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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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-ETP, 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:
• 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:

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

<table>
<thead>
<tr>
<th>Document</th>
<th>D5.5 Final report on communication activities</th>
</tr>
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<tr>
<td>Author</td>
<td>EUREC</td>
</tr>
<tr>
<td>Reference</td>
<td>D5.5 RHC ETIP ID GA 825998</td>
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<td>1</td>
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<td>20/6/22</td>
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<table>
<thead>
<tr>
<th>D2.4 Final RHC-ETIP expert information material</th>
<th>T2.2 Documents (vision, research and innovation priorities, deployment and innovation strategy…) drafting and publication</th>
<th>EUREC</th>
<th>RHC partners</th>
<th>RHC-ETIP website</th>
</tr>
</thead>
<tbody>
<tr>
<td>D3.5 Final strategy for engagement</td>
<td>T3.3 Link with relevant initiatives closely related to the RHC sector</td>
<td>SHE</td>
<td>RHC partners</td>
<td>RHC-ETIP website</td>
</tr>
<tr>
<td>D4.1 First timeline of research policy inputs</td>
<td>T4.1 RD&amp;I policy framework at EU and national level</td>
<td>EGEC</td>
<td>European and national policy makers</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
<tr>
<td>D4.2 Inventory of funding instruments</td>
<td>T4.2 Financing research and innovation</td>
<td>EUREC</td>
<td>R&amp;D stakeholders</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
<tr>
<td>D4.3 Update of timeline of research policy inputs</td>
<td>T4.1 RD&amp;I policy framework at EU and national level</td>
<td>EGEC</td>
<td>Policy working group</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
<tr>
<td>D4.4 Final report on research policy achievements and next steps</td>
<td>T4.1 RD&amp;I policy framework at EU and national level</td>
<td>EGEC</td>
<td>Policy working group</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
<tr>
<td>D4.5 Final document on the financing strategy for the RHC sector</td>
<td>T4.2 Financing research and innovation</td>
<td>EUREC</td>
<td>All partners</td>
<td>RHC-ETIP social media</td>
</tr>
<tr>
<td>D5.1 Updated RHC-ETIP website</td>
<td>T5.1 Website, including database of projects’ results</td>
<td>EUREC</td>
<td>All stakeholders</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
<tr>
<td>D5.2 Communication and dissemination activities</td>
<td>T5.3 Communication Plan</td>
<td>EUREC</td>
<td>All stakeholders</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
<tr>
<td>D5.3 1st Annual conference</td>
<td>T5.2 Organisation of annual conference</td>
<td>EUREC</td>
<td>National stakeholders</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
<tr>
<td>D5.4 2nd Annual conference</td>
<td>T5.2 Organisation of annual conference</td>
<td>EUREC</td>
<td>RHC partners All stakeholders</td>
<td>RHC-ETIP website CORDIS</td>
</tr>
</tbody>
</table>
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:
European Technology and Innovation Platform on Renewable Heating and Cooling

- 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
- EGEC 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.).
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.
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 STRUCTURE

- 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.
• RHC-ETIP offers exclusive access to contribute to the strategic documents for the RHC-sector:
  o 2019 -> Vision for the RHC-sector to 2050
  o 2020 -> Research & Innovation Priorities
  o 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.
- **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.
The European Technology and Innovation Platform on Renewable Heating and Cooling

Benefits of being an RHC-ETIP member

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 an online form. To apply, fill in the online application form available on www.rhc-platform.org.

Contact us: info@rhc-platform.org

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

World: www.rhc-platform.org

Leaflet 1 (1/2)

What is the RHC-ETIP?
The RHC ETIP is a network of experts from the renewable heating and cooling sector in Europe. It promotes the development and dissemination of renewable heating and cooling technologies, including district heating, solar thermal, geothermal, biomass, CHP, and district cooling.

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 other domestic or industrial purposes. Most of this energy is produced through the combustion of fossil fuels such as gas and coal, with an estimated annual carbon dioxide emission of approximately 1000 million tonnes.

The heating and cooling sector must be decarbonized in line with the EU’s decarbonisation targets. The RHC ETIP aims to contribute to this transition by promoting the use of renewable energy sources for heating and cooling.

The new RHC-ETIP structure

In 2021, the RHC ETIP was restructured to better respond to the new research and innovation priorities. The new structure includes Technology Platforms, Strategic Working Groups, and working groups focused on specific technologies and sectors.

Leaflet 1 (2/2)
RHC technologies are mature, commercial, and market ready, today. They will be continuously developed for increasing their performance and cost performance. However, without further political support to speed up the market uptake of these solutions, the 2050 vision will hardly become reality. The voluntary principle requires leadership and political guidance from all key stakeholders, including the EU authorities.

The European Technology and Innovation Platform on Renewable Heating and Cooling (REH+CP) is an expert group that aims to help promote the uptake of RHC technologies. The group's mission is to create a platform to facilitate the development and implementation of RHC technologies in Europe. The platform brings together experts from various fields, including academia, industry, and government, to share knowledge and best practices.

The platform's strategic vision is to achieve 2050 targets for the decarbonization of the heating and cooling sector by promoting the uptake of RHC technologies. The platform's strategic priorities include the development of policies and regulations to promote the uptake of RHC technologies, the development of new technologies and innovations, and the promotion of international cooperation to achieve the targets.

The platform's work is focused on three main areas: (1) energy efficiency, (2) decarbonization, and (3) cost-effectiveness. These areas are interrelated and require a holistic approach to achieve the targets.

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- **Posters:** EGEC has created a poster for the first annual conference as per the Grant Agreement. Since later editions of the conference were held online, EGEC 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).

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**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.
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.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Number of opens</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2021</td>
<td>34.3%</td>
<td>good</td>
</tr>
<tr>
<td>November 2021</td>
<td>36.4%</td>
<td>good</td>
</tr>
<tr>
<td>July 2021</td>
<td>37.8%</td>
<td>good</td>
</tr>
<tr>
<td>July 2020</td>
<td>22.9%</td>
<td>good</td>
</tr>
<tr>
<td>December 2019</td>
<td>25.7%</td>
<td>good</td>
</tr>
<tr>
<td>June 2019</td>
<td>21.3%</td>
<td>good</td>
</tr>
</tbody>
</table>

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.
Annual number of new subscribers and results:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of subscribers</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>1116</td>
<td>+204 = excellent</td>
</tr>
<tr>
<td>2020</td>
<td>912</td>
<td>+143 = excellent</td>
</tr>
<tr>
<td>2019</td>
<td>769</td>
<td>-</td>
</tr>
</tbody>
</table>

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).

**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
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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of conference or presentation</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>4</td>
<td>good¹</td>
</tr>
<tr>
<td>2021</td>
<td>14</td>
<td>excellent</td>
</tr>
<tr>
<td>2020</td>
<td>18</td>
<td>excellent</td>
</tr>
<tr>
<td>2019</td>
<td>14</td>
<td>excellent</td>
</tr>
</tbody>
</table>

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/

¹ The project has ended in May 2022.
• 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.
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”.

<table>
<thead>
<tr>
<th>Roundtables</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>28/10/2019 - Finland and Estonia</td>
<td>86</td>
</tr>
<tr>
<td>03/12/2019 - The Netherlands</td>
<td>54</td>
</tr>
<tr>
<td>05/12/2019 - Lithuania</td>
<td>139</td>
</tr>
<tr>
<td>03/11/2020 - Finland</td>
<td>60</td>
</tr>
<tr>
<td>01/11/2020 - Ireland</td>
<td>110</td>
</tr>
<tr>
<td>17/02/2021 - Czech Republic</td>
<td>68</td>
</tr>
<tr>
<td>25/02/2021 - Sweden</td>
<td>106</td>
</tr>
<tr>
<td>13/04/2021 - Portugal</td>
<td>109</td>
</tr>
<tr>
<td>30/03/2021 - Greece</td>
<td>100</td>
</tr>
<tr>
<td>28/06/2021 - Slovenia</td>
<td>115</td>
</tr>
<tr>
<td>28/10/2021 - Spain</td>
<td>132</td>
</tr>
<tr>
<td>10/02/2022 - Croatia</td>
<td>73</td>
</tr>
<tr>
<td>11/03/2022 - Greece</td>
<td>41</td>
</tr>
<tr>
<td>21/04/2022 - Belgium</td>
<td>41</td>
</tr>
<tr>
<td>24/05/2022 - Croatia</td>
<td>76</td>
</tr>
<tr>
<td>31/05/2022 - Germany</td>
<td>69</td>
</tr>
</tbody>
</table>
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
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.
Most of the visitors of the website live in the United States, China, Russia, Romania, Great Britain, France and Germany (see below).
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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of new followers</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>20 (from January to May)</td>
<td>-</td>
</tr>
<tr>
<td>2021</td>
<td>121</td>
<td>excellent</td>
</tr>
<tr>
<td>2020</td>
<td>151</td>
<td>excellent</td>
</tr>
<tr>
<td>2019</td>
<td>175</td>
<td>excellent</td>
</tr>
</tbody>
</table>

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

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

- EGEC
  
  [https://www.egec.org/rhc-platform-geothermal-panel/](https://www.egec.org/rhc-platform-geothermal-panel/)

- Solar Heat Europe
  
  [http://solarheateurope.eu/project/rhc-etip/](http://solarheateurope.eu/project/rhc-etip/)
• EHPA

https://www.ehpa.org/

• Euroheat & Power

https://www.euroheat.org/resource/secrhc-etip.html

• Bioenergy Europe


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


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/


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 produces in English and disseminated through RHC-ETIP website and social media.
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

<table>
<thead>
<tr>
<th>Event</th>
<th>Title or name of the event</th>
<th>□Organized by third parties</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Website if applicable</td>
<td>□Organized by RHC-ETIP partner</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Location</td>
<td></td>
</tr>
<tr>
<td></td>
<td>□Conference</td>
<td>□Seminar</td>
<td>□Workshop</td>
</tr>
<tr>
<td></td>
<td>□Exhibition / Fair</td>
<td>□Other: Indicate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>□Meeting</td>
<td>□Roundtable</td>
<td>□Forum</td>
</tr>
<tr>
<td></td>
<td>□Visit</td>
<td>□Campaign</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of event</th>
<th>Conference</th>
<th>Seminar</th>
<th>Workshop</th>
<th>Exhibition / Fair</th>
<th>Other:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Main focus, organizers, topics addressed, periodicity of celebration etc.</th>
<th>Associated costs</th>
<th>Inscription etc.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>RHC-ETIP contribution</th>
<th>Presentation subject or name of the lecture, Purpose of RHC-ETIP presentation, topics addressed, main contents of the presentation, partner contribution</th>
<th>Responsible partner:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Audience</th>
<th>□ Research</th>
<th>□ Industry(^2)</th>
<th>□ Medias</th>
<th>□ Other</th>
<th>□ Indicate:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ Academics</td>
<td>□ Policy makers/ authorities</td>
<td>□ Civil Society</td>
<td>□ Financial entities</td>
<td>□ Members of associations(^3):</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicate which</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Attendants profiles:</th>
<th>Further specify if needed: i.e. Engineers, utilities, installers, promoters, manufacturers</th>
</tr>
</thead>
</table>

| Number of attendants: |

<table>
<thead>
<tr>
<th>Feedback</th>
<th>Summarize the event, main reactions, interests from the audience and conclusions.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Materials</th>
<th>Indicate the materials used or developed: power point presentation, leaflet, poster, video, Ad hoc Dossier, etc.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Attachments</th>
<th>Indicate the information you send attached for the report: event agenda, photos, material specifically developed...etc. You can also include some pictures here.</th>
</tr>
</thead>
</table>

\(^2\)Designers, public and private promoters, real state Building industry providers, installers, system manufacturers, etc.

\(^3\)Municipalities associations and networks, standardization bodies, Neighbourhood associations, operation and maintenance organizations, or any other European or national associations, platforms and networks