RHC
European Technology and Innovation Platform on Renewable Heating and Cooling

RHC
Renewable Heating & Cooling
European Technology and Innovation Platform

Plan for dissemination and exploitation including communication activities

Deliverable 6.1

WP6

Grant agreement: 101075746

September 2022 to August 2025

Prepared by: EUREC

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Dissemination level

X	**PU = Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)**
	SEN = Sensitive, limited under the conditions of the Grant Agreement

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DISCLAIMER OF WARRANTIES

ABBREVIATIONS

RHC ETIP: European Technology and Innovation Platform on Renewable Heating and Cooling
DECP: Plan for dissemination and exploitation including communication
HWGs: Horizontal Working Groups

PARTNERS

EUREC: the Association of European Renewable Energy Research Centres
EGEC: the European Geothermal Energy Council
EHP: Euroheat &Power
SHE: Solar Heat Europe
EHPA: the European Heat Pump Association
WIP: WIP Renewable Energies

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Introduction

The Plan for dissemination and exploitation including communication (DECP) is the outcome of Task 6.1 Communication, dissemination and exploitation activities. The aim of the present document is to develop a coherent strategy to ensure that the activities and information prepared by RHC experts are widely promoted and disseminated at different levels.

This document explains how the project will communicate its developments and achievements. It also explains how the partners will ensure the visibility of the project and dissemination of its results throughout its duration. The DECP identifies key stakeholders and establishes relevant messages for each target audience. It defines the branding and promotion tools, and the channels to be used. It also includes the methodology to be followed to carry out and track each activity. Activities will be monitored to reach defined key performance indicators (KPIs) and may be subject to revision during the project in order to adjust to project progress and emerging communication means and trends.

All communication activities will be gender-sensitive, which implies using a more inclusive language.

The final report on communication activities (D6.4) will be prepared and submitted by the end of the project (August 2025).

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1. Objectives of the Plan for dissemination and exploitation including communication

Mission statement

The RHC ETIP coordinates activities related to the implementation of a research and innovation strategy to increase the use of renewable energy sources for heating and cooling in line and supporting the targets set by the European Green Deal, and to foster the growth and market uptake of RHC technologies. The RHC ETIP secretariat organises meetings, events, and consultations to raise the profile and importance of the renewable heating and cooling sector, and its related technologies. It also provides consensus-based strategic advice to the SET-Plan.

In addition, by supporting interactions among stakeholders from industry, research and academia, from a range of renewable heating and cooling technologies, and by brining together complementary sectors and expertise, the RHC ETIP enhances the growth and competitiveness of the sector.

Objectives

Awareness, communication and dissemination actions targeting specific audiences with tailored messages are key to the success of the RHC ETIP. The DECP describes the communication objectives, target groups, key messages, approach, channels and tools, as well as monitoring, tracking and evaluation, and reporting procedures that will be put in place. Tasks within WP6 will run from month 1 until the end of the project. They will be under the leadership and coordination of EUREC and the support and monitoring of the secretariat.

The overall goal of the communication and dissemination activities is to ensure that the information prepared by the partners and RHC experts in other work packages is widely disseminated for the following purposes:

- **Objective 1:** Raising awareness about the activities and publications organised and created by the experts in the HWGs and the Technology Panels.

- **Objective 2:** Promoting the RHC ETIP activities among Members and engaging 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 and stakeholders.

The dissemination and communication strategy will consist of three main phases: phase 1 in 2022-2023, phase 2 in 2023-2024, and phase 3 in 2023-2024. These phases are detailed in Section 5.

EUREC will keep track of dissemination activities via a dissemination monitoring document.

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2. Target audiences

Today, the RHC ETIP brings together more than 1,000 stakeholders representing all renewable energy technologies for heating and cooling from industry and research from all over Europe. The aim is to involve a wide range of stakeholders and experts and promote a multidisciplinary approach to identify challenges and opportunities for the RHC sector.

Key audience groups have been identified to raise awareness of the RHC ETIP and develop targeted dissemination actions.

a. 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: 35%

- NGOs: 7%

- Public: 5%

- Others (associations, platforms, networks): 12%

RHC-ETIP will engage with members via Technology Panels and develop new tools when needed:

- International communication tools: RHC ETIP monthly updates (sent via Mailchimp) and meetings.

- External communication tools: RHC ETIP website, newsletters (sent via Mailchimp), social media (Twitter and LinkedIn), events.

b. Policymakers

The RHC ETIP possesses the technical knowledge and expertise of representatives of the RHC sector that will be used to support the Commission services and other policy makers in designing effective R&I policy solutions that will help accelerate the market uptake of RHC technologies. Position papers and reports will be used to reach this audience.

c. Scientific and research community, and industrial actors

RHC ETIP promotes cooperation between all stakeholders, including the industrial sector and the research community. The goal is to launch debates on common priorities and support cooperation initiatives. Active participation of these audiences will be encouraged during all events (such as roundtables, annual conferences and other meetings).

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d. National, International and European stakeholders

This audience includes European Member States representatives (contacts at Ministries, national agencies, national contact points for energy, etc.), European and international stakeholders (associations, interest groups, think tanks, etc.). Active participation of these audiences will be encouraged during events (such as roundtables and other relevant meetings).

e. General public

Individuals with an interest in the RHC sector will be reached through the news on the RHC ETIP website, social media accounts, and newsletter.

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3. Key messages

Key messages form part of the written identity of the project. The RHC ETIP partners will use them in the tools and communication channels. The objective of this section is to draft clear messages to reach as many targeted audiences as possible. These messages may evolve during the life of the project and will adapt to concrete materials and promotional actions.

Objective of the RHC ETIP:

- Bring the RHC stakeholders together

- Advise policymakers

- Foster research and innovation

- Increase the profile and role of RHC in the process of decarbonisation of the energy system

- Speed up the uptake of RHC technologies

- Focus on accelerating projects on the ground and developing their bankability

Tasks of the RHC ETIP secretariat:

- Being an interface for national and public authorities

- Engaging with new stakeholders

- Collaborating with other European Technology and Innovation Platforms

- Encouraging dialogue between the RHC ETIP community and representatives of the European Commission, SET plan and other policy stakeholders

- Contributing to research and innovation policy debates

- Supporting the preparation of strategic documents in HWGs and technology panels

- Promoting RHC suppliers and supporting RHC projects

- Identifying technological and market trends for more cost-effective development of RHC

- Developing recommendations and strategies for RHC industry competitiveness

- Organising meetings, roundtables, conferences and other events to reach stakeholders

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Description of the RHC ETIP:

The RHC ETIP is a network with more than 1,000 members. Since 2010, the platform has gathered industry, research, and academia representing renewable heating and cooling technologies (biomass, solar thermal, geothermal, heat pumps, district heating and cooling, and thermal energy storage).

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.

- 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 contribute 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 and learn at its annual events.

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4. Communication tools and channels

Below is a description of the tools and channels foreseen during the life of the project. All materials will be created in English and translated by the partners when needed.

Visual identity

The RHC ETIP logo remains the same (see below). In some cases, a white version can be used. The logo can be used for internal and external use with the permission of the RHC ETIP secretariat.

It is recommended to use the simplified version of the logo (see below) only for internal use or if the mention of "European Technology and Innovation Platform on Renewable Heating and Cooling" is visible.

Visual identity guidelines:

- Font (used in Word documents and presentations): Calibri
- Colours chart:

  #0099A1   #49484A   #E46C0A

Templates have been prepared to be used by the partners of the secretariat, including minutes, agenda, list of attendees, deliverable template and PowerPoint presentation.

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PowerPoint template

Background for article website banner

Communication toolkit

A new roll-up has been created and two copies have been printed.

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A new poster has also been created.
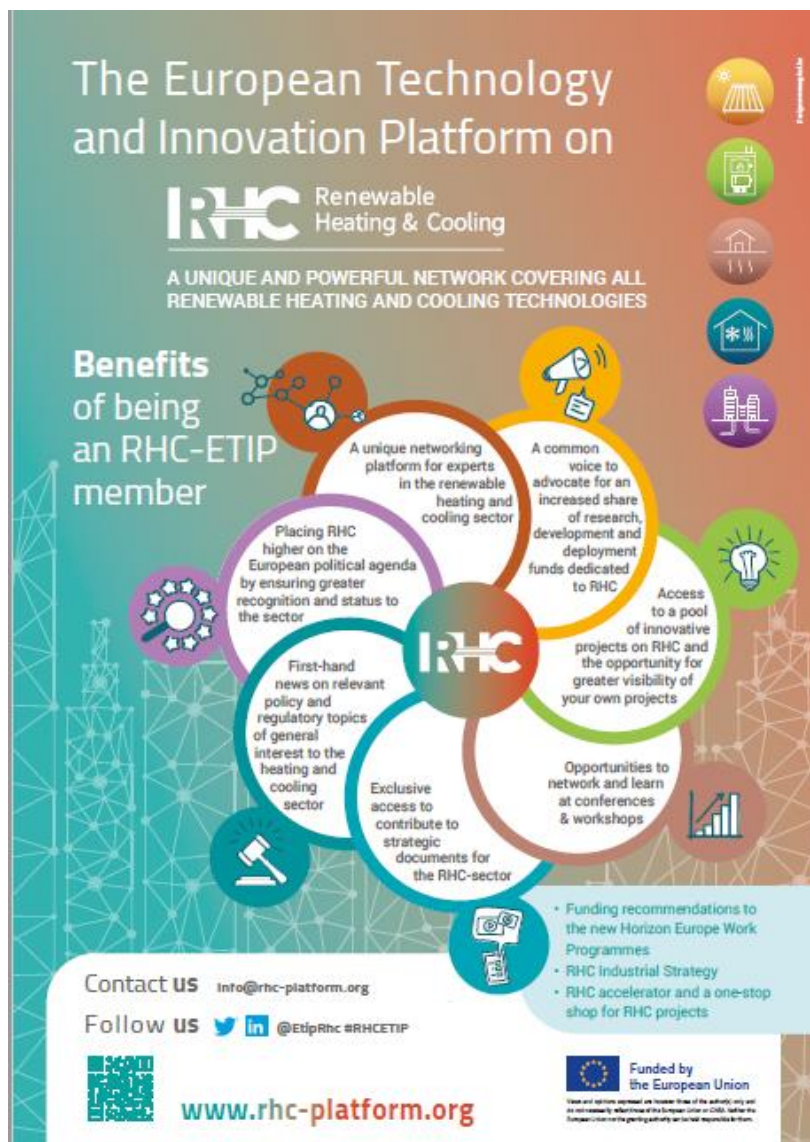
EUREC will produce two leaflets or brochures in 2023 and 2025, with the contribution of partners, to present the recent achievements of the RHC ETIP. Leaflets or brochures will be distributed during events to promote the platform.

Project website

The website www.rhc-platform.org remains the same. All the updates will be done by EUREC, and all partners will contribute to the sections.

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Events

+ ALL EVENTS

18 Jan 2023
Webinar on the "Impact of energy prices on energy poverty and gender equality and RHC opportunities for mitigation"
Online
> VIEW EVENT

16 Jan 17 Jan 2023
Workshop "Decarbonization of the heating industry – geothermal energy and energy communities"
Bratislava
> VIEW EVENT

Publications

+ ALL PUBLICATIONS

Coupling of Heating/Cooling and Electricity Sectors in a Renewable Energy-Driven Europe
ETIP SNET
> DOWNLOAD

Renewable Heating & Cooling
European Technology and Innovation Platform
Online projects' database
Deliverable 5.6
WP5 - T5.1.2
> DOWNLOAD

Renewable Heating & Cooling
European Technology and Innovation Platform
Final Report on Communication Activities
Deliverable 5.5
WP 5 - Communication and dissemination activities
T5.3 Communication Plan
> DOWNLOAD

Renewable Heating & Cooling
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Deliverable 4.4
Final report on research policy achievements and next steps
WP4 - H1&I framework for the H+C sector
> DOWNLOAD

SUBMIT YOUR PROJECT

Projects

+ ALL PROJECTS

Compact bio-based thermal energy storage for buildings

Timeline
Funding programme

ComBioTES project brings together research centres, industrial designers, technologies suppliers into the same consortium, to unite skills towards the construction of an enhanced thermal energy storage system, able to lower the costs of energy consumption for individual and private use.

> VIEW PROJECT

Forthcoming Research and Industry for European and National Development of Solar Heat for Industrial Process

Timeline
Funding programme

FRIENDSHIP is a project funded by the European Union's Horizon 2020 research and innovation programme coordinated by Commissariat à l'Énergie Atomique et aux Énergies Alternatives from Grenoble, France. FRIENDSHIP plans to bring together research centres, industrial designers, technologies & heat suppliers into the same consortium in order to unite skills towards the boost and control of the heat supply temperature according to processes needs. It will evaluate to what extent high share of solar heat heating and

ASTEP

Timeline
Funding programme

The main objective of ASTEP project is to successfully demonstrate the viability of applying solar thermal energy to partially cover heating, and/or cooling demands in two different industrial demo sites located on two different climate regions, and to further develop the implementation of solar thermal energy in industrial processes up to 400 °C. The first Industrial Site is the dairy company MANDREKAS, located at a latitude of 37.93 N (Corinth, Greece) with a heating demand for steam at 175 °C and a cooling demand at 5 °C. The second site is the world's leading steel company, ArcelorMittal, with a heating

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Social media

A new LinkedIn page has been created in 2022 in order to reach more stakeholders.
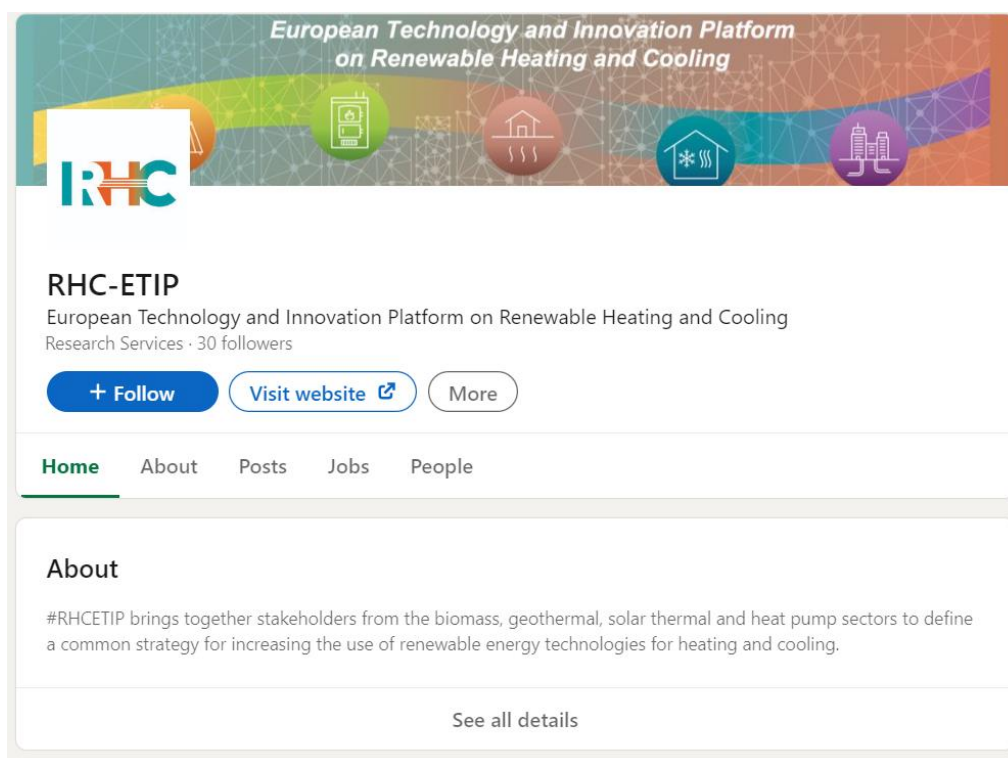
EUREC manages the Twitter and LinkedIn accounts and all partners are invited to send contributions to increase the visibility of the platform.

Specific communication campaigns will be developed for key activities such as the kick-off of the project, the RHC annual conference and the promotion of publications (see examples below).

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Speaker card used for the start of the project

Picture used to promote the database

Save the date banner to promote the RHC Annual conference
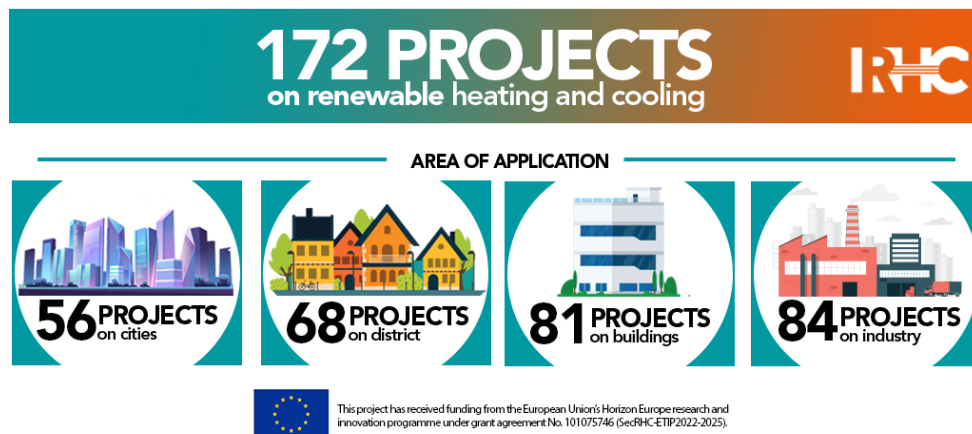
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One or more hashtags representative of the project – #RHCETIP and #100RHC (for the annual conference) – will be used.

RHC ETIP partners will help promote news, events, and press releases during the life of the project.

Organisation	Accounts	Twitter accounts	LinkedIn accounts
RHC ETIP	@EtipRhc	https://twitter.com/EtipRhc	https://www.linkedin.com/company/etip-rhc
EUREC	@EUREC_Info	https://twitter.com/EUREC_Info	https://www.linkedin.com/company/eurec-association
EHPA	@helloheatpumps	https://twitter.com/helloheatpumps	https://www.linkedin.com/company/ehpa/
WIP	@WIPrenewables	https://twitter.com/WIPRenewables	https://www.linkedin.com/company/wip-renewable-energies/
SHE	@SolarHeat_EU	https://twitter.com/SolarHeat_EU	https://www.linkedin.com/company/estif---european-solar-thermal-industry-federation/
EGEC	@EGEC_geothermal	https://twitter.com/EGEC_geothermal	https://www.linkedin.com/company/european-geothermal-energy-council/
EHP	@EuroheatPower	https://twitter.com/EuroheatPower	https://www.linkedin.com/company/euroheatpower/

Digital newsletters

A biannual digital newsletter will be sent until the end of the project via Mailchimp. The first newsletter was sent out in December 2022 and can be viewed online here.
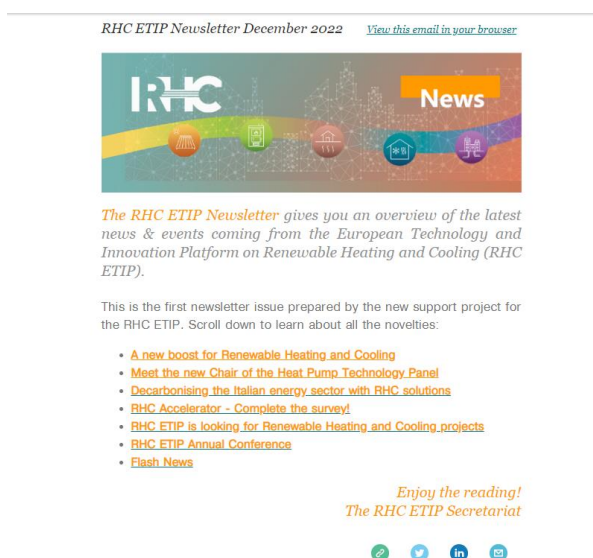
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Monthly newsletters, called "RHC updates", will also be sent to members via Mailchimp. A survey on communication activities and a "call for content" will be sent in February 2022 to engage with RHC ETIP members in order to highlight their projects and initiatives. EUREC will ask members if they are interested in providing content (such as an article for the website, a quote and a picture to be used on social media) to share their activities on the RHC ETIP communication channels.

Interested stakeholders can subscribe online, via the website, and all subscribers can unsubscribe.

Press releases

Press releases will be sent to present RHC ETIP achievements and key activities. All partners of the secretariat will be invited to share the press releases on their communication channels.

Promotion during public and virtual events

The RHC ETIP and its achievements will be presented at conferences, symposia, seminars, workshops and other relevant events to reach a wide range of stakeholders. Presentations, posters and other communication materials will be used. A list of events (see below) has been created and partners of the secretariat are invited to suggest events.

Name of the event	Date(s) of the event	Location of the event
Sustainable Places 2022	6 - 9 September 2022	Nice, France
EUSEW – European Sustainable Energy Week	26 - 30 September 2022	Brussels, Belgium
European Geothermal Congress	17 - 21 October 2022	Berlin, Germany
European Bioenergy Future	22 - 23 November 2022	Brussels, Belgium
European Biomass Conference	18 - 20 January 2023	Graz, Austria
World Sustainable Energy Days 2023	28 Feb - 3 Mar 2023	Wels, Austria
European Energy Efficiency Conference 2023	2 - 3 March 2023	Wels, Austria
EUROHEAT & POWER Congress 2023	22 - 24 May 2023	Turin, Italy
RHC ETIP Annual Conference	25 May 2023	Turin, Italy
European Biomass Conference & Exhibition	5 - 8 June 2023	Bologna, Italy
EUSEW	20 – 22 June 2023	Brussels, Belgium
EU PVSEC	18 - 22 September 2023	Lisbon, Portugal

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Link-building

The RHC ETIP partners contribute to the visibility of the platform through their own websites as well as supporting the dissemination and communication activities. These actions have a positive impact on the positioning of the RHC ETIP website in search engines.

The list of links below represents RHC ETIP on partners' websites and other websites:

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

https://eurec.be/project/secrhc-platform-2/

https://www.euroheat.org/dhc/dhcplus-projects.html

https://www.ehpa.org/projects/secretariat-of-the-european-technology-and-innovation-platform-on-renewable-heating-and-cooling-in-2022-2025/

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/

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

Key Performance Indicators (KPIs)

The RHC ETIP secretariat plans to measure the following KPIs:

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Actions foreseen	KPIs to be reached
RHC ETIP website	Annual visits: <5000 = poor; 5000-10,000 = good; >10,000 = excellent Material downloads (if measurable): <50 = poor; 50-100 = good; >100 = excellent
Two leaflets or brochures to be prepared in 2023 and 2025	Brochure/leaflet distribution: <500 copies = poor; 500-1,000 copies = good; >1,000 copies = excellent
Promotional campaigns showcasing innovative RHC technologies/projects	18 interviews to be published by the end of the project
Periodic e-newsletter to be sent every 6 months	E-newsletter distribution: <100 openings = poor; 100- 200 openings = good; > 200 openings = excellent
Social media presence (Twitter and LinkedIn)	Number of followers in total: <700 = poor; 700-1000 = good; >1000 = excellent
Events	16 events in at least 4 different EU regions At least 2 RHC conferences in different countries in Europe and 2 regional events to be organised alongside the annual conferences by the end of the project

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5. Timing and activities

A timeline has been developed to present the project's activities and will be updated on a regular basis.

- **2022 – 2023**

SEPT	Kick-off meeting: picture for social media
OCT	Preparation of an article on the new Grant Agreement and secretariat + communication on social media
DEC	Templates prepared and saved in Teams Creation of a new roll-up Prepare a list of relevant events (to be updated by all partners) Newsletter #1
JAN	Preparation of the annual conference (agenda, logistics, com) & roundtable Organisation of a meeting on upcoming communication activities
FEB	Preparation of the annual conference (agenda, logistics, com) & roundtable Promotion of the white paper (ETIP SNET) Survey on communication activities to be sent to members "Call for content" to be sent to members Submission of D6.1
MAR	Preparation of the annual conference (agenda, logistics, com) & roundtable Annual conference promotion
APR	Annual conference promotion
MAY	Preparation for interviews (Interview questions, video requirements and list of interviewees prepared) Newsletter #2 Annual conference in Torino on 25 May + Italian roundtable
JUNE	List of relevant events to be updated by all partners

EUREC will launch a "call for content" in February in order to promote RHC ETIP members' projects and initiatives. An editorial calendar will be prepared to promote them on communication channels on a regular basis.

- **2023 – 2024**

SEPT	Preparation of a leaflet
NOV	Newsletter #3 Update the list of relevant events
JAN	Preparation of the annual conference (to be confirmed) Publish first video
FEB	Milestone: 18 videos-interviews developed
MAY	Newsletter #4
JUNE	Update the list of relevant events

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- **2024 – 2025**

NOV	Newsletter #5 Update the list of relevant events
JAN	Preparation of the annual conference (to be confirmed)
MAY	Newsletter #6
JUNE	Preparation of a leaflet
AUG	Submission of deliverables D6.2, D6.3, D6.4, D6.5

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6. Conclusion

The present document gives an overview of the general planning of activities programmed during the life of the project. EUREC has integrated the components of a solid dissemination and communication strategy (target audiences, key messages, tools, and planning).

EUREC will coordinate the implementation of the annual DECP and will inform the partners about possible changes and improvements. The present document will always strive to adapt to the project needs and evolutions. In this sense, the list of actions might vary from the original planning. EUREC has also included KPIs to track the results of communication and dissemination activities.