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EXECUTIVE SUMMARY

The present *D4.9 - Third report on all communication activities* document covers all communication activities undertaken by SUPEERA in the period ranging from July 2022 to June 2023.

The SUPEERA communications activities have supported the project through digital channels, such as the European Energy Research Alliance (EERA) social media profiles and a dedicated project website. This report compiles a record of all the social media publications that took place over this period together with their performance. It also gathers information on website performance and newsletter-related indicators.

The document also highlights the latest developments with regard to the Strategic Partnership Programme. In addition, a specific chapter focuses on the "Meet the EU-13" campaign, hinting to the stories published and the platform's performance in which they were promoted.

Moreover, the activities carried out in the context of SUPEERA were disseminated not only through the available online channels but also at various (online) events held over the course of the last year, ranging from policy webinars (focused on the latest developments in the EU political landscape regarding the energy field) to events aiming at fostering collaboration between researchers and industrial players. Another thematic axis around which the SUPEERA activities were organised was widening, in which framework several workshops were organised in several EU-13 countries.

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I. CONTEXT

The activities undertaken during this last year of the project have been in line with the communication and dissemination strategy and implementation plan (Deliverables [4.1](#), [4.3](#) and [4.4](#)) to the maximum extent possible. Digital communications objectives and tasks were continually 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 years 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 activity's primary purpose 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 years of the project and provided an overview of the ones foreseen for the second and third years, respectively.

3.2 Strategic Partnership Programme

The efforts around collaborating and finding synergies with other initiatives active in supporting the SET Plan had materialised on the **ETIPs Forum**. 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.

In its context, a communication to the European Commission was submitted to formally inform the stable and continuous work the ETIPs FORUM will assume. Moreover, the ETIP Forum has been active in revamping the SET Plan and participated in the SET Plan Conference that took place in Prague, Czech Republic, between the 9 and 10 of November. The efforts have been reinforced by an application to a policy session in the framework of the EU Sustainable Energy Week (EUSEW) 2023. The session was selected to merge with the one proposed by the European Commission on ***Revision of the Strategic Energy Technology Plan: boosting skills and competitiveness in clean energy technologies*** in which the need to accelerate research and innovation in energy will be discussed, and is now part of the main policy programme.

It is foreseen that the activities of the ETIP Forum will continue beyond SUPEERA and the European Energy Research Alliance will continue to support their actions and initiatives.

IV. TASK 4.2 – OUTREACH

SUPEERA has continued to develop collateral material to support the dissemination of the project and its results. Among them, a landing page was designed to support one of the events organised in one of the EU-13 countries (Riga, Latvia). It included crucial information on the project, the region's R&I scene per Baltic 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 ***Meet the EU-13*** (TalTech, Estonia and LEI, Lithuania) were also included. See <https://mailchi.mp/eera-set/baltic-countries> for reference.

Moreover, four infographics were developed to increase the visibility of the relevant work carried out within each work package and to translate the main highlights into an attractive format for relevant audiences to learn about the project's outcomes. The infographics correspond to WP1: Recommendations for revamping the SET Plan through the SUPEERA project; WP2: Breaking barriers, building bridges: An operational transnational collaboration model for six energy technologies; and two for WP3: 1) Measuring progress towards decarbonisation and competitiveness: The INDIMODEL approach; and 2) A comprehensive overview of key policy analyses for tackling clean energy research challenges. This material will continue to be a tool for further disseminating the project's results beyond its duration.

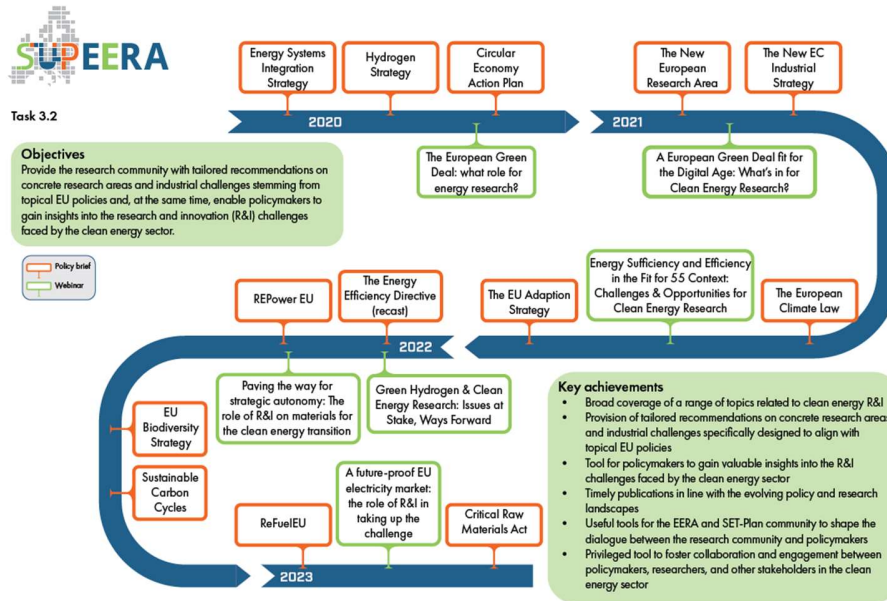


Figure 1. Example of SUPEERA infographic - A comprehensive overview of key policy analyses for tackling clean energy research challenges

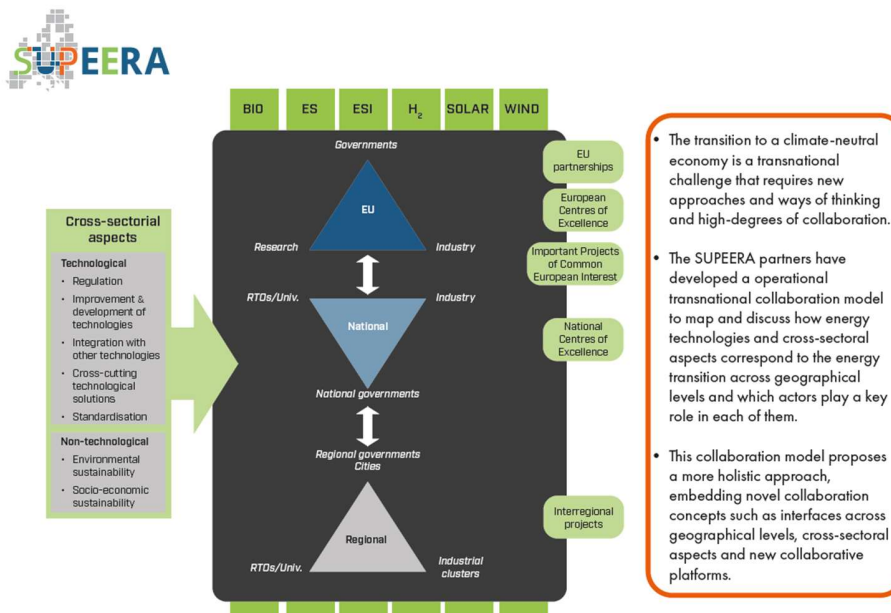


Figure 2. Example of SUPEERA infographic - Breaking barriers, building bridges: An operational transnational collaboration model for six energy technologies



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.

Besides including core information on the project, it has been the pivotal channel on which organised events and news about the project's progress have been shared. 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.

Thanks to its integration 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, the SUPEERA website will remain public after the project completion. Among the advantages of having it integrated, this Joomla-based portal allowed for cross-sharing and interlinked content due to a centralised administration. Thanks to this functionality, it was easier for EERA to display content on their own website and give further visibility to the project-related activities.

Through Google Analytics, WP4 tracked the visits corresponding to the period between May 2020 and June 2023. Based on the average number of monthly visits, an estimated projection of total visits can be made:

Sessions	Users	Page views	Average Session Duration
10.168	8.000	19,300	1'27"

Table 1. Website users, sessions, page views, and average session duration for the period May 2020 – 19 June 2023

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 1.90.

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 1,770 followers. In comparison, LinkedIn counts 6,223 followers, signalling a rise of 35% in less than one year in terms of following compared to the previous measure in June 2022.

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	3	1		3	4	0	14/06/2022
Post 2	2	0		2	0	0	21/09/2022
Post 3	1	0		0	0	0	25/10/2022
Post 4	1	0		1	0	0	25/11/2022
Post 5	2	0		5	1	0	02/12/2022
Post 6	2	0		1	0	0	09/12/2022
Post 7	81	3		1	0	0	15/12/2022
Post 8	112	1	113	1	0	0	15/02/2023
Post 9	85	1	85	1	0	0	22/02/2023
Post 10	64	2	65	2	0	0	09/03/2023
Post 11	184	28	185	8	2	0	21/03/2023
Post 12	192	11	192	3	4	0	03/04/2023
Post 13	82	4	83	1	1	0	06/04/2023
Post 14	131	6	132	3	2	0	18/04/2023
Post 15	186	15	187	4	3	0	27/04/2023
Post 16	130	7	130	3	2	0	02/05/2023
Post 17	67	2	67	1	0	0	05/05/2023
Post 18	83	3	85	1	0	0	08/05/2023
Post 19	70	2	71	1	1	0	12/05/2023
Post 20	160	9	165	3	2	0	16/05/2023
Post 21	70	1	70	0	1	0	24/05/2023
Post 22	103	3	104	0	1	0	31/05/2023
Post 23	147	6	148	4	1	0	06/06/2023
Post 24	107	3	108	2	0	0	09/06/2023
Post 25	85	5	85	2	1	0	14/06/2023



Post 26	149	10	150	3	1	0	15/06/2023
TOTAL	2299	123	2225	56	27	1	/

Table 2. Performance of SUPEERA posts on EERA's Twitter channel June 2022 – 19 June 2023

LinkedIn

Post #	Views	Reactions	Comments	Sharing	Clicks	Date
Post 1	634	11	0	1	50	01/06/2022
Post 2	186	6	0	0	1	14/06/2022
Post 3	262	2	0	0	3	19/09/2022
Post 4	380	8	0	3	7	05/10/2022
Post 5	514	15	0	6	6	14/10/2022
Post 6	320	8	0	0	8	25/10/2022
Post 7	281	3	0	0	3	27/10/2022
Post 8	330	6	0	0	5	14/11/2022
Post 9	360	9	0	11	10	18/11/2022
Post 10	526	8	0	0	18	24/11/2022
Post 11	635	11	0	1	20	25/11/2022
Post 12	923	19	0	3	29	02/12/2022
Post 13	329	3	0	0	5	09/12/2022
Post 14	733	5	0	0	48	15/12/2022
Post 15	603	5	0	0	13	13/01/2023
Post 16	123	0	0	0	18	10/02/2023
Post 17	385	6	0	1	5	10/02/2023
Post 18	303	4	0	1	3	15/02/2023
Post 19	359	7	0	0	4	17/02/2023
Post 20	266	3	0	0	3	22/02/2023
Post 21	347	16	0	10	8	09/03/2023
Post 22	613	23	1	5	10	15/03/2023
Post 23	254	2	0	1	11	17/03/2023
Post 24	131	2	0	0	2	20/03/2023
Post 25	1616	41	0	3	547	21/03/2023
Post 26	241	5	0	0	3	22/03/2023



Post 27	526	13	0	0	19	23/03/2023
Post 28	455	6	0	0	6	28/03/2023
Post 29	398	4	0	0	8	03/04/2023
Post 30	349	4	0	0	10	06/04/2023
Post 31	469	23	0	4	8	18/04/2023
Post 32	275	3	0	0	7	20/04/2023
Post 33	974	26	0	2	69	21/04/2023
Post 34	125	0	0	0	1	25/04/2023
Post 35	1440	45	5	6	299	27/04/2023
Post 36	418	11	0	1	8	02/05/2023
Post 37	300	9	0	1	9	05/05/2023
Post 38	489	8	1	2	7	08/05/2023
Post 39	430	2	0	1	9	12/05/2023
Post 40	466	6	0	9	9	16/05/2023
Post 41	253	0	0	0	4	19/05/2023
Post 42	926	14	0	4	135	24/05/2023
Post 43	189	3	0	0	1	31/05/2023
Post 44	263	5	0	3	3	06/06/2023
Post 45	250	7	1	0	5	07/06/2023
Post 46	1068	22	0	4	175	07/06/2023
Post 47	267	0	0	0	32	07/06/2023
Post 48	1006	20	3	2	152	07/06/2023
Post 49	446	11	0	0	14	09/06/2023
Post 50	200	1	0	0	0	14/06/2023
Post 51	523	11	0	0	55	14/06/2023
Post 52	730	18	0	1	142	15/06/2023
Post 53	786	17	3	2	285	19/06/2023
Post 54	523	11	0	0	55	14/06/2023
Post 55	730	18	0	1	142	15/06/2023
Post 56	786	17	3	2	285	19/06/2023
TOTAL	25675	517	14	88	2312	/

Table 3. Performance of SUPEERA posts on EERA's LinkedIn channel June 2022 – 19 June 2023



In total, 82 social media posts have been shared on the two platforms between June 2022 and 19 June 2023, gathering 27.794 views. Users interacted in different ways with the posts to reach 5,362 interactions, **keeping the performance reported in previous reports.**

SUPEERA has broadly dominated the EERA's social media agenda, as one of the main channels put at the disposition to support the dissemination of the project's activities and the promotion of the conferences and webinars organised within the same. Similarly to previous reporting periods, the events were the main driver of publications and interaction with the audience. 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 in this last period concerned the final workshop from the joint SUPEERA and PANTERA series that took place in Vilnius, Lithuania.

4.1.3 Newsletter

Multiple articles about the SUPEERA project have been included in each of the EERA newsletters since the project's launch. In the last period, 6 newsletters have been sent out by the EERA Secretariat. The number of recipients the newsletter is sent to has grown by almost 20%, rising from an audience of 5,700 people in June 2022 to more than 6,900 contacts in May 2022. Each newsletter included at least one article on SUPEERA, for a total of 13 featured pieces throughout the period June 2022 – June 2023. Moreover, a newsletter will be sent out at the beginning of July featuring at least two articles more on the project, one with the main conclusions of the final event.

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. The second one was released after the last policy webinar "*A future-proof EU electricity market: the role of R&I in taking up the challenge*", in which a discussion about the topical theme of the EU Electricity Market Design reform was organised, bringing together policymakers as well as representatives of research, industry and civil society. The third press release was sent out following the final event of the project, to conclude 42 months of project's work.

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. At the moment, all 13 stories have been published, namely, Cyprus, Hungary, Czech Republic,

Estonia, Latvia, Lithuania, Malta, Poland, Slovenia, Romania, Slovakia, Croatia and Bulgaria. The stories contain text, video interviews, and graphics.

A deliverable focused solely on this activity, [Deliverable 4.12: Final collection of EU-13 success stories](#), was published on M40, gathering all the stories per country.

The "Meet the EU-13" is in the top five of most visited pages of the SUPEERA website. In particular, the stories dedicated to Cyprus, Poland and Estonia were the most visited. Overall, the average time users spent on each of these stories is far superior to the general average of the whole website.

In addition to being promoted through the website, these stories have also been published on social media and on the newsletter.

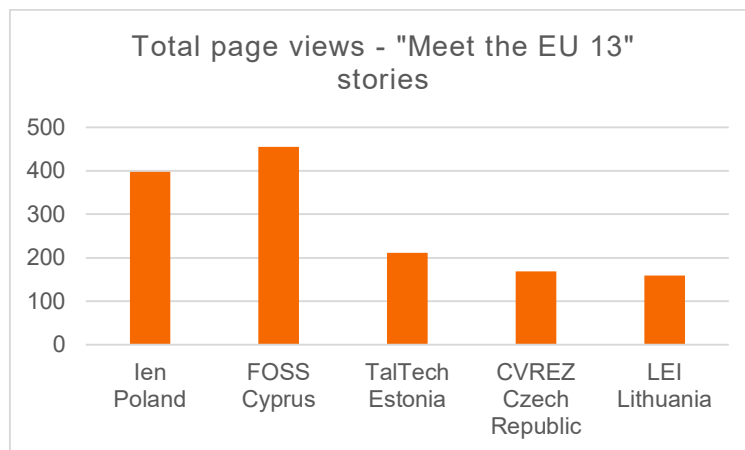


Figure 3. Meet the EU-13 stories' page views

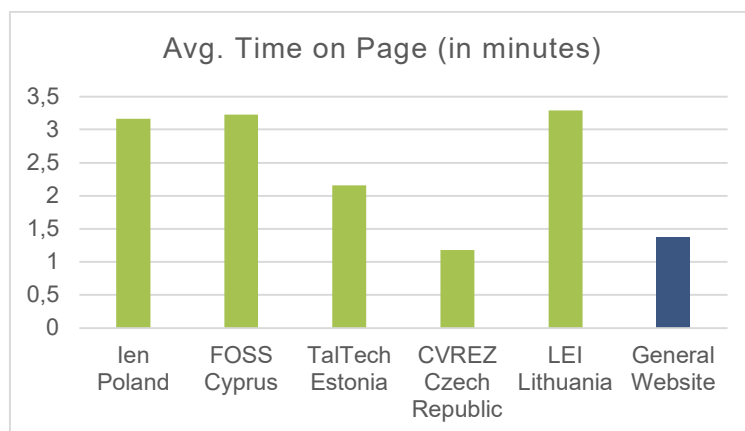


Figure 4. Meet the EU-13 stories' average time on page

TASK 4.3 – EVENTS

Multiple events have been held in the context of SUPEERA. Through 15 events in the last period between January 2022 and June 2023, more than 1000 people took part, exceeding amply the target indicator set at the beginning of the project. For more details on the project's webinars and workshops, please refer to D4.10 - Third report on organised events and their results.



Figure 5. The SUPEERA/PANTERA workshop in Vilnius, Lithuania – 27 April 2023

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, accompanied 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 relevant material has been shared with registered participants and, when applicable, published online afterwards.

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 (ASM). 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 Forum meetings.

A highlight in this set of activities was the **SET Plan Conference 2022** (Prague, Czech Republic) in which SUPEERA was brought forward in at least two of the three sessions of the main programme in which EERA counted with speakers representing the clean energy research community.

Finally, it is worth a special mentioning for the **final SUPEERA event** which was held on 14 June 2023, in Madrid, Spain and online, in the context of the EERA Annual Strategy Meeting (ASM) 2023.



Figure 6. SUPEERA Final Event in Madrid, Spain – 14 June 2023