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The SUPEERA project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 949125.

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Executive Summary

The SUPEERA Communication and Dissemination Strategy and Implementation Plan is one of the deliverables of WP4 – Communication and Dissemination. It comprises all dissemination and communication activities and is based on key performance indicators. The present first version is due shortly after the project start (in M2) and has the main purpose to provide a formal planning document for the consortium to ensure an efficient, impactful and consistent implementation of dissemination and communication activities. It lays out the strategy of this work package, provides an overall framework for action as well as an implementation plan for the first year of the project.

This document will be updated twice, namely in M12 (D4.3) and M24 (D4.4). The updates will define roadmaps for the respective following year. At the same time, they will be an opportunity to adjust the strategy based on an analysis of the progress achieved, lessons learned from the past period and specific needs that may arise during the course of the project.

The deliverable is divided into five major parts.

The first explains the **strategy** that will be followed throughout the project. The strategy is aligned with the SUPEERA high-level objective to support and promote the connection of the SET-Plan and the Clean Energy Transition with all stakeholders. It established the cascade approach SUPEERA will be following in order to make best use of the resources provided and increase the impact. Dissemination and communication in SUPEERA are conceived to give the right impulses at the right places and make use of multipliers. It furthermore elaborates on the target audiences and key messages to be addressed and describes dissemination and communication objectives and tools as well as the SUPEERA strategic partnership programme.

Second, the **key performance indicators** the outcomes of this work package will be measured against are described. They will allow to constantly monitor the success of dissemination and communication activities carried out in the frame of SUPEERA.

Third, this document is also indicating the **responsibilities** of EERA aisbl and the Linked Third Parties contributing to this work package, the distribution of work between the partners and the obligations to follow.

IPR and data management are addressed in the fourth part.

An **implementation plan for the first year** concludes this document (5). It lays out which tools will be established when and gives an overview especially about the events foreseen in the first half of the year.

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I STRATEGY

1.1 SUPEERA dissemination and communication strategy

For successfully executing the SET-Plan Implementation Plans and paving the way towards a Clean Energy Transition, the SUPEERA project interacts with all major stakeholders of the SET-Plan ecosystem and coordinates actions horizontally. By assuming this coordinating function, SUPEERA can play a crucial role for streamlining efforts, avoiding duplications, and increasing efficiency and impact. Facilitating communication between these stakeholders will be an essential contribution to enhancing the efficiency of the overall SET-Plan eco-system.

The success of SUPEERA therefore largely relies on talking to the right persons, bringing people together and finding ways to mobilise stakeholders that have not been engaged yet. The SUPEERA dissemination and communication strategy reflects and integrates this. At the same time, communication and dissemination are transversal components of the project itself. For these reasons, WP4 is designed as a horizontal work package which coordinates corresponding activities and supports the work of the other work packages. It puts a specific emphasis on coordination with the SUPEERA work package leaders and externally with the other players and initiatives of the SET-Plan and Clean Energy Transition ecosystem and in particular with the European Commission and SETIS, to avoid duplication of efforts and maximise impact and visibility. This will also help reach out to important stakeholders that are not covered well enough by SUPEERA's own dissemination and communication tools.

The strategy and subsequent activities of WP4 have been designed to serve the high-level objective:

O4-HL Support and promote the connection of the SET-Plan and the Clean Energy Transition with all stakeholders

This high-level objective complements the other three high-level objectives of SUPEERA and is divided into the following four specific objectives:

- O4-1 Raise awareness and increase the visibility of the SET-Plan, the Clean Energy Transition, and the progress of their implementation in relevant stakeholder groups
- O4-2 Reach out to different groups of stakeholders to inform, include and engage them, ensuring a synergetic, collaborative approach and efficient knowledge sharing
- O4-3 Support the mobilisation of the research community and other stakeholders towards the SET-Plan implementation goals and the Clean Energy Transition
- O4-4 Establish a central link between initiatives supporting the execution of the SET-Plan and the SUPEERA project

The strategy follows these objectives.

In order to make best use of the resources provided and increase the impact that can realistically be achieved in the frame of a 3-year Coordination and Support Action, SUPEERA will follow a cascade approach, aiming at giving the right impulses at the right places. More concretely this

means that the project will make use of multipliers wherever possible and create synergies with their dissemination and communication activities. Such multipliers are for instance:

- EERA and its SUPEERA Linked Third Parties
- The EERA Joint Programmes
- The representatives in the different SET-Plan Implementation Working Groups from EERA, industry, governments
- The ETIPs and industry platforms
- The Permanent Representations of Member States/Associated Countries in Brussels

These multipliers are thus both targets for dissemination and at the same time an additional tool in the dissemination toolbox, helping identify and reach out to additional relevant targets. For the research community, this cascade approach is illustrated in Figure 1. **Communication approach in relation to EERA aisbl & the wider research community.** The different groups are described in detail under 0.

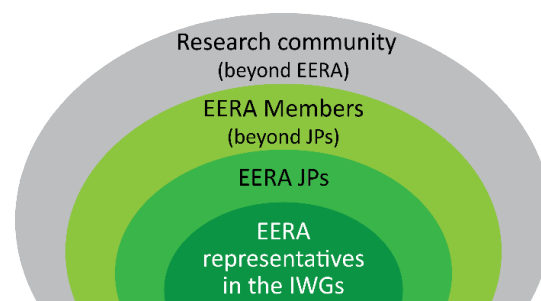


Figure 1. Communication approach in relation to EERA aisbl & the wider research community

In all communication and dissemination activities, adequate reference will be given to the EU funding received, following the requirements laid down in the Grant Agreement. This means that any dissemination of results (in any form, including electronic) and any communication activity related to the action (including in electronic form, via social media, etc.) will display the EU emblem and include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 949125.” Project deliverables as well as event announcements will also be reported to CORDIS Wire.

The results of all dissemination and communication activities will be presented in a report in M12 (D4.5), M24 (D4.8), and M36 (D4.9).

1.2 Target audiences and key messages

SUPEERA is set up to be the glue between a plethora of stakeholders that are active in the context of the SET-Plan and the Clean Energy Transition, the most relevant being depicted in Figure 2. **Key stakeholders in the SET-Plan and Clean Energy Transition ecosystem.** The main expected impact of SUPEERA is an accelerated, expanded, widened and better coordinated

implementation of the SET-Plan's R&I activities while also exploring cross-cutting and interdisciplinary aspects. In addition, the project will contribute to enhanced transnational cooperation with industry resulting from the implementation and operationalisation of dialogue models, and policymakers will receive recommendations on R&I priorities, cross-cutting issues, and policy frameworks to accelerate the Clean Energy Transition. SUPEERA will facilitate knowledge sharing, identify and report best practices, and promote cross-fertilisation of results to maximise their impact on further research and innovation and policymaking.

Dissemination of SET-Plan activities and outreach to a wider stakeholder community are therefore core activities of SUPEERA. EERA aisbl and its Linked Third Parties in the consortium are utmost aware that it is essential not only to communicate the added value of the project and its results to the most relevant stakeholders. It will also help actively engage them to create synergies, avoid overlap, contribute in co-designing strategies, and mobilise a wider audience in order to make SUPEERA and the Clean Energy Transition a success. Dissemination and communication activities are set to deliver on both goals, with a natural focus on the former and a supporting function for the work done in the other SUPEERA work packages in the latter.

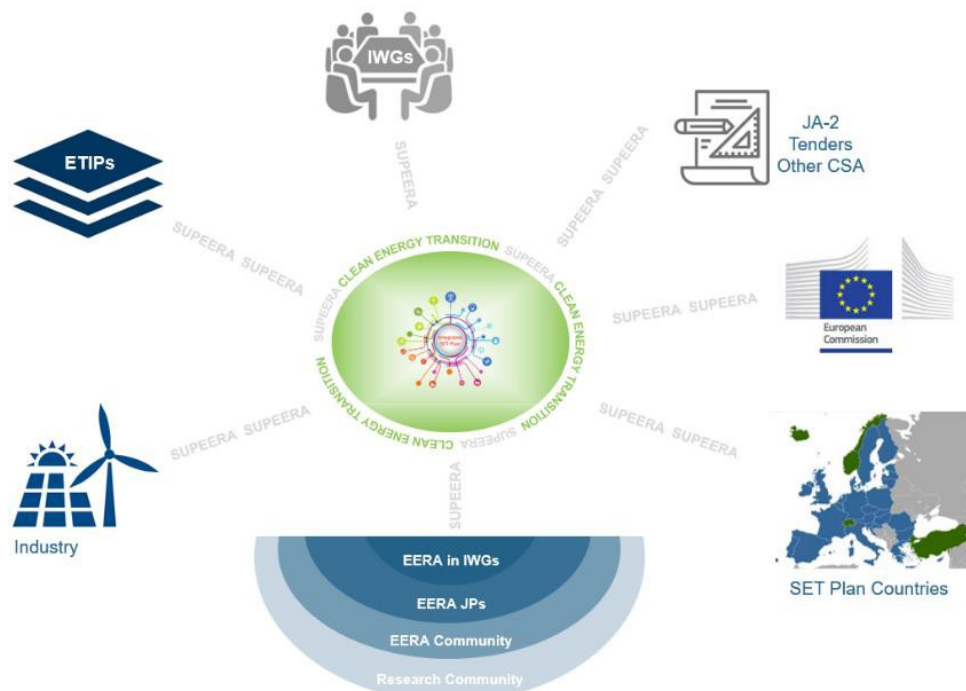


Figure 2. Key stakeholders in the SET-Plan and Clean Energy Transition ecosystem

SUPEERA will be addressing the following target audiences:

- the Implementation Working Groups;
- the research community, including but not limited to EERA;
- European industry
- European policymakers

A specific role is assigned to ongoing projects and initiatives that are active in the same context as SUPEERA. A dedicated strategy is used to address them (see 0). To a lesser extent, SUPEERA is furthermore addressing civil society. In the following, these audiences are further segmented. The tools used are explained in detail in the following chapters.

1.2.1 Implementation Working Groups

IWGs typically meet twice a year, either through IWG "integral" meetings including all IWG stakeholders or through IWG core group meetings, limited to a few stakeholders. Interaction with the IWGs will be a natural continuation of the meetings EERA had with the majority of the IWGs in the course of the past months. The IWGs and Steering Group will serve as an entry point to opening dialogue with national policymakers. SUPEERA dissemination and communication will therefore be channelled through the EERA representatives and rely strongly on bilateral and small joint meetings.

Goals supported by dissemination and communication activities

- Support facilitation of dialogue and knowledge-sharing
- Ensure collaboration and contribution
- Get support for outreach to national stakeholders

Tools used

- Bilateral meetings
- Workshops
- Final conference
- Website

1.2.2 Research: EERA community and beyond

As for the European research community, SUPEERA has defined four levels of interaction/ outreach:

a) EERA representatives in SET-Plan Implementation Working Groups

The project will make use of the fact that EERA members are already represented in IWGs. They will be mandated to act as SUPEERA representatives in the IWGs.

b) EERA Joint Programmes

All SET-Plan Implementation Plans have a mirroring EERA Joint Programme, which constitutes the first level of interaction, with the Joint Programme Management Boards being door openers for reaching out to all participating organisations.

c) EERA members

The second layer of interaction includes all EERA members with expertise in energy topics covered by a given EERA Joint Programme, without necessarily being active participants in that specific Joint Programme.

d) Non-EERA research community

For this level of interaction, the communication will take place either through personal networks of EERA members or through project events and means of mass communication.

A specific focus is put on research communities in the different countries of the EU-13.

Goals supported by dissemination and communication activities

- Promotion of capacities
- Increase contribution to SET-Plan implementation by making future R&I opportunities visible
- Better integration of EU-13 organisations and increased participation
- Enhance collaboration

Tools used

- Online survey
- Webinars
- Reports and recommendations
- Workshops
- Final conference
- Flyer
- Website (including database on funding opportunities), newsletters, social media

Tools used to address specifically researchers from EU-13 countries

- Meetings with EERA Executive Committee members
- “Meet the EU-13” (workshops and digital campaign)
- Flyer for EU-13
- Video interviews

1.2.3 Industry

As for the European industry, SUPEERA has defined four levels of interaction/outreach:

a) Industry representatives in SET-Plan Implementation Working Groups

They will be the first points of contact, together with the ETIPs, and in particular be requested to act as multipliers towards their own networks.

b) ETIPs

The ETIPs are a natural partner for SUPEERA. The EERA aisbl is a partner in two ETIPs (ETIP SNET and Batterie Europe), while the different EERA Joint Programmes have very close interactions with the others (e.g. ETIPs PV and Wind).

c) Other industry platforms

In order to benefit from their multiplying functions, SUPEERA will establish contact or intensify existing relations with networks like EMIRI, EIT InnoEnergy, and the Enterprise Europe Network as well as with regional and national clusters.

d) Companies

Regional and national enterprises will be invited to the workshops to be held in different European countries as described above under 0.

Goals supported by dissemination and communication activities

- Support dialogue with industrial stakeholders to facilitate knowledge transfer
- Increase investments
- Increase uptake of research results
- Enhanced collaboration
- ETIPs and other platforms: support for outreach to companies

Tools to be used

- Strategic partnerships
- Reports and recommendations
- Workshops
- Structured interviews
- Factsheet for industry
- Press articles
- Video interviews
- Final conference
- Website, newsletters, social media

1.2.4 Policymakers

An important step will be to raise awareness of policymakers in both scientific and societal dimensions, helping them shape the direction and implementation of energy strategies. SUPEERA has defined the following levels of interaction/outreach:

a) European Commission

Main point of contact within the European Commission will be DG JRC/SETIS, which is a target group and important contributor to SUPEERA at the same time. Further European Commission target groups, mainly but not limited to DGs Research and Innovation and Energy, will be addressed with specific topics.

b) National representatives in SET-Plan Implementation Working Groups

They are the starting point for activities that involve Member States and Associated Countries.

c) EU Permanent Representations to the EU

They will be addressed in order to help identify the correct contact persons within the countries. Thanks to EERA aisbl being based in Brussels, they can be contacted easily and act as multipliers towards their home countries.

d) National funders

They will be addressed as key stakeholders for the definition of national spending priorities; typically, ministries and funding agencies responsible for energy research and innovation. National funding agencies and ministries of EU-13 countries will be specifically addressed in the frame of outreach activities related to workshops organised there and of the digital “Meet the EU-13” campaign.

Goals supported by dissemination and communication activities

- Inform about SET-Plan progress
- Facilitate decision-making and adoption of best practices
- Provide support for policymaking
- Get support for general outreach
- Enhanced collaboration

Tools to be used

- Reports and recommendations
- Workshops
- Final conference
- Press articles
- Flyer
- Website, newsletters, social media

1.2.5 Civil society

Civil society is not a direct target audience for SUPEERA. However, the different dissemination and communication activities will also be open to interested citizens, informing them about the benefits of public money spent on SUPEERA. Whenever possible and advisable, contact to multipliers will be sought here, too, for instance to NGOs, consumer organisations etc.

Goals supported by dissemination and communication activities

- Inform about SET-Plan and Clean Energy Transition
- Consumer organisations: get support for outreach to citizens

Tools to be used

- Press articles
- Flyer
- Final conference
- Website, newsletters, social media

1.3 Dissemination

1.3.1 Dissemination objectives

The dissemination activities in SUPEERA aim at transferring the knowledge gained and results achieved to the relevant stakeholder groups as defined above. The goal is to enable them to use and take up this information for further maximising the impact of the SUPEERA project.

1.3.2 Dissemination tools

The success of SUPEERA depends to a large extent on successful integration of key stakeholders. Personal contact is very important for this endeavour. In addition, the context to communicate is quite complex and therefore requires explanation. Preference in the tools used is therefore given to rather traditional, proven ways to reach the targeted audiences, which are mainly bilateral meetings, presentations at their meetings/events, workshops, targeted e-mails etc. (bi- and multilateral approach). These efforts will be complemented by non-personal ways of interaction, for instance social media, mailing lists, newsletters.

Bilateral approach

Whenever appropriate, direct contact with key stakeholders will be sought. Bilateral meetings, for instance with the IWGs and research organisations (WP1), will make sure that relevant stakeholders are on board, expert advice is included, and concrete needs are addressed. At the same time, this ensures a timely and targeted information of key stakeholders and fosters trustful collaboration. A specific strategic partnership programme will be set up to reach out to players placed at key positions. Through direct exchange with them and through aligned, mutually reinforcing activities, the impact of SUPEERA can be increased considerably.

Multilateral approach

For a wider dissemination of results, SUPEERA will mainly use workshops and webinars as an ideal platform to disseminate project information and mobilise the different target groups. They will serve for gathering and informing stakeholders, encouraging exchange and knowledge transfer, and getting valuable input for key SUPEERA deliverables.

Webinars are a very efficient way of transferring knowledge, both for organisers and participants. On the organiser side, they allow to keep costs and logistics at a very low level, no venue nor catering being needed. Potentially, more participants can be reached as participation is theoretically not limited to a certain number of people. Participants on the other hand don't have to travel and can just dial in from wherever they are. At the same time, webinars can be recorded. This provides the possibility to re-use the content, store it over time and allow permanent access not limited to the project's duration. As SUPEERA as a project is very closely linked to EERA, EERA aisbl has great interest in using this material beyond the project and hosting it on its web portal for future reference. The SUPEERA webinars will thus be a way to further exploit the project results.

In total, SUPEERA foresees six webinars for EERA researchers and research managers, addressing research challenges and industrial opportunities related to selected policies (e.g. European Green Deal and European Climate Law, Horizon Europe Cluster 5, Missions).

Physical workshops on the other hand allow for gathering key people for a certain amount of time, provide room for networking between the participants and for true interaction and co-creation. Organised throughout Europe, they are an ideal means to engage stakeholders that are not in Brussels regularly. Especially by organising workshops in the respective countries, we expect to increase interest and participation of EU-13 stakeholders.

Given the specific context and with regard to achieving the high-level objectives of SUPEERA, major resources will be dedicated to workshops. Since physical workshops are more time and cost-intensive than webinars, specific attention will be paid to making their organisation as efficient as possible for all persons involved. To decrease the considerable number of meetings and ensure efficient use of SUPEERA and participants' resources, the workshops will be clustered along target audiences, organised jointly and to a large extent back-to-back with existing EERA meetings or third-party events. While central workshops will take place in Brussels, SUPEERA strives to improve engagement with local, regional and national stakeholders and will therefore undertake reasonable effort to decentralise. This is especially true for the workshops targeting the EU-13 countries; they will by default be organised in the respective countries, whenever possible aligned with other events of interest for the audience. Also the regional industrial workshops will be held in different countries, preferably together with EERA Joint Programmes meetings. For non-Brussels workshops, SUPEERA will rely on cooperation with local stakeholders, especially EERA members, to enhance networking, facilitate logistics and lower costs.

In total, SUPEERA foresees 15 physical workshops, organised across Europe and to a large extent in conjunction with existing meetings. The following workshops are envisaged in the frame of the indicated work packages:

- WP1** 3 workshops linked to the identification of EERA resources and cross-cutting and interdisciplinary activities (Tasks 1.2 and 1.3)
- WP1** 3 workshops targeting EU-13 research organisations (management level) and 8 workshops targeting EU-13 researchers; all 11 to be organised in EU-13 countries (Task 1.4)
- WP2** 6 regional workshops targeting industry and cross-cutting topics (WP2), to be organised across Europe
- WP3** 2 workshops on the development of indicators to measure progress towards decarbonisation and competitiveness of the energy sector (Task 3.1)

Taking the possibilities of back-to-back meetings into account, the actual number of workshops can be reduced considerably. SUPEERA will thus have:

- 5 workshops organised with either the EERA Spring Strategy Meetings (gathering the EERA Executive Committee, Joint Programme Coordinators, Secretariat) or the EERA Joint Programme Coordinators meetings;
- 5 additional workshops in the EU-13, organised whenever possible in conjunction with a third-party event. The calendar of these workshops will be defined at the beginning of each year of project implementation and updated every six months;
- 5 regional workshops organised whenever possible with an EERA Joint Programme meeting

An overview of all workshops is depicted in Figure 3. SUPEERA workshops organised back-to-back with existing events. At the end of the project, a final conference – possibly organised back-to-back with a major event in the Clean Energy Transition context – will bring all stakeholders together to discuss the progress made with a wide audience and launch future activities. The event will include both plenary and breakout sessions. Report on the workshops and their outcome will be presented in M12 (D4.6), M24 (D4.11) and M36 (D4.10).

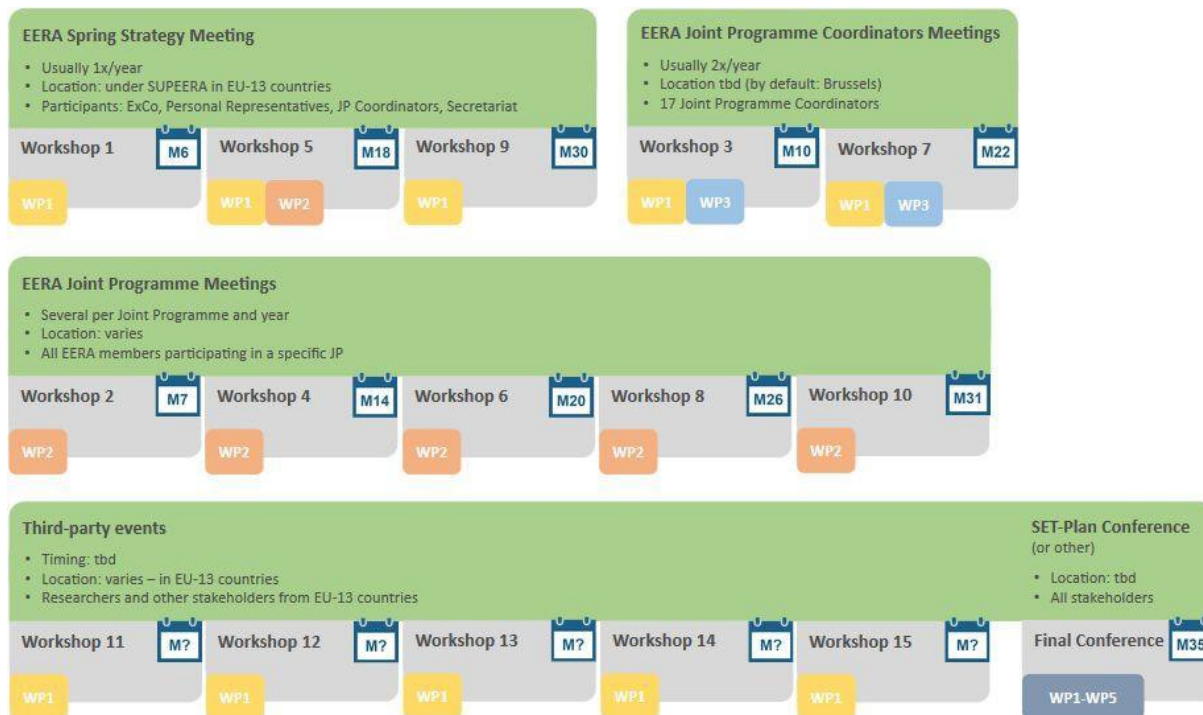


Figure 3. SUPEERA workshops organised back-to-back with existing events

1.3.3 Dissemination of key deliverables

Key deliverables will be disseminated and communicated as described in the following table (Table 1. Dissemination of key deliverables):

Dissemination deliverable	Task	Main target groups	Key dissemination channels
Annual report on the progress of the implementation of the SET-Plan, incl. recommendations	1.1	<ul style="list-style-type: none"> • EERA Executive Committee • EERA Joint Programmes • EERA members • IWGs • Energy community 	<ul style="list-style-type: none"> • EERA internal dissemination channels • Presentation through EERA members in IWG meetings • Presentation at the SET-Plan Conference • Website, newsletter, social media
Report on identification and mapping of EERA resources	1.2	<ul style="list-style-type: none"> • EERA Executive Committee • EERA Joint Programmes • EERA members • IWGs 	<ul style="list-style-type: none"> • EERA internal dissemination channels • Presentation through EERA members in IWG meetings
Report/recommendations on cross-cutting and interdisciplinary activities	1.3	<ul style="list-style-type: none"> • EERA Executive Committee • EERA Joint Programmes • IWGs 	<ul style="list-style-type: none"> • EERA internal dissemination channels • Presentation through EERA members in IWG meetings
Recommendations for R&I priorities and transnational industrial collaboration	2.4	<ul style="list-style-type: none"> • Policymakers 	<ul style="list-style-type: none"> • Targeted dissemination by e-mail and in bilateral meetings • Presentation at the final conference • Press releases • Website, newsletters, social media
Recommendations on how to improve the policy framework in favour of the Clean Energy Transition	3.1	<ul style="list-style-type: none"> • Policymakers 	<ul style="list-style-type: none"> • Targeted dissemination by e-mail and in bilateral meetings • Presentation at the final conference • Website, newsletters, social media
Recommendations on how to translate new EU policies into concrete actions	3.2	<ul style="list-style-type: none"> • EERA members • Energy community 	<ul style="list-style-type: none"> • EERA internal dissemination channels • Presentation at the final conference • Website, newsletters, social media

Table 1. Dissemination of key deliverables

1.4 Communication

1.4.1 Communication objectives

Communication activities will complement and reinforce the endeavours undertaken to disseminate the results. They aim at reaching out to the stakeholders as described above under 0, providing visibility to SUPEERA and showing its impact and benefits. The following tools will be used to inform about the project and promote it.

1.4.2 Communication tools

Like for the dissemination of results, communication will make use of multiplying functions wherever possible. Throughout the project, synergies with the communication channels of EERA's Joint Programmes and third parties will be sought. Specific attention will be paid to establishing close collaboration with multipliers that allow to reach out to important stakeholders that are not covered well enough by SUPEERA's own communication tools.

Communication materials

The following communication materials will be developed and made available to the Linked Third Parties as well as cooperation partners:

- **Logo and visual identity**
In order to build up a strong brand with a high recognition factor and to ensure consistent visual communication, a SUPEERA logo has been developed. It will be followed by a matching visual identity. A dedicated key visual is currently being developed and will be available shortly. The key visual will be used for online and offline communication, and the idea transferred by the it and be another element that ensures a high recognition factor.
- **Printed materials: roll-up and flyers**
Basic printed information material will be developed to support dissemination activities. A project roll-up will be designed and produced with several copies, to be used at SUPEERA and third-party events. A general flyer with key information will describe the scope and objectives of the project and be distributed at bilateral meetings as well as events. The flyer will be updated once in the course of the project with respect to progress made. It will be complemented by a flyer targeting specifically research organisations in EU-13 countries and a factsheet for industry. Both will address angles of the project that are of importance to these target groups, answering to their needs of information and speaking their language.
- **Support to other WPs for their key deliverables**
In line with the communication elements described above, key deliverables of other work packages that are meant for wide public dissemination will be designed with respect to both content and layout. This concerns for instance the report on open and covered activities, to

be developed in Task 1.1, the report on the scenarios developed by Task 2.2, and the recommendations for R&I and transnational industrial collaboration from Task 2.3.

- **Video interviews**

The printed materials will be complemented by video interviews with industry representatives and actors from EU-13 countries. These videos are an ideal means to be shared on all digital channels, especially social media. The purpose is to promote SUPEERA with a specific focus on these two target groups – in this sense, they will serve as testimonials for a better integration of industry and EU-13 researchers in the SET-Plan and the Clean Energy Transition. The videos will be mostly shot during SUPEERA events when respective video partners are available physically. A dedicated production plan identifying potential interviewees, content, and release dates of the videos will be elaborated once the workshop plan has been established. The videos will be done in square format, in line with of social media habits. They will contain subtitles for a better reception and will be an integral part of the EU-13 campaign as described below.

Digital communication

Since the work towards the implementation of the SET-Plan and the Clean Energy Transition is in continuous development, online tools play a central role ensuring timely and up to date information, reporting on the development of the project and supporting interaction with key stakeholders. Special attention will be paid to keeping information coherent and exchanging content with the channels of key players in the SET-Plan (e.g. SETIS, ETIPs, related initiatives). SUPEERA will make use of the following online communication tools:

- **Website (D4.2)**

By M4, the consortium will set up a dedicated SUPEERA website, which will be continuously updated, improved, and promoted throughout the project duration. It will present core information on the project, feature project deliverables intended for public dissemination, provide links to key stakeholders, and provide updates on the project's progress. Specific attention will be paid to making the SUPEERA website attractive, user-friendly and informative. Information provided will be made easy to understand in order to reach a wide audience. With the help of visual elements, it will illustrate the progress made in the SET-Plan implementation. Furthermore, it will offer the possibility for users to express interest in contributing to the project and highlight success stories. It will also include a database of open and covered R&I activities, supporting the mapping activities carried out in Task 1.1, and a database on newly opened funding opportunities that aim at covering the open activities.

The website will be integrated in the EERA web portal, which has been launched recently and will gather, 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 thanks to a centralised administration. Thanks to this functionality, it will be very easy for the EERA Joint Programmes and other EERA aisbl projects that are part of the system to display SUPEERA content also on their websites, which increases the dissemination of information in relevant communities. It will also allow to keep

results and materials available on the SUPEERA public website after the project completion. EERA will build on them for future communication activities and will continue disseminating them. EERA Joint Programmes, members and SET-Plan stakeholders will be encouraged to make use of the materials and outcomes of the project.

- **Social media**

Given the close linkage to EERA, SUPEERA will use the existing EERA aisbl social media channels that enjoy a high visibility. The EERA aisbl Twitter account currently has 1,000 followers, while LinkedIn counts over 2,100 followers.

- **Newsletters**

The same principle will be applied for the SUPEERA communication via newsletters: no new newsletter will be created. Instead, existing newsletters of EERA aisbl and its partners will be used. The EERA aisbl newsletter counts around 3,000 subscribers to date, many of them non-EERA members from research, industry and policy. Additionally, SUPEERA will aim at publishing articles in third-party newsletters.

Press activities

Specific attention will be paid to outreach beyond the scientific community, especially towards industry and – to a less extent – citizens interested in energy-related topics, which are underrepresented in the EERA universe.

A database with relevant media outlets in the different countries, including mainly daily press and trade magazines, will be established and updated for each press release. 3 press releases are envisaged, thereof one at the start of the project and one at the end. They will be translated into the national languages of the consortium partners to increase uptake in national media and will be disseminated in the respective countries as well as at the European level. The releases will be written with the specific audience – industry and/or citizens – in mind, breaking highly political and scientific content down to an understandable level, which relates to the daily lives and interests of the audience. At the European level, SUPEERA will be targeting the European press, for instance Science|Business, Euractiv, and the research*eu results magazine.

Due to the very specific topic of SUPEERA, the actual impact that can be achieved with press releases is expected to be limited. Nonetheless provide the releases a good opportunity to increase visibility beyond the classical target audiences and make media aware of the SET-Plan and the Clean Energy Transition policies of the EU, if not of the SUPEERA project itself.

“Meet the EU-13”

SUPEERA puts a specific focus on an increased integration of actors – Member States and research organisations from the EU-13 countries – in the activities for a Clean Energy Transition. This will be done mainly through organising workshops in up to 8 of the 13 countries, linked whenever possible to existing EERA meetings and therewith also bringing members of EERA

governing bodies to the countries. By highlighting their research capacities, SUPEERA will support EU-13 stakeholders to further network and engage with the EERA community and the SET-Plan. Wherever possible, these actions will start from existing connections: EERA has some members in these regions, albeit not sufficient, and within the Joint Programmes collaboration exists. This will be accompanied and reinforced by a dedicated digital campaign, providing an interactive platform for actors from these countries. The campaign will help promote the research resources of EU-13 countries by means of storytelling. We envisage up to 13 stories – 1 for each country – presenting the scientific landscape, major players, networks, infrastructure, expertise, success stories, smart specialisation strategies, engagement in the SET-Plan of a specific country. The stories will contain text, video interviews (see above), graphics, and provide helpful contact details. They will be published on the SUPEERA website, featured in newsletters and widely promoted through social media. The stories will be aligned with and cross-fertilize with the meetings organised in EU-13.

By M12, the first four stories will have been published (D4.7).

1.5 Strategic partnership programme

A large number of other EU initiatives targeting specific sectors have already started during 2019, anticipating several actions foreseen also by SUPEERA. With a usual duration of three years, those projects initiated the implementation of a range of activities involving national stakeholder groups that have to deal with several technologies in parallel (e.g. national funding agencies, ministries, programme authorities). It is therefore crucial for SUPEERA to acknowledge the progress of these initiatives, to avoid overlapping and counterproductive action.

Table 2 below provides a list of those projects that have been identified to have a direct implication for SET-Plan Implementation Plans. During the preparation phase of the proposal, SUPEERA has already initiated a dialogue to coordinate respective actions. At the beginning of the project, SUPEERA will analyse with responsible persons possibilities to coordinate the outreach of planned initiatives, ensuring continuous communication and cooperation to the largest extent practical within the allocated budgetary resources. SUPEERA will analyse available information on activities and deliverables and maintain permanent coordination to leverage synergies across all partners in order to maximize impact. SUPEERA will also strive to get insight into bilateral meetings with key representatives first and foremost at the national level and propose to establish a common digital platform for all involved initiatives to coordinate such meetings in order to avoid over-solicitation.

Projects relevant for SUPEERA with the involvement of EERA members		
Carbon Capture and Storage (JA-2) IMPACTS9 End date: 2022-04-30	BatteRles Europe (Tender) End date: 2021-12-31	SecRHC-ETIP (CC-4) End date: 2021-11-30
Concentrated Solar Power (JA-2) HORIZON-STE End date: 2022-03-31	OceanSET (JA-2) End date: 2022-03-15	Zero Emission Platform (CC-4) SSFZEP End date: 2021-04-30
Deep Geothermal (JA-2) SU-DG-IWG End date: 2022-01-31	ETIP PV – SEC II (CC-4) End date: 2021-09-30	IntEnSys4EU (LCE-2016) End date: 2020-09-30
Off-shore Wind (JA-2) SETWind End date: 2022-03-15	ETIP Ocean 2 (CC-4) End date: 2021-12-31	Energy-SHIFTS (CC-4) End date: 2021-03-31
PV PV Impact (JA-2) End date: 2022-03-31	ETIP Wind (CC-4) End date: 2021-12-31	Energy Innovation Cluster, DK End date: 31-12-2020
SET4BIO (JA-2) Proposal application	ETIP Bioenergy (CC-4) ETIP-B-SABS 2 End date: 2021-08-31	Innovation Network Smart Energy, DK End date: 31-12-2020
ERA-LEARN (CSA) End date: 2022	EN SGplusRegSys (JA-1) End date: 2023-12-31	SMARTSPEND (CC-4) End date: 2021-12-01
SOLAR-ERA.NET Cofund 2 (JA-1) End date: 2023-05-31	Hydropower Europe (CC-4) End date: 2021-10-31	

Table 2. List of identified complementary actions supporting SET-Plan implementation

The coordination with above-mentioned initiatives is of particular importance for the WP1 - task 1.1, in part for tasks 1.2, 1.3 - and the WP2 - tasks 2.2 and 2.3.

Given the partner composition of the initiatives, the coordination with SUPEERA will be carried out on two different levels:

- 1) Continuous – where EERA aisbl is a partner of consortia (for example ETIP BatteRles Europe, ETIP SNET or SETWind)
- 2) Ad hoc – by organising bilateral meetings (for example with SMARTSPEND and PV-Impact in Brussels) or by inviting them at workshops depending on location and topics covered (for example ETIP Wind for workshops in WP2).

II EVALUATION OF DISSEMINATION AND COMMUNICATION RESULTS

The results of dissemination and communication activities will be evaluated against a set of KPIs as described in Table 3. These KPIs are matched with the defined specific objectives as described in 0. They will be reported in a yearly report and updated if deemed necessary in order to reflect experiences from the past period and provide steering mechanisms for the upcoming period.

PROJ. KPIs	KPI description	Metrics	Targets (end of project)
High-Level Objective 4			
Support and promote the connection of the SET-Plan and the Clean Energy Transition with all stakeholders			
O4-1 Raise awareness and increase the visibility of the SET-Plan, the Clean Energy Transition, and the progress of their implementation in relevant stakeholder groups			
O4-2 Reach out to different groups of stakeholders to inform, include and engage them, ensuring a synergetic, collaborative approach and efficient knowledge sharing			
O4-3 Support the mobilisation of the research community and other stakeholders towards the SET-Plan implementation goals and the Clean Energy Transition			
KPI 4.1	Number, type and volume of communication activities	Monitor the execution of the project communication action plan and the major events <ul style="list-style-type: none"> - Number of participants in workshops total • Thereof from EU-13 countries • Thereof from industry - Number of website visitors - Number of social media activities (posts, interactions) - Number of EU-13 platform visitors - Number of media publications 	500 80 100 20,000 3,500 7,000 50
O4-4 Establish a central link between initiatives supporting the execution of the SET-Plan and the SUPEERA project			
KPI4.2	Strategic partnership with initiatives supporting the execution of the SET-Plan IPs	- Number of supporting initiatives involved	25

Table 3. KPIs for the evaluation of dissemination and communication results

In addition, qualitative values (such as number of visited pages per visit of the website, most viewed posts, etc.) will also be monitored.

III PARTNERS' RESPONSIBILITIES

All consortium members will contribute to disseminating and communicating information about SUPEERA under the leadership of EERA aisbl and with efforts according to Table 4.

Partner number and short name	WP4 effort
1 - EERA aisbl	14.00
SINTEF	2.00
CEA	1.00
VTT	1.25
KIT	0.25
DTU	1.25
Total	19.75

Table 4. WP4 efforts of partners

EERA aisbl leads the corresponding work package and will be in charge of ensuring implementation of all tasks as described in the Grant Agreement. EERA aisbl will provide its Linked Third Parties with appropriate dissemination and communication materials and inform the consortium members about important aspects related to this work package. Spending under Other Direct Costs planned in the scope of this work package are centralised at EERA aisbl. Costs that are about to occur at Linked Third Parties must be signalled in advance to EERA aisbl. Services must be commissioned respecting the rules laid out in the Grant Agreement and invoices addressed to EERA aisbl. Linked Third Parties are responsible for informing EERA aisbl about dissemination and communication activities at their end as well as the outcome of these activities. Their contribution is especially required but not limited to outreach at national level and for social media and newsletter activities. An active contribution is furthermore expected with regard to the continuous provision of content for dissemination and communication activities – progress achieved within SUPEERA, milestones, deliverables intended for public dissemination etc.

All consortium members commit to disseminating foreground as swiftly as possible and to giving notice to the other participants concerned. All will be using the project logo and the EU emblem with the appropriate acknowledgement of EU funding as described above in all their dissemination and communication activities.

IV IPR AND DATA MANAGEMENT

All public reports and results developed during the project will be made freely available on the website.

SUPEERA activities are not foreseen to generate scientific data or other intellectual property. In addition, no peer-reviewed papers are foreseen to come out directly of the project. However, ideas may result from the work that may raise issues regarding the rights of intellectual property.

SUPEERA is also exposed to research and innovation by third parties that may bring up similar issues. In SUPEERA, a fair and reasonable remuneration is foreseen for having access to other participants' project results for exploitation.

The SUPEERA consortium acknowledges that foreground intellectual property generated by a participant and background intellectual property brought into the project by a participant belong to the participant(s) having generated or provided such intellectual properties. It is acknowledged that to allow possible commercial exploitation, the protection of the intellectual property must be duly handled.

Dissemination and use of knowledge generated by SUPEERA is governed by the terms of the Grant Agreement and the Cooperation Agreements summarised as follows:

- Ownership. Parties that own a result or knowledge will provide adequate and effective protection of the results or knowledge before its dissemination, publication and exploitation. Access rights to background information and results defined in the Cooperation Agreements include provisions concerning access rights to background and results both for a successful execution of the project and to ensure a wide exploitation of the results.
- Publication and communication. Parties will be allowed to publish information on knowledge developed in the project according to the provisions of the Grant Agreement and Cooperation Agreement and provided this does not affect the protection of that knowledge. Any public knowledge dissemination, publication or communication will be communicated in advance within the consortium for approval according the procedures defined in the Cooperation Agreement.

The activities of SUPEERA will involve collecting and handling sensitive data. This includes for instance financial figures, information on R&I activities, and personal data. SUPEERA will apply strict rules for dealing with this information, respecting the EU's General Data Protection Regulation. Management of foreground will be undertaken in accordance with the EC Grant Agreement and as agreed on in the Cooperation Agreements.

V IMPLEMENTATION PLAN – YEAR 1

The first year of SUPEERA stretches from January to December 2020 included. For this first year, the following deliverables and milestones are foreseen. Their implementation and impact will be evaluated in the frame of two reports in M12 and be reflected in the update of the present strategy.

5.1 Task 4.1

- **D4.1, D4.3 Communication and dissemination strategy and implementation plan (M2, update in M12)**
With the present document, D4.1 is completed. It will be updated at the end of the year.
- **D4.5 First report on all communication activities (M12)**
The report and its updates will detail the communication tools used and report on the performance measured against agreed KPIs
- **D4.6 First report on organised events and their results (M12)**
The report will detail the events organised and follow up on achieved results

5.2 Task 4.2

- **D4.2 Project website (M4)**
Project website containing major information on project's scope, objectives, deliverables. It will be updated regularly.
The EERA web portal, which will host the SUPEERA website, was launched in February 2020. The works on the website still start in March 2020 and are expected to be finalised in due time.
- **MS6 Project flyer and roll-up (M4)**
Project flyer and roll-up in conformity with visual identity rules of the EC, to be released at the same time with the project website
Works on both the flyer and the roll-up will rely on the logo and key visual as described below. They are expected to be finalised in due time.
- **D4.7 Four EU-13 countries stories published (M12)**
Collection of success stories in EU 13
The first story will be elaborated in connection with the first workshop, to be organised in April in Croatia. A second story will follow before summer and two further stories in autumn.

5.3 Task 4.3

- No deliverables or milestones foreseen
- For the first year, five workshops are foreseen. They will be organised by the responsible work packages and overall coordinated and supported logistically within the dissemination and communication activities. Planning activities for three workshops bound to happen before summer have started.

The following indications are preliminary and pending confirmation.

- WP1: Widening workshop
 - Date: April
 - Location: Croatia
 - Attached to: third-party event
- WP2: Regional pathway 1
 - Date: May
 - Location: Italy
 - Attached to: Meetings of Joint Programmes Fuel Cells and Hydrogen and Energy Storage
- WP1 and 3:
 - Date: July
 - Location: Estonia
 - Attached to: EERA Summer Strategy Meeting

	January		February		March		April		May		June		July		August		September		October		November		December	
	1-15	16-31	1-15	16-29	1-15	16-31	1-15	16-30	1-15	16-31	1-15	16-30	1-15	16-31	1-15	16-31	1-15	16-30	1-15	16-31	1-15	16-30	1-15	16-31
Strategy, plans, reports																								
Comm/diss strategy and impl. Plan																								
Strategic partnership programme																								
Reports																								
Communications materials																								
Logo, visual identity																								
Flyer, roll-up																								
Video interviews																								
Digital communication																								
Website																								
Social media, newsletters																								
Press work																								
Press release																								
Meet the EU-13 campaign																								
Develop 4 stories																								
Promotion of 4 stories																								

Coordination/support workshops																				
Workshop 1					WS	WS														
Workshop 2							WS													
Workshop 3									WS											
Workshop 4												WS	WS							
Workshop 5																	WS	WS		
Support to key deliverables																				
WPs 1-3																				

5.4 Status report on selected topics

Logo

Given the strategic importance the project has for EERA and its close connection to the EERA brand, the SUPEERA logo was derived from the EERA logo. The linked letters and dotted background illustrate the role SUPEERA plays in the SET-Plan and Clean Energy Transition contexts – SUPEERA is *#ConnectingTheDots*. By depicting a map of Europe, it illustrates the scope of the project.



The colours are well aligned with the colours of EERA and – as far as possible – with the colours of the logos of the Linked Third Parties to allow for easy integration in their communication activities.



The logo has been shared with the consortium in vector format and ready for usage in print and online media.

Social media



The [first tweet about SUPEERA](#) informing about the kick-off meeting on 9 January 2020 received 2,664 impressions until 19 February and counted 97 total engagements.

The corresponding [post on LinkedIn](#) got 1,809 organic impressions, 32 likes and 4 shares, which is more than we get on average on LinkedIn.

EERA's social media activities on behalf of SUPEERA will be reinforced by activities of the project partners and other stakeholders, such as SETIS. In this way, SUPEERA will avoid adding additional channels and fragmentation of information and the creation of yet another project channel that has to be given up after the end of the funding period.

Press activities

The first press release has been published and disseminated on 11 February 2020. At European level, it was sent to 29 journalists. The press release e-mail had an opening rate of 50% + x, which is very good for this type of mailing.

 <p>Press release</p> <p>11 February 2020</p> <p>EERA LAUNCHES "SUPEERA" PROJECT TO SUPPORT THE SET-PLAN AND THE CLEAN ENERGY TRANSITION</p> <p>The EU-funded project will foster the coordination of national research efforts and support innovation and policymaking in order to help the EU achieve its climate goals</p> <p>Brussels – The European Commission under the leadership of Commission President Ursula von der Leyen has made climate action one of its top priorities, with the transition towards a clean energy society as a cornerstone. Research and innovation will play a central role for achieving this goal. In January 2020, the European Energy Research Alliance has launched the "SUPEERA" project (Support to the coordination of national research and innovation programmes in areas of activity of the European Energy Research Alliance) to support the implementation of a clean energy transition in Europe. Five of its member organisations from Denmark (DTU), France (CEA), Germany (KIT), Norway (SINTEF), and Finland (VTT) will support the activities. The European Commission funds the project with €1.67 million.</p> <p>Moving from fossil fuels to a clean energy system will be essential for making Europe climate-neutral by 2050. This transition will have to encompass societal, economic, political, and technological dimensions and requires effective cross-sectoral and collaborative actions. The Strategic Energy Technology Plan (SET-Plan)¹ is a key framework to deliver on the technological part of the transition. It sets a roadmap up to the year 2030 and helps align research and innovation priorities between the European Commission, EU Member States and the private sector. The overarching objective of the SUPEERA project is to strengthen</p> <p>¹ https://ec.europa.eu/energy/en/topics/technology-and-innovation/strategic-energy-technology-plan</p> <p>Page 1</p>	 <p>European cooperation in research and innovation in order to realise the objectives of the SET-Plan in the broader perspective of the clean energy transition.</p> <p>Connecting the dots: SUPEERA to ensure horizontal coordination and increase impact Since the SET-Plan is clustered to a large extent along technologies and does not provide a formal mechanism for using cross-cutting research capacities or pooling interdisciplinary activities, SUPEERA will improve the exchange of information between the different actors involved and foster joint actions. This will allow to create synergies, avoid overlap, increase impact, and use untapped potential. SUPEERA will also help better connect research and innovation, foster a stronger engagement of the EU-13 countries², and assess EU policies to allow for better policymaking. The main expected impact of the project is an accelerated, expanded, widened and better coordinated implementation of the targets defined in the SET-Plan.</p> <p>Four objectives In order to reach this goal, the project partners have set four main objectives:</p> <ul style="list-style-type: none"> • Facilitate the coordination of the research community to support the execution of the SET-Plan towards the clean energy transition; • Accelerate innovation and the uptake of research results by industry; • Provide recommendations on research and innovation priorities and policy frameworks; • Support and promote the SET-Plan and the clean energy transition. <p>The European Energy Research Alliance (EERA) with its around 250 members provides a unique pool of expertise in low-carbon energy technologies and in addressing cross-sectoral and systemic challenges. The SUPEERA project materializes the central role EERA can naturally play in facilitating the convergence of national research efforts. The dedicated focus on EU Member States that are not fully integrated in the European energy research and innovation system yet will help mobilise further resources and foster alignment of activities.</p> <p>² 13 countries that joined the EU after 2004: Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia</p> <p>Page 2</p>
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Newsletter

End of February, EERA issued a newsletter which featured an article about SUPEERA. The newsletter was sent to 3,000 recipients.



EERA Newsletter February 2020

A robust roadmap for faring in times of uncertainty

Dear readers,

I trust you had a rewarding start of the year and I hope 2020 will be a year of increased collaboration and activity with the EERA community.

It would be useless to expand on the multitude of causes making our common future so unpredictable. Instead, they should be just another incentive to concentrate even more on building a robust and resilient roadmap to implement EERA's strategy and support its new mission, **"To catalyse European energy research for a climate-neutral society by 2050"**.

EU projects



SUPEERA project launched

We are pleased to announce that in January 2020, EERA has launched the SUPEERA project ("Support to the coordination of national research and innovation programmes in areas of activity of the European Energy Research Alliance") to support the implementation of a clean energy transition in Europe. Five of our members, CEA, DTU, KIT, SINTEF, and VTT, will support the activities. Read more about the project and its objectives [here](#).



SUNERGY initiative kicks off

On 5-6 February 2020, SUNERGY, a large-scale, integrated R&I initiative in the area of fossil-free fuels and chemicals, officially kicked off. SUNERGY stems from two European flagship initiatives on energy, [SUNRISE](#) and [ENERGY-X](#). They have joined forces to launch SUNERGY to complement the scope of existing