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EXECUTIVE SUMMARY

The present *D4.8 - Second report on all communication activities* report covers all communication activities undertaken by SUPEERA in the period ranging from December 2020 to June 2022.

The SUPEERA communications activities have supported the project through digital tools, such as the European Energy Research Alliance (EERA)'s social media profiles and a dedicated project website. 2022 also saw the return of in-person events, which contributed to the visibility of the project, especially in EU-13 countries where three workshops were organised in the space of two months.

Moreover, the activities carried out in the context of SUPEERA were disseminated not only through the online channels but also at various (online) events held over the course of these two years and a half, ranging from policy webinars (focused on the latest developments in the EU political landscape regarding the energy field) to webinars aiming at fostering collaboration between researchers and industrial players.

In particular, SUPEERA was more than once presented to the EERA stakeholders at strategic events, such as the Executive Committee meetings, Joint Programme Coordinators meetings and multiple editions of the Annual Strategy Meeting, a key event gathering not only the most important constituencies at EERA - and so, many relevant voices in the energy research field - but also representatives from the EU institutions and governments.

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I. CONTEXT

The activities undertaken during this year and a half of SUPEERA have been in line with the communication and dissemination strategy and implementation plan (Deliverable 4.1, 4.3 and 4.4) to the maximum extent possible. Despite the initial impact of the Covid-19 pandemic, digital communications objectives and tasks were constantly developed to ensure a constant flow of information with the partners and the external audiences targeted by the project.

II. TARGETED AUDIENCES

SUPEERA has addressed the following target audiences during its first year of activities:

- The SET Plan Implementation Working Groups
- The European research community, including but not limited to EERA
- European industry
- European policymakers
- Civil society (to a limited extent)

III. TASK 4.1 – STRATEGY

3.1 Dissemination and Communication Strategy and Implementation Plan.

The first version of the Communication and Dissemination Strategy and Implementation Plan was presented in M2. The strategy outlined the overall communication and dissemination approach, objectives, planned activities, channels, and target groups.

The update corresponding to the first year of SUPEERA (D4.3) has been carried out and was submitted in M12, while the update corresponding to the second year (D4.4) was presented in M24. The primary purpose of the activity was to update the planning document and define a roadmap for the years ahead. An update of the implementation plan concluded the documents. Both laid out which tasks and deliverables were executed during the first and second year of the project and provided an overview of the ones foreseen for the second and third years, respectively.

3.2 Strategic Partnership Programme

A large number of other EU initiatives targeting specific sectors already started in 2019, anticipating several actions also foreseen by SUPEERA. With a usual duration of three years, those projects initiated the implementation of a range of activities involving national stakeholder



groups that must deal with several technologies in parallel (e.g., national funding agencies, ministries, programme authorities). It has therefore been crucial for SUPEERA to acknowledge the progress of these initiatives, to avoid overlapping and counterproductive action.

During the preparation phase of the proposal, SUPEERA had already initiated a dialogue to coordinate the respective actions. In the first year, the Communication and Dissemination Work Package scheduled and held conversations with peers on several projects relevant to SUPEERA. As a result of this initiative, support in terms of communication and dissemination has been put forward with EN SgplusRegSys, ETIP SNET, ETIP Ocean, SETWind, Energy-SHIFTS, and BatteRies Europe.

Moreover, SUPEERA took part in a meeting organised by JA-2 Deep Geothermal with the project coordinators of initiatives supporting the SET Plan. Besides introducing SUPEERA, it was proposed to establish a long-term forum.

SUPEERA also participated in the kick-off meeting and follow-up meetings of an **ETIPs Forum**¹. This aims to create regular roundtables to streamline several areas in multiple working sessions, identify common activities and topics to tackle, and agree on concrete collaboration actions and steps forward.

At the moment, a communication to the European Commission is finalised to formally inform the stable and continuous work the ETIPs FORUM will assume.

IV. TASK 4.2 – OUTREACH

SUPEERA developed in February 2020 its logo and visual identity, together with its main key visual. This has been the blueprint for a number of identity elements, from the documents' templates to the standard SUPEERA presentation and the SUPEERA main website. Regarding printed materials, SUPEERA has produced a project roll-up in sight of the in-person events that will be held from 2021 until the end of the project, but that has already been used as background in some online events. The general flyer containing key information on the scope and objectives of the project was also designed. Additional material has been developed, such as a flyer on a specific deliverable and a general presentation to promote the project with high-level audiences.

4.1 Digital Communication

4.1.1 Website

The SUPEERA website, www.supeera.eu, was launched on 30 April 2020. The launch of the website constituted Deliverable 4.2.

¹ EERA hosted the Forum on 23 May 2022 to discuss on the Revamp of the Set Plan



It presents core information on the project and has been promoting the organised online events and providing updates and news on the project's progress. The website also features the deliverables intended for public dissemination. Specific attention has been paid to making the SUPEERA website attractive, user-friendly, and informative. Efforts have gone into making information easy to understand to reach a wider audience. Furthermore, it allows users to express interest in contributing to the project (Menu item: Get Involved).

The website is integrated into the EERA web portal, which gathers, besides the EERA central website, websites of EERA Joint Programmes and EU-funded projects that are of strategic relevance to EERA. This Joomla-based portal allows for cross-sharing and interlinked content due to a centralised administration. Thanks to this functionality, it is easy for the EERA Joint Programmes and other EERA aisbl projects that are part of the system to display SUPEERA content on their websites, which increases the dissemination of information in relevant communities. It will also allow keeping results and materials available on the SUPEERA public website after the project completion.

Through Google Analytics, WP4 tracked the visits corresponding to the period between May 2020 and May 2022. Based on the average number of monthly visits, an estimated projection of total visits can be made:

Sessions	Users	Average Session Duration
5.968	4.786	1'29"

Table 1. Website users, sessions, and average session duration for the period May 2020 – 31 May 2022

The news item "SUPEERA received positive feedback following the review meeting with the European Commission" and the event item "Energy storage, Fuel Cells & Hydrogen. Bringing research and industry closer: accelerating innovation and uptake of new technologies" were the most viewed items in their categories. The average of pages visited per session in the period was 1.87.

4.1.2 Social Media

Content related to the project and its activities has been shared on social media via the channels belonging to EERA aisbl, which enjoy wider visibility compared to newly created channels. Two channels have been used for dissemination purposes: LinkedIn and Twitter. The EERA aisbl Twitter account currently has 1,629 followers. In comparison, LinkedIn counts 4,611 followers, signalling a rise of 21% in less than one year in terms of following compared to the previous measure in July 2021.

Relevant information per post published on each social media channel is compiled in the following tables:

Twitter

Post #	Impressions	Engagements	Media views	Likes	Retweets	Replies	Date
Post 1	3590	108		23	6	1	09-Jan-20
Post 2	1337	29		7	2		11-Feb-20
Post 3	804	4		1			18-Feb-20
Post 4	3992	43		10	2		27-Feb-20
Post 5	4864	37		3	3		26-Mar-20
Post 6	2187	16		3	2		06-May-20
Post 7	517	1			1		30-Jun-20
Post 8	1883	7		5			01-Jul-20
Post 9	664	5		2	1		08-Jul-20
Post 10	493	14	77		2		23-Sep-20
Post 11	291		27				01-Oct-20
Post 12	594	6		3	1		21-Oct-20
Post 13	368	6		1			08-Feb-21
Post 14	547	5		2	1		22-Feb-21
Post 15	571	7		4	1		01-Mar-21
Post 16	791	9		4	1		04-Mar-21
Post 17	902	13		4	2		09-Mar-21
Post 18	427	7	40				10-Mar-21
Post 19	503	5					11-Mar-21
Post 20	506	8		3	1		12-Mar-21
Post 21	479	2					16-Mar-21
Post 22	693	16		3	1		18-Mar-21
Post 23	511	5		1	1		24-Mar-21
Post 24	541	12		2			25-Mar-21
Post 25	745	9		2	1		01-Apr-21
Post 26	745	9	59	3	3		22-Apr-21
Post 27	338	3	28				27-Apr-21
Post 28	447	6		1	1		04-May-21

Post 29	389	9	46	1	2		12-May-21
Post 30	388	7	44	2	2		19-May-21
Post 31	641	52		2	3		26-May-21
Post 32	446	17		5	2		28-May-21
Post 33 (15 posts in a common series, on a common topic)	1563	5		3			28-May-21
Post 34	362	1					02-Jun-21
Post 35	328	4					07-Jun-21
Post 36	453	15		6	2		03-Sep-21
Post 37	286	8	1	3	2		25-Nov-21
Post 38	188	13	1	1	1		10-Dec-21
Post 39	170	6	1	2	1		15-Dec-21
Post 40	160	1		1			16-Dec-21
Post 41	206	5		1			21-Dec-21
Post 42	159	1					22-Dec-21
Post 43	171	5	1	1	1		14-Jan-22
Post 44	263	6		1	1		31-Mar-22
Post 45	116						07-Apr-22
Post 46	180	1		1			20-Apr-22
Post 47	178	10	1	3	4		21-Apr-22
Post 48	143	6	1	2	1		22-Apr-22
Post 49	341	15		2	2		26-Apr-22
Post 50	188	10	3	3	2		27-Apr-22
Post 51	97						06-May-22
Post 52	274	13	5	5			10-May-22
Post 53	243	8		4	3		11-May-22
Post 54	130	1		1			16-May-22



Post 55	161	4		2	2		18-May-22
Post 56	168	4		2	2		24-May-22
Post 57	118	3	1	1	1		25-May-22
Post 58	125	4	2	2			01-Jun-22
TOTAL	38965	626	338	144	67	1	/

Table 2. Performance of SUPEERA posts on EERA's Twitter channel

LinkedIn

Post #	Views	Reactions	Comments	Sharing	Clicks	Date
Post 1	1842	32		5	106	9 jan 2020
Post 2	1293	19	1	1	52	11-Feb-20
Post 3	1069	14			24	27-Feb-20
Post 4	979	8		4	53	26-Mar-20
Post 5	989	19		5	43	25-Apr-20
Post 6	1175	19			32	6 may 2020
Post 7	763	4			12	1 jul 2020
Post 8	608	14			14	8 jul 2020
Post 9	746	14		1	39	23 sep 2020
Post 10	463	10		1	13	1 oct 2020
Post 11	477	8			11	21 oct 2020
Post 12	717	10		3	28	08-Feb-21
Post 13	567	12		1	20	22-Feb-21
Post 14	646	19		1	24	01-Mar-21
Post 15	627	10		1	19	04-Mar-21
Post 16	450	11		3	8	09-Mar-21
Post 17	429	8		1	16	10-Mar-21
Post 18	897	22		4	29	11-Mar-21
Post 19	750	13		5	28	12-Mar-21
Post 20	375	5		1	12	16-Mar-21
Post 21	853	21		2	43	18-Mar-21
Post 22	444	8		2	6	24-Mar-21
Post 23	690	24		3	27	25-Mar-21
Post 24	562	14		1	21	01-Apr-21

Post 25	487	23		3	25	22-Apr-21
Post 26	380	6		2	9	27-Apr-21
Post 27	605	13			20	4 may 2021
Post 28	732	23		2	23	12 may 2021
Post 29	492	14		1	11	19 may 2021
Post 30	528	11		2	16	26 may 2021
Post 31	321	3		3	4	28 may 2021
Post 32	577	15		2	14	2 jun 2021
Post 33	513	12			14	7 jun 2021
Post 34	394	6			4	15-Jul
Post 35	584	12		1	10	03-Sep
Post 36	663	16		1	17	25-Nov
Post 37	817	13	1	3	31	03-Dec
Post 38	398	8		1	5	10-Dec
Post 39	525	8		2	8	15-Dec
Post 40	431	6		1	11	21-Dec
Post 41	393	4		1	7	22-Dec
Post 42	629	7		2	20	14-Jan
Post 43	419	8		4	13	31-Mar
Post 44	304	3		1	10	07-Apr
Post 45	101	0			3	20-Apr
Post 46	385	7		2	15	21-Apr
Post 47	564	10		2	22	22-Apr
Post 48	483	9		1	16	26-Apr
Post 49	1165	22	2		37	27-Apr
Post 50	452	2			6	06-May
Post 51	1556	21		1	220	10-May
Post 52	467	9	1	4	12	11-May
Post 53	985	16	1	2	36	16-May
Post 54	418	7			5	18-May
Post 55	76	1			1	19-May
Post 56	434	7			7	24-May
Post 57	467	8			18	25-May
Post 58	585	11		1	50	01-Jun



TOTAL	36741	679	6	90	1400	////////////////////
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Table 3. Performance of SUPEERA posts on EERA's LinkedIn channel

In total, 116 social media posts have been shared on the two platforms since the start of the project, gathering 75,706 views. Users interacted in different ways with the posts to reach 3,013 interactions, with an average of 11 engagements for Twitter and 11 reactions on average for LinkedIn, **surpassing the performance reported in previous reports.**

Between April and May 2022, more of EERA's social media posts were dedicated to the SUPEERA project due to the various SUPEERA workshops that took place in those months. These specific posts were dedicated to disseminating information about these events, providing registration links and other resources, together with pictures, post-workshop materials and reports once the event was over. **On LinkedIn, these event-related posts generated, on average, more reactions than others.** As a matter of fact, the publication that promoted the most interaction concerned SUPEERA's workshop in Padova on Energy Storage and Fuel Cells and Hydrogen technologies.

For the whole duration of the SUPEERA project, EERA social media channels (LinkedIn, Twitter) will continue to support the dissemination of the project's activities and the promotion of policy conferences and webinars organised within its framework.

4.1.3 Newsletter

News on the SUPEERA project has been included in each of the EERA newsletters since the project's launch. Until today, more than 12 newsletters have been sent out by the EERA Secretariat. The number of recipients the newsletter is sent to has grown by almost 40%, rising from an audience of nearly 3,500 people in June 2021 to more than 5,700 contacts in May 2022. Each newsletter included at least one article on SUPEERA, for a total of more than fifteen featured pieces throughout the period June 2021 – May 2022.

In the period left, the newsletter will continue to support the project by disseminating news to a constantly increasing audience, with people able to subscribe to the newsletter directly from the SUPEERA and the EERA website.

4.2 Press Activities

The first of the three press releases envisaged for the project was released at the very beginning of the project, in January 2020. With the press release and to increase its outreach, a database listing relevant media outlets was created and has been constantly updated. Opportunities are being mapped out at the moment to identify the next opportunity for a new press action.

4.3 "Meet the EU-13"

SUPEERA's website page "Meet the EU-13" was created in 2020 as a digital campaign with the goal of promoting the energy research resources of EU-13 countries by means of storytelling. As of June 2022, six stories have been published (Czech Republic, Cyprus, Poland, Lithuania, Estonia, and Slovenia). The stories contain text, video interviews, and graphics.

This digital campaign is in the top ten visited pages of the SUPEERA website. In particular, the story dedicated to Poland is the most seen, with 220 views and an average time spent on the page of 3'12". Overall, the average time users spend on each of these stories is far superior to the general average of the whole website.

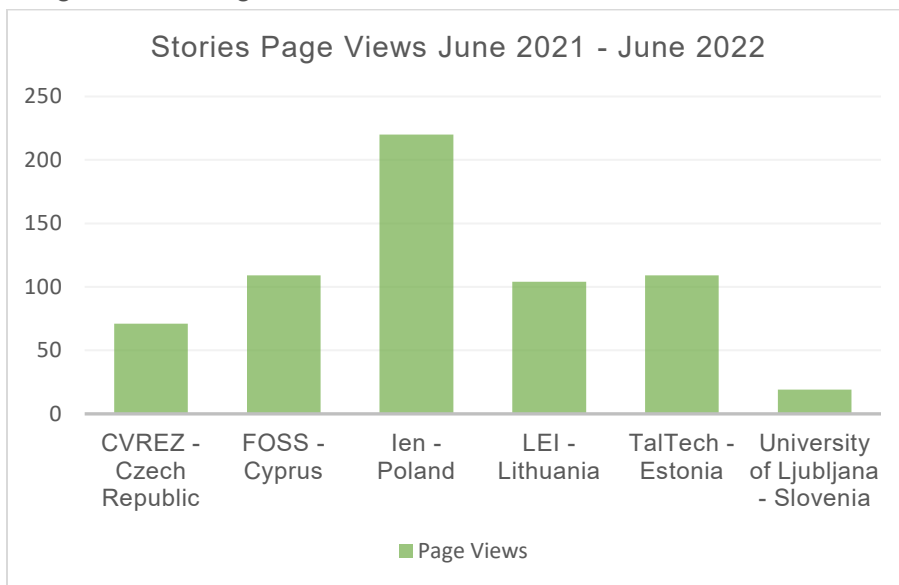


Figure 1. Meet the EU-13 stories' page views

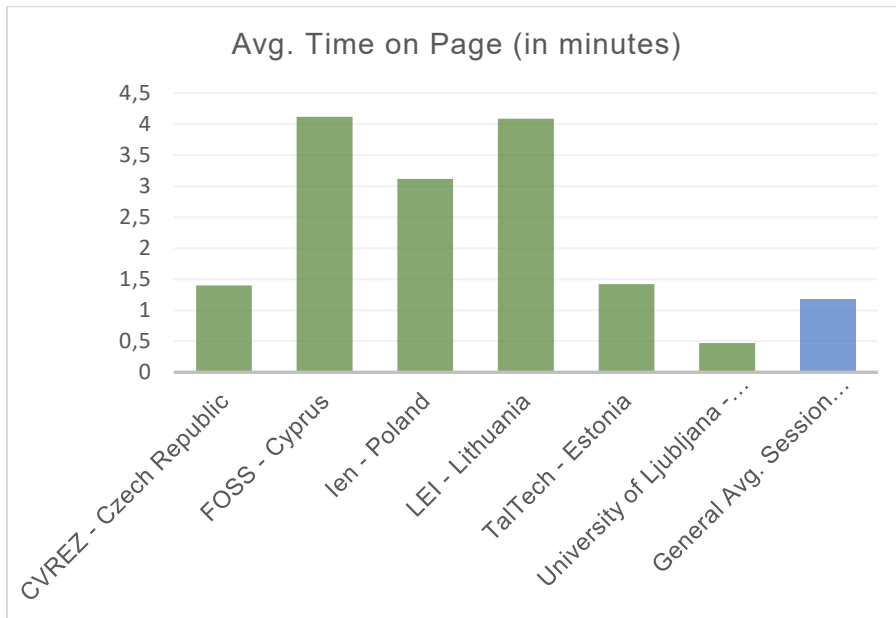


Figure 2. Meet the EU-13 stories' time on page

Moreover, to support one of the events carried out in one of the EU-13 countries (Riga, Latvia, WP4 developed a landing page targeted to the Baltic countries. It included crucial information on the project, the region's R&I scene per country, and the benefits they could derive from getting more active in the framework of the SET Plan and the Clean Energy Transition. Two relevant stories developed within the campaign (TalTech, Estonia and LEI, Lithuania) were also included. See <https://mailchi.mp/eera-set/baltic-countries> for reference.

TASK 4.3 – EVENTS

Multiple events have been held in the context of SUPEERA. For more details on the project's webinars and workshops, please refer to D4.11 - Second report on organised events and their results. An updated and detailed report is foreseen in M42 (D4.10). Here provided is a list of the events that were organised in the course of the project:



Figure 3. Panel discussion from the PANTERA / SUPEERA joint workshop, 01 June 2022

a. EU-13 FOCUSED EVENTS

- Session in the programme of the EERA Summer Strategy Meeting - Strengthening your participation in EU Clean Energy Transition – 01 July 2020 (*online*)
- SUPEERA Webinar for EU13: Strengthening participation in EU Clean Energy Transition - 1 June 2021 (*online*)
- PANTERA & SUPEERA Joint Workshop - Boosting the R&I activity on Smart Grid Technologies – 10 September 2021 (*Split, Croatia*)
- SUPEERA Webinar for EU13: Strengthening participation in EU Clean

Energy Transition - 26 October 2021 (*online*)

- Pan-European Clean Energy Transition: ways to strengthen transnational cooperation. Joint event from Implementation Working Group Deep Geothermal Support Unit, SUPEERA and EERA aisbl – 19 January 2022 (*online*)
- International research collaboration opportunities fostering EU Clean Energy transition in Baltic States – PANTERA / SUPEERA joint workshop – 27 April 2022 (*Riga, Latvia*)
- International research collaboration opportunities fostering EU Clean Energy transition in Bulgaria – 25 May 2022 (*Sofia, Bulgaria*)
- International research collaboration opportunities fostering EU Clean Energy transition in Cyprus – PANTERA / SUPEERA joint workshop – 01 June 2022 (*Nicosia, Cyprus*)

b. SUPEERA POLICY WEBINARS

- SUPEERA Webinar: "The European Green Deal: what role for energy research?" – 24 April 2020 (*online*)
- A European Green Deal fit for the Digital Age: What's in for Clean Energy Research – 28 May 2021 (*online*)
- Energy Sufficiency and Efficiency in the Fit for 55 Context: Challenges & Opportunities for Clean Energy Research – 16 December 2021 (*online*)
- Green Hydrogen & Clean Energy Research: Issues at Stake, Ways Forward – 20 May 2022 (*online*)

c. BRINGING RESEARCH AND INDUSTRY CLOSER: ACCELERATING INNOVATION AND UPTAKE OF NEW TECHNOLOGIES

- Bringing research and industry closer: Accelerating innovation and uptake of new technologies – 08 October 2020 (*online*)

- 2nd SUPEERA webinar: Bringing research and industry closer: accelerating innovation and uptake of new technologies. Pathways on Bioenergy and Energy Storage – 17 March 2021 (online)
 - Solar Power and Energy Systems Integration in the NECPs: 3rd SUPEERA webinar on accelerating innovation and uptake of new technologies – 28 April 2021 (online)
 - Bringing research and industry closer: Accelerating innovation and uptake of new technologies - A workshop focused on Wind Energy and Energy Systems Integration – 20 April 2022 (Delft, The Netherlands)
 - Energy storage, Fuel Cells & Hydrogen. Bringing research and industry closer: accelerating innovation and uptake of new technologies – 10 May 2022 (Padova, Italy)
- d. Other relevant events**
- SET Plan Conference 2020 Side Event – 25 November 2020 (online)
 - SUPEERA presentations at the EERA Annual Strategy Meetings – Editions 2020 (online) – 2021 (online) – 2022 (Prague, Czech Republic)

Work Package 4 has supported these events through participant management and logistics. Communication support has been given to help disseminate the events to targeted audiences, through customised contact lists, but also towards wider audiences through EERA social media channels, the SUPEERA website, and the EERA portal. Each event was preceded and followed by posts on LinkedIn and Twitter, with the events published on both the SUPEERA and the EERA websites to increase outreach. Each event's video recording and the entire PowerPoint slide deck were shared with all registered participants and published online afterwards.



Figure 4. The SUPEERA Workshop in Riga, 27 April 2022

SUPEERA was also presented at third-party events, mainly as part of the EERA activities. The project was discussed in internal strategic meetings of the Alliance, as the EERA Annual Strategy Meetings. Moreover, SUPEERA has also been brought forward at Executive Committee meetings and Joint Programme Coordinators meetings. As mentioned in page 8, the SUPEERA consortium also participated in several ETIP Forums and hosted the latest one on **23 May 2022**, focusing on the highly relevant topic of the **revamp of the Strategic Energy Technology (SET) Plan** of the European Commission. The SUPEERA partners also took part in various follow-up meetings related to the same topic and audience.

A highlight in this set of activities is the **SET Plan Conference 2020 Side Event** organised by EERA with the support of the European Commission. In November 2020, more than 121 participants ranging from EU and national policymakers to researchers, representatives from the SET Plan community, and other R&I organisations took part in the online event "Clean Energy Transition in Green Recovery times: What role for low carbon energy research?". Additionally, the last **EERA Annual Strategy Meeting**, in **June 2022**, hosted in Prague, Czech Republic. On this



Figure 5. The EERA Annual Strategy Meeting in June 2022 (Prague, Czech Republic)

occasion, the main takeaways of a survey carried out with EERA constituencies on revamping the SET Plan were presented. Such an intervention supported the project's objectives regarding widening as key representatives of the Czech Republic's ministers were present.

SUPEERA was also introduced at events held by other European projects and initiatives. In particular, it is worth underlining the collaboration developed with the PANTERA project.