the same or increase further in the next few years.**

**RHC technologies are mature, commercial, and market ready, today.**

They will be continuously developed for increasing their performance and competitiveness. However, without strong political support to speed up the market uptake of these solutions, the 2050 vision will hardly become reality. The subsidiarity principle requires local leadership along with guidance at European and national levels.

It is unanimously concluded by the members of the European Technology and Innovation Platform on Renewable Heating and Cooling (RHC-ETIP) that this vision can only be reached with a very strong and resolute political will to change the H&C sectors towards 100% renewable and zero carbon dioxide (CO<sub>2</sub>) emission sources – together with a persistent integration of the electricity sector under the terms of a level playing field.

→ **Cooperative political decisions are needed immediately to accelerate the ending of fossil fuels.**


Leaflet 2 (2/2)



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## European Technology and Innovation Platform on Renewable Heating and Cooling

- **Posters:** EGECE has created a poster for the first annual conference as per the Grant Agreement. Since later editions of the conference were held online, EGECE has opted to create online material to promote the conference such as speakers' cards announcing the new confirmed speakers and online agendas (see examples below).



**100% RHC Event**  
Online edition  
**28 Oct 2021**

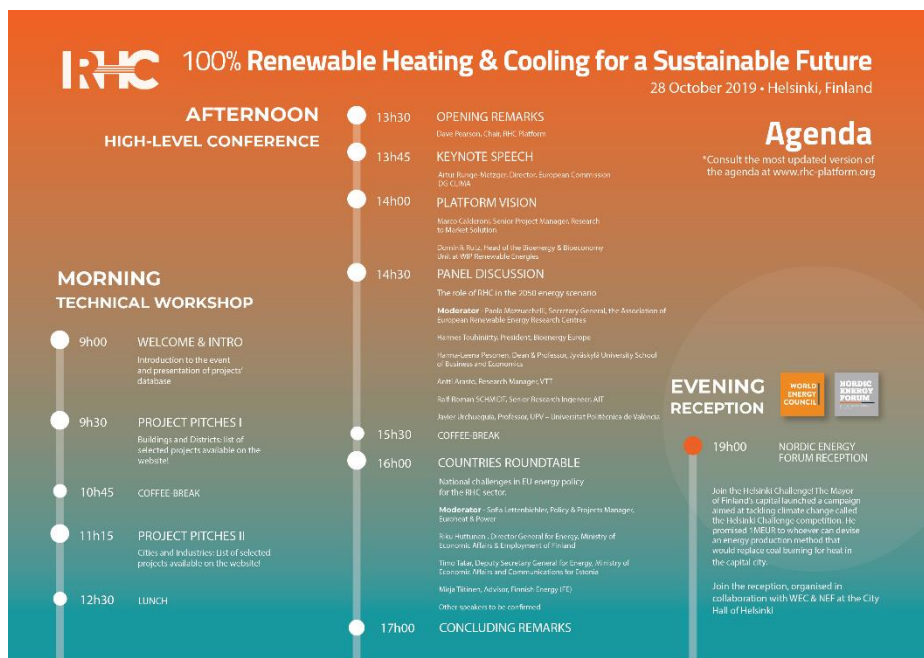
**Panel discussion 2**  
**INNOVATIVE TECHNOLOGY DEVELOPMENTS**  
**3.00 pm**

**Christoph Brummer**  
CEO  
AEE INTEC

**Giorgio Bonvicini**  
Senior Energy Engineer  
RINA

**Giulia Zendron**  
Project Manager  
White Research - W4RES

**Reghina Dimitrisina**  
Policy Officer  
EGECE

**RHC 100% Renewable Heating & Cooling for a Sustainable Future**  
28 October 2019 - Helsinki, Finland

**Agenda**  
\*Consult the most updated version of the agenda at [www.rhc-platform.org](http://www.rhc-platform.org)

**MORNING TECHNICAL WORKSHOP**

- 9h00: WELCOME & INTRO  
Introduction to the event and presentation of project database
- 9h30: PROJECT PITCHES I  
Buildings and Districts: list of selected projects available on the website
- 10h45: COFFEE BREAK
- 11h15: PROJECT PITCHES II  
Cities and Industries: list of selected projects available on the website
- 12h30: LUNCH

**AFTERNOON HIGH-LEVEL CONFERENCE**

- 13h30: OPENING REMARKS  
Dave Pearson, Chair, RHC Platform
- 13h45: KEYNOTE SPEECH  
Antti Rönkä, Managing Director, European Commission DG CLIMA
- 14h00: PLATFORM VISION  
Marco Calabrese, Senior Project Manager, Research to Market Solution  
Dominik Rötter, Head of the Bioenergy & Bioeconomy Unit, WWF Research & Campaign
- 14h30: PANEL DISCUSSION  
The role of RHC in the 2050 energy scenario  
Moderator: Paula Monaghan, Secretary General, the Association of European Universities Energy Research Centres  
Hannes Jouhainen, President, Bioenergy Europe  
Hermelien Reijnen, Dean & Professor, Jyväskylä University School of Business and Economics  
Antti Arvola, Research Manager, VTT  
Sofie Román-Schwartz, Senior Research Engineer, AIE  
Javier Llorente, Professor, UPV - Universidad Politécnica de Valencia
- 15h30: COFFEE BREAK
- 16h00: COUNTRIES ROUNDTABLE  
National challenges in EU energy policy for the RHC sector  
Moderator: Sofia Lethbrink, Policy & Projects Manager, Euroheat & Power  
Kari Hänninen, Director General for Energy, Ministry of Economic Affairs & Employment of Finland  
Timo Järvi, Deputy Secretary General for Energy, Ministry of Economic Affairs and Communications, for Estonia  
Mika Törmä, Advisor, Finnish Energy (TE)  
Other speakers to be confirmed
- 17h00: CONCLUDING REMARKS

**EVENING RECEPTION**

- 19h00: NORDIC ENERGY FORUM RECEPTION  
Join the Helsinki Challenge! The Mayor of Finland's capital launched a campaign aimed at tackling climate change called the Helsinki Challenge competition. He promised "MEUS" to whoever can devise an energy production method that would replace coal burning for heat in the capital city.  
Join the reception, organised in collaboration with WEC & NEF at the City Hall of Helsinki

**WORLD ENERGY COUNCIL**  
**NORDIC ENERGY FORUM**

### Newsletter

A biannual digital newsletter has been sent since May 2019. At the beginning of the month of distribution, EUREC presented a draft newsletter and asked for contributions to all partners: articles, pictures, participation to events' update.

<b>Document</b>	D5.5 Final report on communication activities		
<b>Author</b>	EUREC	<b>Version:</b>	1
<b>Reference</b>	D5.5 RHC ETIP ID GA 825998	<b>Date</b>	20/6/22

## European Technology and Innovation Platform on Renewable Heating and Cooling

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

*RHC ETIP News November 2021*

[View this email in your browser](#)



*The RHC ETIP News are the latest news & events coming from the European Technology and Innovation Platform on Renewable Heating and Cooling (RHC ETIP) in a nutshell.*

Scroll down to learn the latest:

- [RHC Annual Event and Publication](#)
- [EHPA Matchmaking Event Tomorrow!](#)

*Enjoy reading!  
The RHC ETIP Secretariat*



*November 2021 Issue of the newsletter*

Newsletters open rate and results:

Newsletter	Number of opens	Results
December 2021	34.3%	good
November 2021	36.4%	good
July 2021	37.8%	good
July 2020	22.9%	good
December 2019	25.7%	good
June 2019	21.3%	good

We can see that the open rate gets better in 2021. When we compared the different newsletters, we could see that the newsletters sent in 2021 included articles on events and reports.

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## European Technology and Innovation Platform on Renewable Heating and Cooling

Annual number of new subscribers and results:

Year	Number of subscribers	Results
2021	1116	+204 = excellent
2020	912	+143 = excellent
2019	769	-

We can see that the newsletter open rate is good, and the number of subscribers has increased throughout the years.

The mailing list of the newsletter was also used to send short e-mails on surveys, publications, and reminders to register to events (see examples below).

RHC ETIP Update March 2022

[View this email in your browser](#)



*This RHC ETIP Update includes a link to a short (5 minute) survey on the challenges to the EU funding application process related to RHC projects.*

*More information (and the link to the survey) is below - fill out by next Wednesday!*

*Thank you!*  
*The RHC ETIP Secretariat*



RHC ETIP Update February 2022

[View this email in your browser](#)



*This RHC ETIP Update includes information on the latest strategic report. More information (and the link to the digital copy of the report) is below.*

*Thank you!*  
*The RHC ETIP Secretariat*



### External events

EUREC identified a list of events to disseminate the project results and distributed the list monthly to the consortium to share interesting events and collect partners' events. EUREC encouraged all partners to use the Events' calendar to indicate meetings and related events to the Horizontal Working Groups and Technology Panels.

- Events organised within RHC-ETIP: EUREC included the event/s in the calendar (internal Excel document) and on the RHC-ETIP website.
- Events organised by external stakeholders: if partners participated to events on behalf of the RHC-ETIP, they communicated it to EUREC. EUREC sent them the 'Dissemination reporting template' (see Annex). The participating partner fulfilled the document and sent it back to

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## European Technology and Innovation Platform on Renewable Heating and Cooling

EUREC in order to propose promotion material and to monitor the project presence in national and international events.

Number of conference or presentation per year:

Year	Number of conference or presentation	Results
2022	4	good <sup>1</sup>
2021	14	excellent
2020	18	excellent
2019	14	excellent

Some of the most relevant events are detailed below.

- 100% RHC on 28 October 2019 in Helsinki (Finland)

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

<https://www.rhc-platform.org/previous-edition/>



- 100% RHC on 15 October 2020 online

The 2020 edition of the 100% Renewable Heating and Cooling for a Sustainable Future – 100% RHC Event, took place online and focused on the following topics: innovative technology developments for a 100% RHC sector, challenges in the clean Energy transition, perspective of Lithuanian key representatives from the energy sector.

<https://www.rhc-platform.org/100rhc-event/100-rhc-event-2020/>

<sup>1</sup> The project has ended in May 2022.



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## European Technology and Innovation Platform on Renewable Heating and Cooling

- 100% RHC on 28 October 2021 online

The last edition of the 100% Renewable Heating and Cooling – 100% RHC event was organised online and focused on the RHC deployment and implementation report, perspectives from industry stakeholders and the Horizontal Working Groups, innovative technology developments

<https://www.rhc-platform.org/100rhc-event/100-rhc-event-2021/>



### National roundtables

16 national roundtables focusing on Slovenia, Portugal, Ireland, Czech Republic, Sweden, Greece, Belgium, Croatia, Germany, The Netherlands, Lithuania, Estonia, Spain, and Finland were organised from 2019 to 2022.

The aim was to inform national experts on the work of RHC-ETIP, to exchange knowledge, best practices, views, and receive feedback.

Due to the COVID-19 pandemic and the restrictions imposed on the organisation of face-to-face events, many of the planned actions were postponed or organised online.



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## European Technology and Innovation Platform on Renewable Heating and Cooling

Roundtables	Number of participants
28/10/2019 - Finland and Estonia	86
03/12/2019 - The Netherlands	54
05/12/2019 - Lithuania	139
03/11/2020 - Finland	60
01/11/2020 - Ireland	110
17/02/2021 - Czech Republic	68
25/02/2021 - Sweden	106
13/04/2021 - Portugal	109
30/03/2021 - Greece	100
28/06/2021 - Slovenia	115
28/10/2021 - Spain	132
10/02/2022 - Croatia	73
11/03/2022 - Greece	41
21/04/2022 - Belgium	41
24/05/2022 - Croatia	76
31/05/2022 - Germany	69

### Brokerage events

Several brokerage events were organised by SecRHC-ETIP partners. These were organised to matchmake research, innovation and relevant stakeholders with upcoming EU funded project calls and to facilitate the establishment of consortia and collaborations between companies, services, research and product design/testing.

Due to COVID-19 and related restrictions, all brokerage events were organised online. Interactive networking tools such as REMO platform have been used to facilitate positive impact and make the online experience more valuable.

See below a figure on one of the brokerage events entitled “Matchmaking Heat Pumps and Stakeholders: Research, Innovation and Projects”.

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## European Technology and Innovation Platform on Renewable Heating and Cooling



### Website

EUREC managed the Content Management System (CMS) of the website as administrator and updated it on a regular basis with the cooperation of all other partners.

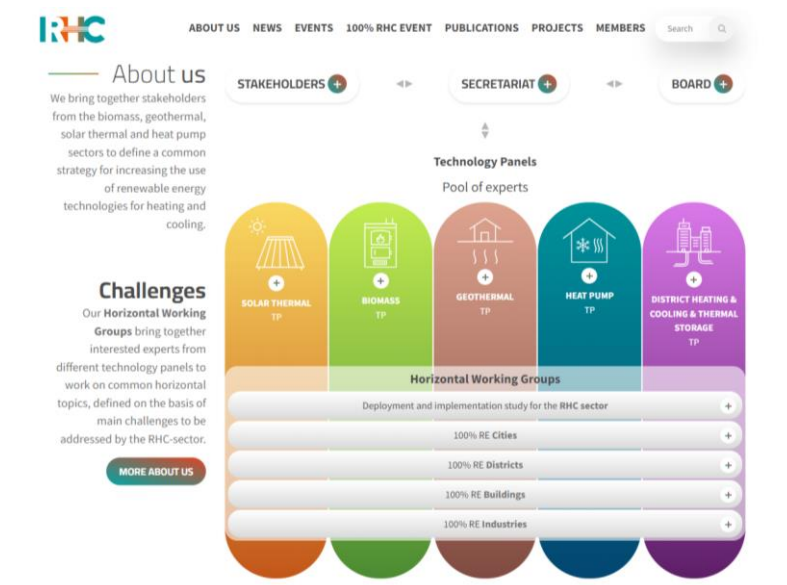
Most sections of the website are public. The 'Members area' shows the headlines of the content (secured pages), that RHC members have access to but, when you click on one of the headlines, the member log in credentials are required.

The website includes the following features:

- A description of the platform in the "About us" section
- A section on activities and news
- A calendar to highlight all the events
- A dedicated page for the 100% RHC event
- A section including publications
- A page to highlight projects
- A dedicated section for members

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## European Technology and Innovation Platform on Renewable Heating and Cooling



The average number of visits per month for the website is 5000, which is an excellent result.

You can see below the number of visits in 2021.



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## European Technology and Innovation Platform on Renewable Heating and Cooling

Month	Unique visitors	Number of visits
Jan 2021	3,714	6,968
Feb 2021	3,419	5,721
Mar 2021	3,784	6,402
Apr 2021	3,589	6,096
May 2021	2,661	4,820
Jun 2021	2,676	4,780
Jul 2021	2,486	4,617
Aug 2021	2,885	5,316
Sep 2021	2,991	5,334
Oct 2021	3,375	5,926
Nov 2021	3,270	5,791
Dec 2021	2,934	5,761
<b>Total</b>	<b>37,784</b>	<b>67,532</b>

Most of the visitors of the website live in the United States, China, Russia, Romania, Great Britain, France and Germany (see below).

Locales	
United States	us
China	cn
Russian Federation	ru
Romania	ro
Great Britain	gb
France	fr
Germany	de
India	in
Belgium	be
Italy	it
Bulgaria	bg
Spain	es
Greece	gr
Poland	pl
Netherlands	nl
Canada	ca
Sweden	se
South Korea	kr
Ukraine	ua
Philippines	ph
Luxembourg	lu
Switzerland	ch
Turkey	tr
South Africa	za
Indonesia	id
Others	

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## European Technology and Innovation Platform on Renewable Heating and Cooling

### Social media

EUREC provided the communication material and ad hoc campaigns' material to promote the project online. All partners supported these campaigns through their social media channels.

Twitter was the most efficient way to reach policy makers and energy-related professional stakeholders. The account has been active since February 2019. The project partners also used their Twitter accounts to reach a qualified audience.

Two hashtags were used to represent the project: #RHCETIP, #100RHC (for the annual conference).

Annual number of new followers:

Year	Number of new followers	Results
2022	20 (from January to May)	-
2021	121	excellent
2020	151	excellent
2019	175	excellent

The total number of followers in May 2022 is 481. See below a summary of the main indicators (by months):

Month	Number of tweets (excluding retweets)	Impressions	New followers
February 2019	14	35,500	33
March 2019	2	10,200	9
April 2019	1	6,897	11
May 2019	1	6,972	9
June 2019	5	11,000	13
July 2019	5	21,400	7
August 2019	5	12,300	19
September 2019	2	8,778	11
October 2019	14	18,700	40
November 2019	5	16,900	21
December 2019	3	8,503	2
January 2020	3	11,200	20
February 2020	4	11,700	9
March 2020	7	21,200	16
April 2020	4	19,400	9

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## European Technology and Innovation Platform on Renewable Heating and Cooling

May 2020	3	16,300	5
June 2020	-	3,934	9
July 2020	3	8,199	9
August 2020	5	8,213	7
September 2020	4	9,732	16
October 2020	10	21,100	19
November 2020	1	6,346	24
December 2020	4	6,291	8
January 2021	3	6,691	18
February 2021	2	9,705	18
March 2021	6	17,900	15
April 2021	3	11,200	16
May 2021	2	5,778	7
June 2021	20	16,700	12
July 2021	2	5,828	5
August 2021	-	1,735	1
September 2021	2	1,400	13
October 2021	21	4,849	10
November 2021	2	2,619	5
December 2021	-	745	1
January 2022	-	450	2
February 2022	3	1,606	5
March 2022	2	1,319	5
April 2022	5	2,813	7

The activities of RHC-ETIP Twitter channel were categorised in the different sections:

- Inhouse activities
- Events
- Retweets
- Partners activities
- Communication on press releases

See examples of top tweets below:

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## European Technology and Innovation Platform on Renewable Heating and Cooling

**Feb 2021** • 28 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 3,034 impressions

Interested in learning how did they se manage to become fossil free in the cold Nordic Scandinavia?

 Webinar 25 February 2021  
 14:00 - 15:30 (CET)  
 REGISTER [bit.ly/3jGVdBW](https://bit.ly/3jGVdBW)

Organised by @Svebio @bioenergyEU on behalf of the #RHCETIP  
[pic.twitter.com/giBDFG7gs2](https://pic.twitter.com/giBDFG7gs2)



13 11

**Mar 2021** • 31 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 5,216 impressions

GRCurious on current renewable #heating solutions and their potential in decarbonising fully the heating sector in #Greece?

 Webinar 30 March 2021  
 10:00 - 11:30 (CET)  
 Agenda & registration [platform.org/event/100-rene...](https://platform.org/event/100-rene...)

Organised by @SolarHeat\_EU & EBHE on behalf of the #RHCETIP  
[pic.twitter.com/HqMncgFOhX](https://pic.twitter.com/HqMncgFOhX)



11 23

EUREC, who managed the Twitter channel, interacted with the audience and retweet relevant tweets to foster dialogue. The partners also actively participated in online communication efforts via their own social media channels.

### Link-building

The partners of RHC-ETIP contributed to the visibility of the project through their own websites and additionally supported the dissemination and communication activities. These actions had a positive impact on the positioning of the RHC-ETIP website on Google.

The list of links below represents RHC-ETIP on the partners' websites:

- EUREC

<https://eurec.be/projects/secrhc/>

- EGECE

<https://www.egec.org/rhc-platform-geothermal-panel/>

- Solar Heat Europe

<http://solarheateurope.eu/project/rhc-etip/>

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## European Technology and Innovation Platform on Renewable Heating and Cooling

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- EHPA

<https://www.ehpa.org/>

- Euroheat & Power

<https://www.euroheat.org/resource/sechrhc-etip.html>

- Bioenergy Europe

[https://bioenergyeurope.org/index.php?option=com\\_content&view=article&id=282](https://bioenergyeurope.org/index.php?option=com_content&view=article&id=282)

RHC-ETIP is also mentioned on the following indicative websites:

<https://www.etipbioenergy.eu/supporting-initiatives-and-platforms/related-european-technology-platforms-and-jtis/renewable-heating-and-cooling-platform>

<http://www.eubia.org/cms/about-eubia/international-recognition/rhc-platform/>

<https://www.becoop-project.eu/resources/related-projects/>

<https://www.plutinsus.com/plutinsus-joins-rhc-etip/>

<https://hycool-project.eu/2021/02/08/marco-calderoni-elected-as-new-chair-of-the-rhc-etip/>

### Press releases

All partners collaborated with media at different levels of specialisation and areas of influence. EUREC drafted and sent 5 press releases from 2019 to 2022. They were produced in English and disseminated through RHC-ETIP website and social media.

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## European Technology and Innovation Platform on Renewable Heating and Cooling

RHC-ETIP Press Release

[View this email in your browser](#)



### Marco Calderoni elected as New Chair of the RHC-ETIP

The mandate of the new president of the European Technology and Innovation Platform on Renewable Heating and Cooling started on the 1st January 2021 and will run until the end of the year.

Graduated in 2003 in Mechanical Engineering with expertise in energy at Politecnico di Milano, Marco Calderoni has been working as a researcher ever since 2003. He has always been committed to the sector of renewable energies, in particular thermal renewables. Since 2012 he has also been involved in district heating, as an ideal energy vector for the collection of locally available renewable sources. He has also enlarged his knowledge with projects related to heat pumps, both electricity and heat-driven and currently he is also Chairman of the [Solar thermal Technology Panel](#) of the RHC-ETIP.

### • RHC ETIP PRESS RELEASE •

[View this email in your browser](#)



### RHC ETIP speaks up on Horizon Europe Work Programme

The research, development and innovation working group of the platform claims the prominent role that renewable heating and cooling should have in the successor of Horizon 2020.

**14 November 2019, Brussels** - Heating and cooling represent 47% of the EU's energy consumption, yet, only 18% of it is currently renewable. In the next framework programme Horizon Europe, renewable heating and cooling should be recognised as a key sector in the achievement of the energy transition.

The European Technology and Innovation Platform on Renewable Heating & Cooling (RHC-ETIP) published a collective [position paper](#) highlighting the essential role of renewable heating and cooling (RHC) in the energy transition, and two key recommendations to enable the deployment of the full potential of the RHC sector in Europe.

The press releases had an average open rate of 20%.

## 3. CONCLUSIONS

This document presented the results of the communication activities of the RHC-ETIP project. In conclusion, the results of communication activities for RHC-ETIP are positive. The targets set at the beginning of the project have been reached and all the partners were involved to improve the visibility of the project.

### 4. ANNEX

#### Dissemination reporting template

<b>Event</b>	<i>Title or name of the event</i>				<input type="checkbox"/> Organized by third parties	<b>Date</b>	
	<i>Website if applicable</i>				<input type="checkbox"/> Organized by RHC-ETIP partner	<b>Location</b>	
<b>Type of event</b>	<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		
<b>Description</b>	<i>Main focus, organizers, topics addressed, periodicity of celebration etc.</i>				<b>Associated costs:</b>	<i>Inscription etc.</i>	
<b>RHC-ETIP contribution</b>	<i>Presentation subject or name of the lecture, Purpose of RHC-ETIP presentation, topics addressed, main contents of the presentation, partner contribution</i>				<b>Responsible partner:</b>		
<b>Audience</b>	<input type="checkbox"/> Research	<input type="checkbox"/> Industry <sup>2</sup>	<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 <sup>3</sup> :	<i>Indicate which</i>	
	<b>Attendants profiles:</b>	<i>Further specify if needed: i.e. Engineers, utilities, installers, promoters, manufacturers</i>			<b>Number of attendants:</b>		
<b>Feedback</b>	<i>Summarize the event, main reactions, interests from the audience and conclusions.</i>						
<b>Materials</b>	<i>Indicate the materials used or developed: power point presentation, leaflet, poster, video, Ad hoc Dossier, etc.</i>						
<b>Attachments</b>	<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>						

<sup>2</sup>Designers, public and private promoters, real state Building industry providers, installers, system manufacturers, etc.

<sup>3</sup>Municipalities associations and networks, standardization bodies, Neighbourhood associations, operation and maintenance organizations, or any other European or national associations, platforms and networks